



ROSEN HOTELS & RESORTS

Green Lodging Efforts

## Definition

### What is Green Lodging?

**Green Lodges**, also referred to as eco-hotels and eco-resorts, feature innovative programs for conserving natural resources, reducing waste and minimizing pollution all while maximizing sustainability. Several states have implemented **Green Lodging** programs, to include Michigan, North Carolina, Pennsylvania, Vermont, California and Florida.



## Water Conservation Programs

- Towel reuse program offered in our guestrooms
- Linen reuse program in our guestrooms
- WaterSaver faucets in our sinks and showerheads
- Water efficient laundry machines
- Golf Course closely monitors course moisture levels to minimize watering times
- Golf Course uses reclaimed water or water from our own ponds and well to irrigate all landscape and turf
- Landscape uses 75% native materials which require less water



## Energy Conservation Programs

- Kitchen and laundry use energy star rated equipment (Rosen Shingle Creek)
- Programmable thermostats
- Sensor outdoor lighting (100%)
- Sensor lighting in the back of the house (30%)
- High energy efficient lighting (fluorescent)
- Energy management system



## Waste Reduction

- We recycle all newspapers and cardboard on property
- We purchase paper towels that are 40% post-consumer recycled content
- We purchase bathroom tissue and facial tissue that is Green Seal approved
- We participate in reduced packaging
- We recycle office paper internally
- We provide bins for recycling plastic bottles, aluminum, and glass in all guest vending areas and within public space
- We provide recycle bags in each guest room
- We use bio-diesel fuel for all diesel turf care equipment, which is manufactured from used hotel's cooking oil



## Clean Air Practices

- We use cleaning products that have earned the Green Seal (All-Purpose, Glass Cleaners and Bathroom Cleaners)
- We use environmentally preferable High Efficiency Particulate Air (MERV 8~9) filters
- We clean all air handler units and coils annually and follow a preventative maintenance schedule, and keep a record of these activities



## Paper Reduction

- Emailing of contracts, proposals when possible; all group files saved electronically
- Newspapers available on elevator landings and in lobby instead of delivered to all guestrooms
- Janus system and in-room TV Channel
- Paperless check-in featuring electronic signature capture
- Paperless distribution of internal communication
- Hotel portal for posting internal company information, requesting time off, tracking of benefits, etc.
- All faxes received to hotel are received electronically
- Electronic brochures of hotels available online



## Miscellaneous

- Hotel provides bus passes for employees to encourage use of mass transit
- Annual “Creek Clean Up” efforts to reduce litter in and around Shingle Creek
- Long standing relationship with Tangelo Park and elementary school.



“A typical 5 day conference for 2,500 attendees will use 90,000 cans or bottles, 75,000 cups and 87,500 napkins”  
(Meeting Strategies Worldwide, 2003).

How can I make my meetings Eco-Friendly?



## Accommodation Selection

- Ask venues for their in-house environmental policies
- Ask hotels to complete a checklist to detail their environmental efforts
- Facility should provide information to guests on Environmental initiatives  
(includes in-room signage to turn lights off when not in use, etc)



## Food and Beverage

- Request bulk items on coffee breaks to include cream and sugar
- Condiments provided in bulk
- Linen napkins used in all areas; where paper napkins are needed, post-consumer product to be used
- Organic and local grown items, which also reduces costly transportation of goods.
- On site herb garden
- Cutlery instead of plastic items
- Wooden stirrers in place of plastic stir sticks
- Organic waste from the kitchen is composted
- Leftover food is donated to food banks/local shelters
- Donate decorations to local schools or charitable organizations (check local laws)
- Give your attendees reusable coffee mugs at the start of the conference
- Choose centerpieces and decorations that can be reused, such as living plants or silk flowers



## Signage

- Use of whiteboards when possible instead of flip charts
- Leftover Conference supplies donated to local school or charities (pens, pads, etc)
- Limit conference collateral, when possible
- Create signage which can be reused in future events
- Provide bins to collect delegate name tags for reuse



## Communication and Marketing

- Prepare environmental policy for the meeting and share it with your attendees
- Offer electronic registration and publish the conference itinerary on-line
- Use double sided copying for all material which has to be printed, use recycled paper
- Use hotel's dedicated conference channel to communicate conference information and updates
- Provide handouts to attendees electronically and ask presenters to minimize paper hand-outs
- If conference binders are supplied to attendees, utilize post-consumer product (binder, tabs, paper)



## Miscellaneous

- Delegate participation in a volunteer activity, such as a tree planting or construction of community housing.
- Make a donation, on behalf of your meetings client, to a local environmental charity



## Resources:

- [www.BlueGreenMeetings.org](http://www.BlueGreenMeetings.org)
- [www.dep.state.fl.us/greenlodging](http://www.dep.state.fl.us/greenlodging)
- [www.epa.gov/oppt/greenmeetings/](http://www.epa.gov/oppt/greenmeetings/)
- [www.greenhotels.com](http://www.greenhotels.com)

