USGBC Green Destination Challenge

Focus on performance

Engage the hospitality community in a green building challenge:

USGBC Chapters, hospitality associations, and green lodging programs are working together to transform cities, towns, counties, regions, and states into *green destinations* by challenging local hotels, conference centers, and restaurants to track energy and water use, waste data, and other sustainability metrics, helping them make measurable strides toward energy and water savings, waste reduction and diversion, alternative transportation, sustainable purchasing, and LEED certification. Chapters and associations can team up with local government to promote ICLEI's Green Business Challenge.

Energy

Participating properties track their energy usage data in EPA's Portfolio Manager and receive an ENERGY STAR score, which can be monitored over time to gauge energy use and improvements www.energystar.gov

Water

Participating properties track their water usage data in EPA's Portfolio Manager and compare it month-to-month

Waste

Participating properties track their waste management data using EPA's WasteWise Program www.epa.gov/wastewise

*Both Portfolio Manager and WasteWise are free of charge. To create a Portfolio Manager account, visit www.energystar.gov/istar/pmpam

Benefits

Demonstrate a locale's commitment to sustainability through tangible, measurable environmental goals
Build a credible case for being a green destination based on quantifiable performance improvements
Win business from business and leisure travelers alike: conferences and events, group business, transient guests, etc.

Bonus: painlessly prepare properties for LEED certification by helping them work toward increased water efficiency, high levels of waste diversion, and ENERGY STAR scores of 69 (the level that's required for LEED EB certification - learn more about LEED for Existing Buildings at www.usgbc.org/ebom)

Resources

For ideas on how to get started, build out a program, create a program website, set performance targets for participants, etc.:
ICLEI – Local Governments for Sustainability www.icleiusa.org/programs/climate/green-business-challenge
Chicago Green Office Challenge www.chicagogreenofficechallenge.org
USGBC Central Florida Chapter's Hospitality Advocacy Committee and Orlando Destination Green Program
USGBC's Green Venue Selection Guide (based on LEED for Existing Buildings) www.usgbc.org/venueguide

Partnership possibilities

U.S. Green Building Council chapters to find a local USGBC chapter, visit www.usgbc.org/FindaChapter/ChapList.aspx
Local governments to find members of ICLEI – Local Governments for Sustainability, visit www.icleiusa.org
State Green Lodging Programs see a list at travelgreen.org
Destination marketing organizations/Convention and visitors bureaus/Tourism boards www.conventionbureaus.com
Local hospitality associations to find a state or local hospitality association, visit www.ahla.com or www.hsmai.org
Meeting planners to find a Green Meeting Industry Council chapter, visit www.greenmeetings.info
State departments of environment to find a state environmental agency, visit www.epa.gov/epahome
EPA regional offices to find an Environmental Protection Agency office in your area, visit www.epa.gov/aboutepa
Area hotels, convention and meeting centers, restaurants, entertainment venues, and other attractions