



The Green Scene

VOLUME 4, ISSUE 1

WINTER 2011

A Green Key Global Publication

No Choice But to Make the Right Choice

INSIDE THIS ISSUE:

- Green Glossary 2
- Hotel Trends in 2011... 4
- Secret Gardens 5-6
- Investing in Green 7-8
- Green & Great 9-10
- Green Product Directory 11
- Waste Management Green Squad 12-13

Green Key Global

130 Albert St., Suite 1206
Ottawa, ON K1P 5G4
Canada

T: (613) 237-7149
greenkeyglobal.com

Editor:
Linda Hartwell

This year our global population reaches seven billion. By 2045 it will surpass the 9 billion mark. It is time to take stock. Our population matters. How people consume resources matters significantly more. Some of us leave much bigger ecological footprints than others. The challenge for humans has never been greater; and that includes all of us in the travel, tourism and hospitality business.

Currently the world is living in an ecological deficit. This simply means that our demand for natural resources exceeds the supply or regenerative capacity of the earth. We must all work together. We must collaborate across borders, companies, organizations and governments to devise solutions to reduce our ecological footprint. By sheer numbers alone sustainability is becoming impossible without change.

Towards the end of the 17th century there was only half a billion people on earth. By 1830 it had doubled to one billion. The century after it had doubled again to 2 billion. The acceleration since 1930 has been astounding. Until the 20th Century no human had lived through the doubling of the human population. There are people alive today who have seen it triple. The population is still growing by 80 million people each year.

The alarm signals are clear. Today glaciers are melting, water tables are falling, soil is eroding and fish stocks are vanishing. By 2030, the world will consume 60% more energy than today. While the demand for energy grows, the supply of fossil fuels will not. Population pessimists have been throwing threatening warnings for centuries at the proverbial optimists. Generally speaking history has favored the optimists; but history is no certain guide for the future.

The facts of how we live depend on the choices we make. Seven billion today, nine billion in 2045. There is no longer an option to make the right choice. To sustain our resource consumption rate at present day levels we would need more than one planet.

By Tony Pollard

Tony Pollard is the President of the Hotel Association of Canada and creator and Managing Director of the Green Key Global Program.





Green Glossary

Aerator – A device most installed on faucets to increase spray velocity, reduce splash, and save both water and energy

Greenhouse Gases – Atmospheric gases that contribute to the greenhouse effect and sustain life on earth. Increasing concentrations of greenhouse gases in the atmosphere are altering the habitat humans evolved to thrive in; this is a process called global warming or climate change. Greenhouse gases include: carbon dioxide, water vapor, nitrous oxide, ozone, methane, and CFCs.

Pre-consumer Recycled Content – Material that is diverted from the waste stream following an industrial process. This excludes reutilization of materials such as rework, regrind, or scrap capable of being reclaimed within the same process.

Aucun choix que de faire le bon choix

Cette année notre population mondiale atteint sept milliards. D'ici 2045 elle dépassera la barre des 9 milliards. Il est temps de faire le point. Notre population compte. Comment les gens consomment des ressources compte sensiblement plus. Certains d'entre nous laissent de beaucoup plus grandes empreintes écologiques que d'autres. Le défi pour l'homme n'a jamais été plus grand; et comprend chacun de nous dans le secteur du voyage, du tourisme et de l'hôtellerie.

Actuellement, le monde vit dans un déficit écologique. Cela signifie simplement que notre demande de ressources naturelles dépasse la capacité d'approvisionnement ou de régénération de la terre. Nous devons tous travailler ensemble. Nous devons collaborer à travers les frontières, les entreprises, organisations et gouvernements à concevoir des solutions pour réduire notre empreinte écologique. En chiffres seuls, durabilité devient impossible sans changement.

Vers la fin du 17ème siècle il y avait seulement un demi-milliard de personnes sur terre. En 1830, cela avait doublé pour atteindre un milliard. Le siècle après avait de nouveau doublé à 2 milliards. L'accélération depuis 1930 a été étonnante. Jusqu'au 20ème siècle aucun être humain n'avait vécu le doublement de la population humaine. Il y a des gens vivants aujourd'hui qui l'ont vu tripler. La population continue de croître de 80 millions de personnes chaque année.

Les signaux d'alarme sont clairs. Aujourd'hui, les glaciers fondent, les nappes phréatiques tombent, le sol s'érode et les stocks de poissons disparaissent. D'ici 2030, le monde consommera 60% plus d'énergie qu'aujourd'hui. Alors que la demande d'énergie croît, l'approvisionnement de combustibles fossiles ne sera pas disponible. Les pessimistes de la population ont communiqué des avertissements menaçants pendant des siècles aux opportunistes proverbiaux. De façon générale, l'histoire a favorisé les optimistes; mais l'histoire n'est pas un guide sûr pour l'avenir.

Les faits de la façon dont nous vivons dépendent des choix que nous faisons. Sept milliards aujourd'hui, neuf milliards en 2045. Il n'y a plus d'option pour faire le bon choix. Pour maintenir notre taux de consommation des ressources aux niveaux d'aujourd'hui nous aurions besoin de plus d'une planète.

Par Tony Pollard

Tony Pollard est le président de l'association des hôtels du Canada et fondateur/ directeur général de "Green Key Global".





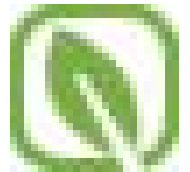
Noteworthy

The Four Points by Sheraton Halifax has signed on for renewable electricity with Bullfrog Power®, Canada's 100 per cent green electricity provider. The hotel's lobby, the Starwood Preferred Guest Floor, and all of the hotel's administration offices are now bullfrogpowered® with 100 per cent green electricity. Choosing renewable power complements the hotel's desire to significantly reduce its emissions footprint and help create a more sustainable world for future generations.

By adding renewable electricity to its sustainability plan, the hotel will green 156 MWh of electricity, reducing its environmental impact while supporting regionally produced wind power. The hotel will also offer meeting planners Bullfrog Power's renewable electricity choice as an option for on-site meetings and conferences.

Best Western hotels that comply with select state, national or international eco-labelling programs like Green Key, LEED, ENERGRYSTAR, get to display the green leaf icon.

As of September 29, 2010, roughly 200 Best Western hotels in North America are eligible to display the icon, and that number is expected to grow quickly, as Member hotels implement green measures at a record pace.



Brookstreet Hotel, in Ottawa, has overhauled two guestrooms to conform to strict hypoallergenic guidelines to qualify for the new "Breathe Easy" programme. To that end, Brookstreet's guestrooms have been fitted with hypoallergenic bedding, air purifiers and hypoallergenic room amenities. Additionally, only green cleaning materials and products are used and in-room snacks are nut-free. To ensure the hypoallergenic integrity of the designated guestrooms, penalties will be posted and enforced and no pets will be allowed to stay in these rooms. Additional guestrooms will be added to the program as demand dictates.

Canalta hotels has entered a partnership with CLEAN THE WORLD to collect, recycle and distribute hotels soaps, shampoos and amenities for people in need throughout Canada and more than 40 countries worldwide. Included in this number are 1.5 million bars of soap sent to Haiti since the Jan. 2010 earthquake, with 300,000 soap bars delivered since an outbreak of cholera (diarrheal disease) in October. Clean the World is a nonprofit charity located in Orlando Florida.



The **Hyatt Regency McCormick Place's** approach to sustainability is not to make one big splash with one giant investment. Instead their focus is to do a lot of little things that add up to one big green initiative. The approach is definitely working the hotel reduced its electricity consumption by 12.7 percent from 2009 to 2010 and its water consumption by 24.4 percent.

Hotel Trends in 2010 Continue to Carry Over in 2011

Were you one of the 9,000 members that participated in the survey conducted by the American Hotel & Lodging Association in September 2010? According to American Hotel & Lodging Association President/CEO Joseph A. McInerney, CHA the findings were defined in three main areas: Hotels are getting healthier; new technologies are becoming more common; and properties are becoming greener. The survey clearly addressed increased interest in not only implementing sustainable programs but seeking a "green" certification.

- Properties using energy-efficient lighting jumped from 68 percent in 2008 to 88 percent.
- Appearing on the survey for the first time, 44 percent of participants said they have or are working toward a green certification.

To further the awareness of staying at green hotels, the US Government in September 2010 issued the following bulletin: *Federal Travel Regulation – GSA Bulletin FTR 10-06*.

1. What is the purpose of this bulletin? This bulletin provides guidance to employees of agencies subject to the Federal Travel Regulation (FTR) to enhance travel cost savings and reduce greenhouse gas emissions. This guidance will improve management of agency travel programs, save money on travel costs, better protect the environment, and conserve natural resources. Other agencies not subject to the FTR are also encouraged to follow this guidance and incorporate these strategies into their travel management policies, procedures, and activities related to official travel.
 - a. *Lodging at temporary duty locations.* Agencies should encourage employees to consider the following strategies when arranging and staying in lodging accommodations at their temporary duty locations:
 - i. Stay in green lodging. Many hotels participate in green lodging certification programs that incorporate energy efficiency, water conservation, waste reduction, and other environmentally-friendly strategies into their facilities and operations.

To further your success with the Green Key Eco-Rating program, utilize the marketing tools noted under "Members Area" at www.greenkeyglobal.com. Materials such as logos, press release templates, email signatures, and plaque images specific to your Green Key certification level are all easily accessible. In addition, Green Key is a partner with Expedia and in the "Members Area" you have the opportunity to register your property via Expedia Partner Central and access tools that allow you to highlight your property's green efforts. Capitalize on the increased awareness of consumers – and specifically government consumers by incorporating the Green Key logo and in all your marketing materials.

By: Roxanna Lopez, LRA Worldwide, Green Associate, Operations Manager, US Region



On The Horizon - Eco-Innovators

The Culinary Institute of America has found a sustainable use for the school's waste vegetable oil (WVO). At the Greystone campus located within Napa Valley, the CIA is making high-quality biodiesel from the WVO to fuel campus shuttles. The WVO is taken from fryers in the teaching kitchen and from a restaurant on campus, and converted using a Bio-Pro biodiesel processor from Springboard Biodiesel LLC, according to Greg Phipps, facilities director on campus.

The biodiesel is used in two shuttle vans and other all-terrain vehicles used to move equipment around the campus. The vans, each with a 26-gallon fuel tank, previously used diesel fuel at a cost of roughly \$3.35 per gallon. By using the biodiesel-blended fuel, which according to the school costs 88 cents per gallon to make, the CIA was able to save \$64 per tank.

Source: *Biodiesel Magazine, January 2011*



Secret Gardens

Properties grow herbs, use in F&B outlets



Bellagio Horticulture Exterior Manager John Symanski (left) and Horticulture Executive Director Andres Garcia take a photo next to an onsite, rooftop herb garden.

Andres Garcia's mom knows best.

"For me, this is nothing new," the Bellagio Executive Director of Horticulture said, pointing to an herb garden on the resort's roof. "When I was growing up in El Salvador, my mom used to have potted herbs all around our patio. And now 47 years later, we're doing the same thing."

For the past five months, Bellagio's Horticulture team has tended to a small herb garden on a low-level rooftop overlooking the Employee Entrance. The goal: grow fresh herbs so the resort's food and beverage outlets can use them in guests' meals. Bellagio is one of four MGM Resorts International properties that recently began growing herbs.

"We live in a green world right now, and this is all about being sustainable," said Bellagio Horticulture Exterior Manager John Symanski, who does most of the tending to the garden. "It just has a good ring to it – we have an herb garden up on the roof."

Employees elsewhere at MGM Grand Las Vegas, Mandalay Bay and CityCenter are tending to small gardens with parsley, chives, rosemary, dill and more. While Bellagio's garden is tucked away, the one at MGM Grand is on full, public display in the buffet. Located on a hotline once used for steaming food is a collection of copper pots holding mint, chard and marjoram, among others. The modest garden provides enough fresh herbs to garnish about 15 percent of the Buffet's entrees and salads, said Buffet Executive Chef Justin Fredrickson.

"We all kind of said 'How can we tell our guests that we use the freshest ingredients?' And this is what we came up with," he said. "We display it in front of our guests so they know. A lot of them come up and say 'Wow, you're actually growing them here.' You'd be surprised by how many people take pictures of it."

To ensure the garden is photo-ready, Sous Chef Daniel Taylor leads the Buffet team in watering the herbs three or four times a week and replaces the plants about every two weeks.

"As far as I know, we're the first buffet to display herbs and use them like this," Chef Fredrickson said.

Story highlights:

Four MGM Resorts properties have recently started growing herbs and using them in guest meals at food and beverage outlets.

Bellagio and MGM Grand have herb gardens on-site, while Mandalay Bay and CityCenter get their herbs from Company greenhouses.

Growing herbs on-site is positive from a guest perspective – fresh, organic food – as well as a sustainability perspective – less gasoline used to truck food products to their destination.

Cont'd on page 6

Cont'd from page 5



ARIA Director of Horticulture Richard Honzo stands inside a greenhouse at Shadow Creek Golf Course, which currently houses herbs that will be used at ARIA and Vdara food and beverage outlets in the near future.

Mandalay Bay, ARIA and Vdara grow herbs in their respective greenhouses. Located outside THEhotel at Mandalay Bay is a greenhouse that currently holds a variety of 10 herbs – chocolate mint, thyme and chervil are just a few of them. While the herbs have only been growing there for three months, they're being used at THE Café and Mizuya. Plans call for expanding to more food and beverage outlets in the future.

Another greenhouse, this one located at Shadow Creek, is currently home to nine herbs that will soon be used in ARIA and Vdara restaurants. Since summer, the herbs have shared the space with flowers, trees and other plants that are being prepared for the CityCenter campus; but this spring, they'll be

transplanted to an outside garden between ARIA and New York-New York. It will help them grow healthy and strong, said ARIA Director of Horticulture Richard Honzo.

"We're in a learning phase right now because growing organically is much more difficult than with pesticides and chemicals, but it's worth it because pure plants are better for all of us. We're almost there," he said. "There's something special about tending something, growing it, consuming it, and sharing it with others.

"I'm very excited for when all of our restaurants will be able to use our products," he said.

By: Article reprinted from "momentum", the daily MGM Resorts International employee newsletter



(From left) MGM Grand Buffet Assistant Executive Chef Lou Garcia, Sous Chef Marky Spear, and Executive Chef Justin Fredrickson stand next to an herb garden located inside the resort's Buffet.

ECO-OPPORTUNITIES

families and individuals in need to HFB to assist them by providing gently used, basic home furnishings, bedding and kitchenware for a nominal fee. Many of these families are starting over with nothing, literally sleeping on the floor. Hope Furniture Bank's goal is to fulfill this basic need, giving families a "hand up" so individuals can focus on their education, employment and getting their lives back on track. Hope Furniture Bank Mission Statement: To relieve poverty by providing household furnishings, bedding, mattresses and basic household supplies to persons of low income.

Hope Furniture Bank invites hotels, motels and restaurants to join in this worthy cause. They offer an eco friendly option when renovating, changing brands or just updating bedding and kitchenware, emptying overstock from storage areas. HFB will even accept well maintained mattresses and boxsprings (twin, double, queen) for redistribution. Donated items are not sold on a restore basis. Referring agencies complete a "wish list" of set basic items with their clients and HFB makes every effort to fulfill the request and deliver the items to the door of the families.

Currently one in five families may receive a dresser as stock is always limited. Basic hotel desks and restaurant tables can be given as kitchen tables when none are available. Microwaves and coffee makers are well received by our clients as "bonus items" when HFB has stock to offer the families. Lamps, end tables, coffee tables, cutlery, place settings, drinking glasses are consistently on the "wish lists."

For further information: Phone: 1-905-356-HOPE (4673)
 E-mail: janet_hopefurniturebank@yahoo.ca
 Website: www.hopofurniturebank.com





Investing in Green

Invest in your future, invest in green!

What a difference a few years make. Just that long ago Holly Grieg entered a function room and wondered “does this hotel get it?” Overheated or freezing cold temperatures, paper products in abundance, and plastic water bottles instead of water jugs!

As a meeting planner for KMPG, Holly and her team deliver 100s of events each year across Canada and could not understand the absence of acceptable green meeting practices. Some hotels were super green and others just didn’t get it.

KMPG began a policy of including green practices for their events by working with hotels to ensure that environmentally friendly practices were in place. They were not alone. Meeting Professionals demanded more of hotels and the Canadian Hotel Industry is stepping up their game.

The MPI Foundation Canada and the Hotel Association of Canada are pleased to announce the creation of the Green Key Meetings program, a comprehensive assessment tool for hotel and resort properties that host meetings of any size. It was co-created by planner members of Meeting Professionals International and reflects the needs of the business event industry. The assessment tool not only tells a hotel property what it has done to date, it provides a roadmap on how to improve.

As Chair of the Council of MPI Foundation Canada, I feel there is tremendous potential in this partnership to benefit the members of MPI, the Hotel Association of Canada and most importantly our environment. The Foundation has been working closely with the Hotel Association of Canada to make this happen. KPMG and other organizations formed a co-creation advisory group facilitated by Corporate Social Responsibility specialist, Elizabeth Henderson, CMM, CMP, M.E.Des.

The purpose: to gather research, review a needs assessment, and provide a summary of the type of program necessary to deliver its objectives.

The result: an effective and relevant Green Key Meetings program based on the same scoring methodology as the Green Key Global program.

The program delivers relevant green meeting practices as created by Canadian Meeting Professionals by providing specific green requirements that meeting planners expect from the Hotel Association of Canada members. As a participant, hotel properties will demonstrate initiatives that will reduce environmental impacts that occur as a result of the event’s planning and implementation.

Green Key Meetings consists of assessment in five key areas felt to be most important by the meeting professional co-creation group:

Core

Carbon
Energy
Waste
Water
Air Quality

Communication

Information
Training

Activities

Purchasing
Auditing
Community

People

Health

Ancillary Services

Exhibitions
Audio/Visual

Cont’d on page 8

Cont'd from page 7

Included in the research, is criteria from the draft APEX/ASTM green meeting standards, specifically at references to supplier protocols for venues. Although the program does not replicate the standard exactly, any hotel property scoring well on the Green Key Meetings program will have an advantage in meeting the levels of performance indicated in the standard.

The Green Key Meetings program is designed to enhance the offerings of Green Key Global with a product specifically created for the meetings and events market. Hotel participants submit to an annual on-line test and are provided a specific score which will then determine what rating they receive from 1 to 5.

A recent Deloitte report on the hospitality industry predicts that sustainability is a game-changer, and that employers and/or clients expect properties to be evaluated through it policies, plans, practices, programs and infrastructure.

The Green Key Meetings program is about sustainable meeting operations, adding value to the bottom line through conservation and brand management, and positively influencing the supply chain and client relationships.

Didier Scaillet, Chief Development Officer of MPI commends HAC, "On behalf of MPI and the MPI Foundation, we sincerely thank you for recognizing the importance of corporate social responsibility (CSR) in our industry. The Green Key program as practiced by your association demonstrates the leadership of the Hotel Association of Canada and its members, and it is extremely encouraging for the Foundation to align itself with an association which treasures the principles of people, planet and profit. Green Key Meetings will deliver an effective program that Canadian meeting professionals look for in the area of sustainability. From one association to another, we admire your leadership in this exciting new area and we look forward to a sustainable future with the Hotel Association of Canada."

Canada's leading hotel flags have stepped up to the plate by supporting this newest CSR program. COAST Hotels & Resorts, DELTA Hotels & Resorts, HILTON Hotels, IHG Canada, MARRIOTT Hotels Canada and STARWOOD Hotels & Resorts have committed their support and participation to Green Key Meetings.

"HAC is delighted to be partnering with MPI Foundation Canada on this initiative. MPI is widely recognized as the global leader in the meeting and event industry. We are confident that the Green Key Meetings program will become an important part of the Canadian hospitality industry's efforts to protect and preserve the environment. Working with MPI will ensure our sustainability requirements will be realized well into the future," said Anthony Pollard.

Participation in the program will be on an individual hotel basis, and will provide brand exposure to Canadian meeting professionals and profile GKM Program awareness. This partnership is a long term commitment, with the goals of demonstrating the leadership of both MPI Foundation Canada and the Hotel Association of Canada, while at the same time supporting the principles of people, planet and profit, both critically important to our organizations.



Vancouver, Canada: Meeting Professionals International, World Education Congress

(Left to right):

Frank DiRocco - DELTA Hotels & Resorts, Alan Nadeau – INTERCONTINENTAL HOTELS GROUP Canada, Daniel Fortin – MPI Foundation Canada/Trustee, Vito Curalli – HILTON Hotels Corporation, Didier Scaillet – MPI/Chief Development Officer, Joe Nishi - MPI Foundation Canada/Chair, Simonne Blanc – MARRIOTT Hotels & Resorts Canada, and David Ogilvie, STARWOOD Hotels & Resorts.

By *Joe Nishi*, MPI Foundation Canada - Chair, Regional Director - Meeting Encore

Green and Great

7 Steps to Engaging Employees in Your Green Plan

Employees are the arms and legs of your hotel, and as a result hold the power to “make or break” your environmental program. To achieve maximum impact with your green plan, it is imperative to engage your staff through every stage.

Here are 7 key steps to get employees excited about and involved in your green plan:

1. Get 'em in on it!

Increase the rate of success by making staff feel they have a stake in the development and implementation of the process:

- Survey your workforce, requesting their input into key focus areas they feel should be targeted and how they see their role contributing to program success
- Interview green champions or other enthusiastic individuals to solicit ideas
- Follow-up to communicate that employee feedback has been considered and how you plan to incorporate it
- Use green ideas from employees that have worked at other hotels or are personal “green crusaders”

2. Create Some Buzz

Build a knowledge base of the environmental impacts of the hotel’s operations (energy use, water use, carbon emissions, waste output and hazardous waste) by:

- Measuring the hotel’s aggregate annual impact and conveying it in metrics that are meaningful – Olympic size swimming pools of water, number of garbage bags to landfill, trees to absorb carbon, etc.
- Produce and display posters that illustrate these impacts
- Create a logo or tag line that identifies activities and actions within the environmental program

3. Train 'em to Gain 'em

Integrate desired employee behaviours into operational procedures and incorporate all new procedures in your training programs:

- Organize training for employees by department or team
- Use engaging multi-media clips, online quizzes and demonstrations to illustrate the desired behaviours and make the connection between daily actions and the hotel’s environmental goals
- Ensure that each employee participates in training and that sessions are repeated bi-annually at a minimum to reinforce key behaviours

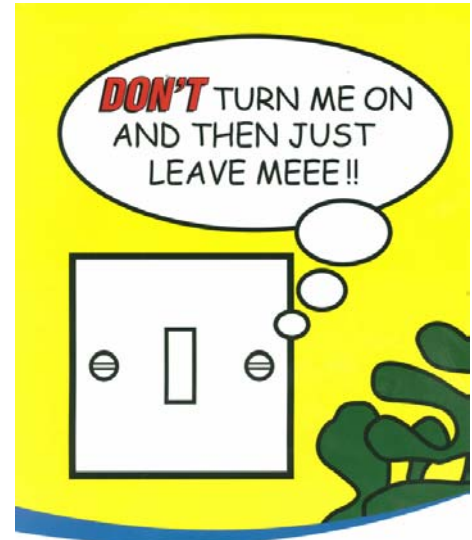
Cont'd on page 9

Cont'd from 8

4. Wow 'em with Visuals

Display compelling visuals like posters and stickers to serve as constant reminders of desired behaviours, such as switching off lights or using particular equipment settings:

- Use humour, clear messaging and vivid colours to create eye-catching visual cues
- An example of effective signage appears at right:



5. Do Play Games

While you need to set targets and measure and report on progress, you can make the process fun by:

- Organizing friendly contests, inter-department competitions, or themed events (for Earth Hour, Earth Day, green employee fair or Energy Awareness Week)
- Highlight accomplishments and recognize individuals for outstanding contributions through hotel communications
- Track progress, award prizes and keep it exciting!

6. Reward the Greenest of 'em All

Establish a system for recognizing outstanding contributions by

Source: Carbon Trust 2005

staff:

- Provide gestures of appreciation such as verbal praise or inexpensive gifts
- Consider recognizing select individuals for their contribution to the green plan
- Reward those responsible for the successful implementation of the program by providing compensation

7. Show 'em you Care

Remember that your employees own the green plan – they designed it and they bring it to life through everyday actions. Show you value their efforts by:

- Encouraging them to submit feedback about program components, successes, challenges and future focus areas
- Responding to staff suggestions personally where possible
- Providing accolades and encouragement to keep the dialogue going

An employee engagement strategy is a fundamental ingredient of any environmental program. It is also a key resource for ideas and execution. By making an effort to get employees passionate about and participating in your green plan, you will inspire progressive changes at every level and collectively achieve your environmental goals.

By Francisca Quinn



Francisca is the Sustainability Practice Leader and Business Manager for Loop Initiatives. She has worked with leading, international hoteliers and hospitality organizations on climate change and sustainability strategies since 2003. Her clients include Hilton, U.K., Accor, U.K., Delta Hotels, Canada and the Metro Toronto Convention Centre, Canada. Loop is currently assisting the Hotel Association of Canada to update the Green Key Global Eco-Rating program. You can reach Francisca at fquinn@loopinitiatives.com or (416) 644-0625, or visit us at www.loopinitiatives.com.

Green Product Directory

The Green Product Directory is designed to assist you in furthering your environmental and energy saving initiatives. The Directory allows you to search for suppliers of a variety of "green" products and services.

To learn more about these Green Suppliers visit www.greenkeyglobal.com & select "Find Green Suppliers" in the Hotel Portal.



NEW MEMBERS



Saint John, NB, Canada

Contact: Rick Dunn Phone

Phone: 506-858-2159

Certifications/Affiliations: EcoLogo, Green Check

Chandler is the largest regionally-based distributor of Sanitation products in the Maritimes. We'll support your organization by providing you with innovative, state-of-the-art solutions in collaboration with the world's leading manufacturers of sanitation products and equipment. Our partners include CMA, Deb, Dustbane, Ecolab, Jet-Tech, Kimberly-



Pasadena, California, USA

Contact: Derek Hunter

Phone: 626-397-9050 x 208

Certifications/Affiliations: Sustainable Travel International

LATHER is a natural skincare company and lifestyle brand based in Southern California. Exotic extracts, potent antioxidants and rare fruits and herbs have been cherry-picked for their unique benefits and carefully crafted into LATHER products. For more than 10 years LATHER has been a leader in sourcing natural ingredients and championing environmentally sensitive packaging for both our hotel and retail products. LATHER is also a certified Women's Business Enterprise.



Warwick, New York, USA

Contact: Ralph Salisbury

Phone: 845-988-1900

Certifications/Affiliations: Green Hotels Association, EcoGreen Hotels, Cooltribe

Impact Enterprises, Inc., certified by WBENC and the State of NY, has stirred excitement, adventure, and creativity into the manufacturing industry for 'Green' hospitality accessory items. Impact's custom menu covers, guest services directory covers, binder covers, presentation folders, table-top accessories, and guestroom accessories are international favorites.

Impact's 'Green Solutions' program allows for our unique designs to be manufactured in materials that reduce landfill growth and contamination. These materials have been researched for durability, recycled content, sustainability, and toxicity. We are particularly excited about our solid wood products manufactured from woods harvested from Verified Sustainable Forests. We have be-

Waste Management Green Squad



Waste Management Green Squad operates as a group within Waste Management of Canada Corporation a wholly owned subsidiary of Waste Management Inc., a publically traded company on the New York Stock Exchange.

Fueled by innovation and backed by North America's leading provider of environmental and waste services, WM Green Squad offers a full complement of sustainability solutions. Our mission is simple, *"Provide customers with sustainable solutions better, faster, and more economically than they could on their own."*

We help businesses of all sizes transform their operation by implementing sustainable business practices that will improve efficiency, create cost reductions, and protect the environment.

What makes us different is that we are capable of implementing and managing the solutions and recommendations that we make in your assessment report. As a subsidiary of Waste Management of Canada, an industry leading supplier of comprehensive waste management and supply-chain solutions, Green Squad brings the collective experience and know-how to help you reach the sustainability goals of your business.

WM Green Squad has unsurpassed experience in the identification and implementation of tangible waste diversion strategies which have been gained through the completion of over 300 waste audits for clients operating in all industries including the hotel industry. Our understanding of waste streams throughout various industries sets us apart from others as we are positioned to make specific diversion recommendations for the unique activities that occur across different events and facilities.

As Waste Management has evolved, we have advanced the technologies we employ and our services have expanded as our customers increasingly seek waste reduction, recycling, reuse, and safe treatment and disposal options. Our goal is to be the premier source for your sustainable environmental solutions.

Waste Solutions

The WM Green Squad offering provides a comprehensive analysis of the entire waste disposal chain from material procurement to final disposition. Eco-Consultants will analyze each component of the waste disposal chain and make practical recommendations to deliver opportunities to reduce, reuse, or recover materials from the waste stream. Green Squad uses a unique multi-dimensional approach to waste sustainability that not only includes process and materials, **but also includes people** (behavior and attitudes). Our research shows that this approach produces far better results than focusing on operational solutions alone.

Cont'd on page 13



Cont'd from 13

Reduction Strategy Report

Based on audit findings, a list of recommendations will be developed that include, but are not limited to; characterization of waste streams optimization of waste disposal services and continuous improvement. The waste audit report developed as a result of the waste audit will provide the road map in achieving diversion targets by highlighting current waste management process gaps and recommend areas where landfill diversions can be achieved via, improved management of waste tracking and processing. While the audit will identify areas of opportunity, the recommendations will service as the basis for future waste management plans and diversion strategies.

Infrastructure Recommendations

WM Green Squad will ensure current waste handling infrastructure is operating effectively and to its full potential by reviewing container/equipment selection and existing service frequencies are addressing current volumes adequately. Confirm that all recyclable materials generated have sound programs in place to aid in diversion objectives. Recycling containers will be reviewed in order to ensure they are efficient and best suited for each location.

Development of a Communication and Education Plan

The success of a waste diversion initiative is greatly reduced if communication and education is not provided to the users of those programs. WM Green Squad will develop a communication and education plan for customers that can identify strategies and tools that will encourage employees and visitors to utilize the diversion programs that are implemented.

Green Key Eco-Rating Program

WM Green Squad can aid hotels in the pursuit of a high Green Key Eco-Rating by allowing us to use our knowledge and experience in assisting with the investigation and improvement of the solid waste management, hazardous waste management, environmental management and sustainable practices at individual hotels. Our above listed capabilities and knowledge allow us to be the perfect partner in this excellent endeavor.

Regulatory Compliance

In Ontario, Regulation 102/94 under the Environmental Protection Act states that hotels with more than 75 units must conduct a waste audit and complete a report of waste reduction work plan. WM Green Squad has assisted numerous hotels across Ontario become compliant with this regulation.

More information on this regulation can be found by visiting Ontario's Ministry of Environment website.

For further details please our web page at www.wmgreensquad.ca

EnviroEvents



FEBRUARY 2011

February 20
 GMIC Sustainable Meetings Conference
sustainablemeetingsconference.com

MARCH 2011

March 7
 19th Annual HAC Conference & Trade Show
hacconference.ca

March 28-29
 GBTA Canada Conference
gbta.org/canada

APRIL 2011

April 13-14
 CaGBC National Symposium
cagbc.org

April 15-17
 Green Living Show
greenlivingonline.com/torontoshow

April 22
 Earth Day
earthday.ca
earthday.org

MAY 2011

May 17-19
 Global Travel & Tourism Summit
globaltraveltourism.com

May 18
 Choice Hotels Annual Conference
choicehotels.com

JUNE 2011

June 14
 AH&LA Summer Summit
ahla.com



Green Key Global
 130 Albert St., Suite
 1206
 Ottawa, ON K1P 5G4
 Canada
 T: (613) 237-7149
greenkeyglobal.com

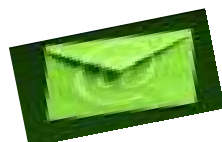
Editor:
 Linda Hartwell



Inquiring Minds

We have made some recent upgrades to our property and would like to redo the self-assessment.

Once you've contacted a Green Key representative requesting your file be re-opened redoing the self-assessment is simple and should only take a few minutes. Log on to Green Key Global's Members' Area at <http://www.greenkeyglobal.com/security/login.asp>. Then select the "Green Key Self-Assessment" button on the left hand side of the page. Once selected you will see your property's previous answers and will be able to update accordingly. Remember to always select the "Submit & Lock" button at the bottom of each section when you are completely satisfied with your answers. Within minutes you will receive your results via email.



Have questions?

Canada/Global: administration@greenkeyglobal.com
 United States: aimee.arnold@greenkeyglobal.com