



**Green Seal's
Lodging Standard
& Certification**

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The Mark of
Environmental
Responsibility

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About Green Seal, Inc.

- 19 years old
- 501(c)(3) non-profit
- Science-based
- Environmental mission through focus on environmentally responsible products and services
- Product standards and technical reports
- Green Lodging Program
- Institutional Greening Program
- Meets EPA, ISO, GEN criteria

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Green Seal Meets Applicable Guidelines for Certification

- ISO 14020 and 14024
 - Principles of Environmental Labeling
 - Principles and Procedures for Type I Ecolabels
- EPA Guidelines for Third-Party Certifiers
- Consumers Union criteria for “What makes a good eco-label?”
- Global Ecolabelling Network (GEN) membership criteria



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The Global Ecolabelling Network (GEN)



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Green Seal Meets Applicable Guidelines for Certification (cont'd)

- Key attributes:
 - open, transparent process
 - based on life-cycle evaluation
 - impartial; no financial interest/conflict
 - leadership levels in standards
 - developed by consensus if possible
 - monitored and enforced
 - Seal is a registered certification mark



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Green Seal's Work in the Lodging Industry

- Active program since 1995
- Purchasing Guide (*Greening Your Property*)
- American Hotel & Lodging Association Engineering & Environment Committee
- Certification Program for hotels
- Special projects (e.g., suppliers project)
- Participation in conferences, workshops
- Articles in *Lodging*, *Nat'l Hotel Exec Magazine*



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By the time you head to work on a typical day did you ...

- Sleep on the same sheets two nights in a row
- Use a fresh towel (not the one from yesterday)
- Open a bar of soap, use it once, throw it away
- Use a water-efficient showerhead, toilet, faucet
- Put something in the recycling bin (milk jug, OJ bottle, newspaper, cereal box)
- Leave the lights, TV and/or radio on
- Leave the AC/heat running on high

*Why should it be different at your
“home away from home?”*



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Eco-Significance of the Lodging Industry

- More than 50,000 properties (15+ rooms)
- Average hotel purchases more products in one week than 100 families will purchase in one year
- Property as microcosm of built environment (purchasing, energy, water, emissions)
- Covers most major environmental issues



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Challenges to Environmental Progress (*Real and Perceived*)

- Little done to date re: purchases, operations
- Very competitive industry, looking for margin
- Complex business arrangements with multiple parties (e.g., REITs, franchise agreements, management companies, national vendor contracts)
- Question of market/ing value of environment
- Requires a commitment of time, staff, resources
- Cannot compromise “guest satisfaction”



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Sometimes it's easy



100 watts of electricity go in

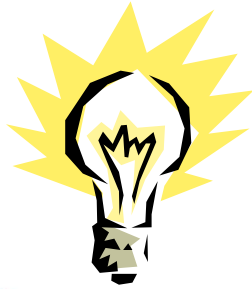
- 10% emitted as light
- 90% emitted as heat
- Low first cost, high energy cost
- Short lifetime (use 8-10/year)
- Bigger disposal impact

As a result, everyone knows the appropriate place to use 100 watt incandescent light bulbs...



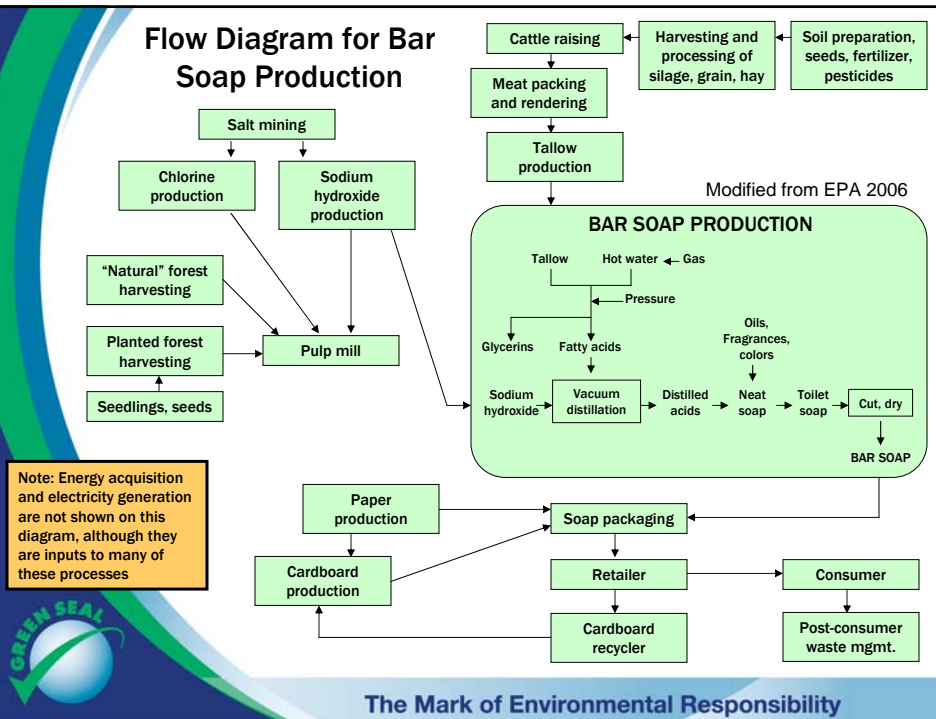
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Hasbro EASY-BAKE Oven



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Flow Diagram for Bar Soap Production



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Recycling cans and bottles?



- 1 lb of aluminum from bauxite ore = 7.5 kWh
- 1 lb of aluminum from recycled aluminum = 0.3 kWh
- **96% energy savings**



- Recycled glass uses **40% less energy** than using raw materials

Source: Energy Information Administration



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Boys will be boys. Girls will be girls. Hopefully.



- Many institutional laundry detergents use Alkylphenol Ethoxylate (APE) surfactants
- APEs biodegrade into **persistent byproducts** that have a high **aquatic toxicity** and for which there is strong evidence of **endocrine disruption**.
- New initiative from EPA to recognize safer detergents



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Typical Goals for Green Rating Programs

- Reduce pollution and waste
- Promote recycling, energy and water efficiency
- Encourage environmentally preferable purchasing
- Help properties save money
- Recognize properties in print and on the Web
- Allow properties to market that they are green
- Help all travelers (government, corporate & leisure) identify green accommodations
- Attract green travelers, meetings & conferences



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A Small Sampling of Green Programs

- “Green” Hotels Association (membership-based)
- Green Leaf and Green Key Eco-Rating Programs (Canada)
- ECOTEL Certification
- US EPA Energy Star for Hospitality
- US Green Building Council LEED (Leadership in Energy and Environmental Design) rating systems
- Vermont Green Hotels in the Green Mountain State
- Green Lodging Michigan
- Florida Green Lodging Program
- California Green Lodging Program
- Maine Green Lodging Certification Program
- Virginia Green Lodging Program
- Green Globe 21 Certification (EMS-based)
- **Green Seal Certification**



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Green Seal's Lodging Certification Program

- To identify environmentally responsible lodging properties
- Third-party independent audit
- Certification can be promoted in marketing
 - use Green Seal on Web, brochures, etc., as appropriate
- Covers environmental performance criteria (about 36 in all)



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Standard for Lodging Properties (GS-33*)

- Waste Minimization, Reuse, and Recycling
- Energy Efficiency, Conservation, and Management
- Management of Fresh Water Resources
- Waste Water Management
- Hazardous Substances
- Environmentally Sensitive Purchasing Policy

* complete standard at <http://www.green seal.org/standards/lodgingproperties.htm>



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GS Lodging Certification and Related Programs for Government

- Pennsylvania
- District of Columbia
- Maryland
- California
- Georgia
- Virginia
- City of Chicago
- City of Portland, OR



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GS Lodging Certification Process

- Prepare your property based on GS-33
- GS audit takes better part of one day
- Follow-up re: deficiencies, often in purchasing, materials handling, policies
- Documentation required for final approval
- Overall process may take a few months



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Common Issues Related to Certification

- Documenting procedures and policies (e.g., administration, purchasing, vendors)
- Switching to compliant products (e.g., cleaners, paints, paper goods)
- Overcoming preconceived notions (e.g., “green” products don’t work, they’re too expensive, not soft enough, not bright enough...)
- Consideration of historic property concerns (e.g., lighting, plumbing)
- Try to identify actions under the property’s control (e.g., office paper vs corporate printed materials)



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Benefits of Certification

- Distinguish brand from competitors
- Obtain business from government, private entities pledging to procure green
- Improve bottom line, reduce expenses and liabilities
- Validated by recognized third-party
- Green Seal expertise in identifying green products and services
- Better business operation
- Provide more healthful, efficient environment for guests and workers



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Green is the new *Blue Suede*



It's hip! It's groovy!
Save energy
Save \$\$
Save water
Reduce toxics
Make your guests
swoon for reasons
other than VOCs



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Thank You!



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