



Audubon Green Leaf™ Eco-Rating Program in New York State



"Participating in The Audubon Green Leaf™ Program is the culmination of all of our efforts. It has increased the morale of our staff. It makes them proud to work here. Our guests are behind it. It is an opportunity to influence guests to be more conscious of the environment.

- Jenn Holderied, Owner,
The Golden Arrow Lakeside
Resort, Lake Placid, NY

New York State
HOSPITALITY
& TOURISM
Association



Good for the Environment, Good for Business

The Audubon Green Leaf™ Eco-Rating Program is based on the premise that what's good for the environment can be good for business. This concept is known as *eco-efficiency*. The program combines environmental awareness and education with best management practices tailored to hotels, motels, inns, and B&Bs. It provides information and tools to help reduce operating costs in several key areas, including saving energy, conserving water, reducing waste and proper use and handling of hazardous substances. Members in the Audubon Green Leaf™ Program will be recognized for their environmental efforts and will be provided with tools to help them incorporate their environmental commitment into their marketing strategies.

The launch of this program in New York State was initiated through the New York Governor's Green Hospitality Work Group with support and funding from the New York State Department of Environmental Conservation and the Pollution Prevention Institute. More recently, Audubon International formalized a partnership with the New York State Hospitality & Tourism Association (NYSH&TA) to help improve their environmental performance through the Audubon Green Leaf™ Eco-Rating Program in New York State.

"We're excited to be a part of Audubon International's statewide program to assist hoteliers in obtaining green certification," says Association President Daniel C. Murphy. "I know that the partnerships that will be formed between our hoteliers and Audubon through this program will have a long-lasting impact on New York State's green movement and serve as a shining example for how New York State hotels can become more environmentally friendly."

Earning the Audubon Green Leaf™ Rating

The first step toward achieving Green Leaf™ ratings is for a hotel to become a member of the program. The member then receives educational materials and begins making improvements in environmental performance. Within three years of joining, the hotel enters the "eco-rating" stage, in which it completes an environmental checklist that reviews all areas of operation. After a review of the checklist, a verification audit is conducted upon which the hotel receives a rating for its level of environmental performance—from one to five Green Leafs™. The hotel also receives a report that details ways to improve and achieve an even higher rating in the future. Eco-rating reviews continue annually after the first one.



Program Benefits

- Third-party, credible verification by a non-profit environmental group
- Public recognition and marketing benefits as an environmental leader
- Easy identification as a 'green hotel' for the millions of 'green' travelers
- Structure, information, tools, and advice to reduce operating costs
- Enhanced staff job satisfaction through their involvement

Program Costs

Any lodging facility can enroll in the Audubon Green Leaf™ Eco-Rating Program. There are two ways to join the program. The Basic Membership Fee affords access to materials and information to help make improvements at the facility before obtaining Eco-Rating. Within three years of initial enrollment, the facility must complete the Eco-Rating process.

The Eco-Rating Membership Fee affords all the benefits of the Basic Membership level but also allows the facility to become Eco-Rated. All lodging facilities are encouraged to immediately enroll at the Eco-Rating level to take advantage of the full benefits of the program.

Basic Membership Fee: Basic Membership Fees are \$100.00 per year for Tiers I and II, and \$200.00 per year for Tiers III, IV, and V. If the facility wishes to become Eco-Rated mid-year, the difference of the Basic Membership Fee and the Eco-Rating Membership Fee (first year) is due.

Eco-Rating Membership Fees: Eco-Rating members will be able to market themselves as a Green Leaf™ Facility and use Audubon International's and the Green Leaf™ Environmental logo. When a facility enters as an Eco-Rating member, the following fee schedule takes effect.

Fees for Non-NYSHTA Members

	Tier I	Tier II	Tier III	Tier IV	Tier V
Number of Rooms	1-50	51-100	101-200	201-500	500+
First Year	\$350	\$575	\$700	\$1000	\$1500
Year 2-3	\$175	\$300	\$350	\$500	\$750

Fees for NYSHTA Members

	Tier I	Tier II	Tier III	Tier IV	Tier V
Number of Rooms	1-50	51-100	101-200	201-500	500+
First Year	\$350	\$480	\$600	\$800	\$1250
Year 2-3	\$175	\$240	\$300	\$400	\$625

Note: This three-year fee cycle starts again in Year Four, when the facility is Eco-Rated once again. Program fees are effective January 15, 2010

The Audubon Green Leaf™ Eco-Rating Program is jointly managed by Audubon International and Green Leaf Environmental Communications, Inc.

For members within the Commonwealth of Canada, fees apply in Canadian dollars. For members outside the Commonwealth of Canada, fees apply in United States dollars.

For more information, please contact:

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Audubon Green Leaf Eco-Rating™ Program

Application Form

(Please Print)

Applicant Hotel: _____

Address: _____

Contact: _____ Title: _____

Telephone: _____ Facsimile: _____

E-Mail: _____

Secondary Contact: _____ Title: _____

E-Mail: _____

Are you a Seasonal Property? No Yes **Opening Date:** _____ **Closing Date:** _____

Number of Rooms: _____

Application Fee: _____

Applicable Tax: (Canada only) _____

Total: \$ _____

Applicant Company Representative Signature: _____

Title: _____

Printed Name: _____ Date: _____

Please forward this application form to:

Fred Realbuto
Audubon International
46 Rarick Road
Selkirk, NY 12158
Tel: 518-767-9051, Ext. 115
Fax: 518-767-0069

E-mail: greenleaf@auduboninternational.org

Upon receipt of application and payment, a Green Leaf™ Survey will be forwarded to your attention.

Green Leaf Environmental Communications Inc. or its agent shall not, without the Applicant company's prior written consent, or except as may be required by law, voluntarily disclose information obtained by Green Leaf Environmental Communications Inc. or its agent which the Applicant Company advises (in writing at the time such information is obtained) is confidential, unless such information is (i) already known by Green Leaf Environmental Communications Inc. or its agent, (ii) otherwise available to the public, or (iii) subsequently legally acquired from other sources without any such restriction. The Applicant Company's product/service may not be represented as being Eco-Rated by the Green Leaf™ Eco-Rating Program nor is the Applicant Company entitled to use the Green Leaf™ Logo until a license agreement is signed.