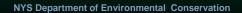
# How to Establish & Expand a Sustainable Lodging Program

Presented at: Expanding Business Value Through Pollution Prevention and Sustainable Practices May 18-19, 2010 Caribe Hilton, San Juan, Puerto Rico

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#### Why Go Green?





- Enhance the Guest Experience
- Create Competitive Advantage in Marketing
- Protect and Enhance the Environment that Makes People Want to Come Here!

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### Ingredients for Success



- A Champion (owner/manager)
- a Message (environmental policy)
- a "Green Team" (front line staff)
- Measurable Goals
- Continuous Improvement and Training



#### A Progression



- 1. Basic Business Practice (minimum measures, incentives)
- 2. Participation (green rating, certification)
- 3. **Leadership** (highest ratings, community events, education)

Note: Protect the Guest Experience first and foremost, then enhance it!

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## Green Marketing



- NO GREENWASHING!
- Green Features, not Green Labels
- Guest Benefits (i.e. comfort, health, convenience, peace of mind)
- Community Benefits (health, natural resources, green jobs)
- Metrics people can understand (i.e compare savings to # of homes useage)







### Benefits of Certification

- Enables Comparison to your Peers
- Reveals More About Your Business
- Can Offer Technical Assistance
- Enhances Marketing



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## Key Certification Features

- Transparent (scoring method)
- Tiered (participation, not just leadership)
- Affordable
- Verifiable (on-site inspection)
- Educational (opportunities Identified)



#### Sources of Assistance

- Trade Associations
- Certifying Organizations
- Government Agencies
- University Hospitality Programs







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## **Beyond Green Lodging**

- Find Partners to "Go Green" (restaurants, meetings, destinations, transportation, tour operators) - Build the Green Travel Package!
- Support Training/Supply Programs
- Engage the Community



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#### Questions?

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