Everyone on Board!

Effective Communications to Promote Your Hotel’s Green Practices

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In collaboration with EPA Region 8

Training Objectives

• Learn how to develop a communications plan that conveys your hotel’s environmental commitment

• Hear how your peers have implemented new and innovative approaches to engage staff and guests

• Discover how resources such as ENERGY STAR can help your property communicate with internal and external audiences
Agenda

• Why communicate your green efforts?
• How to develop a communications plan?
  – Establish and define goals
  – Identify target audiences
  – Develop key messages
  – Determine communication tactics
  – Evaluate success
• Leverage ENERGY STAR as a key component of your green activity

Your Guests Are Concerned…

• Annual Pew surveys report:
  – 65% of Americans view global warming as a very or somewhat serious problem as of October 2009
• Deloitte survey:
  – 32% of those surveyed agreed that they expect the hotels they stay at to be environmentally friendly
  – 29% said they would like to know more from hotels about their green efforts
Your Peers Are Establishing Themselves as Leaders…

“AH&LA Reveals First Green Guidelines Challenge Winners”
“HEI Wins 2010 ENERGY STAR Partner of the Year”
“Hilton Hotel Opens New Headquarters in LEED Gold Building”
“Hyatt Launches Global Environmental Training Program”
“Kimpton Announces Three New Sustainability Initiatives”
“Marriott Announces Aggressive Green Hotel Expansion Plans”
“The Value of a Corporate Sustainability Strategy”

More Potential for Marketing “Green” Achievements than Ever Before
…and It Just Makes Financial Sense

- Improved guest perception of your hotel and brand, through communication of green practices, can also translate into higher revenues

**Did You Know?**
Reducing energy costs by just 10% is equivalent to:
- $0.60 RevPAR increase for limited service hotels
- $2.00 RevPAR increase for full service hotels

Communicating Your Green Program

- Foundation for setting performance goals
- Strengthens employee capacity and company culture
- Helps to reduce energy and water consumption and expenditures
- Promotes company successes in green initiatives
- Improves public perception of your company and differentiates your organization among peers
ENERGY STAR: A Key Resource

- Voluntary climate protection partnership with U.S. EPA
- Strategic approach to energy management, includes communicating energy efficient practices and recognizing successes
- Helps organizations save money and protect the environment
- Influential brand recognized by over 75 percent of Americans

A Public-Private Partnership
Success by the Numbers

- 5,000 organizations – including 30% of Fortune 500 – are partnered with the ENERGY STAR buildings program
- 120,000 buildings (representing 14 billion square feet) measure and track performance with ENERGY STAR
- 9,000 buildings – including over 400 hotels – have earned the ENERGY STAR
- Partners have helped prevent greenhouse gas emissions equal to electricity use of 60 million American homes every year
Energy STAR Hospitality Partners

Over 130 Partners, including…

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Steps to a Successful Communications Plan

1. Establish and Define Goals
2. Identify Target Audiences
3. Develop Key Messages
4. Determine Communication Tactics
5. Evaluate Success

1. Establish Communication Goals

Example Goals:

• Position your hotel/motel as a “market leader” in energy management and environmental stewardship
• Increase energy savings for your hotel/motel
• Increase guest and employee awareness of your energy management efforts and achievements
• Encourage energy savings practices at home for guests and employees
2. Identify Target Audiences

**Internal Target Audiences:**
- Owners
- Managers
- Employees
- Shareholders

**External Target Audiences:**
- Guests
- Suppliers
- Peers
- General Public

3. Develop Key Messages

- **For Owners and Senior Managers:** Good energy management is good risk management, and environmental responsibility is recognized by investors
- **For General Managers:** Good energy management leads to reduced operating expenses
- **For Employees:** Taking small actions and sharing energy saving ideas makes a big difference – YOU are an integral part of our company’s environmental performance
- **For Guests:** We are taking concrete steps that will reduce our climate impact
Back Messages with Easy-to-Understand Metrics

- **All audiences**: Convert energy used to equivalent in CO$_2$
  - Equate CO$_2$ emissions avoided to cars not driven, trees planted, household electricity use
- **Internal audiences**: Use company-specific units that resonate
  - Speak $ savings as well as energy savings
  - Increase in rooms rented
  - How many rooms would you need to rent to gain profits equal to your energy savings?

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4. Determine Communication Tactics

**Internal Communications**
- Internal newsletters
- Company intranet
- Bulletin boards/posters
- Team meetings
- Training sessions
- New employee orientation
- Events (e.g., Earth Day, Energy Fair)
- Staff commitment letter

**External Communications**
- Tent cards at front desk, in rooms, in restaurants
- Posters in elevator, lobby
- In-room recycle bin
- Web site
- Newsletters for guest rewards programs
- Announcements and articles in trade pubs
- E-mails

**Tip**: EPA’s Portfolio Manager calculates CO$_2$ emissions based on tracked energy use. Learn more at [www.energystar.gov/istar/pmpam/](http://www.energystar.gov/istar/pmpam/)

EPA also offers a greenhouse gas equivalency calculator at [http://www.epa.gov/cleanenergy/energy-resources/calculator.html](http://www.epa.gov/cleanenergy/energy-resources/calculator.html)

Speak $ savings as well as energy savings

Increase in rooms rented

How many rooms would you need to rent to gain profits equal to your energy savings?
Multi-language instructions can help to ensure that all team members are working towards the same goal.
Internal: Awareness Posters

Hilton used this customizable poster to co-brand its energy efficiency program with ENERGY STAR.

Internal: Staff Commitment Letter

“I, ________, acknowledge that the standards for recycling and providing an eco-friendly environment at the Hyatt Regency Cambridge have been explained to me. I understand that I am personally responsible for creating a green environment at the hotel through my daily actions.

Hyatt Regency Cambridge will continue in the commitment to the environment through new initiatives and processes. I am aware it is my obligation to acquire knowledge of any new standards and participate in continued training.

Hyatt Hotels is committed to designing, building and managing innovative and sustainable hotels that provide our guests with authentic and comfortable accommodations as well as protect the natural environment and respect the local communities in which we operate around the world. As an associate of Hyatt Hotels I will adhere to these expectations through my commitment to the environment.”
Internal: Share Good News at Events

External: Guests Communications
External: Reach Web Visitors

8/19/2010

External: Reach Web Visitors
External: Advertisements and Press Releases

5. Evaluate Success

Potential Measures:

- Demonstrated savings on utility bills
- Employee feedback
- Guest comments
- Media coverage of your energy management efforts
- Recognition and certification (e.g. ENERGY STAR, state green hospitality programs, hospitality associations)
Recognition and Certifications

Potential opportunities for recognition:
• ENERGY STAR
• LEED
• Green Seal
• Green Key
• AH&LA’s Good Earthkeeping Award
• State green hotel certification programs
• Local green business awards
• …and more!

CASE STUDY:
HEI Hotels & Resorts
Bob Holesko
Vice President of Facilities
CEM, CEA
Company Profile

- 35 hotels (in 16 states)
- HEI owns and operates full-service, upper scale and luxury hotels and resorts under such well known brand names as Marriott, Renaissance, Sheraton, Westin, Le Meridien, Embassy Suites, Hilton, W, and Crowne Plaza
  - Marriott’s Norcross & NW in the Atlanta Region
- In addition HEI also owns and operates two historic hotels, the Algonquin in New York City and the Equinox Hotel & Spa in Vermont
- 9,456 guest rooms
- Over 8,000,000 total square feet of buildings
- Approximately 6,000 employees

Creating a Green Culture

- Our Leadership
  - Believes in social responsibility, and supports green efforts through incentives and continual communication
- Our Hotel Associates
  - Build Commitment to green practices by discussing at stand-up meetings, department meetings, and all associate rallies
  - Continually asked to innovate green practices to implement at hotel
- Our Corporate Team
  - Creates user-friendly tools to help hotels track energy usage
  - Furthers team environment focused on energy by providing “buzz” about effort and results
- Partner: Cornell Sustainability Consulting
  - Tasked with continual projects for Sustainable Global Enterprise and waste reduction through recycling/composting
- Partner: The Loyalton Group
  - Hired energy professionals to work on solving our most pressing energy concerns, facility optimization, and long-term carbon management
The Atlanta Marriott Norcross is in Norcross, GA, a 200-guestroom, garden-inspired hotel and spa. The building, constructed in 1997, was acquired and managed by HEI Hotels and Resorts. Recognizing the potential to improve the Atlanta Marriott Norcross energystandardsand performance, HEI turned to the private equity firm Laurus Energy LLC, which is experienced in business, acquisitiveresources to help achieve superior energy performance.

By working with ENERGY STAR, it makes the Atlanta Marriott Norcross more energy efficient, HEI is earning the ENERGY STAR in its portfolio.

As a first step, the HEI energy management team sought to assess the Atlanta Marriott Norcross' baseline energy performance and to pursue the efficiency potential that could be achieved through improved operations and maintenance and other low-cost practices. The team was able to leverage utility incentive to conduct in-house building retro-commissioning and achieve a 19 percent improvement in energy performance and energy consumption, and also a 20 percent reduction in utility cost, that is expected to be realized over a six-year period. The success of the project was due to a combination of skills and experience, as well asHEI's commitment to achieving sustainability and environmental goals.

The Atlanta Marriott Norcross earned the ENERGY STAR 2010 for its performance in its retro-commissioning process. The hotel was able to use the retro-commissioning retrofit, which includes a comprehensive energy management strategy, to achieve an energy performance rating of 8.2. This increased energy efficiency reduces the hotel’s energy consumption and also lowers its carbon footprint, which is a positive impact on the environment.

The hotel has made improvements to its building systems, such as improving lighting, heating, and cooling systems. These improvements have resulted in reduced energy consumption and a decrease in utility costs. The hotel has also adopted a comprehensive energy management strategy, which includes the use of energy-efficient appliances and equipment, as well as regular maintenance and inspection of the building systems. These measures have helped the hotel to achieve a high energy performance rating and to reduce its carbon footprint.

In conclusion, the Atlanta Marriott Norcross has demonstrated its commitment to sustainability and environmental responsibility by earning the ENERGY STAR 2010. The hotel has implemented a comprehensive energy management strategy, which has resulted in reduced energy consumption and lower carbon emissions. The hotel continues to work towards improving its energy performance and reducing its environmental impact.
**Energy Conservation History**

- **December 2005**: Lighting retrofits completed at 9 hotels. Total capital spend over $350,000.00. Received nearly $100K in rebates.
- **2007**: HEI ramps up DSM programs - Lighting & HVAC. KBTU/SF @ 112.6. Capital investment in energy-related projects nears $4mm.
- **November 2009**: HEI receives AEE 2009 Corporate Energy Management of the Year Award.
- **2006**: HEI becomes member of EnergyStar; various articles are published relating to the 2005 lighting upgrades. Loyalton Group joins team, monthly consumption data reports begin June 2006.
- **2008**: HEI wins AEE national award, asked to participate in EPA energy performance rating program. Bob Holesko completes AEE training and becomes a Certified Energy Manager. Capital investment in energy-related projects exceeds $6mm.
- **September 2009**: HEI launches Social Responsibility "We C.A.R.E." program.

**2009 & 2010 Communication Initiatives**

**2009 & 2010 Energy Conservation Incentive Program**

- General Managers, Chief Engineers, Banquet Managers, Executive Housekeepers & Chef’s were encouraged to engage all hotel associates in operational cost saving measures.
- The program compares energy usage YOY.
- Each quarter, the top "energy saving" Managers for each region were awarded $100 gift cards.
- At the end of 2009, the Chief Engineer and General Manager in each region won 50" Plasma TVs (6 awarded).
- In 2010 Chief’s, Chef’s, Banquet & Housekeeping Managers will win TV’s (12 to be awarded).
Creating the Energy Buzz

Celebrating Success is Fun!

Creating the Energy Buzz

Celebrating Success with Prizes
Creating the Energy Buzz

Celebrating Success with Recognition

Creating the Energy Buzz

“BEE AN ENERGY STAR!”
TURN OFF THE LIGHT
HEI Social Responsibility

2009: **Sustainability** Added to HEI Values and Mission Statement

HEI recognizes its responsibility to operate in a way that conserves our world's natural resources. We are committed to reducing our environmental impact through innovative ideas and the ongoing use of sustainable business practices.
2010 and Beyond

- Partnership with Cornell on waste removal stream continues
- 2010 incentives include additional managers and departments involved in the energy savings initiatives to broaden the reach
- Goal: 3 to 5 more hotels qualify for an Energy Star plaque
- Sales Team Green Selling is promoted
- Renewable energy projects are explored
  - Solar panels, wind, Cow Power, etc.
- LEED/EB certification for hotels is explored

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Energy is the First Step to “Green”

Energy is the single largest controllable cost in a building

Managing energy is managing GHG emissions, reducing carbon footprint

Leading hotels use 35% less energy

Energy has the largest impact on building carbon footprint

A Framework for Green Activities

• Benchmark your energy performance in EPA’s Portfolio Manager
  – Determine baseline from which to measure progress
  – Begin to form the story you can tell…or the story that you want to be able to tell
• Launch your communications plan
  – Use off-the-shelf ENERGY STAR campaigns as a framework for your initiatives
Campaign: Launch the ENERGY STAR Challenge

• Call-to-action to improve the energy efficiency of buildings by 10%
• Incorporate the 10% reduction goal in your targets and track progress
• Commit to:
  – Measure and track energy use
  – Develop a plan for energy improvements
  – Make energy efficiency upgrades
  – Help spread the energy efficiency “word” to others

ENERGY STAR Challenge Communications Toolkit

• Gain visibility on the ENERGY STAR Web site
• Access FREE communications templates
  – Co-brandable posters and print advertisements
  – Brochures
  – Fact Sheets
  – Key Messages
  – Web banners
  – Templates for press releases, newsletters

http://www.energystar.gov/challenge
Campaign: Bring Your Green to Work with ENERGY STAR

Get employees on board!
- 4-minute video
- Interactive cubicle
- Energy IQ quiz
- Green Team checklist
- Tip cards
- Fast facts
- …and more!

Campaign: Change the World, Start with ENERGY STAR

www.energystar.gov/changetheworld
Celebrate Earth Day with ENERGY STAR

- Hold an Earth Day fair to educate employees, guests, and the community
- Launch the ENERGY STAR Challenge and announce your energy reduction goal
- Announce contest for energy saving ideas for employees and guests – implement winning ones
- Encourage employees to bring their green to work and form green teams; recognize noteworthy contributions
- Become a Change the World “pledge driver” to motivate employees to help make a difference at home

Leverage Other EPA Environmental Partnerships

- Climate Leaders
- Combined Heat and Power Partnership
- Green Power Partnership
- WasteWise
- WaterSense
Recognition Opportunities

- Earn the ENERGY STAR
- Achieve “Designed to Earn the ENERGY STAR”
- ENERGY STAR Leaders
- Win Partner of the Year

Wrapping up

For more information:
ENERGY STAR Web site: www.energystar.gov/hospitality

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