

Florida Green Lodging Program



www.FloridaGreenLodging.org

Presenter: Laura M. Comer



What is the Florida Green Lodging Program?

- It is a voluntary, non-regulatory program established by the State of Florida to acknowledge and reward environmentally conscious facilities in the lodging industry.
- Our goal is to help Florida's lodging industry become sustainable while continually improving their environmental performance.

Why Focus on Florida Green Lodging?

- **Lodging Industry is one of the largest commercial sectors in the State**
 - Over 5,000 establishments**
- **Over 70 million visitors come to Florida each year**
 - 50% of these visitors stay in hotels**

Hotels' Impact

- In Florida, hotels and their guests consume approximately 68 million gallons of water daily.
- 4 percent of Florida's annual municipal solid waste is generated by hotels. It could be reduced to just over one percent with basic recycling practices.
- More than 60 percent of an average hotel's solid waste is recyclable.

Benefits to Hotels - \$

- Increased Profits!
 - Reduce water, energy and materials consumption
- How?
 - Use Energy Star Equipment
 - Green Lighting
 - Linen and Towel Reuse
 - Low-flow Features
 - Recycling



Benefits to Hotels - Customers

- *Green Market*
- *Executive Order 07-126*
 - *Beginning Jan. 1, 2008 preference will be given to Green Lodges for trainings and conferences*

Benefits to Hotels - Advertising

- *Florida Green Lodging Web Locator*
- *www.FloridaGreenLodging.com*





Florida Green Lodging Certification Program

One of Florida's Certified Green Hotels



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Enter Postal Code
Please Enter Your ZIP Code Above for Specific Information

Public Information

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[Earth 911 Business \(Florida-Specific Site Coming Soon\)](#)

[Florida Association of Convention & Visitor Bureaus](#)

[The Real Florida](#)

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[About A Certified Green Lodge Where You Stayed](#)

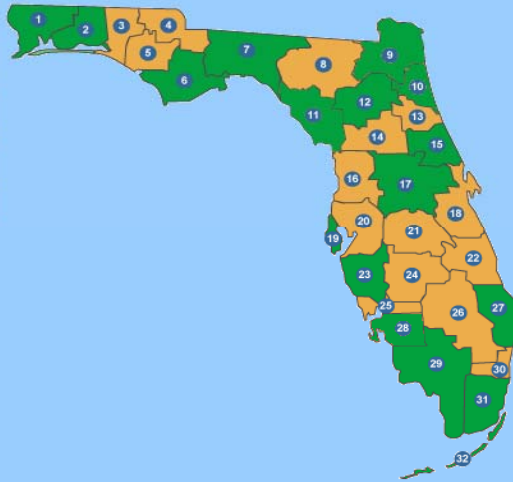
[About The FDEP Green Lodging Certification Program](#)

FLORIDA GREEN LODGING LOCATOR

To view information about one of Florida's Certified Green Lodges, please select a regional area from the map below, use the links to the right, or use the drop down menu below.

- Contains FDEP Green Certified Lodge or Lodge with certification pending
- Currently contains no FDEP Certified Lodges

-- Search By City --



Regional Listings

- 1 Pensacola Area
- 2 Destin/FL Walton Beach Area
- 3 Seaside/Beaches of South Walton Area
- 4 Marianna Area
- 5 Panama City Beach Area
- 6 Apalachicola/Port St. Joe Area
- 7 Tallahassee Area
- 8 Live Oak/Lake City Area
- 9 Jacksonville Area
- 10 St. Augustine Area
- 11 Cedar Key/Steinhatchee Area
- 12 Gainesville Area
- 13 Flagler Beach/Palm Coast Area
- 14 Ocala Area
- 15 Daytona Beach Area
- 16 Crystal River Area
- 17 Orlando/Kissimmee Area
- 18 Cocoa Beach Area
- 19 St. Petersburg/Clearwater Area
- 20 Tampa Area
- 21 Lakeland Area
- 22 Ft. Pierce/Vero Beach Area
- 23 Sarasota/Bradenton Area
- 24 Sebring/Arcadia Area
- 25 Charlotte Harbor Area
- 26 Lake Okeechobee Area
- 27 Palm Beach Area
- 28 Fort Myers Area
- 29 Naples/Marco Island Area
- 30 Fort Lauderdale Area
- 31 Miami Area
- 32 Florida Keys/Key West Area

The Florida Green Lodging Locator Is Made Possible By:



Please Visit our Corporate Partner Page and Technical Partner Page

Supporting Partners:



This project and the preparation of this Web site were funded in part by an Innovative Waste Grant from the U.S. Environmental Protection Agency through an agreement/contract with the Division of Waste Management, Bureau of Solid and Hazardous Waste of the Florida Department of Environmental Protection. The total cost of the project was \$30,000.00, of which \$30,000.00 or 100% was provided by the U.S. Environmental Protection Agency.

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www.FloridaGreenLodging.com



Benefits to Hotels - Marketing & Press

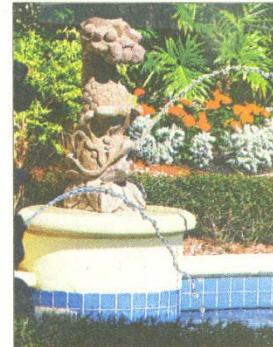


BUSINESS & MONEY

WEDNESDAY, MARCH 10, 2004 | THE NEWS-PRESS | news-press.com

'GREEN' LODGINGS

Environmental practices pay off for some resorts



■ The fountains at the Hyatt Regency Coconut Point recycle water and a wind gauge detects high winds and automatically turn down the pumps so water does not blow into the air.

Hyatt among first four to be certified by state

BY LAURA RUANE
lruane@news-press.com

The Hyatt Regency Coconut Point Resort & Spa in Estero will be honored today as one of the first four state-certified "Green Lodgings."

news-press.com

■ Get a link to see what it takes to be a certified green lodging business. Also see a special Web page devoted to accommodations in Southwest Florida.

Designers of the less-than-3-year-old resort built in many energy-saving features. And, over the past nine months, an employee "Green Team" has made other improvements.

However, some older resorts in Southwest Florida have been talking the "green" talk for years.

■ See **HYATT D7**



PHOTOS BY GARTH FRANCIS/THE NEWS-PRESS

■ Jean Philotect takes sheets out of a washer Tuesday at the Hyatt Regency Coconut Point Resort & Spa. The Estero resort's state-of-the-art laundry facility minimizes use of water, electricity and detergent. This system and other environmentally friendly practices have earned the resort one of the first four Green Lodgings certificates to be issued by the Florida Department of Environmental Protection.



Continual Improvement – Tiered Approach



– Meet Specific Criteria



– Additional Practices Implemented + 1 Yr Measureable Results



– Significant BMPs Implemented + 3 Yrs Measureable Results

Requirements for becoming a FL Designated Green Lodge

1. *Commitment & Organization*

- *GM Support*
- *Green Team*
- *Environmental Compliance*



James Marsh
Crowne Plaza FTM

Requirements for becoming a FL Designated Green Lodge

2. Conduct Environmental Baseline Assessment

(Environmental Self-Assessment and Planning Checklist)



Requirements for becoming a FL Designated Green Lodge

3. *Core Requirements*

- *Water*
- *Energy*
- *Waste Reduction*
- *Clean Air*
- *Communication*



Core Requirements – Water Conservation (3 of 7)

- *Towel Reuse*
- *Linen Reuse*
- *Efficient Clothes Washers*



\$1.50 /13.5 gallons
per day per room



Core Requirements – Water Conservation (3 of 7)

- *Low flow faucets*
- *Low flow showerheads*
- *Low flow toilets*
- *Automatic public faucets or toilets*



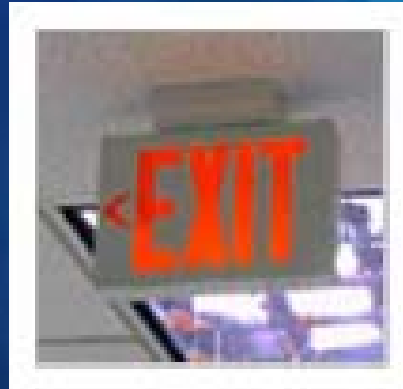
Core Requirements – Energy Efficiency (2 of 6)

- *Energy efficient lighting (front-of-house)*
- *Sensor lighting (indoor/outdoor)*
- *Energy Star® Equipment (other than lighting)*



www.energystar.gov

Light Emitting Diode (LED)



Save \$24/yr per lamp

Exit Sign Energy Use by the Numbers

Exit Sign Lighting Technology	Annual Energy Use	Annual Energy Cost	Lamp Service Life	Annual Carbon Dioxide (CO ₂) Pollution
<i>LED</i>	44 kWh	\$4	10+ Years	72 pounds
<i>Fluorescent/CFL</i>	140 kWh	\$11	10.8 months	230 pounds
<i>Incandescent</i>	350 kWh	\$28	2.8 months	574 pounds

Source: EnergyStar.gov

Core Requirements – Energy Efficiency (2 of 6)

- *Programmable thermostats*
- *Energy Management System*
- *Support Green Power*
Sunshine Energy®
www.FPL.com



Programmable Thermostats

- *One Hilton hotel is saving 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.*



Core Requirements – Waste Reduction

- *Recycle the following (at least one available to guests)*
 - *office paper, newspaper, aluminum cans, magazines, steel cans, corrugated cardboard*



- *Source Reduction (at least one)*
 - *Bulk purchasing, reduced packaging, manufacturer take-back*

Core Requirements – Waste Reduction

- *Purchase minimum 30% post-consumer recycled content (at least one)*
 - *Office paper, toilet tissue, paper towels, paper napkins*
- *Recycle ink and toner cartridges*



Palm Plaza Oceanfront Resort/Beachside Motel Daytona

- Saving \$529/month by instituting recycling program and reducing the amount of waste pulls



Core Requirements - Clean Air Practices

- *Use environmentally preferable cleaners*
- *Use HEPA or MERV8 filters where appropriate*
 - *For PTACs routine cleaning schedule*
- *Air handler units and coils cleaned at least annually*
 - *Preventative maintenance schedule with records*



Core Requirements - Communications

- *Application/Environmental Policy available to public*
- *Staff familiar with Policy and their role in it*
- *Green Practices part of staff meetings*
- *Communicate initiatives to guests and staff*
- *Feedback*



Turtle Beach Inn Green Lodging Survey

The Turtle Beach Inn is striving to be one of the most ecologically conscientious lodges in the state of Florida. We are trying to conserve water, reduce our waste, implement clean air practices and run our energy more efficiently. You can help us with our environmental efforts by utilizing the programs we have in place. If you have suggestions on how Turtle Beach Inn can be more "green friendly" please let us know.

Comments/suggestions _____

Please mail or return this to our Turtle Beach Inn Staff

Proud participant in the State of Florida
Green Lodging Program

CROWNE PLAZA
 HOTELS & RESORTS

Your conservation efforts in this guest room have a positive impact on all these areas.

Air	SMOKE-FREE ROOM Smoking is permitted in all exterior areas including the upper pool terrace for protection from rain	Water	TOWEL REUSE PROGRAM Just hang your towel to indicate your desire to reuse
Energy	LINEN REUSE PROGRAM Unless notified otherwise, your sheets will be changed every 3rd day during your stay	Waste	GUEST ROOM RECYCLING Please use the bag provided to discard anything recyclable. Use the trash receptacle for disposing non-recyclable items



Requirements for becoming a FL Designated Green Lodge

4. *Schedule on-site certifying visit*



ALABAMA HEADLINE / THE NEWS-PRESS
■ Laura Comer of Green Lodging inspects an air conditioning unit at Crowne Plaza Hotel in south Fort Myers. The hotel is working to become green and conserve energy.



ALABANDIA DIAZ / NEWS-PRESS
■ Crowne Plaza General Manager Jim Larkin shows off the hotel's new recycling bins to Green Lodging inspector Terry Crossett.

Requirements for becoming a FL Designated Green Lodge

Continual Improvement

- Set New Goals
- Implement New Improvement Projects
- Evaluate Progress and Report results



Best Management Practices



www.FloridaGreenLodging.org

The Green Lodging Program has:

- **87 Designated Green Lodges**
- **Over 267 Lodges in the Process of Becoming Designated**
- **Lodges in the Program Stretch from Key West to Pensacola**
- **Range from Luxury Resorts with Thousands of Rooms to a Bed and Breakfast with Two Units.**

As of January 11, 2008

Hyatt Regency Coconut Point Resort and Spa, Bonita Springs



- *State of the art laundry facility that recycles water & steam and uses an automated system to optimize water and chemical use*
- *Boiler room steam is re-circulated.*
- *Waterfalls, fountains, etc. re-circulate water and have wind sensors.*
- *Leak monitoring.*



Reduced its
water
consumption
by 28%

Lee County



THE BRIDGEWATER INN *Matlacha*

November 3, 2006

Lee County



Crowne Plaza Fort Myers

January 8, 2008

Celebration To Be Announced

13 Lee County Applicants

As of January 11, 2008

- Dockside Inn, Cape Coral
- Sanibel Harbour Resort & Spa
- Pink Shell Beach Resort & Spa, Fort Myers Beach
- Bokeelia Tarpon Inn
- Comfort Inn & Suites Airport, Fort Myers
- La Quinta Inn & Suites, Fort Myers
- Homewood Suites by Hilton, Fort Myers
- Sanibel Inn
- **Inn at the Springs, Bonita Springs**
- Song of the Sea, Sanibel
- Sunset Beach Resort, Sanibel
- Dunes Golf & Tennis Club, Sanibel
- Hilton Garden Inn, Fort Myers

Contact Information

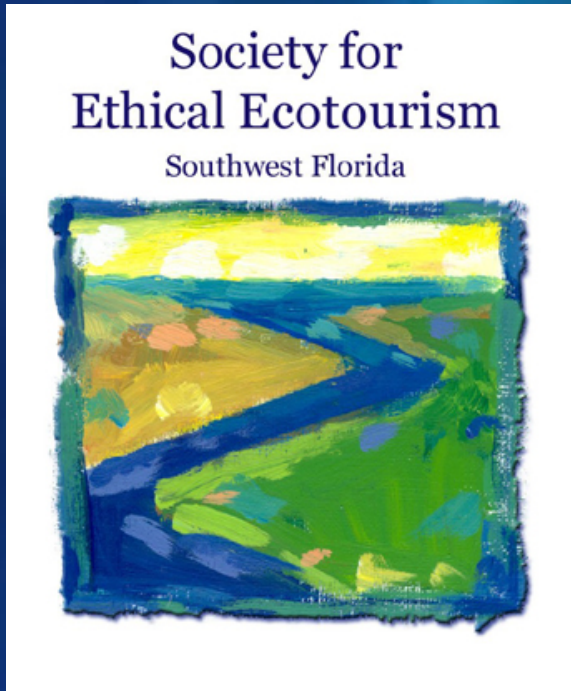
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Supporting Partners



The Supporting Partners promote the Florida Green Lodging program by showcasing it and the hotels and motels in the certification program wherever possible. These partners also encouraged the lodging industry to join our program and help reduce their impacts on Florida's fragile environment. They are leaders in environmental and community stewardship.

LOCAL SUPPORT



John Kiseda

THANK YOU!



Terry Crossett, RETAP