



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**



GREEN HOTEL
in the Green
Mountain State

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:

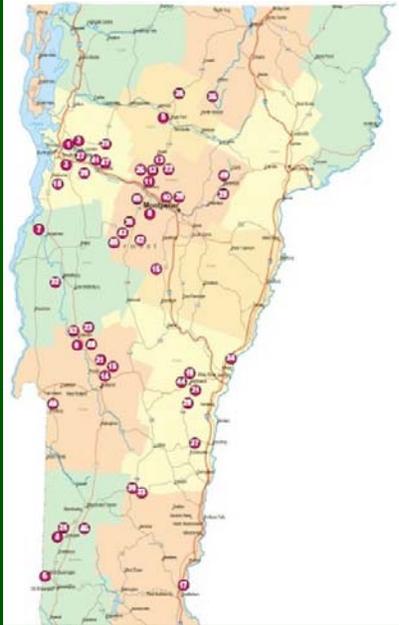
- Create incentives for ride-sharing or institute a new delivery system to reduce vehicle miles traveled by employees and/or customers.
- Adopt and practice grounds keeping/landscaping methods that achieve resource conservation.
- Conduct regular employee training or create employee incentives to promote 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 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



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- 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 Copy Paper _____ cases
- Tissues _____ cases Other _____ cases
- We use Post Consumer recycled content paper for our marketing brochures and/or rate cards



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2006 Impact Data:

Green Hotels: 40 participating		# of businesses VBEP Partners: 14			
Environmental Policy & Mission 	40	Towel / Linen Reuse Program 	38		
Energy Efficiency Upgrades 	27	Composting 	18		
Using recycled products 	30	Using more enviro. friendly products 	20		
# of guest rooms for towel reuse 	2091	Environmental Mgmt. Plan 	35		
Recycle & offer guests access & info 	40				
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