



C E R E S

Network for Change

CERES Green Hotel Initiative

Moving the Market Place Forward:
Programs that Certify & Promote
Green Travel & Tourism

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February 4, 2004



CERES is a broad-based coalition of environmental groups and institutional investors working toward the common goal of corporate environmental responsibility worldwide.

Selected Coalition members:

AFL-CIO

Calvert Group

Co-op America

Friends of the Earth

Green Seal

Interfaith Center on Corporate Responsibility

National Wildlife Federation

Natural Resources Defense Council

Social Investment Forum

Sierra Club

Trillium Asset Management

Union of Concerned Scientists

World Wildlife Fund



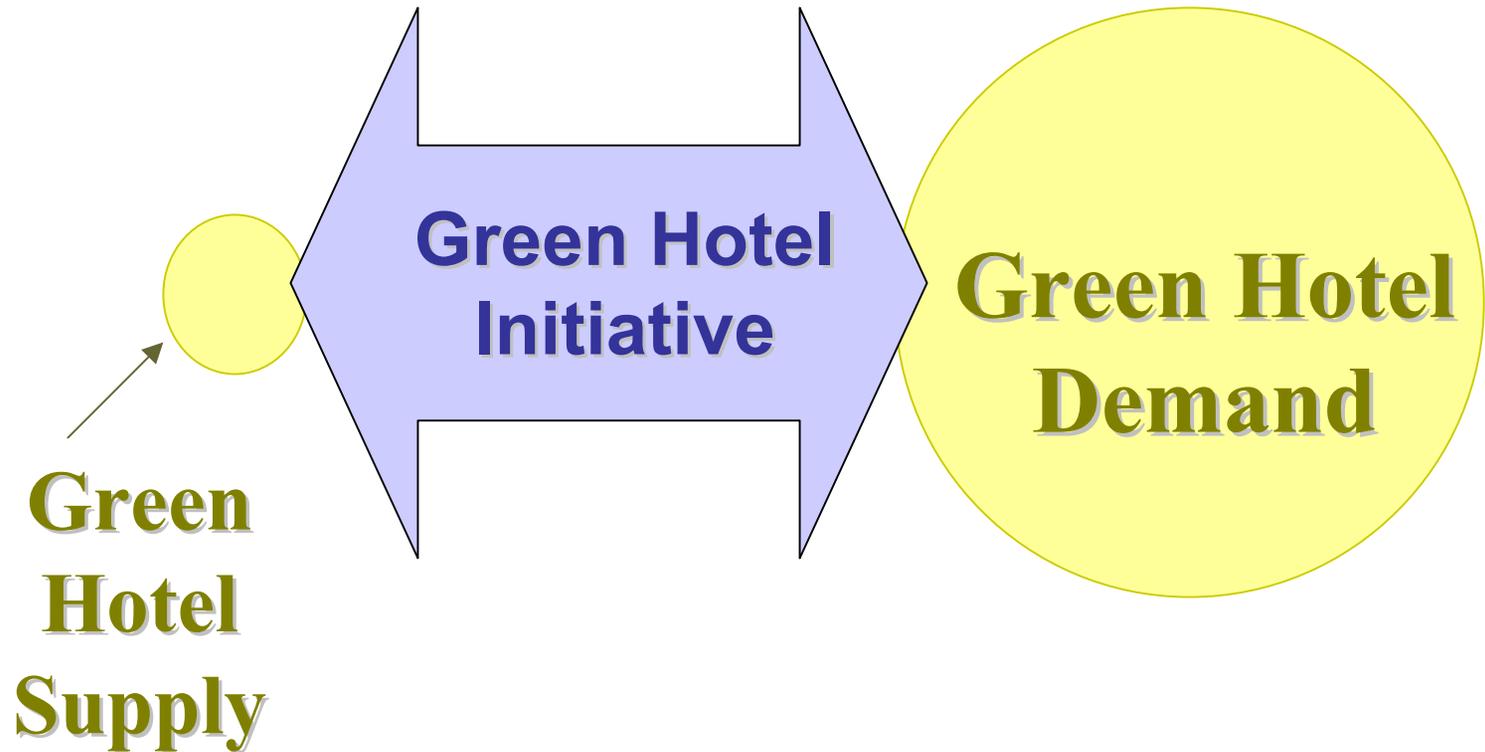


Selected companies that have endorsed the CERES principles

- **American Airlines**
- **Aveda Corp.**
- **Bank of America**
- **Ben & Jerry's
Homemade**
- **Consolidated Edison**
- **Fleet Bank**
- **Ford Motor Company**
- **General Motors Corp.**
- **ITT Industries, Inc.**
- **Nike**
- **Northeast Utilities**
- **Polaroid Corporation**
- **Sunoco, Inc.**
- **The Timberland
Company**
- **United States Trust
Company**
- **Wainwright Bank**



CERES role: bridging the gap



GHI Objective: to catalyze both the market demand for, and supply of, environmentally responsible hotel services



Leisure and business travel interest in green options

- **83% of US travelers are inclined to support green travel companies**
- **Leisure and business travelers are willing to spend 6.2 percent more (on average) for travel services and products provided by environmentally responsible companies.**

Washington- based Travel Industry Association of America (TIA) (1997 study)

Survey to foundation and corporate-giving executives

- **80% say environmental practices are important when selecting a hotel.**
- **71% want the option of reusing sheets and towels when staying at a hotel.**

Conference Board's Business Enterprise for Sustainable Travel Survey



Where is leverage?

Concentrated purchasing power in US:

Business

**US business travel expenditures = \$185 billion.
\$37 billion spent on accommodation alone.**

*Washington based Travel Industry Association of America (TIA)
(1997 study)*



GHI Strategy

Improve access to environmental information so that it can be used in purchasing decisions

- Educate purchasers**
- Create vehicles to express demand**
- Provide mechanisms for hotels to communicate environmental performance**



Tools to leverage purchasing power

*CERES Green Hotel Initiative Best
Practice Survey*

GHI Guest Request Card

Selected participating organizations:

Business: Ford, Nike

**Consultants: PA Consulting Group, EcoLogical
Solutions**

**Hotel Industry: Saunders Hotel Group, Swissôtel,
Starwood, Fairmont**

NGO: Green Seal, Co-op America, BEST

Academia: Cornell

Government: US EPA



CERES endorsing companies

Selected CERES endorsing companies that have made a formal commitment to the GHI:

American Airlines	50,000+ employees
Aveda Corporation	900+ employees
Bethlehem Steel	15,500+ employees
General Motors	388,000+ employees
Interface, Inc	7,750+ employees
Northeast Utilities	9,100+ employees

Also, small companies including: Bullitt Foundation, Recycled Paper Printing, Inc, William McDonough & Partners



2004 GHI Work Plan

- CERES 2004 Conference
- Pre-conference *Green Hotel & Green Meeting* working group
- Greening the Democratic National Convention
- Deepen & expand support from institutional purchasers