



## Virginia Green Attractions Profile:



# Gobblerfest 2011

## VT Campus and Downtown Blacksburg August 26, 2011

"Gobblerfest is an annual festival, hosted by the Division of Student Affairs and an array of Virginia Tech and Blacksburg partners, welcoming Virginia Tech students and the Blacksburg community to the Hokie Neighborhood. This event provides a dynamic and fun environment, which introduces programs and services offered by the University, the Town of Blacksburg, local businesses, and non-profits.

As the university welcomes people to the Hokie Neighborhood, Gobblerfest offers a unique opportunity to showcase Virginia Tech's dedication to being a leader in campus sustainability. Greening events like Gobblerfest specifically supports VT's goal to achieve a 35% recycling rate by 2012 and highlights the environmental nonprofits, student organizations, and the university's own Office of Sustainability participating in the festival."



### CORE ACTIVITIES for Green Attractions

**Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, cardboard

**Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable foodservice items that are recyclable (in your area!)
- Individual vendors will be providing their own service products. We will contact these vendors and request that they review the Virginia Green website for information and guidelines on how to minimize disposable food products. The Town of Blacksburg Refuse & Recycling program provides waste minimization, recycling, and refuse collection services to residents. Resources are also available to residents, apartment and townhouse complexes, commercial and industrial properties, and schools. The Town of Blacksburg Refuse &

Recycling program strives to develop and enhance the program in order to promote environmental sustainability.

- ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:
  - Use electronic registration, correspondence, and forms instead of paper forms
  - Print brochures and other printed items on recycled content paper
  - Purchase/use paper products with 30% or higher recycled-content

- ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
  - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting: Virginia Tech is committed to being a leader in campus sustainability. As an example, on June 1<sup>st</sup> 2009, the Board of Visitors unanimously approved the VT Climate Action Commitment resolution and endorsed an accompanying sustainability plan. The Town of Blacksburg Refuse & Recycling program provides waste minimization, recycling, and refuse collection services to residents. Resources are also available to residents, apartment and townhouse complexes, commercial and industrial properties, and schools. The Town of Blacksburg Refuse & Recycling program strives to develop and enhance the program in order to promote environmental sustainability.

*Food service*

- Use water pitchers to minimize the use of single-use bottles

*Restrooms*

- Purchase recycled-content paper-towels and toilet paper

*Logistics*

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes

- ☑ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:
  - Have a link on our website to the Virginia Green Events webpage
  - Have a green event section on our event’s webpage highlighting all of our green activities
  - Have signs at the event registration which list all of our green activities



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For more information on Gobblefest 2010, see [www.gobblerfest.org](http://www.gobblerfest.org) or contact Kelli Olson at [kellio@vt.edu](mailto:kellio@vt.edu).

**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](http://www.deq.virginia.gov/p2/viriniagreen) or [www.viriniagreentravel.org](http://www.viriniagreentravel.org).

