

## TITLE: GREEN SEAL™ CERTIFIED



*The Inns of Monterey meet the Green Seal™ Environmental Standard for Lodging Properties for waste minimization, water and energy efficiency, hazardous substances handling, and environmentally responsible purchasing.*

### **Q: What is Green Seal?**

A: Green Seal Inc., an independent not-for-profit organization, certifies lodging properties that represent leadership in reducing their impact on the environment and human health. Founded in 1989, Green Seal develops environmental standards and certifies the products and services that meet those standards. The Green Seal logo on a product or service means that it has gone through a stringent process to reduce its impact on the environment and human health.

### **As a Green Seal-certified hotel...**

- We have been independently certified by a national organization.
- We care about the health of our guests, our staff and the planet.
- We have reduced our carbon footprint, and much more.
- We have reduced our energy and water use, our waste and our use of chemicals and disposables.
- We recycle and use environmentally preferable products.
- Our housekeeping staff uses safer cleaning products.

### **Q: What does the Green Seal mean to a hotel?**

A: It means that the hotel has met the Green Seal Environmental Standard for Lodging, GS-33. The standard includes stringent environmental requirements in waste minimization, energy efficiency, water conservation, wastewater management, and environmentally responsible procurement. Certification means that the hotel has been evaluated according to Green Seal's science-based procedures, without bias or conflict of interest, and earned certification by a national program.

### **Q: How long has the program been active?**

A: Green Seal worked with the American Hotel & Lodging Association to develop our Greening Your Property Handbook in 1996. The first edition of GS-33, its Green Lodging Standard, was published in 1999 and the first hotels were certified against it in 2001. The standard was updated in 2008 to include Bronze, Silver and Gold levels.

### **Q: What level of certification did the Inns of Monterey attain?**

A: The Inns of Monterey are certified at the Silver level.

### **Q: How many Green Seal-certified hotels are there?**

A: There are currently 81 certified properties in 24 states. Only 15 other California Hotels have the Green Seal Certification. (as of November 2011)

**Q: Who can get certified?**

A: Any facility offering accommodations to travelers. These typically include All Suites, Bed and Breakfasts, Condominiums, Condotels, Convention Hotels, Cottages, Country Inns, Extended Stay, Full Service, Hotels, Limited Service, Lodges, Motels, Motor Inns, and Resorts.

**Q: How does a hotel become certified?**

A: Green Seal's certification process involves an in-depth review of the hotels' purchasing records, processes and procedures. It also includes an on-site audit of the property. Annual monitoring is required to maintain certification.

**Q: What are the benefits of certification?**

A: Meet the demand:

- TIA national survey, August 2007: more than half of all U.S. adults say they would be more likely to select an airline, rental car or hotel that uses more environmentally friendly products and processes.
- McGraw Hill SmartMarket report study, May 2007: 60% of CFOs see the market differentiation that sustainability activities and green building can provide their companies.
- The U.S. Conference of Mayors recently announced fighting global warming as its most important priority.

**Q: What procedures did the Inns of Monterey implement to qualify for the Silver Certification?**

A: We've initiated many policies and procedures to help us achieve our goal to be green. In a nutshell, here are 20 ways we've gone green:

1. We recycle! Recycling reduces waste going to landfills, conserves resources used for raw materials, and saves energy.
2. Our chemical storage and mixing areas are secure, and provide adequate drainage and ventilation to help maintain indoor air quality.
3. We reduce waste and reuse materials when possible. As an example, copiers and printers are set to duplex printing, and single-sided pages are reused for scratch pads and draft printing.
4. We purchase items in bulk whenever possible. This reduces packaging and decreases carbon emissions related to shipping and transportation.
5. We donate rather than discard. Examples include collection and donation of leftover guest amenities for use in local shelters.

6. We've implemented an integrated pest management program, which is an environmentally sensitive approach to controlling pests that reduces risk of harm to humans and natural habitats.
7. We minimize the use of disposable food service items. Less is best.
8. We are committed to purchasing the most energy efficient options possible upon replacing equipment.
9. We've installed energy efficient lighting. CFLs use 65%-75% less energy than incandescent bulbs, and last up to 10 times longer.
10. We follow preventive maintenance schedules to monitor and track efficiency of HVAC and operating equipment. Timely calibration and adjustments save energy and money.
11. We've installed water conserving plumbing fixtures, which use 30% less water.
12. Our landscaping is drought resistant, with watering procedures focused on conservation. Watering takes place only in the mornings or the evenings, in order to reduce evaporation.
13. We give guests the option to participate in our towel and linen reuse program, which saves water, chemical usage and energy.
14. We train employees on the efficient use of laundry and dish cleaning machines, to save water and energy.
15. We use environmentally friendly cleaning services and products, which are non-phosphate, nontoxic, biodegradable, and concentrated.
16. We use products that have a low VOC content. VOC's are solvents and compounds that evaporate into the air and contribute to air pollution. Many products contain VOC's, including cleaning chemicals, paints, and adhesives. Even furnishings and carpets contain VOC's. To maintain indoor air quality and preserve employee health and well-being, we select products that are low in VOC's.
17. We train employees to follow an Environmental Purchasing Policy. This ensures products are the greenest feasible choices. All purchases must consider the life-cycle of the products, from how it's made to how it will be disposed of.
18. We use paper products that contain post consumer recycled content, both writing and consumable paper. Recycled paper uses up to 90% less water and 50% less energy to produce than virgin materials
19. We select furnishings and equipment that are durable to allow for refinishing, reupholstering, refurbishing or recycling.
20. We give preference to environmentally conscious vendors who reduce, reuse and take back packaging.

To help keep our efforts focused and on track, we have established our green team. Our Green Team is a group of committed employees who oversee our business activities to ensure we are operating responsibly. The Green Team is made up of employees and managers who meet regularly to evaluate our efforts, ensure procedures are effective, make needed changes, and recognize achievements.