



Sheraton Seattle Hotel: A Leader in 'Green'



"We are proud of the Sheraton Seattle's commitment to environmental excellence and we continuously strive to improve upon our existing efforts to go green," said Matthieu Van Der Peet, general manager of the Sheraton Seattle. "The Audubon Greenleaf Eco-Rating Program allows us to identify the success of those green efforts and to communicate the results to our guests."

The Sheraton Seattle has a long-standing history of supporting environmentally friendly programs. Over the years, they have implemented a number of programs and building enhancements that have furthered environmental conservation.

In 2008, the Sheraton Seattle renewed their commitment to the environment with a comprehensive 'green' strategy that focused on three major areas: building infrastructure and physical enhancements, associate awareness and involvement, and guest participation. The Sheraton Seattle has not only created a corporate environmental ethic to guide them, but has reached out to staff and guests with an environmental message they can take home with them.

Outreach and Education

Giving Guests the Option to Go 'Green': "Make a Green Choice" Program

Like many hotels, each Sheraton guest room has an opt-in linen and towel replacement program that reduces the amount of chlorine, detergents, and water used in the cleaning process. But Sheraton guests are also presented with an additional option: They may choose to decline housekeeping service (and the cleaning chemicals and energy involved in the process) by hanging a "Make a Green Choice" card on the outside of their guest room door before 2 am. In return for going 'green', guests receive a \$5.00 gift card or 500 Starwood Preferred Guest points for each day they participate. The gift card can be used for In-Room-Dining, at the In Short Order coffee bar, the Daily Grill Restaurant or the Lobby Lounge Bar.

In the first two months of the program, over 3,000 guests participated. In addition to the 'green' benefit, the hotel saved significant operating expenses, received numerous positive comments in guest surveys and in online forums, and experienced incremental bookings at the hotel specifically because of this program.



In 2009, the Sheraton Seattle Hotel was awarded a three Green Leaf rating.

Associates Promoting and Practicing 'Green' Efforts

Sheraton Seattle's "Green Team" is a cross-departmental group that promotes and advocates new 'green' practices in the hotel. Formed in 2008, the team educates associates on ways to be 'green' at work and at home.

- The Green Team invites all associates to participate in environmentally-focused charitable organizations and community events that promote cleaning up the Puget Sound and surrounding bodies of water.
- The Green Team posted signage throughout the hotel that includes visual images to educate associates on how to be 'green' at work and at home.
- The "Green Team" encourages employees to choose eco-friendly modes of transportation by offering discounted Seattle Metro passes.
- The "Green Team" has transformed the employee cafeteria into a nearly 100% compostable environment by providing compost bins for leftover food and used napkins.

The Sheraton Seattle family actively supports and contributes to 'green' service events in the community such as The Sweep, a cleanup of Lake Union and the waterways, T-Mobile's Handset Recycling Program, and Earth Hour 2009.

Making Meetings 'Green'



The Sheraton Seattle presents meeting planners with a number of 'green' meeting options. Attendees can participate in the Sheraton 'green' movement by providing them with custom logo water bottle during registration. In addition, water bubblers can be set in meeting rooms and pre-function areas for attendees to fill up their water bottles. By working with the Sheraton Seattle Catering or convention Service Managers, the Sheraton Seattle offers services such as:

- Setting up paper, plastic, glass, and name badge recycling receptacles in pre-function areas.
- Providing pitchers of fresh fruit waters and juices instead of bottled beverages.
- Offering 'green' menus that emphasize local and organic products (thus reducing waste associated with long-haul shipping), including serving fresh baked cookies instead of packaged candy bars and serving guests Starbucks Organic Blend coffee.

Recycling and Composting

In 1993, the Sheraton Seattle was one of the first hotels to introduce a voluntary recycling program. In addition to providing recycling opportunities in all guest rooms, each department contains designated receptacles to collect recycled goods. Examples of recycled materials include: paper, plastic, cardboard, glass, aluminum, fluorescent light bulbs, toner cartridge, oil, batteries and pallets. The Sheraton Seattle also recycles or liquidates carpet, electronics, and furniture during renovations. Composting bins are located in the employee cafeteria; culinary, banquet, and room service departments; and in the Daily Grill restaurant. Each month the Sheraton family diverts nearly 7 tons of compost. The cafeteria no longer distributes individually packaged items or disposable service ware.



All Sheraton Seattle guest rooms are cleaned with approved ‘green’ chemicals. The new products are highly concentrated and are dispensed through a small bag that saves energy by reducing the need for packaging, shipping, and storing of the products. The dispenser reduces landfill waste up to 80% over a traditional rigid container.

Energy Efficiency

The Sheraton Seattle retrofitted its 25 year old tower with the latest in energy efficient lighting. We replaced 16,000 T12 florescent bulbs and associated ballasts with T8 lamps and electronic ballasts. We also replaced 11,000 incandescent bulbs with 11,000 CFLs. We have installed motion-sensored lights in all meeting spaces. In addition, we keep all employee offices dark overnight, and we keep security lights on timers.



The entire hotel is outfitted with compact florescent bulbs. In addition, our meeting rooms feature motion censored lights. With over 75,000 square feet of meeting space, this results in significant energy savings. Energy is conserved in guest rooms through daily light and air conditioning inspections. Employee offices are kept dark overnight, and security lights are on timers. The hotel also features a Building Automation System that allows for a more energy efficient operation of the hotel’s HVAC system.

Based on Starwood’s corporate energy reporting service, Energard Technologies, the Sheraton Seattle achieved a 21% total reduction in its Energy Index for 2008. Our reduction was the largest of the 119 participating Starwood properties in North America. For the 12 months ending in January 2009, our total year-over-year savings for combined utility reduction in consumption equates to \$550,000.

Water Conservation

In order to limit water use, the Sheraton Seattle uses 1.5gpm sink faucet aerators and 2.5gpm shower heads in our guestrooms. Highly efficient low flow toilets (1.6 gallons per flush) are used in all guest rooms adding to the water savings. To save 480,000 watts of electricity, our hotel has replaced a standard electric water heater with an instantaneous steam-to-water heat exchanger. This highly efficient Modular Advance Concept (MAC) system creates instantaneous hot water via a steam-to-water heat exchanger in order to avoid constant heating of hot water in storage tank. The system is more than twice as efficient as the more commonly used systems and saves over 480,000 Kwh of electricity annually and results in a significantly reduced carbon footprint.

The Sheraton Seattle's Continued Environmental Commitment

The Sheraton Seattle Hotel has demonstrated its environmental commitment through a corporate environmental ethic, hotel operations that ensure that conservation issues are addressed, and through innovative programs designed to involved their staff, guests, and vendors. Their involvement in Audubon International Green™ Leaf Eco-Rating Program is one more example of their continuing dedication to environmental education and conservation now and into the future.



The Audubon Green Leaf™
Eco-Rating Program

is jointly managed by
Audubon International
and
Green Leaf Environmental
Communications, Inc.

**For more information,
please contact**

greenleaf@
auduboninternational.org