

A Pocket Guide to Going Green



Produced exclusively for

**The Willard
InterContinental**
WASHINGTON, D.C.



by Crissy Trask
Author of *It's Easy Being Green*

Willard InterContinental Hotel Washington, DC

CONTENTS

FORWARD	3
WHY GO GREEN?	4
GREEN TRAVEL TIPS	4
EATING OUT	9
EVERYDAY TIPS	10
CONSERVING WATER	15
GREENER CLEANING	17
WATCHING YOUR WASTE	18
WILLARD INTERCONTINENTAL - THE NEXT 100 YEARS	21

FORWARD

Washington D.C.'s Willard InterContinental Hotel is committed to Sustainable Development through adhering to the Triple Bottom Line or the "Three P's": Economic Prosperity (Profit), Social Responsibility (People) and Environmental Protection (Planet). The hotel has developed a long term strategy named "Willard InterContinental, the Next 100 Years" which is imbedded in its culture for future generations. A five-year roadmap tracks the hotel's near-term efforts, goals and results.

We hope that our commitment to sustainability will help underscore the belief that we can all be responsible for the well-being of the earth and its communities both on a personal level and in our business life.

This booklet, written by Crissy Trask, author of *It's Easy Being Green: A Handbook for Earth-Friendly Living*, will hopefully entice you to re-think the way you live and interact with the planet. Whether in a hotel, traveling, at the office or at home, there are many attitudes and habits which could be modified in order to become better earth stewards.

"One can make a difference" is an expression which is so well adapted to this new way of life. Any one of us can engage our family, our friends and our business associates to think about positively shaping our future by starting to live differently.

It is our intention to lead by example and we are only at the beginning of the journey.



For more information on Willard InterContinental Hotel's sustainability initiatives, visit www.willarddc.com/sd

For more information on Ms. Trask's work, visit greenmatters.com

WHY GO GREEN?

Today the expression, “going green” means rethinking day to day choices with the intention to lighten our impact on the environment. Going green, or green living, is not a mandate and it’s not simply a virtue: it is somewhere in between—a need—and it is inevitable. The need is not always so obvious or pressing. It’s easy to look outside our windows and imagine that all is perfectly well with the world. Unfortunately our world reaches well beyond the end of our street and is more complicated than what we can see.

Today, 6.6 billion people live on earth—two and a half times the 1950 world population. The demand for energy, water and other natural resources, as well as current lifestyle trends, is more than the planet can handle. Our current lifestyle is unsustainable. The good news is many people now accept that change is needed and they are ready to act.

By taking small steps we can start to transform our lifestyles into ones that draw a link between the choices we make and their impacts on the environment. We have the opportunity and the obligation to affect change for the future as exemplary earth stewardship today will provide lessons for future generations to follow. By changing these patterns now we can reverse some damaging trends and develop a more eco-aware, thoughtful society—putting us on a new, wiser course that prioritizes sustainability in our communities, our environment, and our businesses.

GREEN TRAVEL TIPS

Travel and tourism have significant impacts on energy, water, air quality, waste, ecosystems, and biodiversity. According to the World Tourism Organization, by 2010 the number of people traveling internationally will increase to 1 billion, up from approximately 800 million in 2005. The impacts from this growing industry must be better managed to protect resources, destinations, and the quality of our environment.

Whether traveling for business or pleasure, all travelers can practice good environmental stewardship. The following are some helpful tips for making your current and next trip greener.

MAKING TRAVEL PLANS

A savvy traveler thoroughly researches their travel and hotel choices before booking a trip to compare rates, services, etc. However, there is also every reason to evaluate the environmental impacts of your choices for destination, transportation and lodging.

Fly Less. Aviation only accounts for about 4% of all man made carbon dioxide (CO₂), however it is the fastest growing source of the greenhouse gas, and most emissions are deposited in the upper atmosphere—compounding their warming effects on the planet. Save emissions and money at the same time by choosing alternatives to flying.

- For short hauls, driving can be more efficient, especially when multiple people are traveling together in a fuel-efficient vehicle. Calculate the emissions from driving versus flying at travelmatters.org.

Take the train. Traveling by train will produce the least CO₂ emissions. If going only a short distance, taking the train may actually get you to your final destination faster than if you flew.

If your trip covers some distance, and the destination and timeframe permit a leisurely form of travel, you might want to take a train and hearken back to an era when long journeys stretched out over days and the trip was something to take pleasure in. You would be wise, however, to book first class tickets for the longest legs of your trip—still cheaper than coach airline tickets in many cases. Check for train routes to see if it makes sense for your next trip.

- Within the US: amtrak.com
- Europe and abroad: seat61.com

Fly Direct. Choose direct flights as much as possible. A non-stop flight will produce fewer emissions than a similar flight that makes multiple stops, because much more fuel is burned during take-off, landing, and taxiing than when flying at altitude.



Choose holiday destinations closer to home. Leisure travelers rack up the most air miles. For this group, the best choice can be the choice not to fly. Vacationers can choose holiday destinations closer to home, to which they can take a train or drive—both less polluting for shorter distances

Choose an environmentally friendly hotel. Environmentally friendly hotels have programs in place to save water and energy, reduce waste, and recycle.

Choose the greenest air carrier. Many air carriers have begun to implement fuel-saving measures as a matter of survival if not global stewardship, but in-flight waste reduction and recycling programs are harder to verify. You can research an airline's environmental policy by visiting their website, but if you find nothing, call the airline and ask them directly what steps they are taking to reduce and recycle in-flight waste.

Purchase e-tickets. Reduce paper by requesting paperless tickets when you book a flight or passage on a boat or train.

OFFSETTING YOUR TRAVEL

Carbon offsets are becoming ever popular as a way to reduce one's carbon footprint. A number of companies offer easy ways to calculate and offset your carbon emissions from travel.

Sustainable Travel International, www.sustainabletravelinternational.org, for example, will calculate the carbon emissions from your past or future travel and determine a fee that will offset your emissions through funding of efficiency and renewable energy projects. Rental car companies such as Enterprise, National and Alamo offer customers the option of paying an extra \$1.25 to fund certified carbon-offset projects administered by TerraPass.

A few airlines support similar projects through their own offset programs which give customers the opportunity to offset their travel when they purchase a ticket.

Before committing to carbon offsetting, it is advisable to research the chosen program because not all funds are created equal. Things to look for include price, the types of projects funded, and any form of product verification.

BEFORE YOU LEAVE

Whether leaving for two days or two weeks, follow the steps below to ensure that your home won't consume unnecessary power while you are away.

Adjust the thermostat. In winter, set the thermostat to 50 degrees. Interior pipes won't freeze at this temperature. In the summer, the air conditioner can be turned off if plants and animals are not left in the house. Otherwise, set the thermostat to 84 degrees and close all shades.

Turn it down. Turn an electric hot water heater off by flipping the breaker on the electrical panel. Turn a gas hot water heater to the lowest setting.

Pull the plug. Machines, appliances and gadgets that use standby power continue to draw power even when turned off. Any appliance that hums, has a glowing light, or feels warm to the touch uses standby power. Be sure to unplug things like the toaster, coffee pot, microwave, computer, printer, television, DVD player, stereo, chargers, before you leave to reduce unneeded energy use.

Improve your irrigation system. Automatic systems that come on even when it rains are inefficient; and if you're not home to stop it, lots of water will be wasted. Install a rain sensor that will shut off the system when rain is detected and reset it when the rain has ended and the sensor is dry.

Use light timers. Purchase timers for lamps and outdoor lights so you won't have to leave them on 24 hours a day while you are away in order to make the house look lived in after dark.

Take along rechargeable batteries. Pack plenty of freshly charged rechargeable batteries for your portable devices such as a digital camera, game station, etc. If you will need to recharge batteries during your trip, purchase a travel battery charger from *greenbatteries.com*. Stop using regular batteries which are full of mercury. If you already have some, be aware of where you dispose of them.

HOTEL STAY

Take your eco-values with you when you travel. The hotel industry pays a big price, and so does the environment, when guests forget to practice good water use and energy conservation habits when staying in hotels.

Forgo fresh daily linens and towels. If the hotel has not provided in-room instructions for opting out of fresh linens and towels daily, call housekeeping upon your arrival and tell them you will not require this service until notified otherwise. You might also instruct them not to replace half used soaps.

Use water sparingly. It is always conservation-minded to limit water use to what is reasonable and necessary. This includes taking showers instead of baths, taking shorter showers, and not letting the water run while brushing your teeth or shaving. Such measures are most important when visiting an area with an arid climate, limited rainfall, or otherwise constrained water resources.

Turn it off. When you leave the room, turn off lights, the air conditioner or heat, the television, and any electronic devices you have brought with you.

Pack toiletries. Do not rely on in-room toiletries that are packaged in small containers which lead to extra packaging waste.



Make every effort to recycle. Ask the front desk where you can recycle within the hotel and be careful not to contaminate bins with items that are not allowed. If your hotel does not recycle and you've come by car, take empties home with you for recycling.

Provide feedback. Let hotel management know if you are satisfied or dissatisfied with their policies relative to water and energy conservation, waste reduction, and recycling. Provide suggestions on how the hotel can improve resource conservation policies.

GETTING AROUND

Choosing earth-friendly modes of transportation will not only reduce congestion, pollution, and carbon emissions, but also save you money.

Ride share. Use hotel vans when available, or share cab rides with other travelers.

Use public transportation, walk or bike. Traveling in this manner will give you better access to locals who can provide invaluable information for making your trip better, including directions, recommendations for great eateries, and tips and suggestions for getting the most out of your stay.

EATING OUT

The food we consume not only affects our health; it affects the health of our planet. Organic producers use farming methods and rearing practices that protect land, water sources, the quality of the food itself, and animal welfare. Buying from small, local farmers, when you can, has the added benefits of supporting economic and social equity for small producers, and keeping the transit miles your food travels from farm to table low.

It can be hard to avoid convenience foods and beverages and to eat healthy when on the road. However, it is getting easier with the help of products designed with reuse and portability in mind, and thanks to searchable online databases that help travelers find restaurants in unfamiliar cities that serve wholesome, fresh meals.

Mineral water. It is better to drink tap water. If you prefer mineral water buy a local one or one that is involved in Sustainable Development projects.

Avoid fast food waste. Slow down and enjoy a sit down meal whenever possible to avoid the packaging waste resulting from take out meals.

Support locally owned restaurants. Locally owned restaurants are more likely to support nearby, small farms and offer local, seasonal ingredients that require less energy to produce and transport. Find markets and restaurants that offer food that is healthful, humane, and better for the environment at eatwellguide.org.

EATING FOR HEALTH

Buy organic and transitional food products when possible. Organic growing methods protect soil, water supplies, biodiversity and animal health.

Shop at farmers markets. Food purchased from your local farmers market doesn't have to travel far from the farm to your plate, and many small, local farms practice sustainable agriculture and may just not be willing to incur the expense of achieving Organic certification. Find your closest market at ams.usda.gov/farmersmarkets/.

Avoid at-risk fisheries. According to the Oceans Alive Campaign, more than two-thirds of the world's fisheries have been fully exploited or overfished. The Monterey Bay Aquarium produces a Seafood Watch guide detailing the best and worst choices for seafood. Download the Seafood Watch wallet-sized card from mbayaq.com and refer to it when shopping or ordering at restaurants.

Reduce your consumption of meat. Demand for meat has given rise to industrial-scale ranches and feed lots that largely ignore the principles of sustainability—affecting the quality of impacted land and water and animal care. Eating meat less regularly can help improve environmental impacts from its production.



EVERYDAY TIPS

There are opportunities and occasions to make better choices for the environment all around us. Whether at home, at the office or on the go, there are simple and practical things we can do to become part of the solution to current challenges like climate change, water shortages, resource depletion, and pollution. The tips below will give you many options to start greening your home, your place of business, your activities, etc., and in so doing, contribute to a better future.

CONTROLLING CARBON EMISSIONS

News of climate change has reached most everyone. The majority of scientists, academics, and the general public are convinced of its existence and that human impact plays a

major role.

The United States is the number two nation in carbon dioxide emissions, behind China, and with only 4% of the world's population, it is responsible for 25% of greenhouse gas emissions. With such a large impact, Americans have the ability and responsibility to decrease their personal and collective carbon emissions. Solutions range from simple behavioral modifications to more intensive technological investments. Regardless of one's budget or ambition everyone has the opportunity to influence change.

Heating and Cooling — Heating and cooling account for 50–70% of the energy used in the average American home, so your willingness to make improvements in this area will reduce both your carbon footprint and your home's utility bills.

Install a programmable thermostat. Automatically setback temperatures when you will be away or asleep. A programmable thermostat can lower your overall heating bill by 20%.

Stop air leaks. Air leaks in a home can account for 30% or more of its heating and cooling costs. Close fireplace dampers when not in use, seal gaps around doors and windows with weatherizing products, and seal cracks and holes between heated and unheated spaces.

Dress warmly in the winter. By doing so, you will still be comfortable at a lower thermostat setting. A daytime setting of 68 degrees Fahrenheit (18 degrees Celsius) is often recommended.



Reduce heat loss through windows. If your windows are not energy efficient, install seasonal storm windows. Storm windows can reduce your heat loss through the windows by 25-50%.

Cover bare windows. Shades or curtains can increase the R-value (insulating value) of windows when they are closed, reducing heat gain or loss.

Try to rely on natural ventilation, fans and shading for most of your home cooling. When you must use air conditioning, set it as high as is comfortable; for most people this range is between 78–80 degrees Fahrenheit (23-24 degrees Celsius). For each degree above 78, you will save 6–8% in cooling costs.

Reduce heat gain through windows. Install exterior-mounted sun shades on South and West-facing windows. Exterior shades can save up to 60% in air conditioning costs.

Support renewable energy. If your utility company offers renewable power, sign up! Or visit green-e.org and find out what certified renewable energy options, such as wind or solar power, are available for your home. When renewable electricity is generated, it displaces other conventional electricity generation, such as coal, oil, large hydro or natural gas.

Lighting - lighting now accounts for approximately 17% of the average home's electric bill—up from 8.8% in 2000. The following recommendations for lighting placement and products can reduce energy costs and carbon emissions.

Watch your watts. Use the lowest watt bulb necessary to conserve energy. Stairwells, hallways, exterior porches, and other areas you pass through need relatively little light – about 40 watts incandescent or 13 watts fluorescent.

Switch to compact fluorescent-type bulbs (CFLs). Use CFLs in fixtures that are continuously on for one hour or more each day. Fluorescent lights produce four times as much light per watt, last ten times as long, and therefore cost one third as much to operate as incandescent lights. Ensure that they are disposed of safely as they contain a bit of mercury.

Don't light the day. Install timers, photo sensors, or motion sensors on outdoor lighting fixtures that will ensure they will be on only when needed.

Use natural lighting. Assign rooms and arrange furni-

ture to take advantage of natural light.

Appliances, Electronics and Gadgets — Twenty percent of a typical home's energy consumption is used to power appliances and home electronics. There are many ways to reduce electricity use, and thus energy costs and greenhouse emissions.

Select Energy-Star rated appliances, home electronics and machines. Energy-Star rated products exceed minimum efficiency requirements set by the federal government. Find qualifying products at *energystar.gov*.

Look for the yellow and black Energy Guide labels. If an item you're shopping for is not rated by the Energy Star program, such as a clothes dryer, use Energy Guide labels, where available, to compare the energy usage of one model relative to another.

Cut the power. Even when turned off, many household items today go into stand by power mode and consume energy 24/7—as much as 10% of your household energy use. Cut the power entirely by plugging grouped items—like those in a home entertainment center—into a single power strip. Each night before bed, and when you will be away for an extended period, flip the power strip switch off to stop the power drain.

Take advantage of energy efficient settings. To maximize an appliance's efficiency, make sure you are selecting the energy-saving options available on your model, such as a "no-heat dry" setting on a dishwasher or the "moisture sensor" setting on a clothes dryer.

Transportation – Americans' transportation habits reflect a dependence on the automobile that has become one of the biggest challenges for urban air quality and greenhouse gas emissions. Transportation is second only to electricity generation in greenhouse gas emissions. Using an average fuel efficiency of 20 mpg (a close approximation including Super SUVs, SUVs and cars) if every licensed driver drove 10 miles less each week, over a year we would save 5 billion gallons of gas and 100 billion pounds of CO₂.

Pick up a bus schedule. If you do not normally take the bus, try to find one destination to which you can travel by bus and make a goal of using the bus at least once a week. You may just enjoy letting someone else do the driving!

Leave the car at home. Find occasions to abandon the car in favor of walking or biking.



Consolidate trips. Plan your appointments and errands so you can get the most done with the least amount of driving.

Avoid traveling when traffic is heavy. Stop-and-go traffic consumes more fuel and creates more emissions than continuous flow traffic.

Find a driving buddy. Wherever you are going there is someone else going that way too. Find a friend or colleague to share regular trips, and reduce cars on the road.

Tune it up. A well maintained vehicle will burn fuel more efficiently. For example, just replacing a clogged air filter can improve your car's gas mileage by 10%.

Decrease resistance. Maintain correct tire pressure, remove roof racks when not in use, and keep windows up when driving on the freeway to improve fuel efficiency.

Buy a fuel efficient vehicle. The higher a vehicle's fuel economy, the less carbon dioxide is emitted as a by-product of combustion. Get help finding the most fuel efficient and cleanest vehicles at epa.gov/greenvehicle.

Park and walk. Driving up and down streets or circling parking lots to find a prime parking space burns up extra fuel. Do not be afraid of parking your vehicle far from the building's entrance and walking the rest of the way.

CONSERVING WATER

Water covers 70% of the earth's surface, but only 1% of that water is fresh water, and water use—and misuse—is dangerously high. The US Environmental Protection

Agency predicts that unless communities and consumers implement significant water efficiency and reuse programs, 36 states will experience moderate to severe water shortages by 2013. The good news is more efficient fixtures and appliances, and better habits, can reduce daily, per capita water use by more than 30%.

Replace wasteful toilets. Flushing accounts for the largest share of indoor water use. Older toilets use more than twice the water of a newer conserving model. At 5 flushes per day, you can save 3,540 gallons of water a year with a conserving toilet that uses 1.6 gallons. You can save even more by purchasing a 1.3 gallon model or a dual flush toilet that gives the user a choice between 1.6 gals. (for solids) and .8 gals. (for liquids).

Replace or retrofit your showerhead. Bathing is the third highest use of indoor water in the home. Check your shower head's flow rate by filling a one gallon bucket from it under normal pressure. If it takes less than 20 seconds, you could benefit from a low-flow showerhead. A conserving showerhead has a maximum flow rate of 2.5 gallons per minute. This produces a satisfactory spray and achieves water savings of 25–60% over older fixtures. You could also install a flow restrictor to an existing showerhead to restrict water volume.

Slow the flow at the sink. Your faucets' flow rates (gallons per minute or gpm) should be marked on the piece that screws on to the tip of the faucet. For maximum water efficiency, use an aerator that has a maximum flow of 1.0 gpm. Faucet aerators are inexpensive and easy to install.

Catch water before it goes down the drain. Waiting for hot water? Washing produce? Catch that water with a basin and use it to water plants.

Control water pressure. Rinsing and washing under a faucet at full pressure wastes a tremendous amount of water. When performing chores at the sink, keep water pressure to a minimum. You could reduce related water use by 70%!

Consider a point of use hot water heater. If a home's hot water heater is located far from the kitchen or bathroom, considerable water will be wasted to draw hot water to where it is needed. A point-of-use hot water heater that installs under a kitchen or bathroom sink can save water.

Choose high-efficiency appliances. Clothes washers are typically the second highest water users in the home. Energy Star labeled clothes washers use 35–50% less water and 50% less energy per load than standard washers; and qualified dishwashers typically use 40% less water and 41% less energy than non-qualified models.

Run full loads. Wait for a full load to run the dishwasher and the washing machine. If you must run a smaller load, select a shorter wash cycle for the dishwasher and a lower water level for the washing machine.

Take your lawn out—or most of it. Water consumed for outdoor irrigation can account for two thirds of home water use during the summer. To stay green and healthy, a lawn needs considerably more water per square foot than hardy landscape plants suited to a local climate. Plants used in combination with permeable hardscapes create useable, walkable spaces within the landscape.

Prevent over watering. Install timers to hose bibs to program above ground sprinklers and drip hoses that are not on an automatic system. Install soil or rain sensors to an automatic system that will prevent irrigation from taking place for a certain period of time when the soil is adequately moist or precipitation is detected. Do not water during the daytime.



Never use a hose without a trigger nozzle. A typical garden hose left running wastes 5 gallons of water every 30 seconds.

GREENER CLEANING

We all clean our homes—eventually—and most of us feel that when the grime is gone and the sheets are freshly laundered that our homes are, well, cleaner! However,

there are hazardous substances hiding inside many conventional cleaning products, and when we clean with products that rely on dangerous ingredients to dissolve and remove grime, we are just replacing dirt with a film of chemicals and fumes. Besides the obvious risks to the user of these products and the home's inhabitants, it is estimated that 12 billion pounds of household cleaning products are poured down the drain each year. Municipal wastewater treatment plants do their best to remove pollutants, but what cannot be removed will end up in effluent and re-enter the environment.

Buy natural, nontoxic products. Transitioning to safer products, available through natural markets, mail order, and now even mainstream outlets makes your home and your environment a healthier place to live.

Beware of certain labels. Ingredient lists on cleaning products will not tell you much, so rely on signal words that indicate a product's level of toxicity (i.e. CAUTION -mildly hazardous; WARNING -moderately hazardous; DANGER -extremely flammable, corrosive or toxic; POISON -highly toxic).

Choose to reuse. Break your dependence on paper towels, store-bought sponges, and cleansing cloths. Round up stained or torn terrycloth towels and cotton t-shirts, cut them into squares, and use them exclusively for nearly all your cleaning chores.

Resist "convenience" products. Single-use wipes and attachments for mop heads, toilet brushes and dusters that get discarded after one use are the newest thing in cleaning products, but they do not get our homes cleaner—they just create more garbage faster.

Clean the old fashioned way. Vinegar has been used as a cleaning agent for centuries for good reason. Pure white vinegar is a disinfectant; it dissolves dirt, grease, soap scum, and hard water deposits; and it removes stains and eliminates odors.

WATCHING YOUR WASTE

Today, many of us think nothing of purchasing disposable products, especially if we believe they will biodegrade or can be recycled; but we are clearly not solving our waste

problems with false impressions that when we throw something away it will disappear. Most waste goes to landfills, and landfills today are designed to bury trash, not to assist its decomposition. Furthermore, landfills threaten water and air quality.

Recycling has had great benefits for the environment and the economy, but the national recycling rate is around 32%, which leaves a lot of room for improvement. Reducing waste and improving recycling can reduce the weight and volume of our waste stream and help to keep our environment safe and clean.

Reject disposable products. Disposable products are so commonplace now that the average person creates over 4 pounds of garbage a day! Breaking our reliance on single-use, disposable products will save money and reduce waste.

Bring groceries home in reusable cloth bags. Purchase bags online at *ecobags.com* and *reusablebags.com*. For bags that cost less than a dollar, look for used totes for sale at thrift stores and yard sales.

Buy used. When appropriate, consider reuse before deciding to buy something new. From refurbished laptops to secondhand furniture, gently used, heavily discounted items are light on the environment and your pocketbook. The next time you need something, check the growing number of reuse outlets and online classifieds.

Close the loop. The success of recycling depends as much on a reliable supply of recyclables as on the consumer's commitment to buy back materials in their recycled form. Look for indications that packaging is recycled and seek out products made from recycled materials. The Recycled-Content Product (RCP) Directory at *ciwmb.ca.gov/RCP* assists consumers in finding recycled-content products.

Think before you toss. When it is time to get rid of something, find out if it can be reused or recycled. This includes cell phones, construction debris, batteries and much more. Use the website *earth911.org* to search for recycling and reuse facilities by item and zip code.

Find your old items a second home. It may be appropriate to donate or sell still-useful items in order to keep them out of the landfill. Consider these options to find a new home for your unwanted things:

- Donate to a charity

- Sell via a local newspaper or use online local classifieds such as *craigslist.org*.
- Sell to a reuse store such as a pawn shop or consignment shop.
- Have a yard sale.
- Offer to a friend or family member.

Reduce mail. Direct mail marketing consumes 100 million trees a year. Take the following steps to reduce this now and in the future:

- Opt out of mailings from Direct Marketing Association members at <http://www.dmaconsumers.org/offmailinglist.html>
- Remove your name from the major credit agencies at <http://optoutprescreen.com>
- When giving out your personal information, always request in person or in writing that the company not share your information with others.

Reduce packaging waste. Packaging makes up 32 percent of the municipal solid waste stream by weight or 27 percent by volume.

- All other things being equal choose the brand that has the least packaging.
- Buy products packaged in readily recyclable materials such as paper, glass, steel, aluminum and plastic types 1 and 2.
- Buy the largest size of a packaged product when it makes sense to do so. You will save money and throw out much less packaging over time.
- Use self-serve, bulk food stations that provide refillable containers for groceries such as dried fruits, nuts, grains, peanut butter, maple syrup, cooking oil, etc.

Use rechargeable batteries. Rechargeable batteries, such as Nickel Metal Hydride (Ni-MH), Nickel Cadmium (Ni-Cd), and Lithium-ion (Li-ion) batteries can be recharged over and over—saving consumers money and keeping millions of disposable batteries out of the waste stream. Conservatively, a set of four NiMHs will last 6 years. Recycle rechargeable batteries at the end of their useful life. To find recycling drop off centers go to *rbrc.org*.

Reclaim your tap. There has been a surge in plastic container waste due in part to the popularity of bottled water. If you have abandoned your tap in favor of bottled water, install a home water filter and reclaim your tap for drinking water. You will not only reduce plastic production and

waste, but environmental impacts from the transport of billions of gallons of bottled water each year. If you must buy bottled water, choose locally bottled water packaged in glass instead of plastic and remember to recycle the bottle when possible.

Support companies that practice extended producer responsibility (EPR). When evaluating the many electronics options, look for companies that will take back their products at the end of their useful life and see to it that they are recycled or otherwise disposed of properly. To find computer companies that practice EPR, visit *computertakeback.com*. For other products, contact the manufacturer and ask if they have a take back program.

Do not haul yard waste to the dump. Yard waste makes up the second largest portion of our waste stream and many communities burn it which releases CO₂. Cut your grass regularly and leave grass clippings on the lawn to put nutrients and water back into the soil. In the fall, run over leaves with your mower and use them to mulch around plants.

WILLARD INTERCONTINENTAL - THE NEXT 100 YEARS

The Willard InterContinental has embarked on a sustain-

Willard InterContinental Hotel Washington, DC

ability program for the American landmark hotel entitled, "Willard InterContinental - The Next 100 Years." Based on the triple bottom line of Economic Prosperity, Social Responsibility and Environmental Protection, the holistic plan is comprised of interwoven sustainable projects designed for a luxurious urban hospitality experience in harmony with social and ecological consciousness.

Project Blue - Conserves water and reduces detergent use for towels and sheets. Savings are applied to a revival program for the local Anacostia River. This effort targets both an environmental and a social challenge by providing local youth employment. Savings are also dedicated to sponsoring the creation of water wells in South Africa and Native American tribes in South Dakota. The hotel serves Willard InterContinental co-branded RESTORE Water; a portion of the proceeds goes to reviving the Chesapeake Bay.

Project Green - The Willard has "adopted" Pershing Park located across the street from the hotel. We partner with the National Parks Service to help clean and enhance the once neglected park's usage with compelling public programming. The hotel offsets the carbon footprint of traveling employees by purchasing Cherry Trees to be planted at the National Tidal Basin.

Recycling - We compost food and recycle waste materials including fluorescent light bulbs, parts cleaner, food grease, batteries, computers, old paint and guestroom furniture. Recycling stations/bins to be placed in meeting room containing a three compartment separations well labeled for appropriate recycling practices. Efforts on the hotel's behalf have resulted in 123 tons of recycled waste and 17 tons of composted organic waste, plus a reduction in non-recyclables from 1029 tons in 2005 to 864 tons in 2007.

Energy - The hotel's electricity is 100% garnered from renewable wind power. We use low-impact fluorescents which reduce energy consumption by 13% per year – a practice now adopted by all InterContinental hotels. A Hybrid vehicle is available for guest transportation in the morning.

Food Smart - We purchase supplies that are seasonal, organic, grown locally and raised in a humane ethical manner whenever available and possible. We offer an extensive organic food menu through our green meetings program.

Willard InterContinental Hotel Washington, DC

Green Meetings - Our Green Meetings offering incorporates environmental considerations throughout all stages of the event to minimize negative impact on the environment. A multi-optional, eco-friendly meeting is crafted to the planner's specifications in choosing organic foods and beverages as well as environmentally friendly supplies and amenities for attendees.

Giving Back - Our employees are involved in a myriad of charitable efforts, including reading programs for children in need, "Thank You" meals for wounded troops, fund-raising marathons, food and toy drives and supplies to local shelters.

Employee Wellness - A variety of programs have been made available including smoking cessation, weight loss and bike to work.

Chemical Reduction – We have removed 100% of hazardous chemicals (PERC) for our valet/dry-cleaning service.

Visit

www.willarddc.com/sd



and IHG's corporate responsibility website
www.ihgplc.com/index.asp?pageid=8



Willard InterContinental Hotel Washington, DC

Willard InterContinental Hotel Washington, DC

"Optimism is a good characteristic, but if carried to an excess it becomes foolishness. We are prone to speak of the resources of this country as inexhaustible; this is not so."
- Theodore Roosevelt

"A pessimist is one who makes difficulties of his opportunities and an optimist is one who makes opportunities of his difficulties."
- Harry S. Truman

"The environment is where we all meet; where we all have a mutual interest; it is one thing that all of us share. Whatever its condition, it is, after all, a reflection of ourselves -- our tastes, our aspirations, our successes, and our failures. Fortunately, if we want to badly enough, we can do much to change what is not pleasurable to the eye and spirit."
- Lady Bird Johnson

"It is our task in our time and in our generation, to hand down undiminished to those who come after us, as was handed down to us by those who went before, the natural wealth and beauty which is ours."
- John F. Kennedy



THIS GUIDE IS ALSO AVAILABLE IN PDF FORMAT AT
WWW.WILLARDDC.COM/SD