



The Virginia Green program strives to **educate** the tourism industry about sustainable practices and innovative products that can significantly reduce the environmental impacts of their operations. Furthermore, Virginia Green strives to **engage** our partners and consumers in a meaningful dialogue that is mutually beneficial. Together, we strive to promote the Virginia Green partners and achieve environmental **results**.

Over the past 12 years, 1800+ tourism businesses have voluntarily certified their environmental commitments and practices and been recognized as certified Virginia Green Partners. The program is administered by the non-profit Virginia Green Travel Alliance (VGTA) and works in partnership with the Virginia Tourism Corporation, the Virginia Department of Environmental Quality, and the Virginia Restaurant, Lodging & Travel Association.

## Re-Certification as a Virginia Green Travel Partner at the

# Fully-Certified Level

We encourage you to revisit the full application and technical resources as you continuously improve upon your initial environmental commitments to the program. However, if you have fully re-certified in the past 5 years, you do not need to submit another full application. You simply need to be able to check-off the boxes below confirming that you have your original Virginia Green program commitments and projects in place.

### PLEASE NOTE:

- Please also use the open text space to tell us about any new projects or other details that you would like to share. Feel free to submit additional documents when you submit this form so that we can promote your efforts.
- A processing fee (details below) will be required upon submittal of your re-certification form.
- We will send your updated certificate and other graphics by email through our new automated partner management system. You should have already created a Registration Login so that you can edit to your listing on our website.
- Please let us know if you would like additional Virginia Green placards or stickers mailed.

## RE-CERTIFICATION CHECKLIST: FULLY-CERTIFIED

We certify that our original commitments in each of these CORE AREAS are still in place and that we are striving to continuously improve in these areas.

- Leadership / Planning / Green Team.** Our business is actively committed to tracking wastes and recycling, water and energy use and setting goals to reduce environmental impacts over time. We have engaged and trained our staff on our environmental efforts.
- Recycling.** Our business is actively recycling materials that are readily recyclable in our community; and we are providing our customers with opportunities to recycle. Recycling is an absolute requirement for all Virginia Green Levels.
- Polystyrene Disposables.** Our business has eliminated the use of polystyrene (commonly referred to as “styrofoam”) take-out containers and cups.
- NEW! Pollution from Single-Use Plastics.** Our business recognizes the potential environmental impacts of single-use plastics and we are committed to reducing or eliminating these materials when possible. Specifically, we are committing to the Virginia Green’s commitments to:
  - Only provide straws upon request and/or provide non-plastic alternatives. See [SKIP THE STRAW CAMPAIGN – Virginia Green](#)
  - Prohibit the practice of balloon releases at any outdoor event. [§ 29.1-556.1. Release of certain balloons prohibited; civil penalty \(virginia.gov\) \(REQUIRED\)](#)
- Energy Conservation & Efficiency.** Our business is actively working to reduce the use of electricity and other energy sources through general conservation and replacement/use of energy efficient appliances, lighting, equipment, and practices.
- Water Conservation & Efficiency.** Our business is actively working to reduce water use through general conservation and replacement/use of water-efficient fixtures, appliances, and practices.
- Green Meetings & Events.** Our business pledges to provide for recycling, minimize the use of disposables, and to reduce wastes to the greatest extent possible when hosting meetings and events.
- Consumer Engagement.** Our business pledges to share its environmental efforts with its customers and promote that it is a Virginia Green Partner on its website, in its business, and in promotional materials.

**\*Please use this space to share additional information about your facility’s new programs, significant progress, measurable data and other details. Feel free to send additional documents with your submittal!**

## Applicant Contact Information

**Name of Business:** Click or tap here to enter text.

**Website:** Click or tap here to enter text.

**Address Line 1:** Click or tap here to enter text.

**Address Line 2:** Click or tap here to enter text.

**City:** Click or tap here to enter text.

**State:** Click or tap here to enter text.    **Zip:** Click or tap here to enter text.

### Contact 1

Name: Click or tap here to enter text.

Phone: Click or tap here to enter text.

Email: Click or tap here to enter text.

### Contact 2

Name: Click or tap here to enter text.

Phone: Click or tap here to enter text.

Email: Click or tap here to enter text.

## Re-Certification Endorsement:

Our original commitments to the Virginia Green Travel Certification are still in place and we are striving to continuously improve in these areas.

Signature: \_\_\_\_\_

Printed Name/Title: \_\_\_\_\_

Please complete and send application to [VirginiaGreenTA@gmail.com](mailto:VirginiaGreenTA@gmail.com)

Questions? Call 804.986.9119

### Virginia Green Application Processing Fees

	Commitment Level	Fully-Certified
• Restaurants, B&Bs, Wineries, Breweries, & "Smaller" Attractions	\$50	\$75
• "Larger" Attractions	\$95	\$175
• Hotels	\$125	\$195*
• Conference Centers	NA**	\$175*
• Convention Centers	NA**	\$250
• Conferences, Festivals & Events	NA**	\$75
• Supporting Organizations, Visitor Centers, etc	\$50	\$75
• Suppliers of Green Products & Services	NA	\$125

\*Conference Centers & Hotels can be certified together for \$300 total.

\*\*NA: there is no "commitment level" for Conference & Convention Centers or Festivals & Events.

Fees can be waived for events and other partners that sponsor a fundraising event benefiting the VGTA.

Supporting organizations & local-government facilities/events can be waived or addressed on a case-by-case basis.

Ownership groups and other organizations may be eligible for group rates.

Recertification is required every 2 years & Commitment Level is expected to transition to Fully-Certified