



Sustainability in the Hospitality Industry

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References & Sources

- AHLA; <http://www.ahla.com/Green.aspx?id=24562>
- www.greeneventsource.com **The Green Events Source Book**
 - **(2nd Edition) 2009 Sponsorship Opportunities**
- *Guidelines for Energy Management Overview*
- *Environmental Management Guide for Small Hotels and Resorts*
 - South Pacific Tourism Organization
- *15 Steps to the Successful Implementation of an EMS in a Hotel*
 - Moody International ISO 14001/4;
- **APEX Convention Industry Council,**
<http://www.conventionindustry.org/apex/apex.htm>
- **NRA**
http://www.restaurant.org/studygroups/meg/docs/meg_fall_2008/weissman_green_seal.pdf

Corporate responsibility =

- Sustainability
- Green Practices
- Ethics



Accommodations Industry

- Accommodations
- Define green best practices for all aspects of facilities that offer temporary living quarters such as;
 - Hotels
 - Motels
 - Resorts
 - Lodges
 - Bed and breakfasts
 - Inns



Food and Beverage Industry

- Operators
- Chains
- Independents
- Dining public



AUDIENCE

- Travelers
 - Guest Experience
 - Visitor Ethics
- Meeting Planners
- Consultants
- Hoteliers
- Employees
- Contractors



Industry Objectives

- Promote use of renewable energy
- To reduce greenhouse gas emissions
 - To offset those air emissions that are unavoidable
- To conserve water
- Reduce water pollution
- Reduce land contamination
- To minimize amount of material sent to landfill.
- To reduce negative environmental impacts and support local economies.
- To give back to the community.
 - Provide support to food shelters, Hiring local labor, Cash/ in kind



Assemble Sustainability Team

- Management Representative
- Finance
- Legal
- Marketing / Sales



Environmental Impact

Rooms

Front Desk, Housekeeping

Food & Beverage

Conferences & Meetings

Engineering & Maintenance

Grounds

Sales & Marketing

Human Resources

Training

Financial control

Purchasing



For example...

- Front of House
 - Energy
 - Blocking off and grouping rooms
 - Light controlling key cards
 - Environmental information in guest packs
 - Electronic internal information to reduce paper usage
 - Reuse of paper
 - Recycle toner cartridges



Housekeeping

- Energy

 - Check room temperatures

 - Watch for malfunctioning fans, aircon, heating etc

 - Use cold water instead of hot wherever possible

- Water

 - Use minimum quantities during cleaning

 - Notify maintenance immediately of any leaks

- Waste

 - Reuse linen unsuitable for its original purpose

 - Use dispensers instead of sachets

 - Use cleaning materials in the recommended concentrations
and dispose of containers properly



Audits

- Audit
- Internal Auditing
 - audit schedule
 - audit procedure
- Checklists
 - audit reports
- Follow-up and corrective action



Plan according to venue's environmental impacts

- Waste Management
- Water Management
 - Energy Management
 - Site Management
- Suggested Areas to Add?
 - Air Quality
 - Outdoor Environment.



Energy Management

- Transportation
 - Gas
 - Solar
 - Wind
 - Etc...



Environmental Purchasing

- Local
- Organic
- Chemicals
- Conference material
- Supply chain management



SOCIAL

- Community projects
 - Labor practices; guest ethics
 - Provide support to food shelters
 - Hiring local labor
 - Cash/ in kind; Quiet Good



What questions do we ask to evaluate our sustainable objectives?

- Does the facility schedule HVAC according to occupancy?
- Does the facility operate lights at 50% during move in/out?
- What percentage of renewable energy is purchased by the facility?
- How are locations selected?
- Are rooms on automatic (IT) turn on and off
- Are water saving devices and toilets installed?
- Are there reduce, reuse, recycle programs?
- What construction techniques and or materials are being used?



- Has the use of water in cleaning been reviewed?
- Is a community based project included as a sustainable activity?
- Was leftover food donated from events?
- What is the charitable contributions policy ?
- What are the Supply Chain/ Environmental Purchasing/ Local Sourcing options?
- What is any Community Impact and Outreach – Corporate Social Responsible programs are in place?



Environmental Management Key Factors

- Leadership
- Education
- Communication



AHLA's 11 Minimum Guidelines for Going Green

1. Each hotel should form an Environmental Committee that is responsible for developing an Environmental Green Plan for energy, water, and solid waste use.
2. Manage your hotel's environmental performance by monitoring the electric, gas, water, and waste usage information on a monthly and annual basis.
3. Replace incandescent lamps with compact fluorescent lamps wherever possible.
4. Install digital thermostats in guestrooms and throughout the hotel.
5. Implement a towel and/or linen reuse program.
6. . Install 2.5-gallons per minute showerheads or less in all guestroom baths and any employee shower areas.
7. Install 1.6-gallon toilets in all guestrooms.
8. Implement a recycling program --including public spaces -- to the full extent available in your municipality; document your efforts.
9. Implement a recycling program for hazardous materials found in fluorescent bulbs, batteries, and lighting ballasts through licensed service providers.
10. Purchase Energy Star labeled appliances and equipment.
11. All office paper products should have 20% or more post consumer recycled content.

Sample Ideas

- Contact your trash hauler and local solid waste recycling authorities to determine the regulations and opportunities for solid waste recycling in your area.
- Eliminate or substantially reduce the use of individual bottles of water for meetings and breakout service.
- Eliminate or substantially reduce the use of disposable cups and dishes for meetings and breakout areas wherever feasible.



Sample Ideas cont...

- Free newspapers to guests,
 - Make these available at central locations rather than delivery to each room! (where brand standards allow).
- Implement back of house recycling programs;
Cardboard, Newspaper
 - Other Paper, Glass, Metals, Plastic, Printer and Toner Cartridges



Other Ideas.....

- Implement a guestroom recycling program
- Opportunities for food waste composting
- Donations to local food banks
- Renovation plans; reuse/recycle materials removed during construction.



Ideas...

- Laundry water usage can be reduced by the use of more water efficient laundry equipment.
- Do not thaw foods by running water over them.
- In kitchen prep sinks, use spray-nozzles that automatically close to rinse dishes.
- When purchasing new dishwashers, purchase Energy Star labeled products.
- Water usage for irrigation should be monitored and minimized.
 - Do not “water” roads and parking lots.
 - Control irrigation via a rain gauge or soil moisture sensor.
- Install sub-meters on water lines serving cooling towers, swimming pools, and irrigation systems.

Hospitality Environmental Committees

- Managing the hotel's environmental performance is having accurate, monthly utility and waste usage information.
- Establish and maintain sustainability manuals relating to
 - Environmental policy, objectives, targets and programmes
 - Key roles and responsibilities



Sustainability Orientated Education sessions at NRA Show 2008

- Steve Ells on Food With Integrity: Creating a Sustainable Food Supply
- 5 Things Operators Must Know About Energy Efficiency
- Marketing to Conserving Customers: A Guide to Operating Green with a Triple Bottom Line
- Casual Dining Goes Organic: Adding natural, organic, and locally grown menu choices can be a boost to your menu's overall profitability
- Making Your Seafood Choices More Sustainable
- New Ways to Power Your Business
- Organic Growth: Being Green to Build Customer Loyalty
- Lean, Green, & Clean: Environmental Practices in Collegiate Foodservice
- It's All About Results: Sustainability in the Food Chain

Are Hospitality Businesses Becoming Sustainable?

- McDonald's
 - http://www.crmcdonalds.com/publish/csr/home/report/environmental_responsibility/building_green.html
- <http://www.socialfunds.com/news/article.cgi/2529.html>
- http://esys.ucsd.edu/internship/images/intern_papers/Wallace_Anna.pdf



70 Park Avenue Hotel

New York

The key cards at this Murray Hill boutique hotel, a few blocks from the Empire State Building and Grand Central Terminal, are made from corn-based plastic; the rooms have recycling bins and organic minibars. "Complimentary pedicab rides will be available on Earth Day to encourage guests to think green," Maschman says. *877-707-2752; 70parkave.com*

- Kimpton
 - <http://www.kimptonhotels.com/programs/earthcare.aspx>
- Marriott
 - <http://www.marriott.com/marriott.mi?page=environmentalInitiatives>
- InterContinental
 - <http://www.ihgplc.com/index.asp?pageid=522&data=environmental>
- Hilton
 - http://hiltonworldwide.hilton.com/en/ww/search/results.jhtml;jsessionid=T3OLWR1BUAVGKCSGBIYM22Q?_requestid=92681



- <http://www.proximityhotel.com/>
 - <http://www.proximityhotel.com/green.htm>

