



Green Hospitality

Sustainability Resources
for Kentucky's Lodging Industry



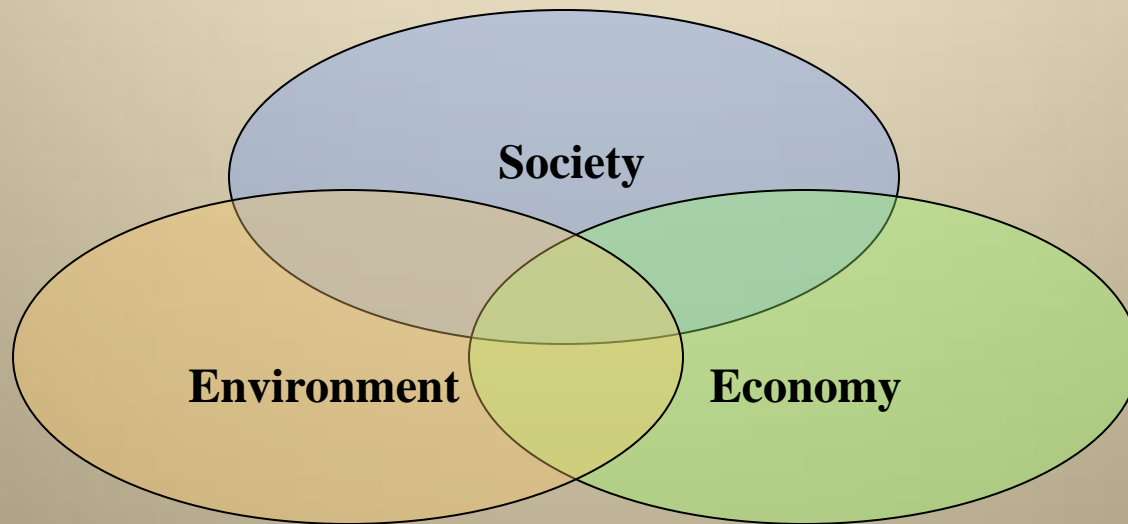
Our Agenda

- 8:30-8:45 Welcome and what's happening in green hospitality
- 8:45-9:45 From baseline to implementation- the process of greening your hotel
- 9:45-10 Break
- 10-11 Green information speed date
- 11-12 Green Facilities Panel
- 12-12:30 Into to toolkit

Green Hospitality Resources

- Workshop
- Toolkit
- Website- coming soon!!!
- Assistance- Call us for information
- KY EXCEL and 10.10.10 Challenge

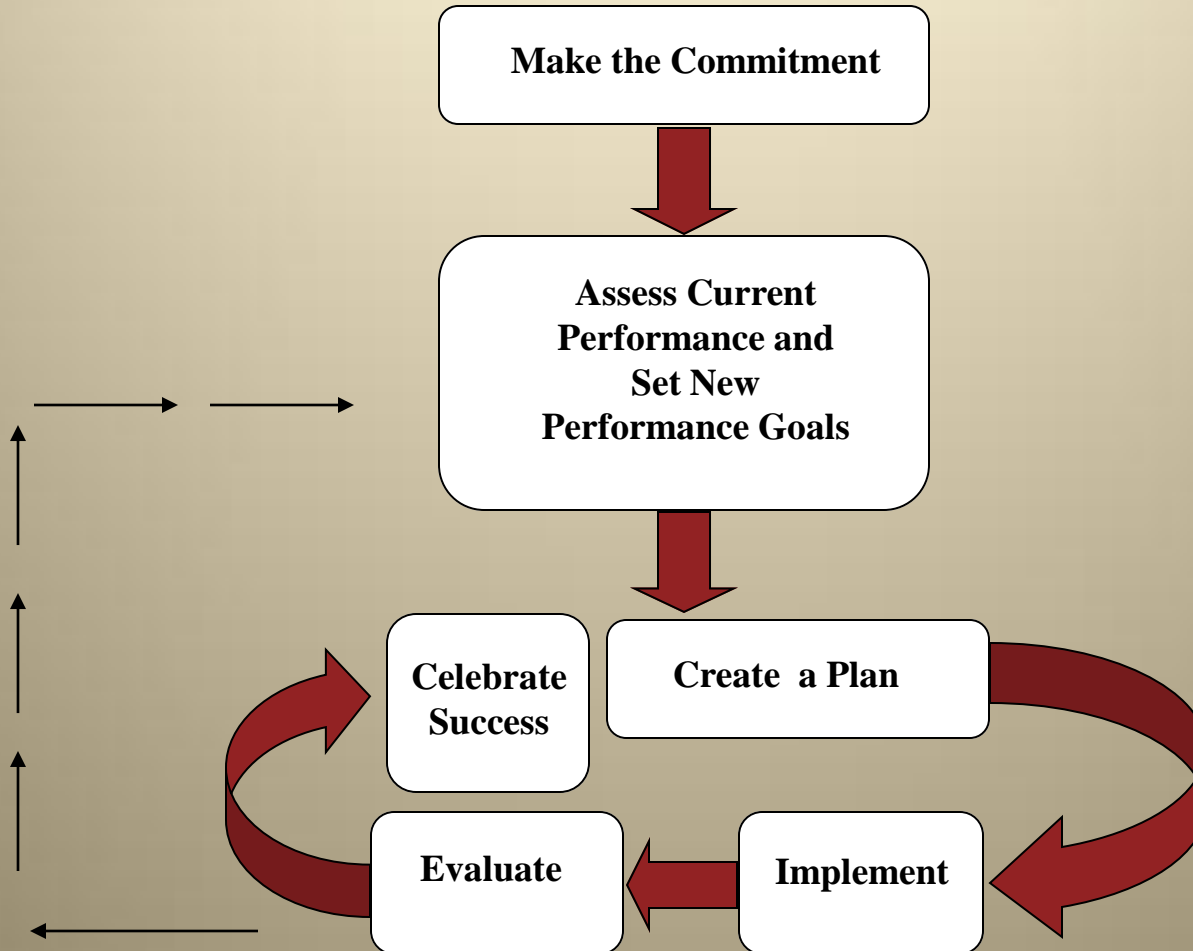
What is Sustainability?



Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs.

It's not just environmental.

The Greening Process



***Making the
Commitment***

Making the Commitment

- Get management to make the commitment
- Before talking to management, get your facts- look at case studies, statistics, etc. – Green Lodging News
- Identify stakeholders at facility
- Form your green management team
- Draft commitment statement for public release
- Identify problem areas
- Include a greening budget (upfront costs= savings over time)
- Integrate green values into mission & vision



[Make a reservation](#)

- Leadership
- Sustainability
- From Commitment to Action
- About LightStay

From Commitment to Action



Commitment First

We're a global company annually serving millions of guests at nearly 3,600 hotels in 81 countries. We intend to make a big difference through sustainable actions, while still delivering exceptional levels of hospitality.

"Hilton Worldwide brands touch hundreds of communities and millions of people every day. That's why operating in a responsible and sustainable manner is both a priority for our company and a central part of how we do business.

Through our focus on sustainability, we intend to mitigate our impact on the environment, create economic value for our owners, and provide a better experience for our guests."

Christopher Nassetta, President and Chief Executive Officer Hilton Worldwide

Our Mission Matters

To actively manage our business through the lens of sustainability to benefit this and future generations. Sustainability in action helps us:

- Protect our world
- Create advanced building design



Winchester

& Breakfast,

the heart of Hampshire.

take use of our beautiful

me cooked from
y fishing in the



Our Environmental Commitment

- Solar panels for water heating
- Energy efficient boiler for Central heating
- Cavity Wall and Loft insulation
- Low carbon emission hybrid car
- Organic, locally sourced produce used where possible
- Energy efficient light bulbs used where possible
- Waste re-cycled where possible



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news & features



11/8/2010

Green Meeting Industry Council's 2011 Conference Set for February 20 to 23

PORTLAND, ORE.—The total engagement of simulation gaming for conference design meets the massive potential to make conferences more sustainable when the Green Meeting Industry Council (GMIC) hosts its 2011 Sustainable Meetings Conference in Portland, Ore., February 20 to 23, 2011. "The program takes what you love about games and applies it to your conference," said Elizabeth Valestuk Henderson, Calgary-based co-founder of

Meeting Change and program content chair. "We're creating an opportunity for meeting professionals to show leadership, engage in friendly competition with their peers, collaborate in small teams, learn from experts, and engage actively in hands-on learning." "This conference marks the transformation of GMIC's learning platform," said GMIC president Guy Bigwood, Barcelona-based group sustainability director with MCI Group. "The GAME ON! concept moves us from traditional green meetings education to strategic planning for sustainable events." Bigwood added that the conference design engages the "whole" person, using field sessions, interactive problem solving, yoga breaks, and time for individual reflection to maximize the onsite experience.

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- » LEED Building Program Update Opens for First Public Comment
- » British Columbia's Parkside Victoria Resort & Spa in Pursuit of LEED Platinum Certification
- » Date Set for New Hampshire Sustainable Hospitality Conference
- » Crownne Plaza Times Square Awarded Greenbacks for Green Initiative
- » Water Conservation White Paper Released, Is Available for Free
- » Hilton Worldwide Among EPA's Top Green Power Purchasers

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featured vendor video



Drastically Reduce Utility Costs, Emissions

length: 7:55

vendor news

- » OpenWays Introduces Mobile Key Front-Desk Bypass Solution
- » The Ozone Company Unveils Ecowash Laundry System
- » Jumby Bay Installs Control4 Platform in Every Room and Villa
- » Scandic Hotels Chooses Sustainable Cards' Wooden Key Cards
- » ES&P Expanding Grout Armor Treatment to Hotels
- » Concept Amenities to Launch Two New Collections
- » Greenwise Rolls Out Eco-friendly Merchant Service
- » InterContinental Bora Bora Resort Earns EarthCheck Silver
- » Mobile Application Helps Calculate Cost of HVAC Filters

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One Flush
a Day



Assessment and Planning

Assessment and Goal Setting

- Appoint a member of green team to be director
- Check with DCA if you are regulated
- Conduct an energy audit-self audit, utility audit, private company
- Is stormwater a concern?
- Conduct a waste audit
- Analyze water use rates
- What is your carbon footprint

Assessment continued.

- Do a cost benefit on potential projects
- Create an implementation plan
- Set goals and identify performance measures. Be specific- We want to cut our energy usage by 10% over the next year.
- Review processes and results monthly- identify inconsistencies and allow for correction

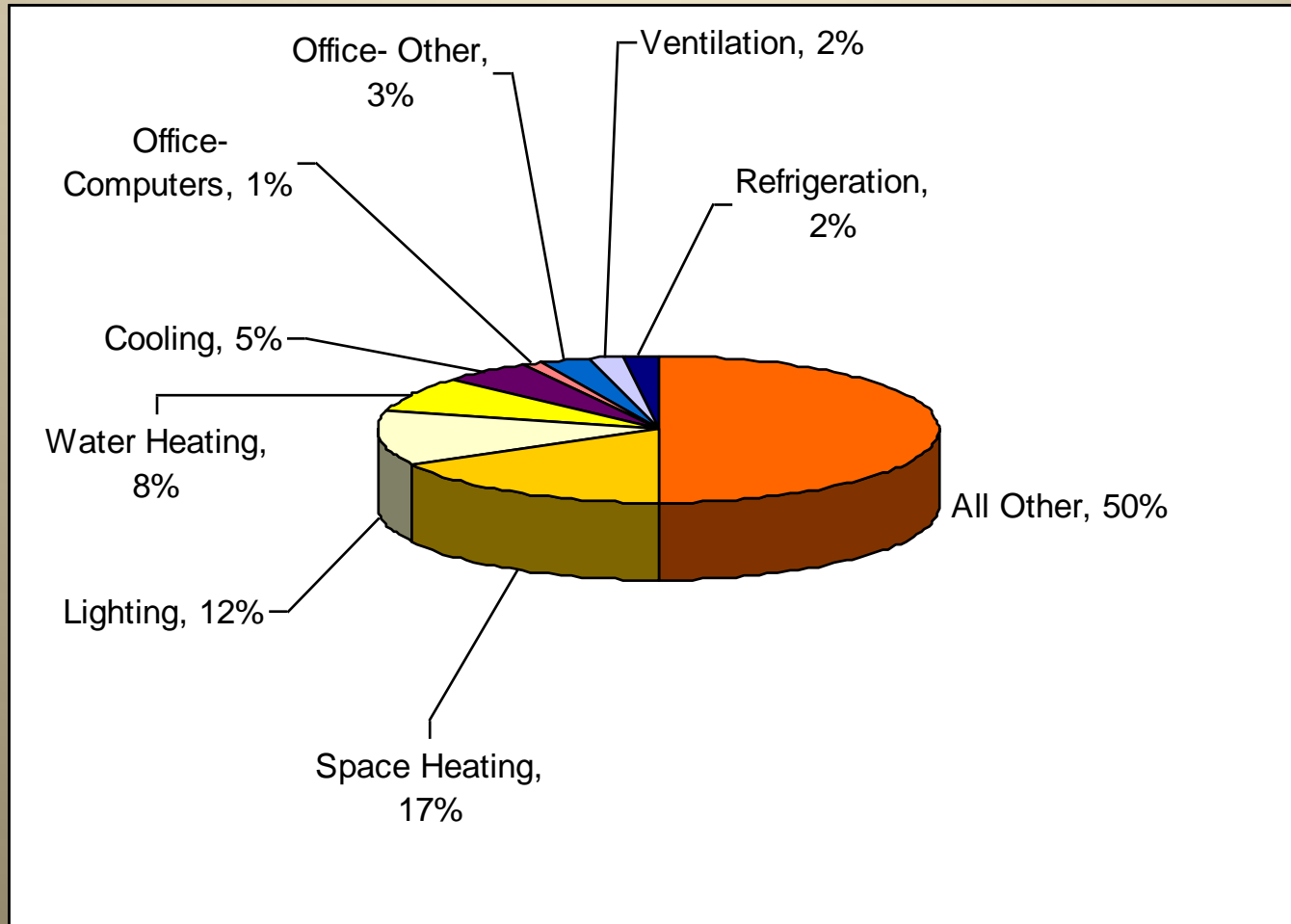
Energy

Energy in the Hospitality Sector

- According to the U.S. Environmental Protection Agency, American hotels spend an average of almost \$2,200 per available room on energy each year, representing about six percent of all operating costs.
- It is estimated that energy costs can consume 4-7% of a properties revenues which, for some properties, is more than their profit margin.
- According to the hospitality research group, PKF Consulting, a 10% reduction in energy costs is the equivalent to increasing occupancy by 1.04 and increasing the average daily rate by 1.6 percent for a full service hotel.
- The average Kentucky industrial bill is 123% higher than the national average.
- Kentucky's average residential rate is 33% lower than the national average, but the average utility bill is only 17% below the national average.

In a report issued by the Kentucky Pollution Prevention Center and the University of Louisville, it is stated that there is significant opportunity and value in energy efficiency. Improved energy efficiency could meet all of the growth in energy demand predicted by 2017.

Kentucky's Commercial Energy Usage



Energy Best Management Practices

- When replacing or installing windows- make them energy efficient
- Duct tape and caulk can save the world
- Ensure that your building, appliances, equipment, etc. is properly insulated
- Use ceiling fans to circulate air
- When appropriate keep doors and windows shut
- Consider reflective roofing to cut cooling costs

Energy Best Management Practices

- Consider window films or tinting in areas that receive lots of sun
- Consider an energy management system
- Use CFLs and LEDs
- Install occupancy sensors
- Make light purposeful
- Eliminate unnecessary lighting

Energy Best Management Practices

- Operate equipment according to manufacturer's instructions
- Properly maintain HVAC- clean coils, change filters, seek advice from dealer
- Turn off equipment when not in use
- Use Energy Star Equipment
- Properly place vending machines
- Properly vent heat producing appliances
- Set thermostats according to season

Western's Energy Crackdown

During the 2008 holiday break WKU Facilities:

- Unplugged drinking fountains
- Turned off all appliances and electronics
- Turned off water heaters
- Consolidated food in freezers
- Reduced parking lighting to minimal safety levels- closed unused lots
- Turned off copiers, computers and other appliances



The experiment resulted in a savings of over 1 million kilowatt hours, 1,112 metric tons of greenhouse gases and \$128,000.

Water Efficiency and Conservation

Water Best Management Practices

- Do regular preventive maintenance on water consuming products
- Try aerators on sinks and low flow shower heads in guestrooms
- Install water efficient toilets/waterless urinals
- Use a linen reuse program and properly train employees
- Try systems that re-circulate water

Water Best Management Practices

- Try water displacement in toilet tanks if you can't afford to replace them
- Try high efficiency water systems
- Only wash full loads of laundry
- Have kitchen staff thaw items in the fridge instead of under running water
- Water benchmarking is part of the EPA's EnergyStar benchmarking program

Waste Reduction

Waste Reduction

- Utilize double-sided printing
- Replace disposable cups, plates, etc. with glassware or compostable versions
- Provide reusable coffee mugs
- Find products that have minimized packaging
- Use long-lasting janitorial equipment instead of disposable items
- If available in your area, start a recycling program.

Waste Reduction

- Educate guests and your staff on the recycling program
- Make sure recycling bins are readily available and visible.
- Compost organic materials from the kitchen
- When disposing of chemicals make sure it is done properly
- If you have a lot of waste, consider a compactor

Waste Reduction

- Are there manufacturer take back programs you can participate in?
- Provide guests with amenities and papers upon request, not automatically

***Meetings, Events and
Other Ideas***

Green Meetings

Offer green meeting/event services

- No bottled water
- Reusable dishes
- Recycled content notepads and pens
- Locally sourced foods
- Donation of surplus foods to shelters
- Availability of recycling
- Carbon offsets for travelers

Indoor Air Quality

- Use green cleaners
- Use low-voc paints
- Look for low voc carpeting
- Refrain from using perfumed cleaners
- Consider having rooms specially designed for those with environmental sensitivities
- Maintain HVAC properly
- Vent exhaust outside
- Use filters with MERV 8 or better rating

Other

- If building a new hotel/inn consider LEED certification and general green design
- Preferred parking for those with hybrid and low emission vehicles
- Support local green organizations

Green Purchasing

Environmental issues to consider:

- Packaging
- Recycled content
- Low energy
- Longer life
- Locally produced
- Low pollution

Principles of Green Purchasing

- **Principle 1** – Consider whether a product is needed before purchasing it or not.
- **Principle 2** – Purchase a product considering the various environmental impacts over its life cycle - from extraction of raw materials to disposal.
- **Principle 3** – Select suppliers who make a conscious efforts to care for the environment.
- **Principle 4** – Collect environmental information on products and suppliers.

Buying Local

Not always practical, but great when you can.



Watch *Their* Language

- Regulated terms include:
 - “Poison” and “Danger” for most toxic
 - “Warning” for moderately toxic
 - “Caution” for less toxic

However.....

- “Natural”, “eco-safe” and many similar terms are not regulated by the government.



Frigidaire Professional
20.6 Cu. Ft. Top Mount

Item # 313827 Model #

\$1,027.14

Add to Cart

Click to Enlarge

Image displayed may not be representative of actual product color or finish



Design for the Environment

Green Works[®] products, with the exception of the natural bathroom cleaner, are recognized by the US EPA's DfE Program. Sounds good, but what does that actually mean?

The DfE is a program started by the Environmental Protection Agency (EPA) to reduce risk to people and the environment by preventing pollution. This is how it works. Review teams screen the ingredients in products (cleaners are one of many different categories) to make sure that they pose the least concern among chemicals in their class.

Basically, the DfE logo on a product is short hand to say the ingredients inside help protect the environment and are safer for families.



Recognized for Safer Chemistry
www.epa.gov/dfe

Green Works[®] products:

>> **Design for the Environment**

>> Green Works[®] fact sheet

>> the art & science behind Green Works[®]

>> the Green Works[®] story

>> facts

>> product ingredients

>> ingredient glossary

local zip code to see item availability



Office Depot[®] Green[™] FSC-Certified 1
EnviroCopy[™] Paper, 8 1/2" x 11", 20 Lb
Sheets Per Ream
Item # 300435

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The mark of responsible forestry
FSC-C01001

Delivery only

Contains Recycled Material

Compare

General Information				Certification or Labeling Process			
Eco-label Name & Website	Label	Year Founded	Product Categories	Lifecycle-based*	Third-party certified	Publicly Available Standard	Transparent Standard Development Process
Design for Environment (DfE) www.epa.gov/dfe		1992	<ul style="list-style-type: none"> Cleaning Products. Office Products. 				
EcoCert www.ecocert.com		2000	<ul style="list-style-type: none"> Organic Ingredients. 	single-issue (organic certification)			
EcoLogo www.ecologo.org		1988	<ul style="list-style-type: none"> Health and Beauty Products. Cleaning Products. Home Products. Office Products. Electronics. Building/Construction Products. 				
Energy Star www.energystar.gov		1992	<ul style="list-style-type: none"> Home Products. Building and Construction Products. Electronics. 	single-issue (energy efficiency)			
EPEAT www.epeat.net		2005	<ul style="list-style-type: none"> Electronics. 				
Forest Stewardship Council (FSC) www.fsc.org		1993	<ul style="list-style-type: none"> Wood and Paper Products. 	single-issue (forest management)			
Green Seal www.greenseal.org		1989	<ul style="list-style-type: none"> Cleaning Products. Office Products. Building/Construction Products. 				

Advertise But Don't Greenwash



Green·wash (gren'wosh',-wôsh')

– verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

Terrachoice came up with the 7 Sins of Greenwashing

- The Hidden Trade Off
- No Proof
- Vagueness
- Irrelevance
- Lesser of Two Evils
- Fibbing
- Worshipping False Labels

Why do we care?

- Lack of trust by consumer
- False labeling and claims take away from legitimate products and services
- Leads to cynicism about environmental claims
- Loss of steam for the sustainability movement

Staff Communication

Communicate Your Commitment- Internal and External

- Employee education is key to green projects
 - Training materials-handouts
 - Posters and Reminders
 - Powerpoint
 - Online training
 - Offered in multiple languages
- Explain why you are doing it and why it matters to them
- Provide regular follow-up & provide results

Green Marketing

Green Marketing- External Communication

- No certification in KY however KY EXCEL is a leadership program
- 10.10.10 Challenge
- If a B&B, look into BBAK Green Lodging Certification
- Tout your accomplishments on website
- Be concise and accurate with accomplishments
- Engage customers in green efforts through in room recycling or towel reuse program
- Avoid green washing to customers



Green Marketing- External Communication

- Buy low-impact marketing materials- printed on recycled paper
- Use Soy-based inks and chlorine free paper
- Use signage in rooms to communicate and encourage participation
- If you have in-house communication network you can even give green tips.
- Don't greenwash