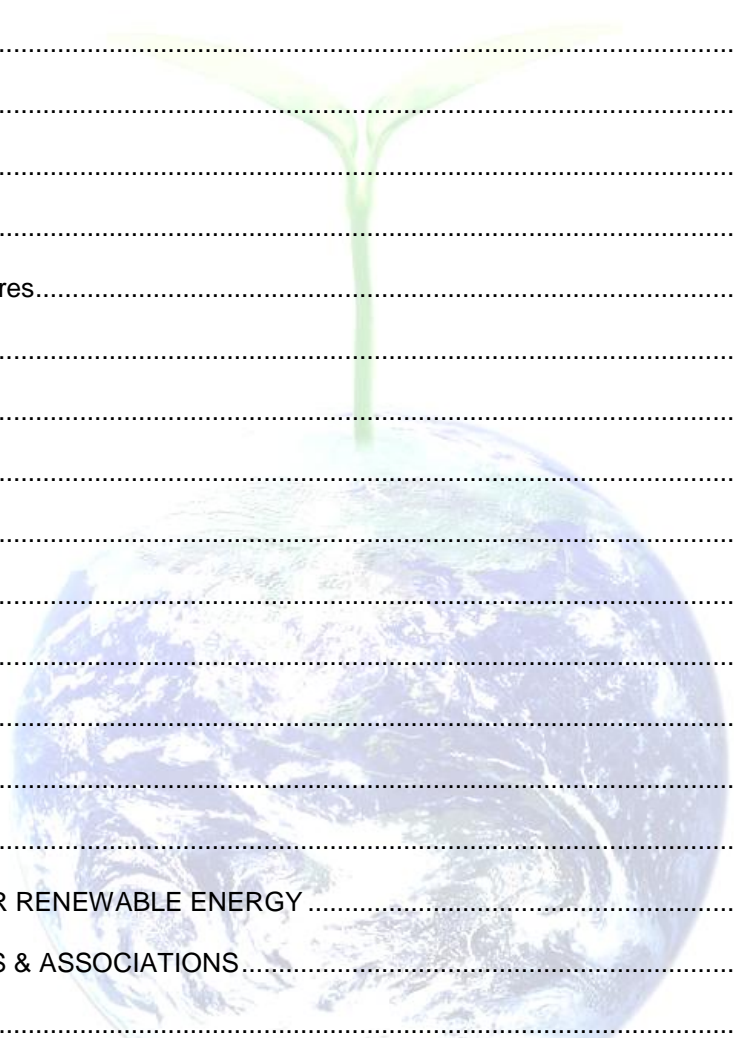


Green Practice Guide for Existing Hotels



Pacifica Companies

TABLE OF CONTENTS



CHAPTER 1: INTRODUCTION.....	3
Green Hotels.....	3
About This Guide.....	3
Testimonials.....	4
CHAPTER 2: GOING GREEN.....	5
Low to No Cost Green Measures.....	5
Green Investments.....	6
Cost Estimators.....	6
Planning.....	1
Inventory.....	1
Educate Staff.....	2
Purchasing.....	1
Marketing.....	2
Operations & Monitoring.....	2
CHAPTER 4: GREEN BUYING.....	3
CHAPTER 5: INCENTIVES FOR RENEWABLE ENERGY.....	4
CHAPTER 6: CERTIFICATIONS & ASSOCIATIONS.....	5
CHAPTER 7: MARKETING.....	6

CHAPTER 1: INTRODUCTION

Green Hotels

A green hotel is a lodging facility that implements one or more environmentally friendly or “green” practices. A green practice may vary from changing your buying habits to retrofitting your building. Regardless of what green measures you decide to implement, any green practice is a step in the right direction.

Green practices are not only good for the environment, but can be good for your bottom line. By reducing your energy and water use, you can save money on your hotel’s operating costs. Often there are incentives for these improvements (see [Chapter 5](#)). Your hotel can be certified as green if the hotel meets certain requirements (see [Chapter 6](#)). Also, by marketing your hotel as green, you can improve your public image, attracting eco-conscious travelers who are willing to pay more for environmentally friendly services (see [Chapter 7](#)). Green practices also raise awareness amongst your staff and can improve the overall quality of the work environment.



“There are more than 43 million “eco travelers” who are even willing to pay up to 8.7% more at hotels with environmental policies and products”
- U.S. Travel Data Center.

About This Guide

This guide is intended to help you explore green practices and determine which measures are appropriate for your hotel. San Diego Coastkeeper, a locally based nonprofit organization that works to protect our local waterways, created this guide specifically for Pacifica Companies under the supervision of Allison Rolfe, Pacifica Company’s Environmental Policy Director and a certified Leadership in Energy and Environmental Design (LEED) Professional. For any additional information or assistance with implementing green measures at your hotel, please contact Allison at arolfe@pacificacompanies.com.

An emerging trend, there is a wealth of great information available about green hotels on the web today. Thus, instead of starting from scratch, this guide is a compilation of information from multiple resources. The majority of the following information is direct excerpt or paraphrase from another online source. All sources are cited when appropriate.

Extensive information is also available about designing new green hotels. This guide does not cover new buildings, and is only intended to address existing hotels. For more information on designing a new green hotel, please contact Allison Rolfe at arolfe@pacificacompanies.com.

Why Focus on Hotels?¹

- Average-sized hotels purchase more products in one week than 100 families do in a year.
- Waste generation can be as high as 30 pounds per room per day; as much as 80 percent of these materials can be recycled.
- The hospitality industry spends \$3.7 billion a year on energy. Electricity use accounts for 60-70 percent of the utility costs of a typical hotel. Energy-efficient products and practices reduce energy consumption, and therefore lower energy costs.
- Two percent of California's food waste comes from the hotel and lodging industry (112,000 tons per year). This food waste can be composted or donated to charities.
- Typical hotels use 218 gallons of water per day per occupied room. Water-efficient fixtures can reduce water and sewer bills by 25-30 percent.

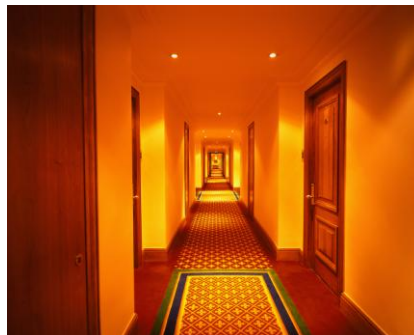
Testimonials

Don't just take our word for the benefits of going green. Below are testimonials² from hotel professionals about the benefits of green practices in hotels:

KANA Hotels installed low-flow showerheads, and high-efficiency toilet flappers and diverter valves in six of its hotels. Alpesh Patel, a KANA Hotels VP, estimates that KANA Hotels could save \$100,000 annually at the six properties and said the company likely will adopt such measures at its 12 other properties in the near future to reap a collective \$300,000 annual cost savings.

"With Green Suites' Project Planet Towel & Linens Re-Use Program, a typical 100-room hotel on average can reduce its water usage by 72,000 gallons and detergent usage by 480 gallons — saving more than \$20,000 net annually," said Ray Burger, V.P. Sales & Marketing for Green Suites International.

"About 60 percent of the costs incurred to install Green Suites' O-Tech Direct Injection Ozone Laundry System on three of our washers in January 2001 were covered by rebates from local utilities," said Doug Bartells, Vice President and GM of the 123-room Best Western Executive Inn in downtown Seattle.



¹ California Green Solutions.com, Green Hotels and Meetings, <http://www.californiagreensolutions.com/cgi-bin/gt/tpl.h.content=130>, (last visited August 16, 2007).

² Hotel-Online.com, Hotels Drown Drought with Water-Saving Solutions, http://www.hotel-online.com/News/PR2002_3rd/Aug02_DroughtSolutions.html (last visited August 13, 2007).

CHAPTER 2: GOING GREEN

There are many ways to save money and be environmental friendly. Below is a list of some examples of going green. Each measure is marked with a \$ rating, estimating initial cost per unit of measure. The rating system is as follows:

Green Measure Cost Categories

*	=	No Cost
\$	=	Less than \$50 per unit
\$\$	=	Less than \$300 per unit
\$\$\$	=	\$300 or more per unit



For measures that require a purchase, the Green Hotels Association has an online vendor catalog at <http://www.greenhotels.com/catalog/water.htm>. Please see [Chapter 4](#) for additional green vendor purchasing resources.

Low to No Cost Green Measures

Entire Facility

1. Provide recycle baskets for newspaper, white paper, glass, aluminum, cardboard, and plastic in offices, rooms and public areas. See the Green Hotels Catalog for vendor suggestions. *
2. Install high efficiency light bulbs. See www.energystar.gov for details. *

In the Office

1. Remove company name from direct mail lists. See, <http://www.privacyrights.org/fs/fs4-junk.htm> for more information). *
2. Reuse materials such manila envelopes and shipping materials. *
3. Manage inventory to prevent overstocking supplies that will not be used, or may have limited shelf life.*
4. Make double-sided copies; use discarded papers to print. *
5. Use recyclable materials (see [Chapter 4](#) for details). \$

In the Rooms

1. Implement a Linen (towel and sheets) Reuse Program in which guests may choose to have sheets and towels changed less than daily. \$
2. Use a Toilet Tank Fill Diverter to divert 50% of flush cycle water into the tank without affecting the flush cycle. The Diverter is invisible to guests, easy to install, and inexpensive. It saves about 3/4 gallon of water per flush. See Green Hotels Catalog for details. \$
3. Leave newspapers by elevators on each floor instead of at each door (if not required) to ensure papers are recycled. *
4. Provide glass cups and ceramic mugs (instead of plastic) for in-room beverages. Place cups and mugs upside down on paper doilies (instead of covering opening with a plastic wrapping). \$
5. Use dispensers for toiletries instead of individual containers. See the Green Hotels Catalog for details. \$
6. Donate used furniture, linens and equipment to local charities or other organizations. *

Green Investments

Additional powerful green measures are available to supplement zero and low cost measures. The chart on the next page contains examples of green measures and potential savings.

For general information on how to improve your hotel's energy efficiency, visit Flex Your Power, California's statewide energy campaign at <http://www.fypower.org/com/>. The website has a Commercial Section (with extensive information on green measures, including product information, purchasing tips, product manufacturers, best practices and rebates in your zip code. Regardless of your hotel's location, the **Commercial Product Guide** is a helpful tool to explore green options. Visit <http://www.fypower.org/com/tools/products.html> for more information. See [Chapter 5](#) for more information on how to recoup energy efficiency implementation costs through rebates.

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. If you are looking for energy-efficient products, look for items that have earned the ENERGY STAR label. Visit <http://www.energystar.gov/> for more information.

For general information on how to save water at your hotel, visit the U.S. Environmental Protection Agency (EPA) WaterSense Program at www.epa.gov/watersense. WaterSense will help consumers identify water-efficient products and programs. The [WaterSense label](#) will indicate that these products and programs meet water-efficiency and performance criteria. WaterSense labeled products will perform well, help save money, and encourage innovation in manufacturing.

Cost Estimators

There are also tools designed to help you explore the cost/benefit of green measures. The models are relatively complex and may take time to utilize; however, most have a user manual to help you get started.

Name: Federal Energy Management Program Access Tools – Analytical Software

Website: http://www1.eere.energy.gov/femp/information/access_tools.html

Description: Provides analytical software tools intended to help choose conservation measures that are most cost effective and environmentally friendly. Used at the facility evaluation and assessment stage of energy project development, the tools compare potential energy conservation measures by performing complex energy consumption analyses and modeling, as well as comparative life-cycle costing analyses.

Name: Life Cycle Cost Assessment (LCCA) Model

Website: <http://www.green.ca.gov/LCCA/default.htm>

Description: A key tool in determining the cost effectiveness of implementing energy conservation measures, which can have a higher first cost than standard measures.

Measure	Initial Cost	Potential Savings	Example Resources
Occupancy (Light) Sensors	\$\$	In rooms where the lights are frequently left on or rooms are left unoccupied for large periods during the day or night, an occupancy sensor can cut lighting costs by as much as 50%. According to the Federal Energy Management Program (FEMP) of the U.S. Department of Energy, in a small, private office, an occupancy sensor can reduce energy use by almost 30% shaving 100 kWh off the annual energy use. In a large open office area, energy use can be reduced by approximately 10%.	http://www.fypower.com/res/tools/products_results.html?id=100200 http://www.espenenergy.com/
Solar Panels	\$\$\$	Visit http://findsolar.com/index.php?page=rightforme to estimate potential savings in your city.	http://www.ecobusinesslinks.com/ http://www.solardepot.com/
Windows	\$	Double-pane or install window film to lower heating and cooling loads and reduce glare in guestrooms. Visit http://www.efficientwindows.org/selection.cfm for examples of potential savings in your city.	http://www.aceee.org/consumerguide/windows.htm http://www.efficientwindows.org/
Room Air Conditioner	\$\$	Energy-efficient individual room air conditioners can save on energy cost up to \$150 over lifetime of machine	http://www.fypower.com/com/tools/products_results.html?id=100137
Washing Machines	\$\$	Replacing a conventional commercial washer with a new ENERGY STAR qualified model will save \$170 each year in energy and water bills.	http://www.fypower.com/com/tools/products_results.html?id=100209
Sink Faucet	\$\$	An average household can save more than 500 gallons each year, which means bigger savings for a hotel. Also, since these water savings will reduce demands on water heaters, facilities will also save energy. .	http://www.epa.gov/watersense/
Toilets	\$\$	High Efficiency Toilets reduce water usage up to \$630 over lifetime for replacing existing unit 10 years early.	http://www.epa.gov/watersense/
Landscaping	\$\$	Weather-based irrigation control technology uses local weather and landscape conditions to tailor irrigation schedules to actual conditions on the site or historical weather data. Instead of irrigating according to a preset schedule, advanced irrigation controllers allow irrigation to more closely match the water requirements of plants.	http://www.epa.gov/watersense/

CHAPTER 3: CREATING A GREEN PLAN³

Implementing a single green measure is a positive step in the right direction and provides a competitive edge. If you decide to implement several green strategies, devising a plan may be helpful. Below are suggestions for ways to implement green plans at your hotel:



Planning

- Designate or appoint a senior member of staff responsible for environmental management. He/She should have the awareness, knowledge and skills to implement best practices to regional and international standards.
- Identify a person from each department who will be part of the hotel's environmental working group or 'green team'.
- Institute ways to measure your progress – for example through indicators such as water use per guest per night, energy use in kWh per guest night and waste in kg per guest night.
- Draw up a responsible business policy to which the entire operation can commit.

Inventory

- Assess your current environmental impacts and determine potential primary, secondary and tertiary impacts and their significance.
- List possible mitigation and management alternatives and describe which ones will be used. (Much of the information on your resource use, waste and use of chemicals can be found in utility and purchasing bills.)
- Install meters for each department and for specific items of equipment that are high energy and water users.
- Measure and monitor your progress on a regular basis. This can be daily, weekly or monthly, depending on usage and your department.

Purchasing

- Use products that are sustainable in their manufacture, use and disposal. See [Chapter 4](#) for vendor and purchasing resources.
- Integrate sustainable criteria into your purchasing policy and procedures.
- If possible, cut down on transport energy by sourcing locally.
- Buy as much seasonal and local produce as possible.
- Buy products in bulk and reduce packaging where possible.
- Challenge suppliers and other business partners to improve their practices.
- Give preference to 'fair trade' products (such as coffee and tea) or eco-labeled goods where possible.
- Never purchase or sell items made from protected wildlife or illegally traded species and inform your guests if there are any such items that may be offered for sale outside the hotel.
- Recognize suppliers' efforts through special events, promotion and longer-term contracts.



³ International Business Leaders Forum, Going Green, Minimum Standards Towards a Sustainable Hotel, <http://www.iblf.org/docs/GoingGreen.pdf> (last visited August 13, 2007).

Educate Staff

- Launch a responsible business program to staff and solicit feedback.
- Maintain staff awareness of the program through regular meetings, posters and information on notice boards etc.
- Encourage motivation through competitions, suggestion boxes, and reward staff for successes each month.
- Include a module on your responsible business policy and program in all staff induction and refresher training.
- Communicate results to staff as you progress the program.

Marketing

- Inform the public and stakeholders about your program.
- Market online (see Chapter 4).
- Hotels may also choose a “catch” to market the change to their existing operations. For example, Gaia Napa Valley Hotel and Spa (<http://www.gaianapavalleyhotel.com/>), a recently LEED certified hotel, began placing a copy of Al Gore's book, "An Inconvenient Truth", in each of its rooms.

Operations & Monitoring

- Set measurable short and long term goals and targets for improvement.
- Monitor the practices and evaluate their success.
- Take corrective action when targets are not met.



CHAPTER 4: GREEN BUYING



Green buying refers to purchasing "environmentally preferable products"- products that are long lasting, high quality, less toxic, reusable, and easy to recycle. Online sources offer a portal for green companies, or you can access the companies directly. Below are some suggested online sources for green buying.

Name: California Integrated Waste Management Board Recycled Products

Website: <http://www.greensuites.com/>

Description: Recycled Products Directory

Name: Eco Business Links

Website: <http://www.ecobusinesslinks.com/>

Description: Portal for green companies by product type.

Name: The Federal Green Purchasing Program

Website: <http://www.ofee.gov/gp/gp.htm>

Description: A website geared to the Federal Purchasing Program, but a good reference for environmental purchasing resources.

Name: Green Suites International

Website: <http://www.greensuites.com/>

Description: Environmental Products Company.

Name: Green Hotels Association

Website: <http://www.greenhotels.com/appvnd.htm>

Description: Maintains a list of approved green vendors, including contact information.

Name: Project Planet

Website: <http://www.projectplanet.biz/>

Description: A company that sells linen and towel reuse program materials.

Name: Green Lodging News

Website: N/A

Description: Throughout the world, hoteliers are joining organizations with environment-related interests to share ideas, learn, network and market their hotels. This publication reports on energy, waste, lighting, water conservation, heating and cooling, air quality, cleaning and maintenance, kitchen, laundry and sustainable design for the hotel industry.

Green Lodging News

20513 Brookstone Trail

Middleburg Heights, OH 44130

(440) 243-2055

CHAPTER 5: INCENTIVES FOR RENEWABLE ENERGY



Recoup part of the capital costs of green energy investments with a rebate. Electric companies or government agencies will often offer rebates for investments in renewable energy.

Nationwide

Name: Database on State Incentives for Renewable Energy (DSIRE)

Website: <http://www.dsireusa.org/>

Description: A comprehensive source of information on state, local, utility, and federal incentives that promote renewable energy and energy efficiency.

Arizona

Name: Arizona Department of Commerce Energy Program

Website: <http://www.azcommerce.com/Energy/>

Description: The Energy Office encourages energy efficiency and renewable-energy usage, and provides energy information and policy advice.

California

Name: Flex Your Power

Website: <http://www.fypower.org/com/tools/rgl.html>

Description: Find financial incentives and technical help for energy-efficient appliances, equipment, lighting and buildings.

Florida

Name: Florida Department of Environmental Protection

Website: <http://www.dep.state.fl.us/energy/incentives.htm>

Description: The 2006 Florida Energy Act created a renewable energy technologies grants program, a solar rebate program, a renewable energy technologies tax incentive program and provides a sales tax holiday for energy efficient products.

Texas

Name: State Energy Conservation Office Renewable Energy Incentives

Website: http://www.seco.cpa.state.tx.us/re_incentives.htm

Description: A list of tax exemptions available in specified circumstances.

Utah

Name: Utah Clean Energy

Website: <http://utahcleanenergy.org/EnergyEfficiencyIncentives.htm>

Description: Utah Clean Energy works to speed the transition to a cleaner, safer, more sustainable energy future. Through advocacy, education, and diverse partnerships, we advance renewable energy and energy efficiency.

CHAPTER 6: CERTIFICATIONS & ASSOCIATIONS



There are several certifications a hotel may receive to be labeled green. The programs vary by requirements and implementation costs.

Name: Audubon Green Leaf Eco Rating Program

Website: <http://www.auduboninternational.org/programs/greenleaf/>

Description: Members conduct a self-evaluation of their environmental performance that covers four key areas: energy efficiency, resource conservation, pollution prevention, and environmental management. Based on the results, the hotel receives a confidential report that suggests ways to improve. It is also awarded an eco-rating of from one to five "green leaves" that may be used in marketing and promotion. Within a year of awarding the rating, hotels receive an on-site independent audit to verify its environmental best practices. Hotels can increase their eco-ratings by implementing a variety of environmental measures.

Name: California Green Lodging Program

Website: <http://www.ciwmb.ca.gov/EPP/GreenLodging/>

Description: Lists participating hotels on website; participation level rated 1 or 2 palm trees.

Name: California Green Solutions

Website: <http://www.californiagreensolutions.com/cgi-bin/gt/tpl.h,content=575>

Description: Comprehensive list of green and sustainable certification programs.

Name: Green Hotel Association

Website: <http://www.greenhotels.com/>

Description: "Green" Hotels Association's® purpose is to bring together hotels interested in environmental issues from adding "Drinking water served on request only" to the menu to installing new HVAC systems, and with every measure in between, "Green" Hotels Association® encourages, promotes and supports the "greening" of the lodging industry. Membership benefits include a bi-monthly *Greening Newsletter's* packed with smart, practical ideas, heavy media publicity, an Internet listing and public identification as a "Green" Hotel via pole and front desk flags. Hotels can join for as little as \$100.

Name: Leadership in Energy and Environmental Design (LEED)

Website: <http://www.usgbc.org/>

Description: Detailed requirements for certification; Offers certifications to existing buildings and new buildings.

Restaurant? If the hotel has a restaurant, consider making it green <http://www.dinegreen.com/>

CHAPTER 7: MARKETING

Hotels should reap another benefit besides cost savings from being green: eco-conscious travelers. There are several websites where you can list your hotel as green. Each website has different requirements and instructions to list your hotel.



How green is your hotel room?

Name: California Green Lodging Program

Website: <http://www.ciwmb.ca.gov/EPP/GreenLodging/>

Description: Lists participating hotels on website; provides “palm tree” rating.

Name: EcoRooms and EcoSuites

Website: <http://www.ecorooms.com/>

Description: Provides listings of environmental friendly hotels. Hotels must meet their “Significant 7” Criteria.

Name: Environmentally Friendly Hotels

Website: <http://www.environmentallyfriendlyhotels.com/>

Description: People post their own descriptions of environmentally friendly hotels with rating system.

Name: Green Globe

Website: <http://www.greenglobe.org/>

Description: Green Globe is the worldwide benchmarking and certification program for the travel and tourism industry. Learn more about our program, credentials and international network

Name: Green Hotels Association

Website: <http://www.greenhotels.com/>

Description: Member hotels are listed on the website. Upon joining the Association, hotels receive flag denoting membership, and are listed as a green facility on the website.

Name: Green Meeting Industry Council

Website: www.greenmeetings.info

Description: The Green Meeting Industry Council promotes green practices globally by offering educational programs in the form of training workshops and online resources. The Council is in the process of partnering with educational institutions to develop an accredited curriculum at the university level for green meetings.

Name: Green Vacation Hub

Website: www.greenvacationhub.com

Description: The website offers a comprehensive listing of hotels, motels, bed and breakfasts, and vacation rentals across the globe who are making an effort to be more green. Lodging providers conduct a self-evaluation that covers six environmental areas: energy efficiency, water efficiency, recycling, air quality, food, and fragrance free.