



*An Introduction to Green Seal
and Its Hospitality Programs*

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Elemental Impact, Atlanta, Georgia

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THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989



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Green Seal's Mission

Green Seal is a non-profit organization that uses science-based programs to empower consumers, purchasers, and companies to create a more sustainable world.

Green Seal's Vision

A Green Economy. One that is as sustainable as possible —renewable, with minimal impact—so that our environment, all forms of life, and our natural resources are protected and our social needs and values are honored.



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Green Seal's Profile

- **501 (c)(3) science-based non-profit organization founded in 1989**
- **Environmental mission with exclusive focus on products, services, purchasing, operations**
- **Leadership standards address nearly 400 product and service categories**
- **Use a multiple criteria / life-cycle approach**
- **No financial interest in certified products/services or in any manufacturer or company**



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Green Seal's Credentials

- ANSI-accredited standards developer
- Complies with ISO 14020 (Principles of Environmental Labeling) and ISO 14024 (Principles and Procedures for Type I Eco-labels) requirements
- Only US member of the Global Ecolabelling Network (GEN)
- Meets US EPA Guidelines for 3rd-Party Certifiers
- Meets Consumers Union criteria for *What Makes a Good Eco-label*
- Complies with FTC Guides for Environmental Marketing Claims (“Green Guides”)



**Consumers
Union**





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RPN's Responsible Purchasing Trends Reports

Most Utilized and Recognized Standards

Standard	Recognized / Utilized
Energy Star	100% / 94%
LEED	91% / 70%
Green Seal	90% / 66%
EPEAT	81% / 61%
FSC (Forest Stewardship Council)	76% / 46%
EcoLogo (Environmental Choice)	87% / 46%
Chlorine-Free	90% / 45%
EnergyGuide	77% / 36%
GreenGuard	71% / 29%
USDA Organic	76% / 28%
Fair Trade Certified	72% / 28%
CRI Green Label	58% / 23%
C2C (Cradle-to-cradle)	70% / 20%
SFI (Sustainable Forest Institute)	59% / 19%
Green-e	51% / 19%
SCS (Scientific Certification Systems)	47% / 15%
DfE (Design for Environment)	61% / 15%
WaterSense	48% / 9%

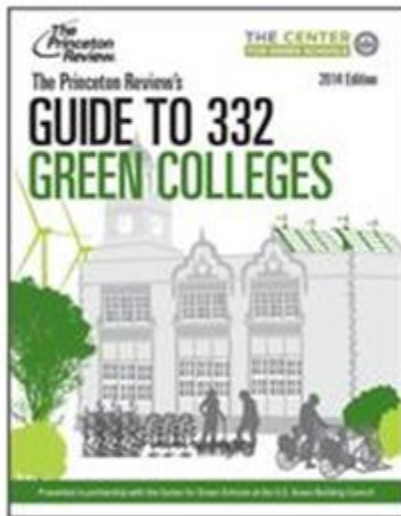
Recognized/Used Standards, Ecolabels & Certifications

Standard/Certification	Recognized / Used
ENERGY STAR	99% / 94%
LEED	97% / 85%
Green Seal	95% / 76%
EPEAT	89% / 69%
EcoLogo (Environmental Choice)	88% / 55%
Fair Trade Certified	88% / 36%
USDA Organic	86% / 46%
FSC (Forest Stewardship Council)	84% / 62%
EnergyGuide	79% / 51%
CRI Green Label	78% / 42%
CFPA (Chlorine-Free Products Association)	76% / 32%
GreenGuard	70% / 37%
C2C (Cradle-to-cradle)	66% / 15%
SFI (Sustainable Forestry Initiative)	64% / 22%
DfE (Design for Environment)	62% / 27%
Green-e	58% / 20%
WaterSense	57% / 21%
Rainforest Alliance Certification*	56% / 11%
SCS (Scientific Certification Systems)	48% / 13%
MSC (Marine Stewardship Council)*	45% / 9%
Level (from BIFMA, Business and Institutional Furniture Manufacturer's Association)*	40% / 9%





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Green Seal Highlighted in Princeton Review's Guide to Green Colleges

On April 17, The Princeton Review released its sixth annual edition of the [Guide to 322 Green Colleges](#). One of the fifteen sustainability-focused questions was as follows:

"Whether the school has a policy encouraging use of Green Seal-certified products."

In fact, Green Seal was the **ONLY** ecolabel for products mentioned in the Guide. This honor and distinction signals to colleges and universities that Green Seal is the most reputable multi-attribute, independent ecolabel for cleaning products.



More than 90% of the campuses surveyed reported using Green Seal-certified cleaning products.



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Green Seal is widely referenced



U.S. General Services Administration





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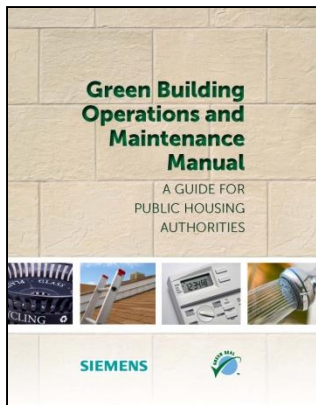
Green Seal's Institutional Clients

- **Federal**
 - U.S. Army, Aberdeen Proving Ground
 - The Pentagon
 - U.S. EPA
 - U.S. Dept. of Energy
 - National Park Service
 - U.S. Dept. of Interior
 - Nat'l Cooperative Highway Research Program
- **Educational & Other**
 - Univ. of Miami, Harvard
 - World Bank, IADB, NFCU
- **State and Local**
 - California
 - Pennsylvania
 - Massachusetts
 - Maryland
 - Virginia
 - Georgia
 - Colorado
 - Los Angeles City
 - Los Angeles County
 - Philadelphia
 - Chicago



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Recent Green Seal Publications

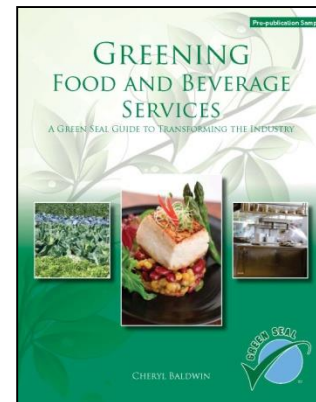


Green Building O&M for Public Housing Authorities

Provides detailed information on green O&M: cleaning, landscaping, lighting, HVAC, purchasing, recycling and more. Includes unit maintenance and turnaround and residential education programs.

Greening Food and Beverage Services

Published by the American Hotel & Lodging Association Educational Institute for use by hundreds of hospitality schools, culinary colleges and community college programs.



National Association of Counties (NACo)

Green Purchasing Tool Kit

Hands-on practical guide to help 3,000+ county governments implement green purchasing. Also a resource for the National Institute of Governmental Purchasing (NIGP).

International Journal of Life Cycle Assessment

- “Restaurant and food service life cycle assessment and development of a sustainability standard,” September 2010.
- “Comparative Life Cycle Assessment of Conventional and Green Seal-Compliant Industrial and Institutional Cleaning Products,” January 2012.





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Green Seal's Restaurant Standard (GS-55) and Certification Program

- **Developed practical standard through work in Chicago**
- **Now expanding city-by-city in US (e.g., NYC, Madison, LA)**
- **Seek local partners to help restaurants move toward certification**
- **Include city government, CVB, restaurant association as partners where possible**



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GS-55

Green Seal® Standard for Restaurants and Food Services

A Guide for Leadership in Restaurants and Food Services

Restaurants and foodservice operations represent one of the largest industries in the US with close to 1 million locations open in 2014*. While they provide an essential service, these operations can have tremendous negative impacts on human and environmental health unless managed responsibly. From natural resource consumption and food sourcing to waste management and training, nearly all processes involved, both front- and back-of-house, can be more sustainable. Regardless of the type of operation, restaurants can still deliver the best quality food and service while protecting guests, staff, and the environment.

Green Seal began its work in the restaurant industry in 2007. Using data from its field studies

Green Seal conducted an original study published in the *International Journal of Food Services* addresses the

The GS-55 standard covers restaurants and food services adapted to the current market. It was developed among Chicago restaurant owners and the University of Illinois Food Services Research Team at the University of Illinois.

Scope of GS-55

GS-55 establishes leadership standards for food service providers, both for independent operators or restaurant chains. The requirements are met at all levels, from grocery stores, or convenience stores. The requirements may apply for certification.

Key Areas Addressed

GS-55 conserves natural resources, reduces waste, and uses environmentally preferable products, and sets a comprehensive set of practices that operations can follow to decrease their environmental impacts.

The requirements in the standard cover:

- Purchase of environmentally responsible food, beverages and supplies
- Waste reduction
- Management of resources
- Training and communication
- Continuous improvement

Key Areas Addressed

GS-55 conserves natural resources and protects human health and the environment by requiring restaurants and food services to purchase sustainable food, reduce their waste, use environmentally preferable products, and conserve water and energy. These criteria create a comprehensive set of practices that operations can follow to decrease their environmental impacts.

The requirements in the standard cover:

- Purchase of environmentally responsible food, beverages and supplies
- Waste reduction
- Management of resources
- Training and communication
- Continuous improvement

SUSTAINABILITY LEADERSHIP STANDARDS



INDEPENDENT THIRD-PARTY CERTIFICATION



SUSTAINABILITY RESEARCH & LIFE CYCLE ANALYSIS



TECHNICAL ASSISTANCE FOR INSTITUTIONAL GREENING



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Green Seal's life-cycle results show that **the leading cause of environmental impact in a restaurant is FOOD,** *representing up to 95% of total environmental impacts of a food service operation.*

"Restaurant and food service life cycle assessment and development of a sustainability standard,"
September 2010



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Food and Other Purchasing

- **Operations must purchase a specified amount of their food from sustainable sources**
 - total purchases
 - seafood
 - coffee and tea
- **Key also to reduce food waste**
 - Set goals for reducing food waste
 - Conduct quarterly audits of pre-consumer waste
- **Operations must also purchase environmentally preferable products and services:**
 - appliances, electronics, cleaners, paper products, paint, and linen services



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Sustainably-Sourced Food

ANNEX B – SUSTAINABLY-SOURCED FOOD (Normative) [from GS-55]

Food or beverages that are certified or officially recognized by one of these third-party programs:

- **USDA Organic**
- **Certified Naturally Grown**
- **Food Alliance**
- **Rainforest Alliance**
- **Protected Harvest**
- **Marine Stewardship Council**
- **Aquaculture Certification Council**
- **Bird Friendly**





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GS Program for Sustainable Chicago Restaurants

Partners

- Green Chicago Restaurant Coalition
- Green Seal
- Green Restaurant Research Team (GRRT) at the University of Chicago
- City of Chicago Sustainability Director supported and spoke at launch

Results

Developed a national restaurant and food services standard that is practicable for retail operations to achieve while representing sustainability leadership.

SAVOR... Chicago
at McCormick Place
Catering • Concessions • Special Events



foodforthought
PREPARE FOR THE EXPERIENCE





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Benefits of Restaurant Certification

- ✓ **Positive customer response to sustainable food**
- ✓ **Meeting planners give preference to green certification**
- ✓ **More corporations are requesting green catering**
- ✓ **Savings from energy and water efficiency**
- ✓ **Positions restaurant or food service as leader**





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Green Seal's Lodging Standard (GS-33) Gives Blueprint for Sustainability

- **“Green” and “sustainable” can be vague**
- **GS-33 is transparent – stakeholders know what makes a hotel green**
- **GS-33 guides hotels – they don't have to figure it out**
- **Compliance with GS-33 ensures a well-rounded approach**



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Green Seal's Lodging Standard (GS-33)

Covers major impact areas:

- ✓ **Waste minimization**
- ✓ **Energy conservation and management**
- ✓ **Fresh and wastewater management**
- ✓ **Health protection**
- ✓ **Pollution prevention**
- ✓ **Environmentally sensitive purchasing**



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LA Green Lodging Program

- Green Seal is the official certifier
- Work with the City (Mayor's office, env'l dept, DWP), LA Tourism and Convention Board, Better Buildings Challenge, LA Hotel Assn.
- Charter program in LA's Green Business Program

LOS ANGELES
MAYOR'S HOTEL CONVENING

September 18, 2014
11:00am - 12:00pm
Los Angeles City Hall
Mayor's Press Room

A WORD FROM THE MAYOR

I want to make Los Angeles the greenest city in the United States and a top destination for tourists, meeting and convention planners, and business people who consider sustainability in their travel plans. To this end, I invite you to participate in the Los Angeles Green Lodging Program, a partnership of the City of Los Angeles, the Los Angeles Tourism & Convention Board, and Green Seal, the nation's oldest and most prestigious non-profit environmental standard-setting and certification body.

I am also pleased to announce that the Los Angeles Better Buildings Challenge (LABBC) has joined forces with the Los Angeles Green Lodging Program to bring its valuable resources to hotels. Working with the Program, LABBC can provide free services and special incentives to help hotels modernize facilities, reduce utility expenses, and improve indoor environmental quality.

To attend, please RSVP to hilary.frestone@lacity.org by Friday, September 5. I hope you can attend and help to make Los Angeles a more sustainable city and destination.

Sincerely,
Eric Garcetti
MAYOR

AGENDA

Welcome
Enrique Zaldivar, Director, City of Los Angeles Bureau of Sanitation

11:00 - Opening Remarks: What Sustainability Means for Los Angeles
Matt Petersen, Chief Sustainability Officer, City of Los Angeles, Office of Mayor Eric Garcetti

11:10 - The Importance of Sustainability in Marketing Los Angeles to Tourists & Meeting Planners
Bud Ovrom, Executive Director, Los Angeles Convention & Tourism Development Department

11:20 - Benefits of Certification
Dr. Arthur Weissman, President & CEO, GreenSeal

11:35 - Take Action, Services to Help You Green Your Hotel
David Hodgins, Executive Director, Los Angeles Better Buildings Challenge

11:50 - Concluding Remarks
Patti MacLennett

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

PARTNERS



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Results

Over 50% of the hotel rooms in the Los Angeles Airport (LAX) Corridor are Green Seal-certified.

Now targeting:

- ✓ ***Downtown***
- ✓ ***Hollywood***
- ✓ ***Westside***





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Results

Chicago promoted GS-33 certification under Mayor Daley to green the city and reduce its environmental footprint.

City subsidized portion of fees for hotels to get certified.

Mayor Daley spoke at press conference launching program.





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Benefits of Hotel Certification

- **Certified hotels realize significant reductions in energy and water use, with concomitant GHG reductions**
- **Westin Bonaventure in Los Angeles saves over \$600,000 per year due to its GS certification**
- **Certification also improves top line by driving revenue from green-minded tourists, businesses, government agencies**



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Benefits of Hotel Certification

- **Certification provides third-party validation of hotel's sustainability efforts**
- **Meeting/conference RFPs now frequently request evidence of sustainability at hotels/conference centers**
- **GMs of GS-certified hotels: *We just show our Green Seal certification and that satisfies the RFPs and meeting planners.***



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Benefits of Hotel Certification

Certification can also improve guest satisfaction.

- According to J. D. Powers, awareness of green programs has a strong impact on overall hotel guest satisfaction.
- On average, satisfaction is significantly higher among guests who report being aware of their hotel's green programs, compared with guests who are unaware of them.





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Green Hospitality in Atlanta

- Can be next focus for Green Seal
- Atlanta is primed to promote green business/hospitality:
 - Zero waste initiatives
 - Existing GS-certified hotels
 - Local partner in Ei
- Can promote certified hotels *and* restaurants together
 - Set apart from LA or Chicago
- Also address convention centers, stadiums, etc.



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