

# *Florida Department of Environmental Protection*

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## *Florida Green Lodging Program*

*[www.dep.state.fl.us/greenlodging](http://www.dep.state.fl.us/greenlodging)*



# What is the Florida Green Lodging Program?

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The Florida *Green Lodging* Program is a *voluntary, non-regulatory* effort by the Florida Department of Environmental Protection (DEP) that encourages the lodging industry to:

- conserve water and energy
- minimize waste and recycle
- improve indoor air quality
- practice environmentally friendly purchasing and pollution prevention

**GOAL:** Help Florida's lodging industry become sustainable while lowering operating costs.



# *Benefits to Designated Facilities*

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## **Save Money!**

- Reduce water, energy and waste

## **Increase Occupancy Rates!**

- State business - HB 7135, preference given to designated members of the Florida *Green Lodging* Program for state meetings & conferences

## **The Green Movement**

- Companies and non-governmental organizations are requesting green meetings & conferences



# *Marketing Benefits & Technical Assistance*

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## **Marketing:**

- Designated facilities are featured on the Florida *Green Lodging* Web site.
- Designees are granted exclusive use of the green marketing tool kit.



## **Technical Assistance:**

- 24/7" Web access to Best Management Practices, Technical Assistance and "green" resources.
- DEP hosted webinars to continue employee education.



# About the designation

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## How long is a facility considered designated?

- Florida *Green Lodging* designation is valid for three years with the requirement of submitting environmental performance data annually.

## How does a facility renew designation?

- Must submit environmental performance data for each year.
- Must implement at least *two new* environmental practices from any of the six areas of sustainable operations.
- Conduct, and document, ongoing employee education to ensure all personnel are implementing the Best Management Practices.



# *Steps to becoming designated*

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- Complete the Designation Application
  - Details requirements and provides Best Management Practices and Technical Assistance to help facilities achieve designation.
- Conduct a property assessment and implement environmental practices in six areas of operations:
  1. Communication and Education (Customers, Employees, Public)
  2. Waste Reduction, Reuse, and Recycling
  3. Water Conservation
  4. Energy Efficiency
  5. Indoor Air Quality
  6. Transportation
- All environmental practices have a point value.
- Facilities must obtain a minimum of 33 points to qualify for designation.



# *Communications Requirement - 5 points*

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- Have hotel staff participate in online training and education provided by DEP. **THIS PRESENTATION!**
- Discuss green practices and policies at staff meetings.
- Provide a survey, suggestion box or online evaluation to guests and employees about your environmental practices.
- Communicate your facility's environmental initiatives to guests and staff.



# Communications Example



The Turtle Beach Inn in Port St. Joe provides a small card that allows guests to provide comments as well as suggestions.



# *Waste Reduction Requirements - 6 points*

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- Recycle if applicable items such as plastic, aluminum cans, steel cans, glass, office paper, newspapers, magazines, ink cartridges, fluorescent bulbs, electronics.
- Purchase minimum 30% post-consumer recycled content for one of the following products: napkins, toilet tissue, Paper towels, tissue, envelopes/forms, paper, composite lumber.
- Institute one of the following activities: bulk purchasing, reduced packaging, manufacturer take-back.
- Provide recycling bins for guests.



# Recycling Example

Many hotels implement recycling programs, which include collection in the guest room as well as containers in the pool area, lobby, meeting rooms, and other common areas.



# *Water Conservation Requirements - 8 points*

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- Use a preventative maintenance schedule to find and repair leaky faucets, toilets, and pipes (restrooms, kitchen, exterior, etc.)
- Track water and wastewater usage.
- Have a water assessment conducted where assistance is available from your local utility, water management district, or other appropriate organization.
- Offer a towel reuse program in guest rooms.
- Offer a linen reuse program in guest rooms.



# Water Conservation Example

The Water Conservation Hotel and Motel Program (Water CHAMP) helps hotels and motels save water and money while practicing more efficient housekeeping and landscaping.

Water CHAMP properties save an average of 17 gallons of water per occupied room per day.



## *Energy Conservation Requirements - 7 points*

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- Have an energy assessment completed where assistance is available from your local utility or other provider.
- Have a preventative maintenance schedule in place to clean and maximize efficiency in appliances.
- Track Energy usage.
  - Use energy efficient lighting (compact fluorescent bulbs, LEDs, and/or T-8 fluorescent tubes).



# Energy Conservation Example

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According to Florida Power & Light Company, HVAC consumes 56% of total electric usage in hotels and motels and accounts for 10.8 kWh/square foot.



One hotel in the Hilton Hotels Corporation was able to save almost \$270,000 per year in energy costs after the installation of digital thermostats that monitor room occupancy and automatically adjust the temperature when occupants enter or exit a room.



# *Indoor Air Quality Requirements - 6 points*

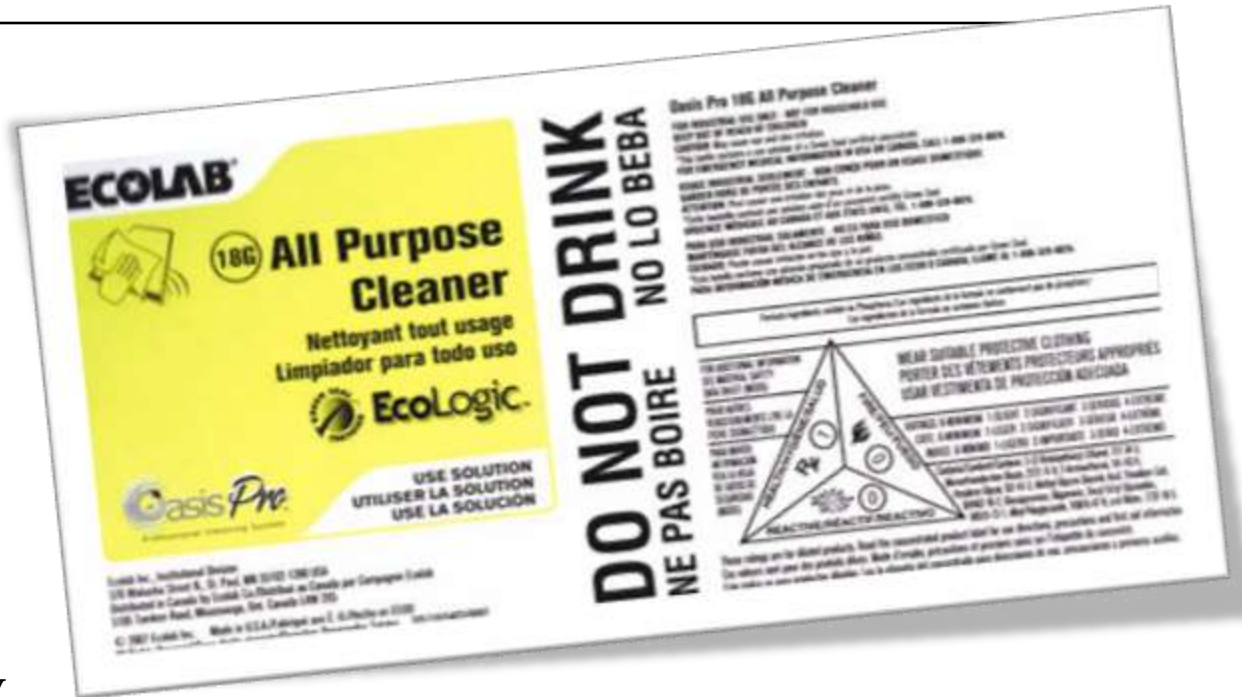
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- Use at least two environmentally friendly cleaners or two cleaners that have a third party green cleaning designation.
- Use air filters with a Minimum Efficiency Reporting Value (MERV) of 8 or better.
- Clean all air handler units and coils annually and have a preventative maintenance schedule.
- Properly label and store all chemicals.



# Green Cleaning Example

Check labels for biodegradable ingredients and other product information. Ask your suppliers to provide cost information regarding environmentally safe choices.



# *Transportation Requirements - 1 point*

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- Encourage guests and staff to walk, bus and bicycle to and from the hotel.
- Provide bicycles for guest rental.
- Use alternative fuel or fuel efficient vehicles.
- Encourage and reward staff for carpooling or using public transportation.



# Transportation Example

Create preferred parking spaces for hybrid electric cars.

*“Everyone will see the hybrid spaces when they walk in the front door. It’s a reminder...so much of this is about raising people’s consciousness. No one wants to waste energy and produce more trash.”*

*– Guest Services, Inc. Vice President Douglas Verner*



# Suggestions for Success

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- **Obtain Buy-in from Top Management:** Management's commitment to achieving designation lets employees know that resource conservation is important.
- **Create a "Green Team":** Fulfilling *Green Lodging* requirements is easier if the effort is lead by a group of employees who ensure environmental improvement practices are being performed accurately.
- **Evaluate Your Current Environmental Performance:** Before embarking on *Green Lodging* requirements, it is helpful to identify and evaluate opportunities to improve your facility's current environmental performance by conducting a walk-through of the property.



*For more information contact:*

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