



*Green Seal  
Lodging Certification*

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## Our mission:

Green Seal is an independent, non-profit organization that uses science-based programs to empower consumers, purchasers and companies to create a more sustainable world.



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## How we work

- Sound science-based standards to protect environment and health
- Exclusive focus on products, services, purchasing, operations
- No financial interest in products or companies
- No membership, no consulting with applicants



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## Meeting the highest standards for credibility and environmental protection

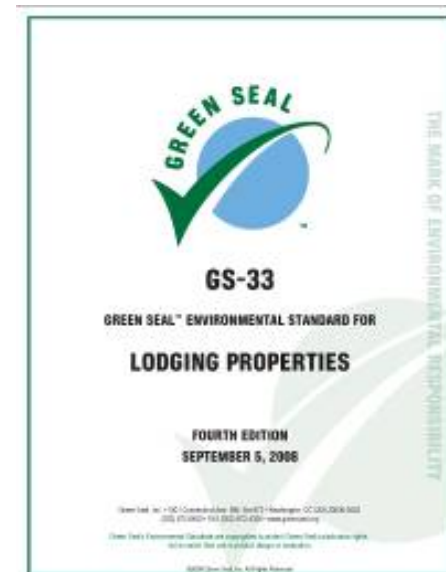
- ANSI Accredited Standard Developer
- ISO 14020 and 14024
  - Principles of Environmental Labeling
  - Principles and Procedures for Type I EL
- USEPA Guidelines for 3<sup>rd</sup>-Party Certifiers
- FTC Green Labeling Guidelines
- Consumers Union criteria
- Global Eco-labeling Network criteria



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# How Green Seal sets environmental standards

- Register stakeholders (incl. users, manufacturers, trade groups, scientists, government, environmentalists, others)
- Study category
- Environmental Evaluation
- Draft standard
- Public review
- Response-to-Comments
- Stakeholder ballot
- Publish standard





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# Green Seal's Certification Program

- Criteria on performance, environmental and health impacts, and labeling
- Over 3,600 products/services certified
  - Over 30 standards including windows, electric chillers, cleaners, soaps, paint, paper, restaurants and hotels.



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# Green Seal Certification

- Rigorous science-based evaluation
- On-site inspections of manufacturing facilities and service locations (hotels, restaurants, janitorial)
- Products & services evaluated without bias or conflict of interest
- Evaluation fees are fixed/flat; Green Seal has no direct financial ties to the success of certified products & services
- Includes review of ancillary materials (literature, labels, catalogs, website) for GS, FTC, unsubstantiated environmental claims
- Annual compliance monitoring required to remain certified



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# Green Seal's Green Lodging Program

- Promoting environmentally responsible lodging since 1995
- Work with governments: US EPA, California, Pennsylvania, Maryland, Georgia and Virginia
- GS-33 Standard published in 1998
- First properties certified in 2001
- Currently implementing green hotel certification programs for cities of Chicago and Los Angeles



*Hotel Monaco*



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# GS-33

## Green Lodging Standard

This standard applies to lodging properties in the U.S.A. This standard does not include swimming pools, golf courses, or restaurants associated with the properties.



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- **Requirements in the following areas:**
  - Compliance with local, state and federal environmental regulations
  - Energy Efficiency, Conservation, & Management
  - Management of Fresh Water Resources
  - Waste Water Management
  - Solid Waste Minimization, Reuse, Recycling
  - Hazardous Substances
  - Environmentally Sensitive Purchasing

**GS-33**





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## Energy Efficiency, Conservation and Management:

# GS-33

- Requires energy efficient models for the following equipment:
  - Office and Room Equipment
  - HVAC Equipment
  - Kitchen Equipment
  - Laundry Equipment
- Use energy-efficient lighting or have plan to replace existing
- Perform preventative maintenance on HVAC, in-room units and kitchen and laundry appliances
- When windows are replaced, upgrade to energy efficient models. Use window film where climate appropriate
- Install programmable timers and sensors for lighting and HVAC in low traffic areas



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## Management of Fresh Water Resources:

# GS-33

- Use of 2.2 gpm faucets and aerators, 1.6 gpf toilets and 2.5 gpm showerheads or plan to replace fixtures within 2 years
- Use plants and trees tolerant to local conditions and natural water available. Control time and location limitations on watering
- Offer towel and/or linen reuse option to guests
- Set laundry and dishwashing equipment on coolest effective setting and fill to capacity
- Sweep or use gray water when cleaning sidewalks, drives, etc.



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## Waste Water Management:

# GS-33

- Use environmentally preferable laundry and cleaning products
- Only use chlorinated chemicals (minimum amounts) when alternatives aren't available
- Use environmentally preferable dishwashing products
- Look for organic pesticides, fertilizers & biocides



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## Hazardous Substances:

# GS-33

- Have adequate and secure storage for chemicals with water available, drains and ventilation
- Replace hazardous substances, with alternatives, maintain accurate inventory
- Clearly mark all chemicals, check for leaks and use spill containment measures
- Use environmentally preferable paint



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## Environmentally and Socially Sensitive Purchasing Policy:

# GS-33

- Establish a policy:
  - Appoint steering committee (Green Team)
  - Include EPP in dealings with suppliers
  - Consider life-cycle costs in purchasing decisions
  - Evaluation and testing of green options
  - Policy is available to public
- Use environmentally preferable paper or sanitary paper products
- Use quality, repairable durable goods
- Find and use suppliers that take back packaging and pallets
- Minimize use of products with packaging that isn't reusable or recyclable



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## Environmentally and Socially Sensitive Purchasing Policy *(continued)*

# GS-33

- Develop environmental mission and purchasing targets
- Regular evaluation and modification of policy
- Use environmentally preferable paper and sanitary paper products
- Buy low VOC building and maintenance products where available
- Use suppliers that are environmentally responsible (e.g., alternative fuel taxis, bicycle rentals, landscaping service)



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## Requirements for Gold certification:

# GS-33

- Compliance with all Bronze and Silver requirements and a continuous improvement plan
- Any 3 of the following:
  - Set goals for energy reduction or be an ENERGY STAR Leader\*
  - Pursue LEED Certification\* or be an ENERGY STAR Building\*
  - Use 25% renewable energy or a GREEN-E Member\*
  - Achieve zero greenhouse gas emissions through partnerships or carbon offsets
  - Reduce solid or water by-product waste disposal by 90%
  - Meet requirements for GS-42, Green Cleaning Standard
  - Monitor water use, use EPA WaterSense\* fixtures & procedures



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## Some environmental benefits of a Green Seal-certified property

- **398.26 tons greenhouse gasses** prevented per year
  - Equivalent to annual green house gas emissions of 73 passenger vehicles or the CO<sub>2</sub> emissions from the energy use of 35 homes for one year
- **536.12 thousand gallons of water** saved per year
- **109.7 tons of waste** diverted from landfill per year
- These are conservative estimates
- Savings will be even higher for Silver and Gold certified hotels



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Currently 56 properties certified in 17 states





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Thank You!!