



How to Become a Super-Star... Criteria for Recognition

Be sure your efforts shine at our annual January banquet, attended by at least 250 of your business peers. River Star Businesses are recognized for significant new results once a year by peer review. Submit documentation no later than October 1.

Expected for all levels:

- Results must be clearly beyond regulatory expectations.
- We look for documented achievements that are significant relative to the size and nature of the organization.
- Employee participation and community outreach strengthen your standing.
- Consistent regulatory compliance also is expected, or significant progress toward compliance, as determined by relevant regulatory agencies (they take 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).

★ Commitment Level – you’re starting to shine.

Document significant achievements in *EITHER* pollution prevention OR wildlife habitat enhancement.

- **EITHER** demonstrate significant results from eliminating or reducing pollution voluntarily. The River Star is expected to eliminate, reduce, reuse or recycle (ideally in that order) sources of pollution, which can include reducing toxics, green building elements, stormwater runoff improvements, energy efficiency efforts, and redevelopment of contaminated sites. Strongly recommended: How To Guides, pg. 3.
- **OR** establish a diverse wildlife habitat following either our planting guide or Wildlife Habitat Guide principles (see pg. 3). Those sites with no opportunity for on-site enhancement are expected to adopt and maintain an off-site project.

★★ Achievement Level – you’re environmentally well rounded!

Document significant achievements in pollution prevention AND wildlife habitat.

- Pollution prevention strategies should illustrate significant elimination or reductions. The River Star is expected to eliminate, reduce, reuse or recycle (ideally in that order) sources of pollution, which can include reducing toxics, green building elements, stormwater runoff improvements, energy efficiency efforts, and redevelopment of contaminated sites. Strongly recommended: How To Guides, pg. 3.
- Establish a diverse wildlife habitat following either our planting guide or Wildlife Habitat Guide principles (see pg. 3). Those sites with no opportunity for on-site enhancement are expected to adopt and maintain an off-site project.

★★★ Model Level – you’re the BEST!

Achieves such EXCEPTIONAL ACCOMPLISHMENTS in pollution prevention and wildlife habitat that the River Star is recognized as a community leader in environmental stewardship.

- Demonstrate community leadership in environmental stewardship by innovation in resolving environmental problems; awards, media recognition and community outreach activities.
- 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. The River Star is expected to eliminate, reduce, reuse or recycle (ideally in that order) sources of pollution, which can include reducing toxics, green building techniques, stormwater runoff improvements, energy efficiency efforts, and redevelopment of contaminated sites. Strongly recommended: Our “How To” Guides, pg. 3.
- Establish a diverse habitat following either our *Planting Guidelines for River Star and Other Partners* or *Wildlife Habitat Guide for Restoration and Landscaping in the Elizabeth River Watershed* (see pg. 3) or conserve 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).

Sustained Distinguished Performance

- A River Star can apply for Sustained Distinguished Performance by documenting significant new efforts in EITHER pollution prevention OR wildlife habitat enhancement, regardless of whether it meets the criteria for advancement to a new level. Sustained Distinguished Performance efforts should be significant relative to the size and nature of the organization.

Recertification

- All existing River Stars must document the continuance or maintenance of previously recognized efforts every fourth year to recertify participation in the program (unless significant documentation has been submitted recently for other recognition).

Strongly Recommended: Elizabeth River Project's "How To" Guides!

These guides will help you achieve your goals. All are available free to River Star Businesses. Ask for your copy or download at RiverStarBusinesses.org/Publications.

- **Pollution prevention** – Find a comprehensive guide on everything from pollution prevention to wildlife habitat to redeveloping the contaminated site, with many local examples in *Balancing Industry and the Environment: How to Achieve Win-Win on the Industrial Waterfront, A Guide to Sustainable Development Practices*, by Elizabeth River Project.
- **Pollution prevention** - Elizabeth River Project's *P2 Workbook* has a checklist of steps to help you develop a pollution prevention plan.
- **Offices, Retail, Restaurants, and the Faith Community** – This tip sheet will help those organizations in an office building or a church get started on reducing pollution. Follow Elizabeth River Project's *Eco Tips to Reduce Pollution for Offices, Retail, Restaurants and the Faith Community*.
- **Wildlife habitat** – This comprehensive approach will help you establish a wildlife habitat specific to needs on the Elizabeth River: *Wildlife Habitat Guide for Restoration and Landscaping in the Elizabeth River Watershed* (142 pages). The guide not only lists native trees and shrubs for Hampton Roads, but even shows you how to construct an osprey platform!
- **Planting Guidelines** – Elizabeth River Project's *Guidelines for River Star and Other Partner Plantings* is strongly suggested for all organizational partner sites to ensure successful planting and survival.

More information and application forms for shining as a River Star Business can be found at www.RiverStarBusinesses.org or contact Pam Boatwright at 757-399-7487 or pboatwright@elizabethriver.org.



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