

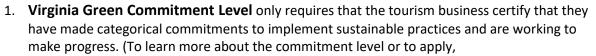
The Virginia Green program strives to **educate** the tourism industry about sustainable practices and innovative products that can significantly reduce the environmental impacts of their operations. Furthermore, Virginia Green strives to **engage** our partners and consumers in a meaningful dialogue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

## **Virginia Green Certification**

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, the Virginia Restaurant, Lodging & Travel Association and Virginia State Parks.

# 2 Levels of Virginia Green Certification

The VGTA currently provides for 2 levels of certification and recognition.





2. Fully-Certified Virginia Green Travel Partners have fully implemented a required number of sustainable practices in various categories such as recycling & waste reduction, water & energy conservation, and green event management. Certified Partners undergo a full application review that may require the submittal of photographs and other documentation.



# **Fully-Certified Application**

To achieve full accreditation as a FULLY-CERTIFIED Virginia Green Partner, you must fill out the full Virginia Green Application / Checklist of Green Practices that is available at <a href="www.VirginiaGreen.net">www.VirginiaGreen.net</a>. Similar to the Commitment-Level application, you must address all of the program's "core commitments". However, for <a href="Full-Certification">Full-Certification</a>, you are required to demonstrate that a number of green practices have already been implemented in each of these core areas.

#### How To Apply & How Does the Program Work?

- ✓ Fill out the full checklist application & submit to VirginiaGreen@Virginia.org.
- ✓ If you have provided all of the necessary information, the application will be approved; and you will be notified by email. An *Application Processing Fee* will be due at that time (see details next page).
- ✓ You will then receive a certificate, window stickers, and a membership placard to display. You will also be emailed official program logos for use on your website, marketing materials, etc.
- ✓ Virginia Green will announce you as a Virginia Green Partner via social media and in our newsletter.
- ✓ The Virginia Green logo will be placed next to your listing on the Virginia Tourism website (www.Virginia.org), and on your local Virginia Green Travel Chapter website (if applicable).
- ✓ You will receive announcements about regional educational offerings including our annual Virginia Green Travel Conference & Awards.
- ✓ You will be eligible to apply for our awards which annually recognize 30+ Virginia Green partners.
- ✓ Every 2 years, all Virginia Green Partners are required to renew & update their commitments and practices.

#### **BASIC CORE REQUIREMENT AREAS for FULLY-CERTIFIED VIRGINIA GREEN PARTNERS**

These are the core areas for your reference. You must submit the full application which is available at www.VirginiaGreen.net.

## Full Virginia Green Application is available at www.VirginiaGreen.net

**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            |

**Suppliers of Green Products & Services** NA \*Conference Centers & Hotels can be certified together for \$300 total.

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

\$50

Recertification is required every 2 years.

For more information or questions, VirginiaGreenTA@gmail.com or 804.986.9119

**Supporting Organizations, Visitor Centers, etc** 

\$75

\$125