

Green Program Application

| **Contact Information for Person Submitting Application:** |
| --- |
| **Contact Name:** |  |
| **Contact Email:** |  |
| **Contact Phone Number:** |  |

| **Virginia Green Member Information** |
| --- |
| **Facility Name:** |  |
| **Facility Address** (Street, City, State & Zip): |  |
| **Virginia Green Category:**  | Click here to access the drop-down list. |

| **Virginia Green Membership** |
| --- |
| To be eligible for the Virginia Green Travel Awards, your facility must be a current Virginia Green Member. Re-certification of your facility’s Virginia Green commitments is required every 2 years. This means that your facility must have re-certified or joined the program in 2023 or 2024 in order to qualify. If your certification has expired, submit your renewal to be eligible to apply for the awards program. To apply or re-certify for Virginia Green, visit the Virginia Green Travel Alliance website: <https://www.virginiagreen.net/get-certified/> |
| **Are you a current Virginia Green Member?** |
|[ ]  Yes |[ ]  Going to apply/re-certify now and submit ASAP! |

# Tell us about your Green Program!

Judges want to hear all about your program. Use this space to brag about what you are doing. The maximum potential point value for each category is in parenthesis to help applicants understand how applications are scored.

| **Summary**  |
| --- |
| **Include a brief description of your green program.** Let us know how your facility implements its green program and what you are currently working on. What are you doing to minimize waste, increase recycling, reduce hazardous materials usage, conserve water, conserve energy, increase the use of sustainable products & food, and improve transportation options? Don't stop there. If you're doing more, we want to hear about it. Also, if you were recognized with an award last year, please make sure to tell us what is new this year. (15 points) |
|  |

| **Customer Outreach**  |
| --- |
| **How do you get your customers involved?** Do you communicate what you're doing and why? How do you ask your customers to participate? (10 points) |
|  |

| **Website**  |
| --- |
| **Do you tell potential customers about your green efforts on your website?** Bonus points if your website includes the Virginia Green logo! Paste the link below. (10 points) |
|  |

# Quantifiable Environmental Results (REQUIRED)

Show us the numbers! To capture the impact of your efforts, we want to see your data. This can include information about waste, recycling, electricity, natural gas, water usage, and more. Ideally, we would like to see how you performed in 2024 compared to previous years. If you track your data on a spreadsheet or other system, please feel free to send a copy to VirginiaGreen@DEQ.Virginia.gov. Please include quantifiable units (pounds of waste recycled or reduced, kilowatt-hours of electricity, cubic feet of natural gas, gallons of water, etc.).

Please note that the submission of data in at least one category is required for your facility to be considered for an award.

| **Recycling & Waste Reductions**  |
| --- |
| We are looking for information on the amount of materials recycled or reduced and what your approximate recycling rate is. These can be estimates based upon the size of your trash and recycling containers, how full they are, and how often they are hauled away.  |
| **Recycling (10 points):** Please use this field to describe the recycling program at your facility.  |
| **Quantity of material recycled in 2024:***Include units (tons or lbs)*  |  |
| **What is your approximate recycling rate?**$$\frac{Weight of Recycling}{Weight of Recycling+Garbage} ×100$$ |  |
| **Did the quantity increase from previous years?** *Yes or no. Provide details (did overall generation decrease, was collection increased…)*  |  |
| **What materials are collected for recycling?** |  |
| **Food Waste Diversion / Composting / Compostables (5 points):**In many regions, food wastes, paper products, paper towels and napkins, and materials designated as “compostable” can be collected and taken to facilities permitted to convert these materials into compost. If you are engaged in this activity or smaller-scale compost projects of any kind, please describe your efforts here and provide data in the table below.  |
|  |
| **Waste composted in 2024:***Include units (tons or lbs)* |  |
| **Waste composted in prior year:***Include units (tons or lbs)* |  |
| What year: |  |
| **Change in compost:** *(Prior year – Quantity in 2024)* |  |
| **Change in composting as a percentage:**$$\frac{Prior year-2024}{Prior year} ×100$$ |  |
| **Describe action taken to reduce waste generation:** |  |
| **Waste Produced (5 points):**Describe how your facility is reducing the waste it produces. Have you increased reuse options? Perhaps you are reducing your facility’s waste at the source with purchasing choices. We want to hear about however you’re accomplishing waste reduction. |
| **Waste produced in 2024:***Include units (tons or lbs)* |  |
| **Waste produced in prior year:***Include units (tons or lbs)* |  |
| What year: |  |
| **Change in waste produced:** *(Prior year – Quantity in 2024)* |  |
| **Change in waste produced as a percentage:** $$\frac{Prior year-2024}{Prior year} ×100$$ |  |
| **Describe actions taken to reduce waste generation:** |
|  |
| **Plastic Waste Reduction (5 points):**Reducing the generation of plastic waste is related to overall waste reduction; however, due to the abundance of single-use plastics and their negative impacts on the environment, reducing the use of single-use plastic items is now a program emphasis for the awards. |
| **What strategies do you use to reduce the use of single-use plastics?** |
|  |
| **What items are covered by these strategies:** *Fill out the table below. Use the check boxes to indicate if use decreased or if the item is not used. If you have quantity data on the reduction, include it.*  |
| **Item** | **Usage Reduced?** | **Not** **Used?** | **Quantity used in 2024***Include units* | **Quantity used in prior year***Include units* |
| Single-use plastic bags |[ ] [ ]   |  |
| Disposable plastic utensils |[ ] [ ]   |  |
| Disposable service-ware (plates, bowls, clamshells) |[ ] [ ]   |  |
| Disposable cups |[ ] [ ]   |  |
| Straws |[ ] [ ]   |  |
| Plastic bottles |[ ] [ ]   |  |
| Other*Describe:*  |[ ] [ ]   |  |
| **Hazardous Materials Reductions (5 points):** |
| **Have you reduced the use of any hazardous materials?** Examples include switching to green cleaning chemicals, recycling waste paints, reducing the use of pesticides, recycling batteries, ballasts & lamps, purchasing low VOC paints and carpets, or switching to other sustainable/organic products.  |
|  |

| **Water Conservation**  |
| --- |
| **Tell us about your water conservation.** We’ll start by asking questions about usage. Then tell us what measures are in place to reduce usage. (10 points) |
| **Water used in 2024:***In gallons* |  |
| **Water used in prior year:***In gallons* |  |
| What year: |  |
| **Change in water used:** *(Water used in prior year – water use in 2024)* |  |
| **Change in water use as a percentage:**$$\frac{Prior year-2024}{Prior year} ×100$$ |  |
| **Describe actions taken to conserve water:** |
|  |

| **Energy Efficiency**  |
| --- |
| Tell us about your facility’s energy conservation. We’ll start by asking questions about usage. Then tell us what measures are in place to reduce usage. (10 points) |
| **Electricity used in 2024:***In kilowatt-hours* |  |
| **Electricity used in prior year:***In kilowatt-hours* |  |
| What year: |  |
| **Change in electricity used:** *(Prior year usage – Use in 2024)* |  |
| **Change in electricity usage as a percentage:**$$\frac{Prior year-2024}{Prior year} ×100$$ |  |
| **Describe actions taken to conserve electricity usage:** |
|  |
| **Are there other energy sources used?**  |
| **Energy source:**  | Click here to access drop-down list. |
| **Quantity used in 2024:***Include units (cubic feet or gallons)* |  |
| **Quantity used in prior year:***Include units (cubic feet or gallons)* |  |
| What year: |  |
| **Change in quantity:** *(Prior year usage – use in 2024)* |  |
| **Change in quantity as a percentage:**$$\frac{Prior year-2024}{Prior year} ×100$$ |  |
| **Describe actions taken to reduce usage:** |
|  |

| **Use of Sustainable Products, Food, etc.**  |
| --- |
| **Tell us about your use of sustainable products and food.** Is your food locally sourced? Organically grown? (5 points)  |
|  |

| **Transportation Efficiency & Fuel Use Reduction**  |
| --- |
| **Tell us about how you encourage transportation efficiency and reductions in fuel-use. Include actions taken by your facility and how you encourage guest participation.** Are you located near public transportation? Do you offer bike racks? Do you have electric charging stations? Please provide quantifiable data if you can – i.e., reductions in fuel-use, miles traveled, etc. (5 points) |
|  |

| **Other** |
| --- |
| **Are there any other green initiatives you have implemented that are not included above?** If so, please describe them below.  |
|  |

| **Cost Effectiveness**  |
| --- |
| **Describe the cost effectiveness of your green program.** Include information on savings. (5 points) |
|  |

| **Pictures & Logo** |
| --- |
| **Please email a copy of your logo and a picture of your green program to VirginiaGreen@DEQ.Virginia.gov.** You can include up to 5 pictures. |
|[ ]  Yes! I’m including a copy of my current logo and pictures showing off what we’re doing. |

| **Virginia Green People's Choice Award** |
| --- |
| **Are you interested in participating in the Virginia Green People's Choice Award?** In the weeks leading up to the Virginia Green Travel Conference, a contest will be run through social media to determine the 2025 People's Choice Awards. It's an opportunity to engage your loyal customers and supporters through a fun social media campaign. More information will be available in the weeks leading up to the conference, scheduled for March 20-21, 2025. |
|[ ]  Yes! Send me more details by email. |
|[ ]  No thanks, I don't want extra publicity. |

| **Are you ready to submit?** |
| --- |
| Once you have completed the sections above, send your application to VirginiaGreen@deq.virginia.gov. Applications are due by Tuesday, January 21, 2025.Do not forget to include the following attachments:  |
|[ ]  Completed application |
|[ ]  Company logo |
|[ ]  Pictures that show off your green programs |