



# Advancement Criteria

## \* **Commitment Level – you’re halfway there.**

- One star, Commitment Level recognition is recommended by peer review once the potential River Star **documents significant achievements in EITHER wildlife habitat OR pollution prevention.** Achievements are clearly quantified, are achieved with meaningful employee involvement and are significant relative to the size and nature of the organization (see separate criteria for schools).
- Wildlife projects should meet Wildlife Habitat Enhancement Form guidelines (see attached application).
- Pollution prevention strategies should illustrate significant elimination or reductions of pollution. Where relevant the River Star is expected to eliminate, reduce, reuse or recycle (ideally in that order) contaminants of concern,<sup>1</sup> addressing both point and non-point sources of pollution.
- The organization is in consistent compliance or shows significant progress toward compliance with all environmental regulations as indicated by relevant regulatory agencies.
- Commitment Level River Stars are encouraged to make progress toward Achievement Level.

## \*\* **Achievement Level – you’re environmentally well rounded!**

- Two-star, Achievement Level recognition is recommended by peer review. Achievement Level is attained when a River Star **documents significant achievements in BOTH pollution prevention and wildlife habitat.** Achievements are clearly quantified, are achieved with meaningful employee involvement and are significant relative to the size and nature of the organization (see separate criteria for schools).
- Pollution prevention strategies should illustrate significant elimination or reductions of pollution. Where relevant the River Star is expected to eliminate, reduce, reuse or recycle (ideally in that order) contaminants of concern,<sup>\*</sup> addressing both point and non-point sources of pollution.
- The River Star establishes a diverse habitat following principles described in the *Wildlife Habitat Guide* or conserves a non-cultivated natural area of native vegetation through appropriate management and stewardship. Those sites with little or no opportunity for wildlife habitat on-site enhancement are expected to adopt and maintain an off-site project.
- In addition, the organization is in consistent compliance or shows significant progress toward compliance with all environmental regulations as indicated by relevant regulatory agencies.

### \*\*\* Model Level – you’re the BEST!

- Three-star, Model Level recognition is awarded by peer review. Model Level is attained when a River Star achieves **SUCH EXCEPTIONAL ACCOMPLISHMENTS in pollution prevention and wildlife habitat that the River Star is recognized as a community leader in environmental stewardship.** Achievements are clearly quantified, are achieved with meaningful employee involvement and are significant relative to the size and nature of the organization (see separate criteria for schools).
- Community leadership in environmental stewardship is demonstrated by transferable innovation in resolving environmental problems; awards, media recognition and community outreach activities.
- The River Star is expected to implement a comprehensive written pollution prevention plan reflecting a thorough assessment of opportunities incorporating *initiatives throughout operations that produce exemplary results* in the elimination or reduction of pollution addressing both point and non point sources including but not limited to product development, purchasing and storm water management. Where relevant the River Star is expected to eliminate, reduce, reuse or recycle (ideally in that order) contaminants of concern<sup>1</sup> to the maximum extent possible.
- The River Star establishes a diverse habitat following principles described in the *Wildlife Habitat Guide* or conserves a non-cultivated natural area of native vegetation through appropriate management and stewardship *to the maximum extent practical* in relation to the size and nature of the organization. Those sites with little or no opportunity for wildlife habitat on-site enhancement will be expected to adopt and maintain an off-site project.
- In addition to meaningful employee involvement, the organization is a successful mentor to other participants in the program. Mentoring must be measured in respect to helping other participants advance in the River Stars Program and/or recruiting new participants in the program and guiding their success, understanding that this process involves an on going relationship of mutual exchange of ideas and encouragement (See Mentoring expectations).
- The River Star is in consistent compliance with all environmental regulations as indicated by the relevant regulatory agencies, taking into account whether violations are a result of willful action or negligence or are the result of one-time accidents the company had little opportunity to prevent.

All existing River Stars must document the continuance or maintenance of previously recognized efforts in either P2 or wildlife habitat enhancement efforts to recertify participation in the program every three years. The implementation of recertification will be phased over three years – in 2006 for Model Level River Stars and 2007 for Achievement Level River Stars and 2008 for Commitment Level River Stars. In addition to recertification, if a River Star documents significant new efforts, the facility can be considered for advancement to the next level or be recognized for Sustained Distinguished Performance.

1 - Contaminants of Concern for the Elizabeth River: Heavy metals, polycyclic aromatic hydrocarbons (PAH), polychlorinated biphenyls (PCB), tributyltin (TBT), Dichloro-diphenyl-trichloroethane (DDT), phythalate esters, aromatic hydrocarbons, herbicides and pesticides.