

Green Hotel Certification Programs

**“Greening the Hospitality Industry”
Airlie Conference Center**

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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**

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***

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 – audited 5 in Baltimore for State**
- **California – initiating pilot program with State in three major areas**
- **Georgia – auditing 20 for certification for State**
- **Virginia – audited 5 hotels in State 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**