



Greater Williamsburg Chamber & Tourism Alliance Williamsburg, 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. These are the activities that guests / customers can expect to find when they visit this facility.

Greater Williamsburg Chamber & Tourism Alliance

CORE ACTIVITIES for all *Virginia Green Travel Organizations*

"☑" This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to the **Chamber** can expect the following 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. This partner organization pledges that they:
 - 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.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences. This partner pledges that they:
 - Have conferences at Virginia Green facilities
 - Minimize copying and always make two-sided copies
 - Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs.
 - Use silverware instead of plastic utensils.
 - Use non-bleached napkins or maintain a supply of cloth napkins.
 - Serve water in pitchers and glassware instead of bottles
 - Avoid box lunches – trays/platters of food are much less wasteful.
 - Publications located on websites
 - Use email blasts versus bulk mailings
- ☑ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, electronic equipment
- Reuse binders and file folders
- Track overall waste bills
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Use reused building materials or those from sustainable sources
- Use latex paints
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Minimize the use of pesticides and herbicides

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

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - low flow restrictors on faucets and showerheads
 - low flow toilets
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan
- Have an effective stormwater management plan including: minimization of impervious areas (paving, concrete, etc)

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
- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Have high efficiency heating & air conditioning (HVAC) systems
- Use natural lighting
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas

For more information on **Greater Williamsburg Chamber & Tourism Alliance**, see www.williamsburgcc.com or contact **Lisa Pacheco** at Pacheco@williamsburgcc.com or 757-253-2313.

For more information on **Virginia Green** program, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is 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.

