



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* 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.

Virginia Green Partner Profile:

Virginia Beach Restaurant Association

Virginia Beach, Virginia

The mission of the Virginia Beach Restaurant Association is 1) "to develop and foster professional standards among those people actively engaged in the foodservice industry; 2) to exchange ideas through educational programs and free discussion of matters of professional interest; and 3) to keep the foodservice community informed of legislative and regulatory issues that will affect the way members conduct business." The Virginia Beach Restaurant Association plans to encourage their clients, members and staff to participate in *Virginia Green*.

CORE ACTIVITIES for Partner Organizations

- 🌱 **Support Virginia Green**
- 🌱 **Green Meetings and Conferences**

DETAILS:

- Encouraging clients who are in the tourism industry to join Virginia Green
- Striving to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials
- Carrying and promoting environmentally-friendly products and providing services that minimize the use of harmful chemicals and materials
- Establishing a travel/conference policy that encourages employees to stay in and do business with Virginia Green and similarly-minded facilities
- Sending out an email or mailer to 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 association members
- Including a Virginia Green feature to the newsletter or other publication
- Using the Virginia Green logo on signage signaling recycling and other "green" practices
- Highlighting your involvement in Virginia Green on your website and including a link to your Virginia Green facility profile

- Having your conference at a Virginia Green Lodging facility
 - Minimizing copying and making two-sided copies
 - Eliminating the use of polystyrene cups and plates and using reusable mugs and plates instead
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For more information on the **Virginia Beach Restaurant Association**, see www.vabeachrestaurants.net.

For more information on *Virginia Green* program, see www.deq.virginia.gov/p2/viriniagreen.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

