Virginia Green Profile for Travel Organizations

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices is 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.

Norfolk Convention and Visitors Bureau
&
The Norfolk Visitors Information Center
Norfolk, Virginia

The mission of the Norfolk Convention and Visitors Bureau (CVB) is to market and promote Norfolk as a destination for conferences, meetings, events, and tourism. The CVB is affiliated with the "Norfolk Convention Connection", which is composed of the Norfolk Waterside Marriott and Waterside Convention Center, the Sheraton Norfolk Waterside, the Radisson Hotel Norfolk and the Waterside Festival Marketplace. The Waterside Convention Connection offers over 1,000 rooms and suites, 55 meeting rooms and 121,000 square feet of convention space. In addition, the nearby Norfolk Scope Arena provides an additional 85,000 square feet of meeting space.

The Norfolk CVB plans to encourage hotels, conference facilities, restaurants, attractions and other tourism facilities in the City of Norfolk to participate in *Virginia Green.* The CVB currently leases its office space, but is implementing many environmentally-friendly practices on its own; and it is encouraging its landlord to implement various green practices as well. Visitors to Norfolk will see the Norfolk CVB's commitment to Virginia Green demonstrated at the **Norfolk Visitor Information Center** located just off of Interstate 64 at Exit 273!

CORE ACTIVITIES for Travel Organizations

- **Support Virginia Green**
- **Green Meetings and Conferences**
- **Recycling**
- **Water Efficiency**
- **Energy Conservation**

DETAILS:

- Sending out an email or mailer to the membership about Virginia Green

- Making an official Virginia Green Endorsement through the Board or other committee to support Virginia Green
- Setting a goal for recruiting as many of member facilities as possible
- Including a Virginia Green feature in their newsletter or other publication
- Displaying the Virginia Green certificate prominently and using the Virginia Green window decals
- Using the Virginia Green logo on signage to highlight recycling and other "green" features
- Highlighting involvement in Virginia Green on websites and including a link to the Virginia Green profile
- Minimizing copying and always making 2-sided copies
- Eliminating the use of Styrofoam cups and plates. Using washable mugs instead.
- Using silverware instead of plastic utensils. Purchasing biodegradable disposable as necessary.
- Serving water in pitchers and glassware, instead of plastic bottles. Considering bulk sodas.
- Avoiding lunch boxes. Using trays or platters for less waste.
- Recycling office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, and electronic equipment.
- Purchasing recycled-content paper towels and toilet paper
- Purchasing from vendors and service suppliers with a commitment to the environment
- Using two-sided copying and electronic correspondence
- Purchasing durable equipment and furniture
- Using effective labeling system with last in-first out inventory
- Providing preventative maintenance on drips and leaks
- Using high efficiency compact fluorescent light bulbs in spotlights and in rooms
- Providing individual thermostats in each room
- Adopted a Green Office Policy that focuses on resource conservation and sustainable business practices
- Adding plastic, aluminum can, and newspaper recycling to existing recycling effort
- Increasing the number of computers with LCD monitors to 75%
- Providing employees with a monthly bus pass
- Encouraging visitors to use the free Norfolk Electric Transit shuttle

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For more information on the **Norfolk Convention and Visitors Bureau**, see www.norfolkcvb.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.