

Analyzing Green Practices at HOTELS

According to the U.S. Travel Data Center, 43 million U.S. Travelers are “ecologically concerned.” As growing numbers of Americans realize they must protect the beauty of their favorite destinations, the demand for “green” travel experience has grown. Ecotourism, by its traditional definition, is travel that honors the environment and has as little impact as possible. You can assess the environmental practices of your hotel with the below guide.



Environmental business practices to look for

You may be able to recognize new ideas and techniques that could improve the sustainability of your hotel’s operations. Review the list below and then ask: **If you were in charge of the hotel, would you be able to implement any of these steps? Why or why not? If your employer is already doing some of the following, when did the begin doing so and why?**

- Offers a hotel linen program that gives guests the option to not change their sheets and towels every day
- Showers, toilets and sinks that utilize “low flow” hardware to decrease water waste
- Uses energy efficient light bulbs and appliances
- Uses motion detectors to automatically turn off lights that are not in use
- Offers recycling bins in guest rooms and common areas
- Environmental programs or events are listed on the “things to do in the area” Guides
- Uses renewable energy sources such as wind or solar power
- Composts food scraps and/ or donates food leftovers
- Provides shuttles, bicycles, or promotes public transit to offer guests alternatives to driving

Tell us what you found out through an essay, art project or photos at: [greenheartwork@ cci-exchange.org](mailto:greenheartwork@cci-exchange.org)

Analyzing Green Practices at RESTAURANTS

Restaurants serve as centers of American culture and community. It comes as no surprise then that the growing U.S. environmental culture is also visible in restaurants. Serving meals can require large amounts of land, water, pesticides and packaging. The decisions of restaurants can influence environmental issues from global warming to water pollution. With the suggestions below you can improve the environmental practices of your restaurant.



Environmental business practices look for

You may be able to recognize new ideas and techniques that could improve the sustainability of your restaurant's operations. Review the list below and then ask: **Are you able to implement any of these steps? Why or why not? If your employer is already doing some of the following, when did the begin doing so and why?**

- "Sustainable" items, such as organic and local foods on the menu
 - Sustainable food products support the long-term maintenance of ecosystems and agriculture for future generations. Organic agriculture prohibits the use of toxic pesticides, fertilizers, and genetic engineering. Locally grown foods reduce the amount of pollution associated with transportation primarily by fossil fuels.
- Energy & water efficiency and conservation
 - Restaurants can use energy efficient technologies and conservation practices for lighting, heating, appliances, office equipment, and transportation.
- Recycling services existing for waste products such as glass, plastic, metal, cardboard, mixed paper, grease, and ink and toner cartridges. Food waste can be diverted from landfills and made into nutrient-rich soil through the use of a composting service or an on-site system.
- Sustainable paper and cleaning products such as reusable silverware and flatware for in-house diners and to-go products that are made of recycled materials

(Tips from dinegreen.org)

Tell us what you found out through an essay, art project or photos at: [greenheartwork@ cci-exchange.org](mailto:greenheartwork@cci-exchange.org)

Analyzing Green Practices at RETAIL STORES

In many stores across the US, “going green” is already on the agenda. More and more consumers are starting to ask questions about the sustainability of the products they buy. The growth in popularity of organic foods, recycled packaging, and reusable bags is evidence of this shift! Your retail store has the opportunity to take advantage of this growing green movement, and recognize new and innovative ideas.



Environmental business practices to look for

You may be able to recognize new ideas and techniques that could improve the sustainability of your restaurant's operations. Review the list below and then ask: **Are you able to implement any of these steps? Why or why not? If your employer is already doing some of the following, when did the begin doing so and why?**

- Offers reusable bags at check-out, or offer a discount for shoppers that bring their own bags
- Offers certified organic produce, dairy products, and meat
- Allows shoppers to purchase purified water in reusable jugs, rather than disposable jugs
- Recycles or reuse packaging
- Offers recycling for store generated waste (paper, plastic, glass, etc.)
- Uses renewable energy sources such as solar and wind power
- Uses energy saving lighting and appliances throughout the store
- Works with suppliers to ensure products are packaged in recycled or minimally necessary materials
- Provides conservation tips to costumers

Tell us what you found out through an essay, art project or photos at: [greenheartwork@ cci-exchange.org](mailto:greenheartwork@cci-exchange.org)

Analyzing Green Practices in **YOUR COMMUNITY**

In many cities and towns across the US, “going green” is a big priority. Is it a priority in your community? More citizens are starting to ask questions about sustainability and consumption. This interest is apparent in recycling programs and consumption reduction. Find out what your community is doing now and how they could improve their environment.



Environmental practices to look for

You may be able to recognize new ideas and techniques that could improve the sustainability of your community’s operations. Review the list below and then ask: **Are you able to implement any of these steps? Why or why not? If your community is already doing some of the following, when did the begin doing so and why?**

- The community gets its energy from renewable resources like hydropower, solar or wind power.
- Bicycle friendly, the community promotes bike riding with designated bike lanes on streets.
- Public transportation that allows people to use mass transit rather than drive a car.
- A recycling program in place where recyclables can be picked up from residents’ curbs.
- A water quality warning system that monitors pollution levels in waterways.
- Preserves green spaces and prevents over construction.
- A commitment to improving practices and reducing greenhouse gas emissions
- Provides conservation tips to citizens

Tell us what you found out through an essay, art project or photos at: [greenheartwork@ cci-exchange.org](mailto:greenheartwork@cci-exchange.org)

Greenheart Activity Guide

ONE DAY FOR THE ENVIRONMENT

Want the opportunity to improve your environment? A Greenheart Club one-day event is a great way to do it and make a positive impact. These events bring awareness to coworkers, the people you serve, and your greater community about the importance of protecting our environment and planet. Be an advocate for the environment by participating in a one-day event.



Suggestions for one-day Greenheart Club events

- Look around at the natural resources of your region. Spend a day cleaning these resources up whether it's a river, lake, beach or forest preserve.
- Plant trees in a public space like a community park.
- Start a community garden.
- Volunteer at a recycling center.
- Partner with an environmental organization for an educational fair.
- Volunteer with a wildlife organization, caring for injured animals.
- Hold an event or fundraiser to benefit a park or environmental organization.
- Start a composting site at your business and make it an event.

These suggestions are meant to get you thinking about how to get connected to your environment, other ideas are always welcome! Tell us about what you did to improve the environment through an essay, art project, or photos at: greenheartwork@cci-exchange.org.

Greenheart Activity Guide

ONE DAY FOR THE COMMUNITY

Want the opportunity to improve your community through service? A Greenheart Club one-day event is a great way to do it and make a positive impact. These events bring awareness to coworkers, the people you serve, and your greater community about the importance of helping others and getting involved. Get to know your host community and help out by participating in a one-day event.



Suggestions for one-day Greenheart Club events

- Read to and visit with senior citizens at live-in, long-term care facilities.
- Participate in a food or clothing drive to help people living in poverty in your community.
- Serve dinner to people who are homeless at a soup kitchen.
- Volunteer at a hospital by visiting with patients.
- Play with animals at a local animal shelter.
- Help build a house with an organization like Habitat for Humanity.
- Volunteer at a library or museum event.
- Volunteer at an event for a local organization that helps your community

These suggestions are meant to get you thinking about how to get connected to your community, other ideas are always welcome! Tell us about what you did to help your community through an essay, art project, or photos at: greenheartwork@cci-exchange.org.