



2017 VA-1 Tourism Summit

Norfolk, Virginia

November 12 – 14, 2017

Each year the VA-1 Tourism Summit attracts an array of attendees from the tourism and hospitality industries. In 2017 the conference expects over 500 attendees from tourism industries such as:

- Travel Professionals
- Hoteliers
- Restaurateurs
- Tourist Attractions
- Hospitality Suppliers
- Convention & Visitor Bureaus
- Destination Marketing Organizations
- Tourism Investors
- Economic Development Executives
- Government Officials
- VIP Guests

Green Statement: The tourism industry is a multi-billion dollar industry whose footprint is massive. Greening this conference is an important component in the planning of the conference. The conference is being held at a LEED Certified hotel and organizers are working to supply food and beverages from local vendors.

CORE ACTIVITIES for Green Events

Recycling. Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, and cardboard.

Minimize the use of disposable food service products. The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable foodservice items that are made from bio-based, renewable bamboo
- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable

Printed Materials. Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

- Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

Food service

- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc., in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and serve trays/platters of food instead

Restrooms

- Purchase recycled-content paper-towels and toilet paper

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

- Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have a green event section on its event's webpage highlighting all of its green activities
- Have signs at the event registration which list all of its green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified its greening efforts and will post estimates of the reduced environmental impacts

For more information on the 2017 VA-1 Tourism Summit, see <http://va1tourismsummit.org> or contact Marty Malloy at mmalloy@convention-connections.com or 804-360-1500.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.viriniagreentravel.org or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



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



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