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# Green Certifications

**Glenn Hasek, Publisher & Editor  
Green Lodging News**

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# Consumer Demand? Industry Demand?

**Little Research Conducted**





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## AH&LA and Certification

1. **Said no to overseeing program.**
2. **48,000 properties—daunting task.**
3. **Multiple interests to consider.**





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## Why the demand?

1. Conditioned to expect it.
2. Efficiency, profitability.
3. Genuine concern for environment.
4. Marketing/public relations value.



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## **Different Programs**

**LEED, Green Seal, Energy Star, Green Key,  
Green Globe, Audubon Green Leaf,  
EcoRooms & EcoSuites, Eco Crown  
Hospitality, State Programs,  
Other Programs.**



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# **Leadership in Energy & Environmental Design (LEED)**

- 1. Version 3.0 launched in April 2009.**
- 2. 100-point scale.**
- 3. Four certification levels.**
- 4. Twenty-one hotels now certified; hundreds pursuing certification.**



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## Green Seal

1. Three achievement levels.
2. 53 properties now certified.
3. L.A., Chicago, Great Wolf, Kimpton.





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## Energy Star

1. Total of 405 hotels participating.
2. Portfolio manager.
3. Must score 75 on 100-point scale.







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# Green Key Eco-Rating Program

- 1. More than 1,000 properties participating.**
- 2. Primarily Canada but also U.S.**
- 3. Recognized by AAA, CAA.**





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# Green Globe International

1. **Public company.**
2. **Targeting global audience.**
3. **Total of 205 standards applied.**





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# **Audubon Green Leaf Eco-Rating Program**

- 1. TerraChoice & Audubon partnership.**
- 2. Two commitment levels.**
- 3. Primarily Canada but also U.S.**





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## EcoRooms & EcoSuites

1. Run by Pineapple Hospitality.
2. Currently 12 members.
3. Property must be 100 percent nonsmoking.





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# Eco Crown Hospitality

1. Points based, restaurants also eligible.
2. Three certification levels.
3. Emphasis on marketing.





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# State Green Lodging Programs

1. Eighteen states; soon to be 20.
2. Run by different types of agencies.
3. Most don't have on-site inspections.





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## Other Programs

1. **iStayGreen.org.**
2. **Environmentally Friendly Hotels.**
3. **Green Restaurant Assn.**
4. **Green Suites International.**
5. **International Assn. of Conference Centers.**
6. **Greenguard.**
7. **Sustainable Travel International.**



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## Questions to be asking...



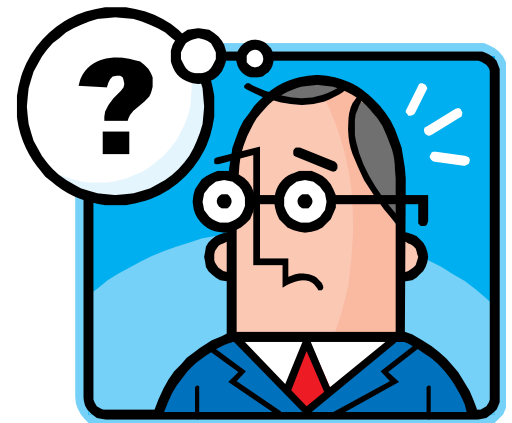




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# One Certification Program?

**Will It Ever Happen?**





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