Funded by a grant from the US Environmental Protection Agency
NJDEP received $180,000 from USEPA to accomplish the following tasks at hotels:

- Reduce greenhouse gas emissions;
- Reduce use of hazardous material;
- Reduce use of water and conserve natural resources; and
- Reduce the generation of solid waste.
Program Implementation

- NJDEP expects to obtain these reductions from the following 5 output efforts:
  - Distribution of printed & electronic informational material, 1,153 hotels (all of NJ);
  - Conducting workshops and conferences at 4 separate events for 300 hotels;
  - Environmental evaluations, followed by technical assistance, education and implementation incentives, conducted by the NJ SBEAP for 120 hotels;
  - Hotel-job training with NJDOL and USGBC for 60 hotels;
  - Environmental evaluations, followed by technical assistance, education and implementation incentives, case study conducted by Stockton College for 10 hotels.
Breaking Down Barriers

Barriers Identified

• Unaware of how much money can be saved;
• The return on investment is too long;
• The capital investment is too high;
• Unaware of State & Federal incentives for implementing conservation efforts;
• Unaware of which conservation efforts are easily achievable.
• Guests are unwilling to compromise on comfort, convenience and luxury; and
• Hotel staff is resistant to change;
Green Hotels Project Benefits

- **Free environmental evaluations:**
  - Green hotels save 3600 gals of water per room per year.
  - Green hotels save 500 lbs of waste per room per year.

- **Free energy evaluations:**
  - Green hotels save $200 per room per year on energy costs.

- **Financial incentives from the NJ Clean Energy Program**
  - Direct install will pay up to 70% on recommended energy efficiency upgrades.

- **Reduced cost or free worker training through the NJDOL and USGBC**

- **Environmentally conscientious hotels perform better:**
  - Green hotels have better satisfaction rates. *
  - Green hotels attract customers. *

(*Travelocity report*)
Held 2 Hospitality Conferences:

- Green Hotel Workshop at Atlantic Cape Community College
- Green Tourism & Hospitality Conference with the Somerset County Business Partners in Somerset, NJ.
Evaluated 29 hotels and identified the following potential savings:

- 412,765.28 kWh of Electricity
- 7,678.09 MMBTU of Natural Gas
- 709.21 tons of GHG Emissions
- 8,975,492.98 gal. of Water
- $271,286.76

91 Facilities to Go!
Developed a guidance document for the implementation of 16 recommended green practices for hotels.
Contracting with Stockton College

10 Case Studies to be performed

In depth evaluation of GHG and Solid Waste Generation, Water and Chemical Usage

Pollution Prevention Recommendations