



Strengthening Your Hotel's Sustainability Program: Tools for Success

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March 8, 2012



Saunders Hotel Group

Comfort Inn & Suites

Hampton Inn

Hawthorn Suites

Premiere Hotel & Suites

The Lenox Hotel



Revere, MA



Norwood, MA



Alexandria, VA



New Haven, CT



Boston, MA



**EcoLogical
Solutions, Inc.**

Greening Business and The Bottom Line

Making The Business Ca\$e

- Economic/business issue – not just env / human health
- Help decision makers recognize opps and risks ~ and the value of action
- Present benefits: ROI, Guest experience, Co. leadership, Team spirit, Comp adv, New biz, “Newsworthiness”

Integrating Your Efforts into The Business Model

- Strategic Planning / CapEx / Annual Budget / Mktg Plan / Goal Setting
- Management Incentive Program
- Active Green Teams
- Monthly Energy Tracking & Reporting
- Guestroom Eco Checks
- Sustainable Purchasing Policy

Quality Assurance Best Practice: Eco Checks

Helps us to determine areas for improving:

- Preventative Maintenance
- Housekeeping Training
- Consistency in Display of Printed Materials
- You *should* be in rooms anyway
- Create a standardized checklist which all managers can reference. Compare scores from month to month

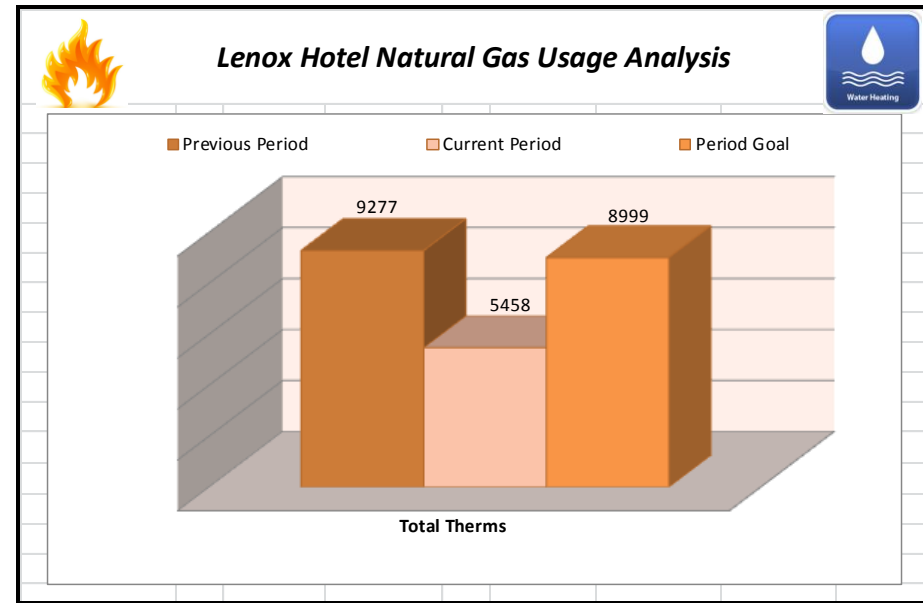
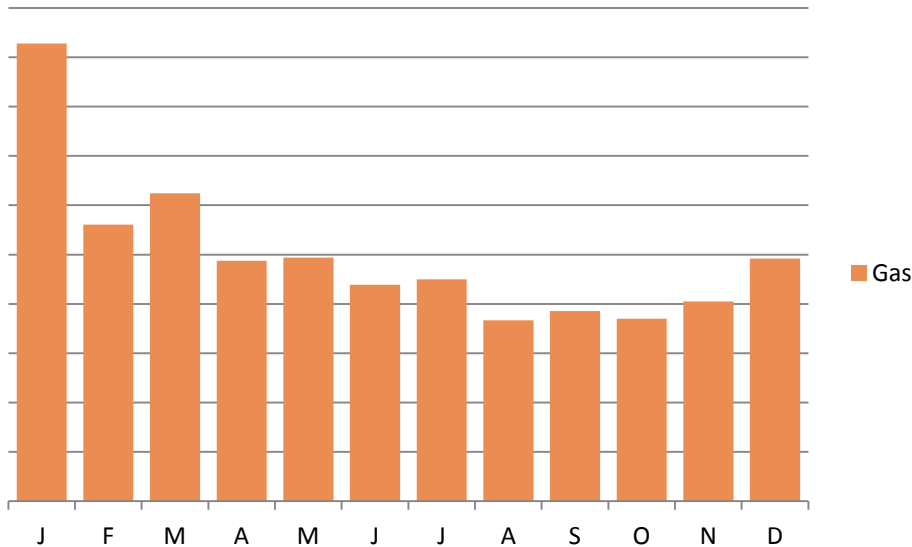
Scores can be used as incentives for line level employees!



Monthly Energy Reports

- Consumption Reduction Goals
- Occupancy Fluctuations
- Heating/Cooling Degree Days
- Trends Analysis

2011 Gas Consumption



- Tool for comparison monthly, looking for any anomalies and patterns
- Track progress, explain any variance to budget
- Important to ask "WHY" when it is higher than expected, and just as important when it is lower than expected
 - What can be done to replicate savings when they occur?
- Understand the impact of weather

Management Environmental Incentive Program

- Peg bonus or incentive to measureable progress
- Link to larger goals of the organization
- Ensure that environmental performance is part of doing business
- We have used metrics such as:
 - Gallons/occupied room
 - Total Therms of natural gas
 - Total kWh of electricity
 - % of waste diverted from landfill (recycling, composting, etc)
 - % of purchases in line with sustainable purchasing

Community:

- Scholarships for Team Member
- Buying locally made products
- Supporting dozens of local and nat'l non-profits
- EV station available to the public

Advocacy:

- Adding your business voice to policy discussions:
E2, The Alliance for Business Leadership, ELM Corp Council
- Sustainability Committee at GBCVB/MLA