

Green Lodging Michigan

Application Packet



Green Lodging Michigan (GLM) is an effort to encourage the lodging industry to conserve and protect the state's natural resources while increasing marketability and lowering utility costs. Hotels and motels that implement "green" practices have found that they can save money and generate good publicity while helping protect the environment.

Please read over the entire application packet to become familiarized with the program and procedures. Then, to begin the process, complete the application form and send it to the address specified on the form. If you have any questions, please call the Energy Office at (517) 241-6228.

SECTION I: Procedures

GLM is a program designed to help encourage and recognize sustainable behaviors that lead to positive results both for the environment and your facility.

A certain degree of flexibility has been built into the certification process to allow hotel management the ability to choose environmental efforts that best suit their needs and situation. Each facility, before beginning the process, must submit the necessary application materials. After applying, the facility may then begin the certification process by completing the self-assessment packet.

There are three certification levels that can be obtained: Green Lodging Partner, Green Lodging Steward and Green Lodging Leader. The Green Lodging Partner certification level is reliant on a self-assessment and achieving a set of minimum requirements. To be a Green Lodging Steward or Leader a facility must satisfy the minimum requirements and obtain a minimum number of points. Certification is valid for three years. To become recertified, a facility must resubmit a self assessment checklist after the three-year period.

SECTION II: Benefits of Certification

Hotels will seek GLM certification for different reasons. Some will implement environmental improvements to reduce operating costs; some will recognize an opportunity to generate additional revenue by attracting environmentally conscious business travelers, meeting planners and vacationing families; and others will regard it as simply the right thing to do. Most will do it for a combination of factors, but if that's not enough, the GLM program offers additional benefits:

- **Application Level** – Facilities that show interest in the program fill out the GLM application will be added to the GLM Web site as a program applicant. This listing will be updated when the facility is certified at the Partner, Steward or Leader level. If not certified at those levels within one year, the listing will be removed.
- **Green Lodging Partner** – Self-certified lodging facilities will receive a certificate acknowledging their accomplishment and be recognized on the Travel Michigan and

GLM Web sites. They will also qualify for aggregate purchasing of energy efficient products.

- **Green Lodging Steward & Leader** – Facilities that satisfy more than the minimum requirements and obtain a minimum number of points will be recognized on the GLM Web site as a Steward or Leader, receive a plaque to acknowledge their accomplishments and be given preference for State conferences, meetings and travel. They will qualify for aggregate purchasing of energy efficient products. In addition, they may receive special recognition for innovative projects or improvements.

SECTION III: Application Requirements

The first step toward becoming a Green Lodge is to complete the application process. This includes:

- Identifying an environmental champion
 - Forming a multidisciplinary Green Team
 - Obtaining top management commitment
 - Submitting a completed application form
 - Committing to conduct a self-assessment
- A. **Identify an environmental champion:** A successful program needs an enthusiastic person with good communication and organizational skills who can get everyone working together as a team. The environmental champion does not necessarily have to be an environmental specialist; many champions have come from areas such as personnel, food and beverage, administrative offices and engineering. The environmental champion will serve as a liaison between the GLM office and the facility during the certification process.
- B. **Create a Green Team:** A Green Team can be a formal or informal group responsible for ensuring that all environmental improvement practices in which the hotel is participating are being performed timely and correctly. A Green Team is usually comprised of individuals from different hotel functions: housekeeping, engineering, kitchen, front office, maintenance and upper management.
- C. **Obtain top management commitment:** The most important ingredient for a successful environmental initiative is General Manager commitment. Having official sanction will let employees know that resource conservation is an important work responsibility. Once upper management has decided to pursue certification, complete this application. Once received, the GLM Program Office will assign a liaison to assist you in the certification process and/or answer any questions.
- D. **Submit a completed application form:** The application form must be completed in order to be considered a part of the program. Make sure that each area has been filled out to the best of your knowledge and that the form contains the proper signatures. When the application is complete, please mail it to the address listed on form.
- E. **Commit to conducting a self-assessment:** By submitting the application materials, your facility is stating that it is interested in becoming a Green Lodge. You will have one year to complete the self-assessment or the facility will no longer be considered a program applicant.

