



Virginia Green Travel Organization Profile:



Bedford Welcome Center

Bedford, 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** expects its participants to strive to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that customers can expect to find when they work with or visit the offices of this organization.

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CORE ACTIVITIES for Travel Organizations

“☑” This symbol indicates a required activity for Virginia Green Travel Organizations. Virginia Green participants *self-certify* that these activities are in place, and they provide additional specifics on other activities. Visitors to the Bedford Welcome Center can expect the following *green practices*:

- ☑ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants.
 - Make an official Virginia Green Endorsement through your Board or other committee
 - Include a Virginia Green feature in your newsletter or other publications
 - Display Virginia Green certificate prominently in your facility or offices and use the Virginia Green window decals
 - Use the Virginia Green logo on signage pointing out recycling and other "green" improvement
 - Highlight your involvement in Virginia Green on your website and include a link to your Virginia Green profile

- ☑ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences.
 - Minimize copying and always make 2-sided copies
 - Eliminate the use of Styrofoam cups and plates
 - Use silverware instead of plastic utensils
 - Serving water in pitchers and glassware instead of plastic bottles

- ☑ **Recycling and Waste Reduction.** All facilities/offices should have some sort of visible recycling program.
 - Recycle: Glass, Aluminum Cans, Plastic, Office Paper, Toner Cartridges, Newspaper, Cardboard, Fluorescent Lamps
 - Track overall waste bills
 - Encouraging suppliers to minimize packaging and other waste materials
 - Purchasing from vendors and service providers with a commitment to the environment
 - 2-sided copying and printing
 - Use electronic correspondence and forms
 - Purchase durable equipment and furniture
 - Use latex paint
 - Proper recycling/disposal of paint thinners

- Preventative maintenance of all appliances, HVAC systems, plumbing and vehicles
- Use least toxic materials
- Minimize use of pesticides and fertilizers

Water Efficiency. All facilities/offices must attempt to conserve water and use it efficiently.

- Tracking overall water usage and wastewater
- Preventative maintenance of drips and leaks
- Water flow metering to discover leaks and areas of high use
- Discourage water-based clean-up, sweep first
- Low flow restrictors on faucets and showerheads
- Effective storm water management

Energy Conservation. All facilities/offices should have a plan that encourages energy conservation and efficiency.

- Tracking overall energy bills and set a numeric goal to reduce
- Install LED Exit signs
- Use of natural lighting
- Thermal-rated windows and insulation
- Use of directional lighting in parking lots and other outdoor areas

For more information on **Bedford Welcome Center**, see www.visitbedford.com or contact Sergei Troubetzkoy at dergei@visitbedford.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/virginiagreen.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

