



Certification of Virginia Green Festivals & Events

Festivals, conferences, meetings, and other events are important contributors to regional and statewide tourism. However, they can also result in significant environmental impacts from the wastes generated, the amount of materials used, transportation to and from events, and the energy and water consumed during the event. For an environmentally-responsible organization, a wasteful festival, conference or event can be embarrassing; and it can literally have a negative impact on an otherwise positive experience for the participants. Conversely, thoughtfully-planned “green events” will clearly communicate to participants that the organizers are committed to minimizing the event’s environmental impacts.

Planning a green event does not mean additional incurred costs – it simply requires a change in mindset and some thoughtful, up-front planning. Facilities and venues that are prepared to host green conferences, meetings, and events will make the event organizer’s job that much easier; and hopefully, that facility will be rewarded with repeat business and referrals. And participants in the Virginia Green Travel program would be the natural choice for hosting green conferences, meetings, and events!



Instructions: The checklist below serves as the **actual application for certification as a Virginia Green Travel Event**. Applying festivals and events self-certify that they have the green practices in place. Once submitted, the Virginia Green program staff will review and contact you for any additional information required. Once certified, the event will be recognized and promoted as a Virginia Green Event via social media and listed on the Virginia Tourism Corporation’s calendar of green events (www.VirginiaGreenTravel.org). The event will also be shipped a Virginia Green Travel Event banner and provided with logo, graphics, and additional information on branding the event.

Core Sustainability Commitments for Certification

Green Team & Volunteers (At least 1 Required)

- Have a green team in place to assist attendees and monitor and control green practices for the event. Details: _____
- Train green team volunteers and arm them with pickers to ensure that “eco-stations” are not cross-contaminated.
- Provide branded Green Team t-shirts to demonstrate commitment to event attendees.

Recycling

- Comprehensive recycling in place for glass, plastics, paper, and cardboard.**
If you cannot recycle any of these, please provide detail: _____ **(Required)**
- Recycling containers are all co-located with trash containers. **(Required)**
- Signage instructing attendees about what is or is not recyclable at this event.
 - Signage on containers **(Required)**
 - Larger signage near entranceways
 - On-line information about recycling
- Additional items being collected for recycling or donation at your event:
 - Grease
 - Pallets

- Electronics
- Plastic bags
- Other: _____
- Recycling vendor. Please name the recycling vendor that is managing / hauling your recycling: _____ **(Required)**
- Tracking the weights of trash and recycling and **calculating a recycling or waste diversion rate** for your event. **(Highly Recommended)**
 - What was the recycling rate from last year's event (if applicable)? _____
- Other details related to recycling: _____

Waste Reduction

- Tracking waste, recycling, and compost costs.
- Composting food wastes and compostable materials
 - Using compostable disposables? Please list items that are compostable at your event: _____
 - Please name the vendor that is handling compostables: _____
- Minimizing the Impact of Disposables
 - Commitment to **NO POLYSTYRENE** items used by any vendors **(Required)**
 - Not using disposable items. Details: _____
- Disposables that are readily recyclable at your event.
 - Please describe: _____
- Disposables made with recycled content.
 - Please describe: _____
- Food Service
 - Choose only food vendors that are committed to green practices.
 - Educating vendors on recycling and composting activities in place. **(Required)**
 - Require vendors to purchase / provide only compostables / items that are readily recyclable. Please provide details: _____
 - Provide for recycling and trash co-located with all food vendors
 - Providing condiments in bulk
 - Providing non-bleached napkins
 - Provision of bulk water dispensers in lieu of single-use bottles
 - Recycling of all grease used by vendors
 - Recycling vendor who recycles into bio-diesel. Who is it? _____
 - Donation of excess food
 - Sustainable, Organic &/or Local Food Offerings
 - Please list: _____
 - Other waste reduction practices applicable to food service: _____
- Cigarettes
 - Providing for cigarette butt collection urns.
 - Working with Keep Virginia Beautiful to promote responsible collection of cigarette wastes.
 - Other: _____

- Balloons & Other Airborne Releases
 - Airborne releases do NOT take place **(REQUIRED)**
- Restrooms
 - Using environmentally-friendly solutions.
Please specify: _____
 - Collection of paper towels for composting (if applicable).
- Beverage Cup Reuse
 - Provide for the Purchase of a Reusable Beverage Container (such as [Klean Kantene](#))
 - Provide event-branded, reusable cups
 - Actively encourage beer / wine vendors & consumers to reuse cups and to not “pre-fill” beverages
 - Please provide details: _____

Energy

Transportation: **(At least 1 Required)**

- Carpooling encouraged
- Shuttles provided
- Mass Transit
- Biking encouraged:
 - Parking / Valet provided
 - Other details on how encouraged: _____
- Please provide details on transportation impact reduction:

Green Power Generation & Use

- Solar. Details: _____
- Biodiesel. Details: _____
- Pedal-power. Details: _____
- Other details: _____
- Electric Vehicle Charging Stations
- Green Power
 - Greenhouse gas impacts of festival calculated
 - Energy credits/Renewable Energy Credits (REC's) purchased to offset impacts.
What percentage and details about from whom purchased:

Water

- Bulk-water provided to refill water bottles
- Low-flow fixtures in restrooms (if applicable)
Details: _____

Communication & Signage

- Website: **(At least 1 Required)**
 - Link on website explaining / listing green practices in place for your event.
 - Link to Virginia Green certification listing and profile
 - Post information on social media
- Signage:

- Recycling.
 - On each recycling & trash container reminding participants about what is and is not recyclable for this event. **(REQUIRED)**
 - Have larger signs at festival entrances and throughout that explain recycling and other practices
- All Green Practices.
 - Signage which list green practices overall.
- Virginia Green **(Strongly Encouraged)**
 - Use the Virginia Green Festival logo on banners, signage, and the like
 - Obtain reusable Virginia Green Event banners from Virginia Green program for display during your festival.

Support of Sustainable Organizations & Projects

- Donations made to a local environmental organization.
Details: _____
- Support of local environmental projects.
Details: _____
- Engagement of Green Event Corporate Sponsorships in support of:
 - Festival green practices (staff to manage Green Team)
 - Local organizations / projects
 - Virginia Green Travel Alliance Outreach Fund (please contact VGTA directly if interested at viriniagreen@virginia.org).
- Other details: _____

Other Sustainable Practices

Details: _____

Event Name & Date: _____

Location: _____

Contact Name: _____

Phone _____ **Email** _____

For more information on Virginia Green and Green Festivals, Conferences & Events, go to the Virginia Green at www.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx. Or you can learn more on the Virginia Green marketing website at www.VirginiaGreenTravel.org.

Application Processing Fee for Certified Virginia Green Travel Events

- \$100 for assessment and recognition of “for-profit” festivals and events.
- Fees can be waived for supporting organizations & local-government sponsored events or addressed on a case-by-case basis.
- Fees can also be waived for events that benefit the Virginia Green Travel Alliance (VGTA) and for partners that sponsor a fundraising or other promotional event benefiting the VGTA.