Objectives

• Demonstrate green certification for NY hoteliers

• Test-run of one program under consideration

• Create ambassadors for many sizes/kinds of hotels
Elements of NY Recognized Certifications

- Third party administered
- Comprehensive, flexible & geographically relevant criteria
- Cert. process incorporates:
  - Evaluation
  - Opportunity ID
  - Verification (on-site or comparable)
- Assistance & recommendations for continuous improvement
- Transparent, tiered rating system

Greening of NYS Hospitality

- Basic Business Practice
  - Utilize assistance offered by State incentive programs
- Participation
  - Achieve acceptable tier of certification from NY-recognized program
- Leadership
  - Certification to highest level of NY-recognized cert. programs

NYS Department of Environmental Conservation
Pilot Timeline

- Application period
  - May – June 2009

- Selection, notification & confirmation of participating hotels
  - July 2009

- Commencement of certification process
  - August 2009

- Metrics collection starts
  - Site visits
  - Scoring checklists completed
  - Sept 2009 – March 2010

- Green Leaf Ratings Issued
  - Launch of Green Heart program
  - April 2010

- Evaluation of Pilot
  - Case studies
  - May – August 2010

- Pilot report
  - Metrics finalized
  - Sept 2010

NYS Department of Environmental Conservation

Green Hotel Certification Pilot

NYS Green Hotel Certification Program 2009

Please share the following news with your colleagues: Hotels are being recognized for their environmentally friendly business practice by participating in the NYS Green Hotel Certification Pilot Program. Funding has been secured through the NYS Pollution Prevention Institute (http://p2inys.ny.gov/) to partner with the Audubon International/Green Leaf Eco-Rating Program for hotels to submit the certification costs for the “business-class” of hotels, with the goal of improving environmental performance to obtain their green rating.

Pilot Program Benefits
- Increased awareness and marketing benefits for being environmentally friendly
- Third-party credible verification by a non-profit environmental group
- Structural, information, tools and advice to reduce operating costs

The Pilot is just the first critical step towards mainstreaming the green hospitality industry throughout New York State. This program’s initiative is being coordinated by the NYS Department of Environmental Conservation in partnership with the NYS Hospitality and Tourism Association, NYS Restaurant Association, LOVE NEW YORK, NYS Department of Agriculture and Markets, NYS Department of Labor, NYS Office of Parks & Recreation, NYS Energy Research & Development Authority and NYS Pollution Prevention Institute. Applications will be accepted for pilot hotels until June 30.

To get your application, and to find out more, visit:
http://greenhotelcertification.ny.gov/public.html
### NYS Green Lodging Performance Worksheet

<table>
<thead>
<tr>
<th>Month</th>
<th>Occupancy Rate (%)</th>
<th>Waste Disposed</th>
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<td>Baseline</td>
<td>Current</td>
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<td>48</td>
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<tr>
<td>July</td>
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<td>68</td>
</tr>
</tbody>
</table>

**Average Cost:** $15.00 / pick up

**Estimated Cost Decrease:** $21.92
NYS Department of Environmental Conservation

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  - Pilot report
  - Metrics finalized
For more information, please contact:

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