



# Virginia Green Partner Profile:



## GEORGE WASHINGTON REGIONAL COMMISSION Fredericksburg, Virginia

*Virginia Green* is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* has established “core activities” specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their “green” activities.

*Virginia Green Partners* are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### George Washington Regional Commission

“The George Washington Regional Commission is the planning district commission for Virginia Planning District 16 which includes the City of Fredericksburg, and the counties of Caroline, King George, Spotsylvania, and Stafford. Our principle functions are regional land-use planning, transportation planning, and transportation demand management activities.”

**Green Statement:** “The GWRC established the Green Government Commission (GGC) to foster cooperation among the five member localities in the Region in developing facility management and purchasing practices that will enhance the Region's environmental quality while resulting in long-term savings to the individual localities. The GGC endorsed the Region's participation in the Virginia Green program to encourage best environmental management practices by local governments. The Virginia Green program will complement the Region's efforts to boost tourism and economic development.”



### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

**Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:

- Encourage clients who are in the tourism industry to join Virginia Green.
- Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.

- Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
- Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
- Send out emails or mailers to their membership about Virginia Green.
- Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
- Set a goal for recruiting their member facilities.
- Include a Virginia Green feature in their newsletter or other publication.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other “green” improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

**Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Avoid box lunches – trays/platters of food are much less wasteful

**Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, steel cans, food waste (composting), grease, plastic, office paper, toner cartridges, newspaper, cardboard, fluorescent lamps, batteries, electronic equipment
- Purchase recycled-content paper towels and toilet paper
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles

**Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Have low flow restrictors on faucets

**Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Have a numeric goal of how much they want to reduce their energy usage over time
- Calculate the pollution factors of their energy usage
- Evaluate existing ovens and other kitchen equipment for energy efficiency
- Use:
  - high efficiency fluorescent ballasts and lamps (T5s and T8s)
  - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation

For more information on *Virginia Green Lodging* program, see [www.deq.virginia.gov/p2/lodging](http://www.deq.virginia.gov/p2/lodging) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



*Virginia Green Lodging* program is a supporting partner of *Virginia Green*, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

