

Greening the Meeting (and Sleeping) Place

Greening Government Conference
Arthur Weissman, Ph.D.
President and CEO, Green Seal

June 5, 2003



Environmental Significance of Lodging Industry

- 54,000+ properties in the US
- Average hotel purchases more products in one week than 100 families purchase in a year
- Property is microcosm of built environment
- Covers most major environmental issues

Opportunities and Challenges to Environmental Progress

- Little done to date re: purchases, operations
- Very competitive industry, looking for margin
- Question of market value of environment
- Cannot compromise "guest satisfaction"

Existing U.S. Lodging Programs

- "Green" Hotels Association
- Green Leaf Eco-Rating Program (Canada)
- HVS Int'l ECOTEL Certification
- US EPA Energy Star Buildings
- US Green Bldg Council LEED (Leadership in Energy and Environmental Design)
- Vermont Green Hotels in the Green Mountain State
- Green Globe 21 Certification

Existing U.S. Lodging Programs (continued)

- Coalition for Environmentally Responsible Economies (CERES) Green Hotel Initiative
- Green Seal Certification and related programs

CERES Green Hotel Initiative

- GHI seeks to increase green lodging and meeting options by catalyzing market supply and demand
- Corporations committed to sustainability can select green hotels
 - includes Ford, GM, Aveda, Interface, American Airlines
- *Best Practice Survey* checklist for planners
- <http://www.ceres.org/ghi/overview.htm>

About Green Seal

- 13 years old
- Non-profit
- Science-based
- Environmental mission through environmentally responsible products and services
- Product standards and reports
- Greening Your Government Program
- Meets
 - EPA criteria
 - ISO 14020, 14024
 - GEN criteria

Green Seal's Work in the Lodging Industry

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

Example: Green Seal Hotel Stakeholders Project

- To improve operations, purchasing through participation with suppliers
- Involved Marriott in DC and Saunders Group in Boston
- Initial assessment, second phase on cleaners
- Analyzed several products in lab and field
- Actual delivery systems affect outcomes

Green Seal Certification Program

- To identify environmentally responsible lodging properties
- Third-party independent audit
- Covers environmental performance criteria
- EMS alien to hotel culture in US
- Criteria a challenge to many
- <http://www.greenseal.org/greeninglodge.htm>

Standard for Lodging Properties

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

GS Certification and Related Programs in Place

- Pennsylvania – certified 24 hotels for State
- District of Columbia – certified 3 for Feds
- Maryland – pilot of 5 in process in Baltimore
- California – initiating pilot program with State in three major areas
- Georgia – initiating pilot program with State
- Virginia – audited 5 hotels in Va. program

Lessons Learned and New Approaches

- Environmental performance an add-on
- Field performance varies from theoretical
- Need for alliances with industry, suppliers, customers
- Best if show bottom-line benefit

Conclusion: What Is at Stake

- Growing industry, widespread effects
- Can educate consumer through actions
- High challenge re: performance, guest acceptance
- Potential of positive ripples great