



Guests may never notice the changes we've made to help save our planet, but we do them because it's simply the right thing to do. Those guests who do take note applaud our efforts because they too are socially responsible citizens who are concerned about the effects man has on his environment.

—Harris Rosen, President & COO

Green Lodging Efforts  
As of August, 2019



# What is Florida Green Lodging Program?

The Florida *Green Lodging* Program is a voluntary initiative of the Florida Department of Environmental Protection (DEP) that designates and recognizes lodging facilities that make a commitment to conserve and protect Florida's natural resources. The program's environmental guidelines allow the hospitality industry to evaluate its operations, set goals and take specific actions to continuously improve environmental performance. [Learn more about Florida Green Lodging Program.](#)

Rosen Shingle Creek, Rosen Centre and Rosen Plaza were among the first hotels in Central Florida to achieve Florida Green Lodging Certification. This commitment is demonstrated through a variety of hotel programs focused on water and energy conservation, waste reduction, clean air practices and recycling, as well as with Rosen Green Meetings. Through Rosen Green Meetings, each hotel provides resources and ideas to help meeting planners and their attendees incorporate their own green initiatives into their programs.

Our three properties were among the first 50 properties – the top one percent of Florida's hotels – to receive a One Palm designation in 2007. After an increase in energy conservation and additional pollution prevention measures, Rosen Hotels became the 8th, 9th and 10th of 11 total hotels in the state of Florida to receive the Two Palm designation. Rosen Shingle Creek received Three Palm designation in 2015.



# 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/LED)
- ▶ Energy management system
- ▶ Sensors in Rosen Centre and Rosen Plaza guestrooms on HVAC

# Waste Reduction

- ▶ Rosen Hotels & Resorts recycles newspaper and cardboard on property
- ▶ Rosen Hotels & Resorts purchases paper towels that are 40% post-consumer recycled content
- ▶ Rosen Hotels & Resorts purchases bathroom tissue and facial tissue that are Green Seal approved
- ▶ Rosen Hotels & Resorts partners with Coca-Cola in their pilot rPET (Recycled PET) program
- ▶ Rosen Hotels & Resorts participates in reduced packaging
- ▶ Rosen Hotels & Resorts recycles office paper internally
- ▶ Rosen Hotels & Resorts provides recycling bins for plastic bottles, aluminum and glass in all guest vending areas and within public areas
- ▶ Rosen Hotels & Resorts provides recycle bags in each guest room
- ▶ Rosen Hotels & Resorts uses bio-diesel fuel for all diesel turf care equipment, which is manufactured from used hotel's cooking oil.
- ▶ Rosen Hotels & Resorts participates in the Organic program.

# Clean Air Practices

- ▶ Rosen Hotels & Resorts uses environmentally preferable High Efficiency Particulate Air (HEPA) filters
- ▶ Rosen Hotels & Resorts cleans all air handler units and coils annually and follow a preventative maintenance schedule, and keep a record of these schedules.
- ▶ Smoke-free environment (smoking prohibited within 20 ft. of doors)
- ▶ No idling policy

# 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 guest rooms
- ▶ Janus System and in-room TV channel with information about events in-house
- ▶ 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
- ▶ Long standing relationship with Tangelo Park and Elementary School.



# How can I make my meetings eco-friendly?

*“A typical five day conference for 2,500 attendees will use 90,000 cans or bottles, 75,000 cups and 87,500 napkins” – Meeting Strategies Worldwide, 2003*

## 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.)

## Signage:

- ▶ Use of whiteboards when possible instead of flipcharts
- ▶ 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

# How can I make my meetings eco-friendly?

## 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.

# How can I make my meetings eco-friendly?

## Communication and Marketing:

- ▶ Prepare environmental policy for the meeting and share it with your attendees
- ▶ Offer electronic registration and publish the conference agenda online
- ▶ 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 handouts
- ▶ If conference binders are supplied to attendees, utilize post-consumer products (binder, tabs, paper).

# How can I make my meetings eco-friendly?

## Miscellaneous:

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

## Resources:

- ▶ <http://www.dep.state.fl.us/greenlodging/>
- ▶ <http://www.epa.gov/oppt/greenmeetings/index.html>
- ▶ <http://www.greenhotels.com/>
- ▶ <http://www.gmicglobal.org/?page=APEXRegistry>