Vermont’s Green Hotels in the Green Mountain State Program

By

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• Program started in 1998
• Joint VT DEC & VT SBDC program
• Currently 55+ Green Hotels & Environmental Partners
• Designed to provide technical assistance & recognition for pollution prevention and environmentally sustainable practices
• New marketing partnership with the VT Chamber – Hospitality Council
Two Level Program:

- ENVIRONMENTAL PARTNER
- GREEN HOTEL
ENVIRONMENTAL PARTNER Standards

- Environmental Policy/Mission Statement – developed & communicated
- Environmental Team or Representative
- Environmental Opportunity Assessment (provided)
- Implement a waste reduction strategy
- Implement an Energy Efficiency initiative
- Guest access to recycling (plus recycling from hotel operations)
- EPP Product Purchasing (min. 3 EPP products)
- Market the Program (logo on website) and/or recruit new businesses
- Best Management Practices section
BMPs include:

- Create incentives for ride-sharing or institute a new delivery system to reduce vehicle miles traveled by employees and/or customers.
- Adopt and practice grounds keeping/landscaping methods that achieve resource conservation.
- Conduct regular employee training or create employee incentives to promote waste/pollution prevention, reuse, recycling and resource conservation.
- Contribute to a community environmental project that promotes stewardship of the environment.
- Notify your customers and the community at large about your efforts to improve environmental management at your facility.
- Implement other environmental best management practices or green building practices.
- Reduce Carbon Footprint / Greenhouse Gas emissions (examples include: biodiesel for vehicles or heating, heating system efficiency improvements that create emission reductions, installing renewable energy sources: solar hot water, photovoltaics, biomass or wind power or purchasing renewable energy credits, and significant local product sourcing).
- Other BMPs
GREEN HOTELS need:

An Environmental Management Plan, used to assess activities for environmental impacts, and come up with ways to reduce these impacts, with targets and dates, based loosely on ISO-14001.
Recognition Provided:

ENVIRONMENTAL PARTNER:

- Framed Certificate, signed by DEC Commissioner
- Window Emblem & EP Logo (above right)
- Listing on [www.vtgreenhotels.org](http://www.vtgreenhotels.org) with phone #
- Phone # and hotel listing on Interstate Rest Area Map Cards, in black ink
GREEN HOTELS Recognition Provided:
Same as Environmental Partner, PLUS

- Green Hotel logo (above)
- Recognition at the annual Governor’s Award Ceremony for Environmental Excellence
- Direct link to hotel on web site
- Front desk card in Lucite holder
- Listing on rest area card in bold, green
How the program works:

- Upon inquiry, VT SBDC and/or DEC conducts Assessment
- Report of recommendations sent, with partially filled in Achievement form (usually with some new initiatives)
- Hotel sends in completed, signed form with E-Policy & Recycling info.
- Form is reviewed by VT SBDC & DEC, framed certificate issued with press release, front desk card, & window emblems
- Hotel listed on website, and included in Rest Area Cards
- If Environmental Mgmt Plan is received, then Green Hotel designation and listing is provided
Program Requirements:
• Return of Annual Impact Survey
• Renewal every 3 years, by signature, on-site visit for larger hotels

Optional – For Rest Area Card inclusion:
return of impact survey + $35 marketing fee
• ANNUAL IMPACT SURVEY (Send to all Lodging Sector Partnership members with a 85% response rate):

• As an Environmental Partner or Green Hotel we (check all that apply):
  • — Have and communicate an environmental policy or mission statement
  • __ Have a towel reuse program in place
  • __ Have a linen reuse program in place
  • __ Compost organic waste
  • __ Implemented water conservation strategies. Estimated # of gallons saved in 2007 _____ gallons.
  • __ Provide guest access to recycling. ___ In Room ___ Common Areas or Elsewhere
  • __ Communicate our environmental efforts to guests. How? ________________________________
  • __ Feature our Green Hotel or Environmental Partner status on our Web page, ___ In our marketing brochures (if not, why not?).
  • __ Have visited our Green Hotels website: (green resources page?)
  • __ Instituted energy efficiency upgrades. Est. savings on monthly electric in $ or in KWH or gal./oil/LP
  • __ Reduced chemical use. What was reduced or eliminated? _________________________
  • __ Tried new environmentally friendly/preferable products (greener cleaners, etc.). These were:

• Name of Product __ Evaluation (did it work as you’d expected?)

• Include environmental awareness training for staff

• Use POST CONSUMER recycled-content products. Estimated annual purchase of recycled-content paper or plastic products if possible:
  • Toilet Paper _______ cases  Paper Cups _______ cases  Paper Towels ______ cases
  • Trash Bags _______ cases
  • Tissues _______ cases  Other _______ cases
  • Copy Paper _______ cases

• We use Post Consumer recycled content paper for our marketing brochures and/or rate cards
2006 Impact Data:

<table>
<thead>
<tr>
<th>Green Hotels: 40 participating</th>
<th># of businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Policy &amp; Mission</td>
<td>40</td>
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<tr>
<td>Energy Efficiency Upgrades</td>
<td>27</td>
</tr>
<tr>
<td>Using recycled products</td>
<td>30</td>
</tr>
<tr>
<td># of guest rooms for towel reuse</td>
<td>2091</td>
</tr>
<tr>
<td>Recycle &amp; offer guests access &amp; info</td>
<td>40</td>
</tr>
<tr>
<td>Towel / Linen Reuse Program</td>
<td>38</td>
</tr>
<tr>
<td>Composting</td>
<td>18</td>
</tr>
<tr>
<td>Using more enviro. friendly products</td>
<td>20</td>
</tr>
<tr>
<td>Environmental Mgmt. Plan</td>
<td>35</td>
</tr>
</tbody>
</table>

- Saved Gallons of H2O: 2,457,140
- Saved Gallons of Bleach: 3,011
- Saved Lbs. Detergent: 24,543
- Saved KWH: 36,975
- Saved Lbs. Recycled: 430,413
- Saved H2O/gal Propane: 15,399