

NYS Green Hotel Certification Pilot



Presentation to Pollution Prevention Programs

EPA Region 2

June 15, 2010



NYS Department of Environmental Conservation



Objectives

- Demonstrate green certification for NY hoteliers
- Test-run of one program under consideration
- Create ambassadors for many sizes/kinds of hotels

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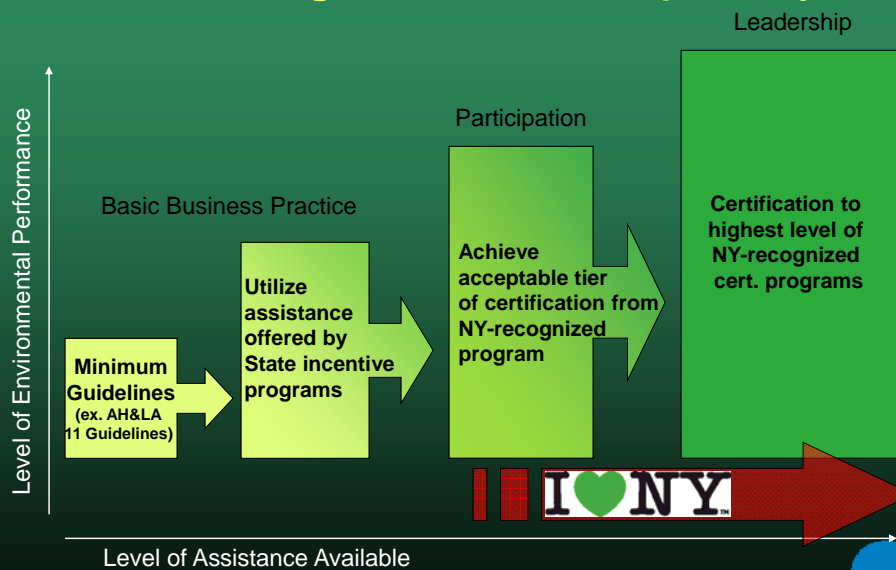
Elements of NY Recognized Certifications

- 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

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Greening of NYS Hospitality



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Pilot Timeline

May – June 2009	<ul style="list-style-type: none"> • Application period
July 2009	<ul style="list-style-type: none"> • Selection, notification & confirmation of participating hotels
August 2009	<ul style="list-style-type: none"> • Commencement of certification process
Sept 2009 – March 2010	<ul style="list-style-type: none"> • Metrics collection starts • Site visits • Scoring checklists completed
April 2010	<ul style="list-style-type: none"> • Green Leaf Ratings Issued • Launch of Green Heart program
May – August 2010	<ul style="list-style-type: none"> • Evaluation of Pilot • Case studies
Sept 2010	<ul style="list-style-type: none"> • Pilot report • Metrics finalized

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May – June 2009

• Application period

Green Hotel Certification Pilot



NYS Green Hotel Certification Program 2009

Please share the following news with your hoteliers: Hoteliers, get recognized for your environmentally friendly business practices by participating in the NYS Green Hotel Certification Pilot Program. Funding has been procured through the NYS Pollution Prevention Institute (<http://www.nypiiit.edu/>) to partner with the Audubon International/Green Leaf Eco-Rating Program for Hotels to subsidize the certification costs for this "freshman class" of 44 hotels, B&Bs and other properties as they analyze and improve their environmental performance to obtain their green rating.

Pilot Program Benefits

- Hotels receive public recognition and marketing benefits for being an environmental leader
- Third-party, credible verification by a non-profit environmental group
- Structure, information, tools and advice to reduce operating costs
- Enhanced job satisfaction and increased morale for staff through their involvement

The Pilot is just the first critical step towards strengthening the green hospitality industry throughout New York State. This governor's initiative is being coordinated by the NYS Department of Environmental Conservation in partnership with the NYS Hospitality and Tourism Association, NYS Restaurant Association, I 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://greenleaf.auduboninternational.org/newyork.html>



Audubon Green Leaf™ Eco-Rating Program For Hotels

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July 2009

- Selection, notification & confirmation of participating hotels



map by Wendy Franklin

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Sept 2009 – March 2010

- Metrics collection starts
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1921 NYS Green Lodging Performance Worksheet

Hotel Name: Enter property name

Baseline Period: Sept. 1, 2009 - Aug. 31, 2010

Current Period: Sept. 1, 2010 - Aug. 31, 2011

Average Cost: \$15.00 /pick up

Month	Occupancy Rate		Waste Disposed				Est. Cost Decrease / (Increase)	
	Baseline (%)	Current (%)	Baseline Containers	Over Filled Full 1/2 Full	Container Size	Current Containers		Over Filled Full 1/2 Full Over Filled
e.g. March	65	69	10	Full		9	Over Filled	\$21.92



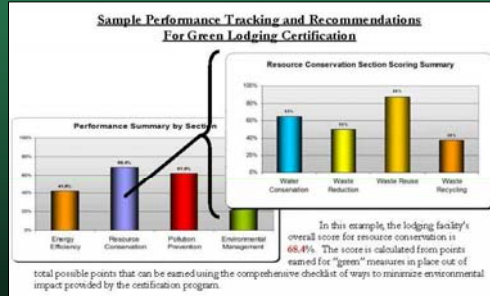
Mohonk Mountain House

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April 2010

- Green Leaf Ratings Issued
- Launch of Green Heart program



HOW GREEN IS YOUR HEART?

I LOVE NY is turning our heart Green to celebrate Earth Day!

As part of our new program launch, I LOVE NY and EscapeMaker want to share the spotlight on YOU!

We will be awarding one New Yorker the "Greenest New Yorker" award. In addition, the Grand Prize winner and guest will get to choose from one of several 3-Day, 2-Night I LOVE NY Green Getaway Packages from the hotels listed.

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For more information, please contact:

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