



GREEN PRACTICES IN THE HOSPITALITY INDUSTRY

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Report Summary

SUSTAINABILITY

RESOURCES FOR THE NEXT GENERATION,

AND THE NEXT, AND THE NEXT . . .



Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment.

Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.

Sustainability is important to making sure that we have and will continue to have, the water, materials, and resources to protect human health and our environment

WHAT IS SUSTAINABILITY?



AREAS OF FOCUS

- ❖ Airlines
- ❖ Cruise Ships
- ❖ Restaurants
- ❖ Hotels

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- ❖ EPA: Environmental Protection Agency. Today EPA aims to make sustainability the next level of environmental protection by drawing on advances in science and technology to protect human health and the environment, and promoting innovative green business practices. To learn what you can do to protect the environment in your home, workplace, and community. <http://www.epa.gov/sustainability/index.htm>
 - ❖ FAA: Federal Aviation Administration. “We strive to reach the next level of safety, efficiency, environmental responsibility and global leadership. We are accountable to the American public and our stakeholders” said the FAA sustainability division. <http://www.faa.gov/airports/environmental/sustainability/>
 - ❖ NRA: National restaurant Association. The National Restaurant Association (NRA) is the largest foodservice trade association in the world, supporting nearly 500,000 restaurant businesses. In partnership with our state restaurant associations, we work every day to empower all restaurant owners and operators to achieve more than they thought possible. <http://www.restaurant.org/About-Us>

FEDERAL AGENCIES INVOLVED IN SUSTAINABILITY



- ❖ Southwest Airlines will spend \$175 million to enable its fleet to fly using Required Navigation Performance (RNP) in order to reduce emissions at an estimated rate of 156,000 tons of carbon dioxide per year; the airline estimates they will also save \$25 million in fuel costs with the new system. On the ground, Southwest will switch to gate electric power while passengers deplane and board. Southwest will also use Pratt & Whitney's EcoPower wash to keep engine compressor blades clean and reduce fuel burn. (Southwest Environmental Initiatives)
- ❖ United Airlines' Aircraft Fuel Conservation Program has prevented over 1.1 million tons of carbon dioxide emissions. To conserve fuel, United has installed winglets on some of its aircraft and practices weight reduction. The United Ground Support Equipment (GSE) fleet consists of 25 percent electric zero emissions and alternatively fueled vehicles. United also has a recycling program in place for both in the air and on the ground operations. In addition, United donates its used computer equipment to "Computers for Schools." (United Airlines Eco-Skies)

AIRLINES



- ❖ Virgin Atlantic Airways flew the world's first commercial aircraft with biofuel, and it has plans to increase fuel efficiency by 30% by the year 2020. It uses a “starting grid” method for take-off, which allows pilots to wait until just 10 minutes before take-off to start their engines. Airplanes are towed (instead of taxied) from the gates to the starting grid where they wait to leave. The tow system also allows planes to shut off their power within 5 minutes of landing. Virgin Atlantic has a very young, energy-efficient fleet of aircraft (with winglets), and it is working to reduce the weight of planes by using lighter-weight paint, removing unnecessary items prior to departure (like drink bottles, newspapers, and other waste accumulated between boarding and take-off), and replacing metal with carbon fiber where possible. The airline employs a Fuel Panel to focus on fuel efficiency and is a leader in researching biofuels for jet engines. In the air, Virgin serves only Fair Trade coffee, has implemented a strong recycling program, and was the first to offer an onboard carbon offset option to its passengers. On the ground, Virgin uses renewable energy at its UK offices and purchases energy-saving appliances. (Virgin Atlantic's Sustainability Programme)

AIRLINES



- ❖ Japan Airlines aims to cut emissions 20 percent below 1990 levels by 2010 and the company has already achieved a 16 percent reduction. Japan Airlines recently retired 90 aircraft and replaced them with more fuel-efficient airplanes. The airline has ordered an additional 80 planes, some of which are the new Boeing Dreamliner. The airline also recycles all newspapers, magazines, and aluminum cans on every flight and recycles old crew uniforms. Also, Japan Airlines has been working with Boeing and Pratt & Whitney to launch a flight using biofuels. (JAL and the Environment)
- ❖ Delta/Northwest launched a program called Earth Cares in December 2007 to make the airline more sustainable. Part of the program includes a \$1 million donation to Nature Conservancy, a large part of which will be used to preserve the Mississippi River Valley. In addition, Delta/Northwest has already significantly reduced fuel consumption; the airline used 575 million fewer gallons in 2007 than it did in 2000 (winglets installed on aircraft have contributed to the fuel savings). Between 2000 and 2006, Delta/Northwest reduced carbon dioxide emissions by 25 percent. Northwest has been replacing DC10s with the A330, which is 30% more fuel-efficient. In addition, Delta recycled 2 million pounds of waste in 2009, it recycles a million aluminum cans a month, and it even recycles its aircraft carpets. (Delta Airlines Improving the Environment)

AIRLINES



- ❖ Air pollution became an issue as the Environmental Protection Agency targeted sulfur dioxide emissions from ships. Tighter standards were especially onerous for Alaska, and the state sued the federal government to block implementation.
- ❖ The rules say ships must lower emissions within 200 miles of the U.S. coastline. Alaska cruises sail almost entirely within the protected area, and the cost of buying low-sulfur fuel to comply could add \$15 to \$18 a day to the cost of a cruise.
- ❖ Cruise ships emit tons of carbon dioxide, burning fuel oil for everything from propulsion to heat and air conditioning to electricity. The resulting greenhouse gases, including methane, nitrous oxide and carbon dioxide, trap heat in the atmosphere, which a majority of climate scientists say contributes to warmer temperatures.
- ❖ Cruise lines have installed some solar power panels. Celebrity Cruises mounted 216 glass panels on three of its ships; the panels generate enough power to illuminate 7,000 LED lights onboard each vessel
- ❖ Alternative fuels have been advanced as one way to reduce greenhouse gases, but at least for the foreseeable future, none seems practical on cruises, Sweeting said.
- ❖ Liquid natural gas burns cleaner than oil, but it has to be stored under compression and can generate methane if combustion isn't perfect. Fueling stations would also have to be built at ports.

CRUISE SHIPS



New initiatives from other cruise lines include:

- ❖ Costa Cruises picked the 3,750-passenger Costa Pacifica to test a new European Union directive to reduce packaging, paper and wet waste on passenger vessels.
- ❖ Holland America Line last year revamped purchasing so that 75% of its seafood is now ranked "best" on Marine Conservation International's sustainability scale, up from 37% in 2010.
- ❖ Disney Cruise Line helped host an experiential eco-camp for children in the Bahamas in which animal experts taught about marine life at Disney's private island, Castaway Cay.
- ❖ Carnival Cruise Lines is one of several lines using shore power in port. The Carnival Inspiration is plugging in while docked in Long Beach, Calif., and the Carnival Miracle will be shore-power ready by the end of the year.

CRUISE SHIPS



- ❖ Operators' commitment to an efficient "green" business model is strong and growing. An estimated 82% of restaurants participate in recycling NRA Report
- ❖ Restaurateurs appreciate efficiency. An average 75% of operators purchased energy-saving light fixtures in 2012 and reduced their utility bills.
- ❖ A majority of operators across all industry segments have or are looking to invest in energy-and water-efficient technologies, both to save money and conserve the environment.
- ❖ Recycling is the "new normal." Recycling has become business as usual for 65% of restaurant operators. Approximately 74% of operators said they use a back-of-house recycling program, while 43% said they use a program in the front of the house. Customers approve. About 60% said they prefer to patronize restaurants that recycle, with 51% saying they are willing to pay an average of 10% more at restaurants that do recycle. A 2011 study expected 82% of all U.S. restaurants to be recycling in some fashion by the end of 2012.

RESTAURANTS



- ❖ Smart packaging can reduce both packaging waste and food waste. The inaugural Executive Foodservice Packaging Summit, convened by the Association along with the Foodservice Packaging Institute, represented a significant advance in industrywide packaging solutions. The Summit, held in October 2012, engaged participants along the entire value chain and addressed a range of packaging, packaging recovery and industry education issues.
- ❖ Reducing food waste is the goal of The Food Waste Reduction Alliance, a partnership between the Association, Grocery Manufacturers Association and Food Marketing Institute. The Alliance is working towards more efficient food donations, better use of product, and more widespread composting to reduce food waste sent to landfills. Already, about 13% of restaurants participate in composting programs. Another alliance, between the Association and the U.S. Composting Council, promotes composting through awareness and education.
- ❖ The NRA is leading the way to voluntary, industry-driven solutions that increase affordable and sustainable packaging options and expand communities' recycling infrastructures.

RESTAURANTS



LEED promotes a whole-building approach to sustainability by recognizing performance in six key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, indoor environmental quality, and innovation in design.

To earn LEED certification, a building project must meet certain prerequisites and performance benchmarks ("credits") within each category.

Proximity Hotel is a LEED Platinum "green hotel" and the building's design and construction followed guidelines of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System,[™] the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. Developed by the U.S. Green Building Council, LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance.

HOTELS



Around the globe, water tables are falling, underground aquifers are being depleted, lakes are shrinking and wetlands are drying up. Water conservation is necessary in all areas of the world. It is estimated that up to 50% of the water that families used could be saved by implementing simple conservation methods. The savings in energy and sewage treatment costs would all add up. Several hotels have implemented water saving initiatives.

For example, the Willard Intercontinental in Washington D.C. has implemented water-free urinals resulting in savings of 95,000 gallons of water in 2005 (Willard InterContinental Hotel Washington D.C., 2009). Environmentally friendly solutions are also used in the laundry which results in saving tons of chemicals from entering the water system.

Several hotels are now offering meeting and conference options that focus on greening all aspects of the conference; from zero waste and carbon offsetting options, to greening services such as compostable and recyclable products. The latter include things like stationary; disposal free food and beverage service using reusable products such as china and linen napkins, focusing on eco-tours of the hotel and surrounding areas, and locally sourced, organic cuisine.

HOTELS





**KEEP
CALM
AND BE
ECCO
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THANK YOU |