



Virginia Green Lodging

Crowne Plaza Hotel Virginia Beach

"Offering world-class accommodations in the heart of the Virginia Beach Town Center, the Crowne Plaza Hotel is just minutes from the beach, downtown Norfolk, military bases and most area businesses.

With over 12,000 square feet of flexible meeting space and a Crowne Meetings Director to take care of every detail, the Crowne Plaza Hotel is perfect for meetings and events from 10 to 500 people. Discerning travelers will appreciate fine dining at Tines Restaurant and cocktails at the "South Beach" inspired Aqua Bar, both located conveniently within the hotel. In our contemporary and spacious lobby, you can enjoy complimentary wired and wireless high-speed Internet access.



Our company is committed to environmentally friendly practices including recycling, reusing and conserving energy."

GREEN ACTIVITIES

- Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:
 - Have signage in each guest room explaining the linen reuse procedures
 - Change linens only upon request
 - Train house cleaners on process for optional linen service
 - Purchase water and energy efficient washers and dryers
 - Use non-phosphate, non-toxic and biodegradable laundry detergents
 - Minimize use of bleach and chlorinated chemicals
 - Use an "ozone laundry system" that greatly minimizes the need for detergents and saves water
 - Use a service that has environmentally-preferable "wet cleaning" for "dry-clean only" items

- Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:
 - Provide the opportunity for guests to recycle: glass bottles, plastic bottles, aluminum cans, steel cans, newspaper
 - Have recycling bins located: end of hallways

- Also recycle office paper, cardboard, fluorescent lamps, batteries, electronic equipment
- Track overall solid waste costs
- Have a numeric goal to reduce overall materials that go to the landfill

Guest rooms

- Use bulk soap dispensers instead of individual soaps/shampoos in guest rooms
- Use refillable shampoo bottles rather than single-use bottles
- Instruct housekeeping to save and reuse unopened items

Kitchen (or meetings/events)

- Recycle fryer grease and/or filter grease prior to recycling

Dining room (or meetings/events)

- Do not use any disposable containers, dishware, cutlery, or cups
- Use disposable foodservice items made from bio-based materials, renewable materials
- Use cloth napkins
- Use reusable coffee filters
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand-dryers
- Purchase recycled-content paper towels and toilet paper

Office

- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

Building and grounds

- Use green cleaning products that are dispensed in bulk
- Use latex low or no-VOC paints
- Re-use paint thinners
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)
- Minimize use of pesticides and herbicides in landscaping



Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have established a numeric goal to reduce water consumption over time

Activities indoors

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have installed:

- Low flow faucets and showerheads (use less than 2.5 gallons per minute)
- Use microfiber technology mops

Activities outdoors

- Have an effective landscape management plan which minimizes lawn areas
- Have an effective storm water management plan which includes pervious pavement
- Use a nutrient management plan that minimizes the use of fertilizers



Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have established a numeric goal to reduce energy usage over time
- Use ENERGY STAR's Benchmarking Tools for the Hospitality Industry

Heating and cooling

- Have individual thermostats for each room/area

Lighting

- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have installed compact fluorescent light bulbs in all rooms and in canned lighting
- Have adopted a policy/practice to minimize the use of lighting during night cleaning

Appliances and electronic devices

- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)
- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)



Green Events Package. The facility must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of "green meetings/conferences" in marketing packages
- Conference Information such as menus and banquet event orders are provided via email to guests.
- Recycled paper is in use in all Fax Machines
- We require accurate guest counts three days prior to the event preventing waste.
- Due to our proximity to the Airport, Shopping, Restaurants and Local Attractions transportation requirements are reduced.
- We recycle or reuse all office paper waste
- Recycle bins are provided in Banquet Rooms for all recyclable materials
- We conserve energy through Mandatory Thermostat Control when Meeting Rooms are not in use.
- Our Copy Machines have a double sided copy option
- Our Restrooms are equipped with Air Dryers to reduce the use of paper products
- Our Service Staff recycles all materials from Conference Rooms that are recyclable.

- Reusable placemats and tablecloths are in use in Restaurant and Banquet Rooms
- Paper To Go coffee cups instead of Styrofoam are in use.
- Reusable Flatware, Plates and Glasses are used whenever possible.
- We reduced use of Boxed Lunches to reduce waste products
- We offer water served in Pitchers or Bins, reducing plastic bottle waste
- The Storage Area lights are on timers to reduce energy usage
- Well placed Recycle Bins are available to all Guests
- Low Flow Toilets and Faucets are in use
- Energy Efficient Light Bulbs are in use wherever Possible
- All Computers are turned off at the end of the day



For more information on the Crowne Plaza Hotel see www.cpvabeach.com or contact Mark Smith at msmith@cpvabeach.com or 757-473-1700

Virginia Green is the Commonwealth of Virginia's campaign to promote 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. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.org.

