



Virginia Green Lodging



Sheraton Roanoke Hotel and Conference Center Roanoke



"The Sheraton Roanoke Hotel and Conference Center is a newly renovated, 320 room hotel and conference center. We are committed to pollution prevention because we are surrounded by the Blue Ridge Mountains and with all of this beautiful nature so abundant, we want to ensure it is here for future generations to enjoy. We strive to offer a cleaner safer working environment for our employees as well as a

natural clean environment for our guests. The hotel is located on 17 acres of full grown wooded trees that offer a natural habitat for wildlife."

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
- Track optional linen participation rate
- Use non-phosphate, non-toxic and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals

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: plastic bottles, aluminum cans, newspaper
- Have recycling bins located: in the parking lot and the banquet department
- Also recycle cardboard, fluorescent lamps, batteries, electronic equipment

Guest rooms

- Instruct housekeeping to save and reuse unopened items

Kitchen (or meetings/events)

- Recycle fryer grease and/or filter grease prior to recycling
- Have an effective food inventory control to minimize waste

Dining room (or meetings/events)

- Use disposable foodservice items that are made with recycled content

- Use cloth napkins
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk

Restrooms

- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper

Office

- Remove facility and staff names from junk mail lists when possible
- Purchase recycled paper with a high-percentage recycled content
- 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
- 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
- Have installed:
 - Low flow faucets and showerheads (use less than 2.5 gallons per minute)
 - Low flow toilets (use 1.6 gallons per flush or less)

Activities outdoors

- 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 had an energy audit to identify efficiency opportunities within the past 12 months

Heating and cooling

- Have individual thermostats for each room/area
- Regularly perform preventative maintenance on HVAC system
- Keep office doors and windows closed in HVAC system is on

Building Construction and Renovation

- Are working to achieve LEED-EB (existing building) certification through operational changes and renovations



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
- Use cloth napkins, recycle cooking greases, have recycle bins in banquet area, use recycled paper products



For more information on the Sheraton Roanoke Hotel & Conference Center, see www.sheraton/roanoke.com or contact Gloria Patton at gloria.patton@sheratonroanoke.com or 540-561-7909.

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.

