

# Welcome

May 18-19, 2010  
Caribe Hilton  
San Juan, Puerto Rico

**Expanding  
Business  
Value through  
Pollution  
Prevention  
&  
Sustainable  
Practices**



# Green Earth



- What is Green?
- Origins of Green
- Why Become Green?
- How to become Green.
- Sustainable Solutions for Green

Presented by Eddie Ramirez

## About **Green** Eddie. . .



- Director of Purchasing for the Caribe Hilton, since 1991.
- Key member in the hotels Green Team.
- 1996, entered into the Puerto Rico Hotel & Tourism Association (PRHTA) "Green Hotel Program."
- 2008, selected Environmental Sustainability Manager.
- Initiated a joint venture with San Juan Estuary Bay Program.
- Obtained Certificate of compliance Law # 70 for solid waste reduction.
- Won the Green Hotel of the Year in 1996, 2008 and 2009(PRHTA).
- December 2008, helped obtain the hotels first certification " Green Globe." First in PR
- Joined the PRHTA Conservation Committee.
- January 2010, helped obtain the prestigious "Green Key Certification" – 1<sup>st</sup> Hilton in the Americas and Fist Hotel in PR.
- Manages the recycling of more than 15 different items, beach cleaning, mangrove reforestation, water monitoring program, sponsor shelters and community help programs.

## What is **Green**?



### Environmental Sustainability

- Education 15%
- Conservation of resources 30%
  - Water
  - Electricity
  - Fuel (gas, gasoline, diesel)
- Social responsibility 20%
- Employee relations 15%
- Recycling 10%
- Out sourcing/procurement 10%

## Origins of Green



- 1860, USA created parks and set aside wild lands.
- 1864, Yosemite park created.
- 1872, Audubon Society created.
- 1872, Sequoia and General Parks established.
- 1892, Sierra Club established by John Muir, Scottish born naturalist.

## Origins of Green



- 1960s
  - The Wilderness Act passed.
  - The Environmental Protection Agency (EPA) was founded.
- 1970's and 80's awakened the raise of the modern green movement due to environmental disasters including:
  - 1978, Love Canal Niagara Fall Toxic waste landfill, contamination 200 families evacuated
  - 1979, Three Mile Island nuclear power plant radiation leak near Middletown, Pa., on March 28, 1979
  - 1989, Exxon Valdez oil tanker ran aground on Bligh Reef in the pristine waters of Alaska's 10.8 million gal
- 1970's:
  - National Environmental Policy Act
  - Clean Air Act
  - Water Pollution Control Act
  - Endangered Species Act
- 2006
  - Al Gore's film, "*An Inconvenient Truth*"



## Why Become Green?

- **ROI – Healthier Corporate Bottom Line**
  - Earn publicity with the local, regional or even national media
  - Uniquely differentiate themselves from competitors
  - Attract the interest of top job candidates
  - Attract consumers in the rapidly-growing green marketplace
  - Transform their companies into industry leaders
  - Reduce operating costs

## Why Become **Green**?

- **ROI – A Healthier Corporate Bottom Line**
  - Create brand distinction and recognition
  - Create significant competitive advantage
  - Enhance employee satisfaction
  - Become preferred vendors in green supply chains
  - Build credibility with shareholders
  - Attract investors



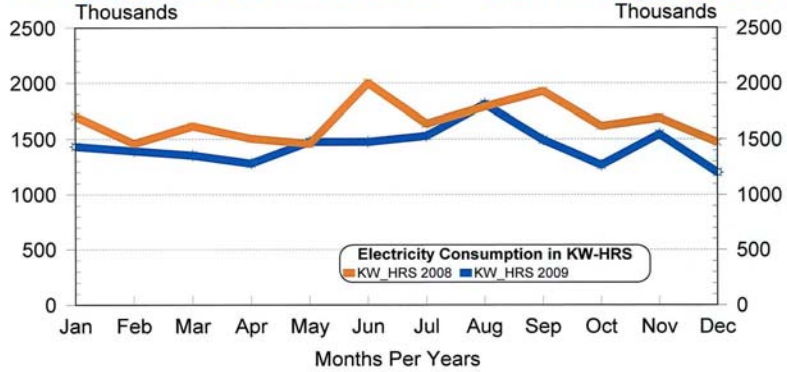
## Investment in Mechanical improvements for 2008

807	F&B Storeroom Freezer & Coolers	\$	200,000
808	Boilers & Heaters Replacement	\$	35,554
809	Air Handler Units Replacement	\$	336,400
815	Centrifugal Chiller 1000 tons	\$	540,000
820	Tower building Fan Coils Units	\$	1,053,483



### Electrical Consumption Comparison Between Fiscal Years 2008 and 2009

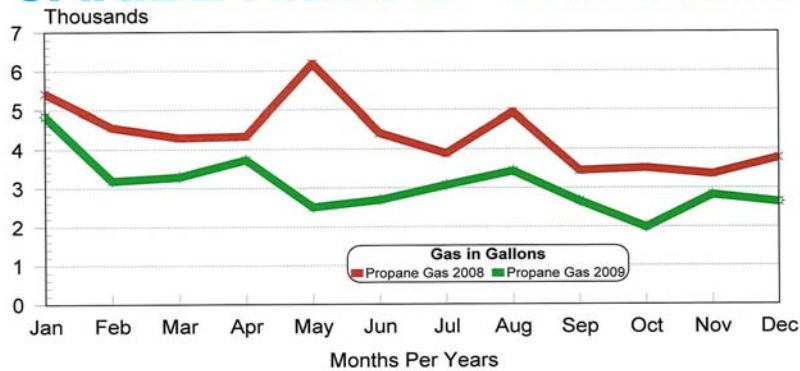
## CARIBE HILTON - SAN JUAN



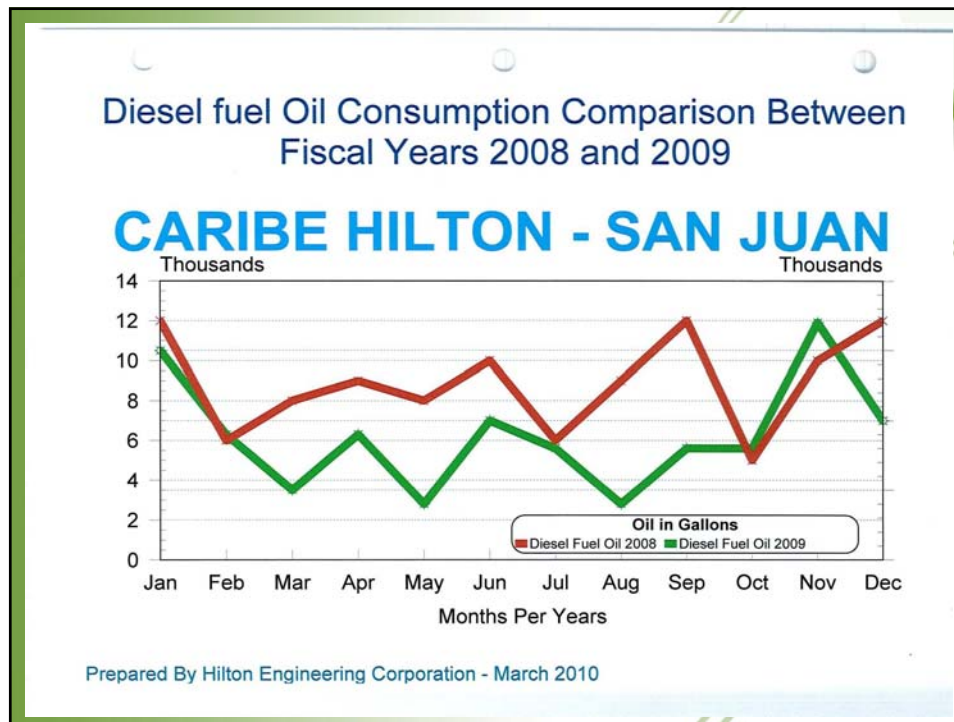
Prepared By Hilton Engineering Corporation - March 2010

### Propane Gas Consumption Comparison Between Fiscal Years 2008 and 2009

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Prepared By Hilton Engineering Corporation - March 2010



## Why Become **Green**?

- **ROI – A Healthier Corporate Bottom Line**

- Keeping the Customer Happy

- Increasing numbers of people and companies are deciding whether or not they use a company based on how eco-friendly they are. This means that it is becoming more and more important that businesses make environmentalism a part of their brand.

***In summary, the ROI of going green can mean more sales, increased market share, enhanced visibility, happier employees, and a better brand.***



## Event Questionnaire



- This company’s policy is to hold meetings, workshops, and conferences at facilities that incorporate as many environmentally preferable measures as possible. These measures include products and services that have a reduced impact on public health and the environment. We ask that facilities that we are considering for events or properties with which we have a contract complete this questionnaire to assist us in identifying their “green” lodging and meeting measures and practices.
- Please return this questionnaire with your RFP:


<b>Property Name:</b> Caribe Hilton Hotel			
<b>Address:</b> PO Box 9021872, San Juan PR 00902-1872			
<b>Contact:</b>			<b>e-mail:</b>
<b>phone:</b> 787-721-0303			<b>Fax:</b>
<b>Item/Question</b>	<b>Yes</b>	<b>No</b>	<b>Examples</b>
<b>Reuse/Recycling</b>			
Does your property provide recycling bins for events? Circle the materials that can be collected for recycling: aluminum cans, glass, newspaper, white paper, and plastic.	Yes		Recycling: aluminum cans, glass, newspaper, white paper, and plastic.
Will your property commit to seeing that the above item/s collected from our event is/are actually recycled?	Yes		
Does your property recycle wastes from your operations (i.e., linens, phone books, used oil, pallets, & batteries)? If so, which ones?	Yes		White Paper, Cooking Oil, Cardboard, Wood Pallets, Cellular Phones, Metal hangers, Food, Toners, Newspapers, Magazines, Electronic equipments, Batteries, plastic, aluminum. Linens, phone books
Does your property have an in-house recycling program for other wastes? If yes, what other materials are collected for recycling?	Yes		White Paper, Cooking Oil, Cardboard, Wood Pallets, Cellular Phones, Metal hangers, Food, Toners, Newspapers, Magazines, Electronic equipments, Batteries, plastic, aluminum. Linens, phone books
Does your property have a contract with recycling hauler/s or business/es?	Yes		IFCO Recycling
Does your property regularly purchase reusable and durable products? If so, please describe.	Yes		The more durable the less we have to replace
Does your property regularly purchase recycled products? If so, please describe.	Yes		Banquet tables, Waste Receptacles





How to Become **Green**  
*Guide to Implementing a recycling Program*

- Appoint a recycling coordinator and assistants if needed.
- Determine the number of offices, departments, outlets, common areas and employees in the company.
- Determine the program's reach; for instance, only in certain offices, departments, outlets, common areas public areas or the entire hotel.
- Calculate the type and amount of recyclable materials generated by your property.
- Communicate with collection centers to learn about the materials they accept, as well as their conditions or any applicable agreement / contract.

A small circular inset in the top right corner of the slide shows a globe of the Earth resting on a green leaf, identical to the graphic in the title slide.

How to Become **Green**  
*Guide to Implementing a recycling Program*



- Determine the number and size of bins needed in which to accumulate the recyclable materials.
- Select a site to store the recyclable materials until they are picked up.
- Contact the Solid Waste Management Authority for orientation.
- Acquire the bins, equipment and other materials essential to implementing the program.
- Educate the staff regarding the initiative. Explain the basics of recycling through seminars, flyers, memos, etc.
- Label and place the recycling bins at the selected sites.

How to Become **Green**  
*Guide to Implementing a recycling Program*



- Inaugurate the program and have the coordinators follow up on it.
- Coordinate the transportation of the recycled materials.
- Evaluate the program's effectiveness and take corrective action if needed.



### Sustainable Solution for Green

- Using high-efficiency light bulbs, such as compact fluorescents, will cost you 75% less to run than standard light bulbs and will last 10 times longer.
- Use email as much as possible, instead of sending faxes. emails will also significantly reduce your company's overheads.

## Sustainable Solution for Green



- Start a linen (both towels and sheets) reuse program in all guest rooms. One company that sells guest information signs is [www.projectplanetcorp.com](http://www.projectplanetcorp.com).
- Install low-flow showerheads and sink aerators.
- Switch to low-flow toilets or install toilet-tank fill diverters. To learn more about low-flow toilets, go to [www.plmg.com/crtoilet.htm](http://www.plmg.com/crtoilet.htm).
- Switch to compact fluorescent light bulbs in guestrooms, lobbies, and hallways. Use sensors and/or timers for areas that are infrequently used.

## Sustainable Solution for Green



- Whenever possible, buy food and guest amenities in bulk (i.e., use refillable hair and skin care dispensers).
- Educate your staff to turn off lights and turn down heating/air conditioning when rooms are unoccupied.
- Install window film to lower heating and cooling loads and reduce glare in guestrooms.
- Provide guestroom recycler baskets for newspaper, white paper, glass, aluminum, cardboard, and plastic.

## Sustainable Solution for Green



- Provide recycling bins both in public areas (i.e., poolside), in the kitchen, and in the back office (including one at each desk) to make recycling as easy as possible.
- Buy office and guest amenity products that contain recycled material. For company listings, access the Recycled-Content Product Directory ([www.ciwmb.ca.gov/RCP/Search.asp](http://www.ciwmb.ca.gov/RCP/Search.asp)) and/or the Recycled Plastics Product Directory ([www.plasticsresource.com](http://www.plasticsresource.com)).

## Sustainable Solution for Green



- Buy organic, fair trade, cruelty-free guest amenity products whenever possible:
  - bedding ([www.organiccottondirectory.net](http://www.organiccottondirectory.net) and [www.fairtradefederation.org](http://www.fairtradefederation.org))
  - hair and body care ([www.ecomall.com/biz/body.htm](http://www.ecomall.com/biz/body.htm) and [www.caringconsumer.com/resources\\_companies.asp](http://www.caringconsumer.com/resources_companies.asp))
  - coffee and tea ([www.transfairusa.org](http://www.transfairusa.org))
  - etc.

## Sustainable Solution for **Green**



- Use recycled paper products (with high post-consumer recycled content) that are either unbleached or bleached using a chlorine-free process. Minimize the amount of paper used for each guest (i.e., reduce paper size of invoices, etc.). Print with soy-based inks.
- Use nontoxic or least toxic cleaners, sanitizers, paints, pesticides, etc. throughout the hotel. Make sure all chemicals are stored safely in a well-ventilated area.

## Sustainable Solution for **Green**



- Purchase "Energy Star" appliances wherever possible (Energy Star for Hospitality [www.energystar.gov/index.cfm?c=hospitality.bus\\_hospitality](http://www.energystar.gov/index.cfm?c=hospitality.bus_hospitality)) provides detailed information about energy saving appliances and monitoring systems). Replace old washing machines with both water and energy conservation models.
- If the hotel has a pool and/or hot tub, install a solar water heating system and use pool and hot tub covers when the pool area is closed.
- Provide your guests with bicycles, walking maps, and information on public transportation.

## Sustainable Solution for **Green**



- If your hotel has a restaurant, consider transitioning it into a Certified Green Restaurant ([www.dinegreen.com](http://www.dinegreen.com)) or Certified Green Commercial Kitchen ([www.foodservicewarehouse.com](http://www.foodservicewarehouse.com)). Buy organic, locally-grown food and/or plant an organic garden to provide fresh produce for your guests.
- Switch to drought resistant native plants in garden areas. Replace mowed landscaping with native ground cover.
- Replace exit signs with Light Emitting Diode (LED) exit signs.

## Sustainable Solution for **Green**



- Include filter changes, coil cleaning, thermostat calibration, and damper adjustments in your ongoing maintenance plan.
- Monitor, record and post rates of energy and water use. Make repairs or replace equipment when rate changes indicate problems.
- Use an energy management system (EMS) to tie in air handling units, HVAC, and lighting to prevent conditioning space when it is not necessary.

## Sustainable Solution for Green



- Provide reusable items such as cloth napkins, glass cups, ceramic dishes, etc. with all food and beverage services.
- 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).
- Use daylight exclusively in your lobby, bar, and restaurant for as much of the day as possible. Consider installing skylights if needed.
- Donate leftover food to a local nonprofit organization and/or use a compost bin.

## Sustainable Solution for Green



- Use proper insulation and reflective roof coverings.
- When doing construction or remodeling projects, contact the U.S. Green Building Council ([www.usgbc.org](http://www.usgbc.org)) to learn about the nationally accepted standards for green buildings (called LEED). Buy previously used or recycled-content products whenever possible. For company listings, access the Recycled-Content Product Directory ([www.ciwmb.ca.gov/RCP/Search.asp](http://www.ciwmb.ca.gov/RCP/Search.asp)) and/or the Recycled Plastics Product Directory ([www.plasticsresource.com](http://www.plasticsresource.com)).



## Sustainable Solution for **Green**



- Consult outside sources to evaluate the total system when replacing major mechanical equipment (such as chiller, water tower, etc). Often, this can lead to downsizing and other opportunities to reduce both the initial investment and operating costs.
- Replace electric package terminal air conditioner (PTAC) units with more efficient heat pumps or other geothermal technologies.
- Donate leftover guest amenities, old furniture and appliances to charities.

## Sustainable Solution for **Green**



- If available, schedule an energy audit through your local energy provider.
- If your hotel has a gift shop, consider purchasing fair trade products. A list of wholesalers can be found at:  
[www.fairtradefederation.org/memwhl.html](http://www.fairtradefederation.org/memwhl.html).

