



Florida Green Lodging

Program Overview

Fisher Island Club & Resort, Miami Beach





Our Topics

Guy Harvey Resort St. Augustine

- Introduction to the Florida Green Lodging Program
- A Brief History
- Implications of Executive Order 07-126 & House Bill 7135
- Designation Process Overview
- Areas of Sustainable Operations





About Our Program

Launched in 2004, voluntary, non-regulatory Program of the Florida Department of Environmental Protection (DEP) that designates and recognizes lodging facilities that make a voluntary commitment to conserve and protect Florida's natural resources.

To become designated, facilities must conduct a thorough property assessment and implement a specified number of environmental practices in five areas of sustainable operations:





Benefits Of Sustainable Hospitality

InterContinental Miami

Increase your “Triple Bottom Line”:

- **People:** Companies and non-governmental organizations are requesting green meeting and conferences.
- **Planet:** Reduce water use, energy consumption and waste generation
- **Profits:** Waste = Loss Profits





Why Participate?

InterContinental Miami

- Average-sized hotels purchase more products in one week than **100 families** do in a year
- Waste generation can be as high as **30 pounds per room** per day
- Nearly 2% of Florida's food waste comes from the hotel and lodging industry
 - 112,000 tons per year

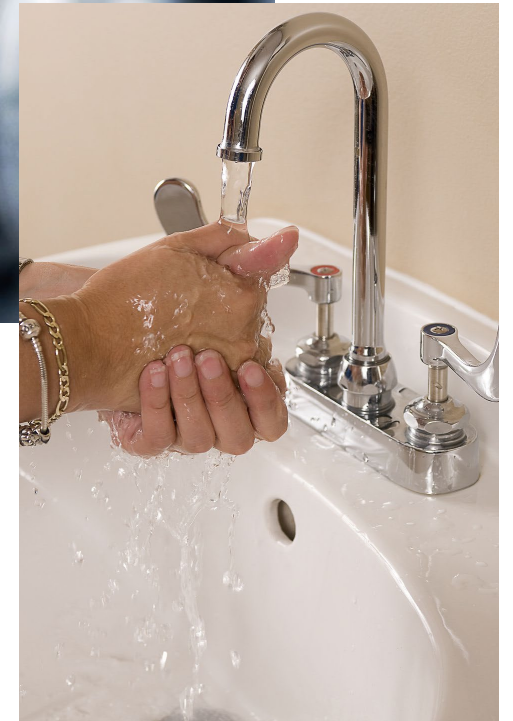




Why Participate?

InterContinental Miami

- Hospitality industry spends **\$3.7 billion** a year on energy
- Electricity accounts for **60-70%** of the utility costs of a typical hotel
- Typical hotel uses **218 gallons** of water per day per occupied room





A Little History....



A Little History...

- Launched in 2004 as part of DEP's Pollution Prevention Program
- The first for hotels were designated, March 10, 2004
 - Hilton University of Florida Conference Center, 3 Palm
 - Hyatt Regency Coconut Point Resort and Spa, 2 Palm
 - Disney's BoardWalk Resort, 1 Palm
 - Disney's Coronado Springs Resort, 1 Palm
- From March 10, 2004 to July 20, 2007, a total of 25 properties were designated

Hyatt Regency Coconut Point

Disney's BoardWalk Resort

Disney's Coronado Springs Resort

A Little History...

- July 2009: Program underwent changes to improve not only the environmental performance of designated properties, but also to increase the overall efficiency and customer service aspects of the Program.
- As a result, increased environmental protection and streamlined Program

Hyatt Regency Coconut Point



As of today, there are over 300 designated properties are in the Program



Reasons for Amazing Growth

Blue Springs State Park

- **Section 4 of Executive Order 07-126** – requires that “as of January 1, 2008, state agencies and departments under the direction of the Governor could not contract for meeting or conference space with hotels that had not received the DEP’s Green Lodging Program designation....except when certified by the Governor or the responsible agency head that no viable alternative existed.”
- **Section 286.29, Florida Statutes The Energy, Climate Change and Economic Security Act of 2008** – stressed Executive Order 07-126 through House Bill 7135, and included reducing fuel consumption and investing in alternative energy technologies.





Commonly Asked Questions

Blue Springs State Park

Regarding Executive Order 07-126 & House Bill 7135

- **We would like to have our conference in a particular area of the State, but there are no properties designated in the Florida Green Lodging Program in that area. Is this considered “no other viable alternative”?**
 - **Yes, but the agency needs to demonstrate that there is a compelling reason why the event must be held in this particular area. In addition, we ask that the agency make facilities aware of the legislation and the Florida Green Lodging Program website, <https://floridadep.gov/GreenLodgingFL>, so they can consider becoming a designated property prior to the event taking place.**



Commonly Asked Questions

Blue Springs State Park

Regarding Executive Order 07-126 & House Bill 7135

- **We would like to contract with a property that is a Florida Green Lodging Program applicant, but they are not yet a designated property. Can we utilize this facility?**
 - **No, since the legislation clearly states that agencies may not contract for meeting and conference space with hotels or conference facilities that have not received the designation.**



DESIGNATION PROCESS OVERVIEW





About Designation...

Miami Marriott Biscayne Bay

- *How long is a facility considered designated?*
 - Florida Green Lodging Program designation is valid for **three years** from date of issuance, with the requirement of submitting Environmental Performance Data annually.
- Properties who do not maintain designation through renewing face removal
- Properties who do not comply with Terms and Conditions face removal





Benefits of Designation





- Designated facilities listed on Green Lodging website
- Property displayed as a green hotel on the state's online GIS Map
 - Real-time updates allow for changes to be made seamlessly
- Visit Florida® utilizes map for their Ecotourism page

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Palm Rating System

Hilton Ft Lauderdale Marina

Level	Points
One Palm	 Achieve between 212 and 398 points
Two Palm	 Achieve between 399 and 557 points
Three Palm	 Achieve between 558 and 717 points
Four Palm	 Achieve between 718 and 796 points

Palm rating is based on application score





About the Renewal...

Hilton Ft Lauderdale Marina

How does a facility renew its designation?

- Must submit Environmental Performance Data annually
 - Waste, Water and Energy Usage is required for each year of designation
- Complete Renewal Designation Application
 - Implement at least **two new** environmental practices from any of the five areas of sustainable operations every **three (3) years**
 - Conduct and document ongoing employee education to ensure all personnel are implementing the Best Management Practices
 - Must constantly maintain compliance with Program requirements

Florida Department of Environmental Protection
Florida Green Lodging Program
Environmental Performance Data Reporting Form

BASELINE ENVIRONMENTAL PERFORMANCE DATA

To improve environmental performance, a facility must set goals and measure improvements that help the Florida Green Lodging Program promote design.

Please report solid waste, water consumption and energy use for the reporting period from: to

If an item is not applicable, enter "N/A".

SOLID WASTE	
If solid waste information is not available, provide an estimate of the volume of waste generated or measuring consumption/materials for one week. At seasonal variations in your business. Multiply the weekly volume by 52.	
Volume to Landfill	<input type="text"/>
Volume Being Reused, Recycled or Composted	<input type="text"/>
Total Cost	
WATER	
Measurements must be the same as those used for the previous year.	
Volume used (for all operations, including irrigation and pool)	<input type="text"/>
Total Cost	
ENERGY	
Measurements must be the same as those used for the previous year.	
Consumption	
Electricity Use (kWh)	<input type="text"/>
Natural Gas (cubic ft)	<input type="text"/>
Oil (gal)	<input type="text"/>
LPG (gal)	<input type="text"/>
Renewable Energy (type and unit)	<input type="text"/>
Other Energy (type and unit)	<input type="text"/>
Total Cost ALL Energy	

Florida Department of Environmental Protection
Florida Green Lodging Program Renewal Application

FACILITY SELF REVIEW

- Does your property wish to obtain a higher Palm rating? YES NO
 - If yes, please complete the Designation Application and your Palm rating will be rescored.
- Has your property submitted your annual Environmental Performance Data? YES NO
 - If no, please complete the EPD Form located [here](#).

To complete your renewal, you must implement at least two new environmental practices from any of the five areas of sustainable operations.

For assistance, see Best Management Practices and Technical Assistance.

- Area of Sustainable Operation: (check one)

<input type="checkbox"/> Communication & Education	<input type="checkbox"/> Waste Reduction, Reuse & Recycling	<input type="checkbox"/> Water Conservation
<input type="checkbox"/> Energy Efficiency	<input type="checkbox"/> Indoor Air Quality	

Please describe environmental practice implemented in the space below. *Submit any supporting documents.*
- Area of Sustainable Operation: (check one)

<input type="checkbox"/> Communication & Education	<input type="checkbox"/> Waste Reduction, Reuse & Recycling	<input type="checkbox"/> Water Conservation
<input type="checkbox"/> Energy Efficiency	<input type="checkbox"/> Indoor Air Quality	

Please describe environmental practice implemented in the space below. *Submit any supporting documents.*



Designation Compliance

Hilton Ft Lauderdale Marina

- Compliance is checked through random audits called Site Visits
- Properties will be notified by email once they have been selected
- Green Lodging representative will contact property to schedule date and time
 - The Program has partnered with university hospitality and lodging Programs. Assessors may be students from one of our university partners.



Florida Department of Environmental Protection
Florida Green Lodging Program Site Visit Workbook



Florida Department of Environmental Protection
Florida Green Lodging Program Site Visit Workbook



SECTION 1: COMMUNICATION AND EDUCATION

All items in **bold** are **REQUIRED** criteria that must be met to complete this section.

Items in *italics* are strongly **RECOMMENDED** to be implemented.

A minimum of **3** points must be obtained from this section for it to be considered complete and satisfied.

CRITERIA	
1. Hotel staff is properly trained in the facility's environmental practices.	<input type="checkbox"/> YES
2. Green practices and policies are discussed at staff meetings.	<input type="checkbox"/> YES
3. The facility's environmental initiatives are clearly communicated to guests and staff.	<input type="checkbox"/> YES
4. <i>A survey, suggestion box or online evaluation tool is provided for guests and/or employees to allow feedback and improve environmental initiatives.</i>	<input type="checkbox"/> YES
5. <i>Hotel has established an environmental task force or "Green Team" and meet quarterly, at a minimum, to evaluate and improve environmental initiatives.</i>	<input type="checkbox"/> YES
6. <i>Environmental Policy is available for review upon request.</i>	<input type="checkbox"/> YES
7. <i>Provide staff with bilingual green education materials and training.</i>	<input type="checkbox"/> YES
8. <i>Facility has hosted a community or guest event highlighting green practices.</i>	<input type="checkbox"/> YES
9. <i>Facility includes environmental policies in advertising materials and/or on website.</i>	<input type="checkbox"/> YES
10. <i>Hotel staff and/or management serve as mentors to assist other facilities seeking designation.</i>	<input type="checkbox"/> YES
SECTION 1 SCORE: <input type="text"/>	



Site Visit Process

Hilton Ft Lauderdale Marina

- Site Visits will consist of the following:



- Most properties will be notified of the audit results within 48 hours
 - If a property cannot or refuses to correct deficiencies that are noted in a timely manner, they will be removed from the Program.



CURRENT DESIGNATION PROCESS





Current Designation Process

- **Download Designation Application**

- Review the application and populate the first two pages of benchmark data before implementing any new green practices.

- Conduct a property assessment and implement environmental practices in the five areas of sustainable areas of operation:





Application Process

Carriage Way Bed & Breakfast, St. Augustine

- **Complete the Designation Application**
 - Details requirements and provides Best Management Practices and Technical Assistance to help facilities achieve designation
 - All environmental practices have a point value.
 - Facilities must obtain a minimum of **212 points** to qualify for designation.

Florida Department of Environmental Protection
Florida Green Lodging Program Designation Application

The Florida Department of Environmental Protection
Florida Green Lodging Program Designation Application
environment. For assistance, see Best Management Practices and Technical Assistance.

HOTEL PROFILE

Name of Property: _____

Physical Address: _____

City: _____

Main Phone Number: _____

Web Address: _____

General Manager: _____

Email Address: _____

Primary Contact Responsible Name: _____

Phone Number: _____

Email Address: _____

Property Information

Type of lodging facility: (check one)

Hotel/Motel Bed & Breakfast

Total Building Square Feet: _____

Number of Guest Rooms: _____

Number of Meeting/Conference Rooms: _____

Number of Restaurants: _____

Type of ownership: (check one)

Corporate Individual

ENVIRONMENTAL REQUIREMENTS

COMMUNICATION and EDUCATION

Check **ONLY** if the practice is implemented in at least 50 percent of the facility, or at least 50 percent of the time. Documentation will be required to verify practices noted in italics. For assistance, see Best Management Practices and Technical Assistance.

How you communicate your goals, aspiration and accomplishments to your owners, employees and the public lies at the core of your environmental program. Your role as accommodation professionals allows you a great opportunity to educate. With that opportunity also comes a responsibility. The effective communication of your environmental efforts to your constituents has the potential to affect great environmental benefits, not only at your facility but also where your constituents live, work and play. The creation of a formal environmental policy is a critical step in communicating your facility's environmental vision. It is the road map of your environmental efforts, communicating where you are and where you hope to be in the future. This document is essential because it is a living document that transcends personnel change, providing a steady compass for your environmental direction.

A minimum of **44** points must be obtained from this section for it to be considered complete and satisfied.

1. Communicate your facility's environmental initiatives to guests and staff. • <i>Submit samples of communication. Submissions can be pictures or digital files.</i>	5	<input type="checkbox"/> Yes
Guest Outreach: Sharing your environmental efforts with your guests		
2. Use of environmentally specific in-room collateral.	3	<input type="checkbox"/> Yes
3. Use of facility's in-house channel to communicate your environmental messages.	4	<input type="checkbox"/> Yes
4. Use of in-room directory to communicate environmental efforts.	3	<input type="checkbox"/> Yes
5. Direct communication by facility staff. • <i>Provide example:</i> _____	5	<input type="checkbox"/> Yes
6. Encourage and solicit the local community in your environmental efforts. • <i>Describe community interaction:</i> _____	4	<input type="checkbox"/> Yes
7. Share your environmental successes with the community.	3	<input type="checkbox"/> Yes
8. Encourage and solicit guest cooperation and participation in environmental initiatives. • <i>Describe environmental initiatives:</i> _____	3	<input type="checkbox"/> Yes
9. Provide tours of your facility to guests and the public that highlight environmental improvement projects.	4	<input type="checkbox"/> Yes
10. Provide a survey, suggestion box or online evaluation for guests to allow feedback on your facility's environmental practices. • <i>Submit a survey sample, picture of suggestion box or link to online evaluation.</i> • Link: _____	4	<input type="checkbox"/> Yes



Application Review Process

Carriage Way Bed & Breakfast, St. Augustine

- In most cases, applications and documentation should be submitted electronically.
- Once received, applications are usually reviewed within 48 hours.
- If any correction is needed:
 - Email sent with specific items that need to be corrected.
 - Highlighted copy of application will also be returned.
 - Once complete, resubmit application.
- No correction needed:
 - Congratulation's email will be sent to applicant.
 - Certificate and *Green Lodging* collateral sent within one month.





Application Process

Carriage Way Bed & Breakfast, St. Augustine

- **Certificate**

- Florida Green Lodging Program Certificate is provided for all designated properties
- Indicates date of issuance
- Indicates Green Lodging designation expiration





Common Mistakes and Problems

Carriage Way Bed & Breakfast, St. Augustine

... In the Designation Application and Review Process

- **Not enough supporting documentation**
 - Include all necessary documentation, as indicated by criteria
 - The more information the better
- **Incomplete or incorrect environmental performance data**
 - You should provide **at least** 12 months of historical data





Available Assistance

Green Lodging Technical Assistance

Home » Divisions » Sustainable Initiatives Programs » Green Lodging » Green Lodging Technical Assistance

• Technical Assistance

- 24/7 Web access to Best Management Practices, Technical Assistance and other “green” resources

- DEP hosted Webinars and workshops to continue employee education

Green Lodging Quick Links

About the Florida Green Lodging Program

Apply for Green Lodging Designation

Information for Designated Properties

Green Lodging - FAQ

Best Management Practices

Technical Assistance

Resources

Information for State



The Florida *Green Lodging* Program offers technical assistance to guide lodging facilities in the requirements for the program. It also provides information, educational materials, and links to related external sites.

If you have lodging-specific questions, contact Sheena Chin-Greene, *Green Lodging* Program Coordinator:

GreenLodging@floridadep.gov or 850-245-2116.

Technical Guidance

[How to Set Up a Hotel Recycling Program](#) (PDF) Some quick facts, links and steps for creating a recycling program at your hotel.

[How to Handle Fluorescent and High-Intensity Discharge Lamps](#) (PDF) When lamps are broken or placed in a landfill or incinerator, the mercury can contaminate the air, surface water and ground water. If your hotel uses mercury-containing lamps, be aware of the rules regulating the collection, storage and disposal of these items in Florida.

[Battery Recycling and Disposal](#) (PDF) Some battery types can be safely thrown into the trash. Other types contain heavy metals and other toxic substances that can contaminate air and water. This guide summarizes which batteries can be thrown away safely and which batteries need to be recycled or sent to a hazardous waste facility.



Suggestions for Success

Carriage Way Bed & Breakfast, St. Augustine

Obtain Buy-in from Top Management

- Management's commitment to achieving designation lets employees know that resource conservation is important

Create a "Green Team"

- Fulfilling Green Lodging requirements is easier if the effort is led by a group of employees who ensure environmental improvement practices are being performed accurately

Evaluate Your Current Environmental Performance

- Before embarking on Green Lodging requirements, it is helpful to identify and evaluate opportunities to improve your facility's current environmental performance by conducting a walk-through of the property





AREAS OF SUSTAINABLE OPERATIONS

Complete Best Management Practices are available for each area of sustainable operation on our website





Communication and Education

Minimum of 44 points

- **Have hotel staff participate in online training and education provided by DEP (THIS PRESENTATION)**
- **Communicate your facility's environmental initiatives to guests and staff.**
- **Provide a survey, suggestion box or online evaluation to guests and employees about your environmental practices.**



Waste Reduction, Reuse and Recycling

Minimum of 54 points

- Reduce materials at their source, recover, reuse and recycle.
- Prevent pollution and reduces, eliminates treatment and disposal costs.
- Purchase minimum 30% post-consumer recycled content for paper products.



Water Conservation

Minimum of 39 points

- **Lessen the impact a lodging facility has on the environment.**
- **Protect the very reason visitors come to Florida; the beautiful beaches, rivers, springs and lakes.**
- **Track water and wastewater usage.**



Energy Efficiency

Minimum of 54 points

- Lodging facilities have the opportunity!
- Reduce energy use and costs.
- Make routine energy saving choices and keep equipment in optimum condition.
- Track energy use.



Indoor Air Quality

Minimum of 21 points

- Increase energy efficiency.
- Reduce exposure to health-related liabilities.
- Positive impact on the “bottom line.”
- Higher employee and guest satisfaction



Contact Information
GreenLodging@FloridaDEP.gov

850-245-2116