



# Los Angeles Green Lodging Program

*Part of the City of Los Angeles Green Business Certification Program*

*Modeled after the successful Bay Area Green Business Programs, the City of Los Angeles Green Business Certification Program recognizes and promotes businesses and government agencies that volunteer to operate in a more environmentally responsible or sustainable manner.*

*"This is just a first step in our efforts to make Los Angeles a greener and healthier city not only for those who live here, but the millions of people who visit our great city each year." --Mayor Antonio Villaraigosa*

The initial thrust of the City of Los Angeles Green Business Certification Program has been to the hospitality industry with the Los Angeles Green Lodging Program. The City of Los Angeles Department of Public Works Bureau of Sanitation, LA INC Los Angeles Convention and Visitors Bureau and the non-profit organization Green Seal, Inc. provide joint implementation of the program.

On August 28, 2009, a press event was held in Downtown Los Angeles at the Westin Bonaventure Hotel to announce that the Bonaventure was the first to be certified through the Los Angeles Green Lodging Program.

To become a Certified Green Business and participate in the Los Angeles Green Lodging Program, a hotel must be in compliance with all regulations and achieve Green Seal certification according to the GS-33 Hotels and Lodging Standard (details on back).

## Benefits of Participation

*"By choosing to become a Green Seal-certified hotel, the Bonaventure is showing that a race to the top, not the bottom, can be beneficial to both the environment and to the company's bottom line." --Councilmember Richard Alarcón.*

Certified hotels have seen significant cost savings as well as a marked reduction in their environmental footprint. Reduced water and electricity use, reduced solid waste and increased efficiency in use of supplies are just some areas of savings.

The Green Lodging Program gives consumers the opportunity to know which hotels are "green" when planning their visits to LA, and gives hotels an incentive to consider implementing environmentally-friendly policies such as resource conservation and recycling, pollution prevention, and environmentally preferable purchasing thereby reducing their impacts to the environment.

In addition to the use of the nationally recognized Green Seal trademark, certified green hotels receive a "Certified Green Business" decal to post on their front door or window, an electronic version of the logo to use in their promotional materials, green resource guide, and be listed in the LA Bureau of Sanitation, LA Inc. and Green Seal websites.



# Green Seal™ Hotel Certification

*Based on the GS-33 Hotel and Lodging Standard*

## Standard Overview



Green Seal's Lodging standard was created in an open and transparent process by a balanced stakeholder group. It has been updated four times since the publication of the first edition in 1999, and represents environmental leadership in the industry. The standard applies to facilities offering accommodations to travelers around the world. It does not include swimming pools, golf courses or restaurants that are not owned and operated by the property. Green Seal-certified hotels have minimized their waste; implemented energy efficiency and conservation measures; reduced their water use and restricted what goes down the drain in wastewater; minimized use of hazardous substances; and established a policy to purchase green products.

## Certification Process



Interested hotels can fill out a non-binding preliminary application online to obtain information specific to their property. Certification is available at Bronze, Silver and Gold levels. After a full application, fees, and a confidentiality agreement have been submitted, a Project Manager will assist you through the evaluation process. An on-site audit will be scheduled nearing completion of the evaluation, and once the hotel has met all the requirements in the standard, certification is awarded and the hotel is granted license to use the Green Seal mark. Certified hotels are monitored periodically to ensure continued compliance with the standard.

## Tools and Assistance



The Green Seal website provides summaries, checklists, and guides to assist in the application process. The on-line application portal helps you see where you are in the process and provides easy-to-use templates for capturing and submitting information. Personal assistance and trainers outside of Green Seal are also available to guide you and your staff through certification. Call Green Seal for more information at (202) 872-6400.

### For more information:

**Environment LA** <http://www.ci.la.ca.us/ead/index.htm>

**LA Inc. Green Accommodations** <http://discoverlosangeles.com/guides/la-living/green-la/westin-bonaventure-goes-green.jsp>

**Green Seal Certification** <http://www.greenseal.org/GreenBusiness/Certification/GetCertified.aspx>