

Sample Green Business Case Study Form



Company Information

Business Name:	ABC Hotel – White Plains	Facility Type:	Hotel
Address:	111 First Ave. White Plains, NY	Facility Square Feet:	100,000
Contact Name:	Joe Smith	Facility # of Employees:	75
Telephone:	555-555-5555	Industry:	Hospitality
e-mail:	joesmith@abchotel.com	Trade Association(s):	Nat'l. Hotel Association
Website:	www.abchotel.com		

Summary:

The ABC Hotel - White Plains provides 120 luxurious guest rooms and meeting rooms for the discriminating business traveler, plus an award-winning restaurant. In 2007, our corporate directors implemented a new environmental policy to reduce our carbon footprint and promote green initiatives. We formed a local green team in 2008 to identify and implement programs to make the ABC Hotel – White Plains more sustainable.

Initial Goals/Environmental Initiatives:

<ul style="list-style-type: none"> • Measure current energy use, reduce electric and gas consumption by 10% • Reduce employee transportation footprint • Convert excess paved areas to green space • Measure current water use and reduce water consumption by 10% • Reduce waste by 20% and implement a green procurement policy
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Key Results:

<ul style="list-style-type: none"> • Reduced electric and gas consumption by 12%, saving \$14,000/year, by installing energy efficient lighting and implementing an energy conservation education program for staff and guests. • Provided vouchers to employees for reduced cost public transportation, resulting in 8% increased use of mass transit by our employees • Removed 500 sq.ft. of street side paving and replaced with native landscaping • Reduced water consumption by 18%, saving \$6,000/year, by installing flow restrictors and aerators in all guest showers and sinks. • Reduced waste by 24% by installing guest room recycling bins. Implemented a policy to purchase green bath products for the guestrooms and recycled paper office products.

Next Steps:

<ul style="list-style-type: none"> • Reduce energy consumption by another 10% by upgrading 20% of the guestroom HVAC units • Convert shuttle bus to bio-diesel. • Create a small garden to grow organic vegetables for our restaurant • Upgrade laundry and kitchen equipment to conserve water • Compost restaurant waste and convert to green cleaning products
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