



Lynchburg Regional CVB

discoverlynchburg

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.

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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 **Lynchburg Regional CVB** 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:
 - Set a goal for recruiting their member facilities.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - 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 reduced the use of Styrofoam cups and plates; instead staff use actual mugs.
 - Minimize copying and always make two-sided copies
- ☑ **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: aluminum cans, office paper, toner cartridges, newspaper, cardboard
 - Make 2-sided copies/ printed materials
 - Use electronic correspondence and forms
- ☑ **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
- ☑ **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:
 - Use compact fluorescent light bulbs in all rooms and in canned lighting

- Use natural lighting

For more information on **Lynchburg Regional CVB**, see www.discoverlynchburg.org or contact Cathy Beeson at cbeeson@lynchburgchamber.org .

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.

