



LEED VOLUME PROGRAM: TESTIMONIAL

starwood

Hotels and
Resorts



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**- GINA EDNER, STARWOOD
ASSOCIATE DIRECTOR OF
ENVIRONMENTAL SUSTAINABILITY**

STARWOOD HOTELS

LEED Volume Program Testimonial

Starwood Hotels sees resounding success with volume

FOR STARWOOD HOTELS & RESORTS WORLDWIDE, a company that owns nine leading hospitality brands and operates nearly 1,000 hotels in 100 countries, there are many reasons to participate in the new LEED Volume Program.

First and foremost, building to LEED certification criteria makes good business sense. Starwood Associate Director of Environmental Sustainability, Gina Edner, explains. "LEED is becoming almost a requirement in some municipalities, and that's a big sell point for Starwood's own internal development team. Our initial research indicates that LEED certified buildings provide real operational savings for our owner/developers and that they are more likely to retain their value."

But the traditional LEED certification process is very comprehensive and can, therefore, be cumbersome for an organization like Starwood, which plans to add up to 500 hotels in the next few years through their network of owner/developer partners.

THE LEED VOLUME PROGRAM MITIGATES ALL OF THOSE CONCERNS.

According to Edner, "We benefited in ways we didn't even consider. With Volume, we were able to streamline the LEED certification process and, by extension, even our own internal design and construction processes. We now have a comprehensive LEED roadmap, which is essentially a database for case studies and best practices that enables Starwood to economize sustainable solutions, tighten production schedules, eliminate layers of consultancy, and accelerate the entire new building process. The Volume approach not only led to significant cost savings, but it also made for a great organizational learning experience."

The Volume Program has made LEED certification so palatable, in fact, that Starwood's recently launched *Element* brand has required certification for all of its hotels. A LEED Volume Prototype, designed for *Element*, has already shown energy savings of 18% and reduced water consumption by 30% - savings that were incremental to those produced by other, previously implemented efficiency measures.

As Edner points out, "The production roadmap, the reduced need for consultancy, the speedier path to certification, the enhanced energy and resource efficiency, a greater anticipated resale value... these all represent found money that will go directly to our developer partners. It presents a real incentive for them to join us in the pursuit of more sustainable buildings and operations."

Presently, more than 60 Starwood hotels across almost all nine brands are pursuing LEED certification. With potentially 500 more hotels on the drawing boards, it's clear that the value of the LEED Volume Program, like the Starwood organization itself, is on the rise.

TO LEARN MORE ABOUT STARWOOD HOTELS & RESORTS, visit:
www.starwoodhotels.com/corporate/company_info.html

TO LEARN MORE ABOUT THE LEED FOR VOLUME PROGRAM, visit:
www.usgbc.org/leedvolume



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The *Element* brand kitchenette



Salt water pool for *Element*

ABOUT THE LEED VOLUME PROGRAM

The LEED Volume Program is for organizations planning to certify a large number of new-construction projects or existing buildings. It works by establishing verifiable guidelines that, without compromising LEED's rigorous benchmarks standards, streamline the certification process.



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