

SECTION II: Procedures

Getting Started

Becoming a designated member of the Florida *Green Lodging* Program means more than simply implementing a few environmental activities. The designation process has been designed to help encourage and reinforce sustainable behaviors that lead to positive results both for the environment and your hotel's bottom line.

The following list represents the typical sequence of activities a hotel must pursue to achieve *Green Lodging* designation. A certain degree of flexibility has been built into the process to allow hotel management the ability to choose environmental efforts to best suits their needs and situation. The journey to the first level designation (One Palm) can take up to a year. Afterwards, continuous environmental improvement will be required to move on to Two Palm or Three Palm Status levels.



Please acknowledge that you have read and understood the information in Section II above by initialing here:
If you have any questions, please contact the FGLP office.

SECTION III: Requirements

Overview

As stated earlier, the main purpose of the designation program is to encourage hotels to understand and improve their environmental performance rather than simply implement a few green practices. To become a designated member of the Florida *Green Lodging* Program (FGLP) at any level, a hotel must satisfy the following criteria:



One Palm Status

Organization and Commitment: Activities include obtaining support from top management, forming an active multi-disciplinary “Green Team”, and operating in compliance with all applicable environmental regulations.

A. Identify an environmental champion.

A successful program needs an enthusiastic person with good communication and organizational skills who can get everyone working together as a team. The “environmental champion” does not necessarily have to be an environmental specialist; many champions have come from areas such as personnel, food and beverage, administrative offices and engineering. The environmental champion will serve as a liaison between the FGLP Office and the hotel/motel during the process.

B. Obtain top management commitment and submit the admission application.

The most important ingredient for a successful environmental initiative is General Manager commitment. Having official sanction will let employees know that resource conservation is an important work responsibility. Once upper management has decided to pursue the program, complete this application. Once received, the FGLP Office will assign a client manager to serve as a liaison to assist you in the process and/or answer any questions.

C. Create a Green Team.

A Green Team can be a formal or informal group responsible for ensuring that all environmental improvement practices in which the hotel is participating are being performed timely and correctly. A Green Team is usually comprised of individuals from each area of the hotel/motel, namely: housekeeping, engineering, kitchen, front office, maintenance and upper management.

D. Conduct an Environmental Self-Assessment.

How green is your facility right now? The Green Team should identify and evaluate opportunities to improve environmental performance by conducting a walk through of the hotel property. An *Environmental Self-Assessment and Planning Checklist* has been designed to provide guidance in obtaining baseline data (www.dep.state.fl.us/greenlodging/). A review of product purchases, utility bills and waste hauling records will help determine environmental baselines. It is not required that the property have any environmental practices in place until it is ready for designation. This form also asks that you list the baseline utility data for water, energy and waste for the property. Be sure to have at least one year of baseline utility data to cover seasonal fluctuations. The *Environmental Self-Assessment and Planning Checklist* should be submitted to the FGLP within **SIX** months of submitting the application.

These core activities are outlined in the Minimum Requirements Checklist attached to the end of this application. Please use this form as a tool, and keep it for your records as you proceed.

Core Activities: Certain green practices will be required of all hotels seeking designation. These core activities have been selected to provide some continuity between all designated members of the Florida Green Lodging Program. As part of the process, these efforts will be verified on-site by a trained assessor of the FGLP. The core activities represent a minimum set of *best management practices* in the areas of communication, water conservation, energy efficiency, waste reduction and clean air that all designated members will have to implement.

1. Communication

All of the following communication efforts will be required.

- Make available the hotel's *Environmental Self-Assessment and Planning Checklist* to the public upon request.
- Ensure hotel staff is familiar with the hotel's environmental policy and their role in it.
- Discuss green practices at staff meetings (documentation will be required such as meeting agendas or minutes).
- Communicate environmental initiatives to guests and staff through such avenues as: newsletters, TV, placards in guest rooms, etc...
- Provide a formal process for guests and staff to give feedback on green practices (e.g. suggestion box or survey form).

2. Water Conservation

At a minimum, three of the following water conservation efforts must be implemented.

- Offer towel reuse program in guest rooms.
- Offer linen reuse program in guest rooms.
- Use low flow faucets (that use 2.5 gallons or less per minute) in guest rooms.
- Use low flow showerheads (that use 2.75 gallons or less per minute) in guest rooms.
- Use low flow toilets (that use 1.6 gallons or less per flush) in guest rooms.
- Use automatic faucets or toilets in public restrooms.
- Use water efficient clothes washing machines (that use less than 25 gallons per load).

3. Energy Efficiency

At a minimum, two energy efficiency efforts must be implemented.

- Use Energy Star-rated equipment (other than lighting).
- Use programmable thermostats.
- Use sensor lighting indoor/outdoor.
- Use high energy efficient lighting (must be front-of-house).
- Use a computerized Energy Management System.
- Support green power: Either install renewable energy generating equipment (e.g. solar water heating system), purchase at least 5% green power through local utility, or purchase green tags (renewable energy certificates) from a green power generation source in Florida.

4. Waste Reduction

All four waste reduction categories below must be implemented.

- Provide opportunity to recycle all of the following materials and at least one must be available to guests: office paper, newspaper, magazines, corrugated cardboard, aluminum cans, steel cans and plastic bottles.
- Purchase minimum 30% post-consumer recycled content for one of the following products: office paper, toilet tissues, paper towels or paper napkins.
- Institute one of the following source reduction activities: bulk purchasing, reduced packaging or manufacturer take-back.
- Recycle ink cartridges and toner cartridges.

5. Clean Air Practices

All of the following clean air practices must be implemented.

- Use environmentally preferable cleaners.
- Use high efficiency air filters with a Minimum Efficiency Rating Value (MERV) of 8 or better.
- Clean all air handler units and coils at least annually; follow a preventive maintenance schedule and keep a record of activities.

E. Schedule on-site assessment.

Once the Green Team feels they have satisfied the criteria, a brief on-site assessment from a trained assessor is required. Fill out and submit the *Request for On-site Review* form. An assessment will not be scheduled until a completed application is received. The purpose of the assessment is to determine if all the criteria have been met. A hotel will be notified of the assessment results within 30 days. Upon receiving designation, the hotel's name and accomplishments will be posted on the Florida *Green Lodging* Program Web site and the hotel will receive all the benefits outlined in Section IV.

NOTE: Please understand that one palm status depends not only on implementing the green practices stated above, but also on securing top management commitment.



Two Palm Status

Maintain One Palm Status: You must maintain the facility's One Palm status for at least 12 consecutive months prior to applying for Two Palm status.

Performance Improvement: Activities include conducting an environmental baseline assessment, developing and implementing performance improvement goals, implementing green projects and evaluating progress.

A. Update environmental assessment.

How much have you saved? The Green Team should review and re-evaluate opportunities to improve environmental performance by conducting a walk through of the hotel property and complete a second *Environmental Self-Assessment and Planning Checklist*.

(<http://www.dep.state.fl.us/greenlodging/designation.htm#applications>).

A review of product purchases, utility bills and hauling records will help determine environmental baselines. Be sure to have at least one year of baseline utility data to cover seasonal fluctuations.

NOTE: You must submit your updated *Environmental Self-Assessment and Planning Checklist*, to the FGLP Office for Two Palm status within 6 months of receiving your One Palm status.

B. Establish goals and identify environmental improvement projects.

The Green Team should set goals for improvement. Goals should include short- and long-term benchmarks (e.g. reduce electricity usage by 10% during the next year; reuse or recycle all corrugated cardboard; and reduce water usage by 15% by implementing a sheet and towel reuse program). Be sure to list these goals in the *Environmental Self-Assessment and Planning Checklist*. To meet these goals, refer to the list of best management practices at www.dep.state.fl.us/greenlodging/ for ideas on environmental improvement projects.

C. Submit your self-assessment and environmental baseline data to the FGLP Office.

Once the Green Team has completed the *Environmental Self-Assessment and Planning Checklist*, submit to the FGLP Office. Once received and approved, the hotel will be recognized as a “candidate for Two Palm status”.

D. Implement environmental improvement projects.

Begin implementing your environmental improvement projects. Remember staff training is a crucial part of a hotel’s environmental performance. Both new and veteran employees will benefit from ongoing training on resource conservation techniques.

E. Track progress of your goals.

Improvement is determined by utilizing the *Florida Green Lodging Performance Worksheet* located at: (<http://www.dep.state.fl.us/greenlodging/designation.htm#applications>). On the worksheet, you will be asked to list the baseline utility data for your property (previous year’s data) and the improved utility data (current year). The worksheet does take into account seasonal fluctuations and occupancy rates. Finally, you are asked to list goals that you will implement over the year following each palm status level.

F. Evaluate and monitor the program.

Periodically monitor and evaluate the effectiveness of the improvement projects and make any changes necessary to improve performance. Keep your staff informed about their accomplishments.

G. Schedule on-site assessment.

Once the Green Team feels they have satisfied the criteria, a brief on-site assessment is required. Complete and submit the *Request for On-site Review* form. At this point, you should have implemented performance improvement goals and shown performance improvements for reducing energy and water usage and waste disposal. Utility improvements are determined by utilizing the *Florida Green Lodging Performance Worksheet* (<http://www.dep.state.fl.us/greenlodging/designation.htm#applications>).

An assessment will not be scheduled until completed *Environmental Self-Assessment and Planning Checklist* and *Florida Green Lodging Performance Worksheet* have been received. The purpose of the assessment is to determine if all the criteria have been met. A hotel will be notified of the decision within 30 days. Upon receiving designation, the hotel’s name and accomplishments will be posted on the *Florida Green Lodging* Web site and the hotel will receive all the benefits outlined in Section IV.

H. Practice continual improvement.

A designated member of the *Florida Green Lodging* Program strives for continual improvement. After receiving designation, new goals and improvement projects must be established. After the first year, the hotel updates the self-assessment by evaluating utility and other bills to document changes in environmental performance since becoming a designated member. After the second year, the hotel will have a brief inspection visit from a trained assessor.

Once performance improvement is shown, the hotel will be awarded Two Palm status.

NOTE: Please understand that Two Palm status will depend on maintaining top management commitment and demonstrating improved environmental performance. If Two Palm status is not achieved within 24 months of obtaining to one palm status, the property will run the risk of being moved to inactive status in the program and will be removed from the designated properties Web site. A hotel in inactive status will no longer be able to consider itself a designated member of the Florida *Green Lodging* Program and will no longer be able to use the Florida *Green Lodging* Program logo and designation to promote the property.



Three Palm Status

Three palm status occurs when a hotel is designated as Two Palm and has shown continual improvement for three consecutive years. To retain this status level, the facility must maintain or improve its high level of commitment to the Florida *Green Lodging* program.

A blue square icon with a white hand pointing to the right, surrounded by white rays of light.	Please acknowledge that you have read and understood the information in Section III above by initialing here: <input type="checkbox"/> If you have any questions, please contact the FGLP office.
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SECTION IV: Benefits of Becoming a Florida Green Lodge

Hotels will seek to become a designated member of the Florida *Green Lodging* Program for different reasons. Some will implement environmental improvements to reduce operating costs. Others will recognize an opportunity to generate additional revenue by attracting environmentally-conscious business travelers, meeting planners and vacationing families. And yet others will regard it as simply the right thing to do. Most will do it for some combination of factors, but if that's not enough the FGLP offers additional benefits:

- Hotels who reach the “applicant” stage will be posted on the FGLP Web site. They will be eligible for certain promotional items such as towel reuse door hangers (while supplies last), and be eligible for group purchasing discounts on “green” supplies through FGLP business partners.
- In addition, hotels that go on to become a designated member will have their contact information placed on the Florida *Green Lodging* Designated Properties Web site and on Earth’s 911 online hotel locator, linked through Visit Florida’s website. Designated members will also receive a Florida *Green Lodging* flag to fly on the property and other promotional materials to show commitment to the environment.

Don’t delay, get started today!

SECTION V: Initial Commitment

The Florida *Green Lodging* Program is a voluntary program. By signing and submitting this application you are simply expressing intent to pursue designation. You are not entering a contractual agreement nor obligating yourself or the hotel to perform any green activities in the future.

Upon receiving your application, you will be assigned a liaison from the FGLP. This liaison will serve as a technical advisor and help answer any questions your Green Team may have as they pursue designation. Additional information and resources can be found at www.dep.state.fl.us/greenlodging/ or by contacting Karen Moore, *Green Lodging* Coordinator with the DEP at (850) 245-8726 or Karen.S.Moore@dep.state.fl.us.

Application for Admission

I have read and understand the information provided in this application and I am interested in pursuing the Florida *Green Lodging* Program at my hotel.

Signature of General Manager

Date

Send completed application to:

Florida Department of Environmental Protection
ATTN: Green Lodging Program
2600 Blair Stone Road, MS 4570
Tallahassee, FL 32399-2400

DO NOT SUBMIT: FOR YOUR RECORDS ONLY

Minimum Requirements Checklist

See the Self Assessment and Planning Checklist online for more options



One Palm Status

Complete & Submit *Application for Admission*

Complete Contact Information

Check Acknowledgement Boxes on Page 3 & 6

Signature of General Manager

Implement Core Activities

Communication (Complete: Yes No)

1. All of the following communication efforts are required.
 - COM-1: Application/environmental policy is available to the public upon request.
 - COM-2: Hotel staff is familiar with the hotel's environmental policy and their role in it.
 - COM-3: Green practices are discussed at staff meetings (documentation will be required such as meeting agendas or minutes).
 - COM-4: Environmental initiatives are communicated to guests and staff through such avenues as: newsletters, TV, placards in guest rooms, etc...
 - COM-5: Formal process for guests and staff to provide feedback on green practices has been established (e.g. suggestion box, survey form).

NOTES:

Water Conservation (Complete: Yes No)

1. At minimum, three of the following water conservation efforts must be implemented.
 - WC-1: Towel reuse program offered in guest rooms.
 - WC-2: Linen reuse program offered in guest rooms.
 - WC-3: Low flow faucets (that use 2.5 gallons or less per minute) in guest rooms.
 - WC-4: Low flow showerheads (that use 2.75 gallons or less per minute) in guest rooms.
 - WC-5: Low flow toilets (that use 1.6 gallons or less per flush) in guest rooms.
 - WC-6: Automatic faucets or toilets in public restrooms.
 - WC-7: Water efficient clothes washing machines (that use less than 25 gallons per load).
 - WC-8: Water efficient dish washers (that use less than 3 gallons per minute).
2. List water conservation projects implemented:
 - WC-9: _____
 - WC-10: _____
 - WC-11: _____

NOTES:

Energy Efficiency (Complete: Yes No)

1. At minimum, two energy efficiency efforts must be implemented.
 - EE-1: Energy Star-rated equipment (other than lighting). List: _____
 - EE-2: Programmable thermostats.
 - EE-3: Sensor lighting indoor/outdoor.
 - EE-4: High energy efficient lighting (must be “front of house”). Describe: _____
 - EE-5: Energy Management System.

2. List energy efficiency projects implemented:
 - EE-6: _____
 - EE-7: _____
 - EE-8: _____

NOTES:

Waste Reduction (Complete: Yes No)

1. All four waste reduction categories below must be implemented.
 - WR-1: Provide opportunity to recycle the following materials (at least one must be available to guests):
 - WR-1a: office paper
 - WR-1b: newspaper
 - WR-1c: aluminum cans
 - WR-1d: magazines
 - WR-1e: steel cans
 - WR-1f: corrugated cardboard

 - WR-2: Purchase minimum 30% post-consumer recycled content for one of the following products:
 - WR-2a: office paper
 - WR-2b: toilet tissues
 - WR-2c: paper towels
 - WR-2d: paper napkins

 - WR-3: Institute one of the following source reduction activities:
 - WR-3a: Bulk purchasing. Describe: _____
 - WR-3b: Reduced packaging. Describe: _____
 - WR-3c: Manufacturer take-back. Describe: _____

 - WR-4: Use recyclable or refillable ink cartridges and toner cartridges

Waste Reduction (continued)

2. List additional waste reduction projects implemented:
 - WR-5: _____

- WR-6: _____
- WR-7: _____

NOTES:

Clean Air Practices (Complete: Yes No)

1. All of the following clean air practices must be implemented.
 - CA-1: Use environmentally preferable cleaners.
 - CA-2: Use high efficiency air filters with a Minimum Efficiency Rating Value (MERV) of 8 or better.
 - CA-3: Clean all air handler units and coils at least annually; follow a preventive maintenance schedule and keep a record of activities.

2. List additional clean air practices implemented:
 - CA-4: _____
 - CA-5: _____
 - CA-6: _____

NOTES:



Two Palm Status

Complete & Submit the *Environmental Self-Assessment and Planning Checklist*

- List What Environmental Practices Your Property Is Currently Doing
- List Baseline Utility Data
- List goals for Two Palm Status

Show Performance Improvement

- Implement Goals Set in the *Environmental Self-Assessment and Planning Checklist*
- Track Monthly Utility Bills by Using the *Florida Green Lodging Performance Worksheet* located at:

(<http://www.dep.state.fl.us/greenlodging/designation.htm#applications>)

- After one year of tracking utility data, submit *Florida Green Lodging Performance Worksheet*



Three Palm Status

Submit a Plan for to Promote Sustainability within the Community

- Must Be Approved by DEP
- Implement Plan