



January 24, 2011

NOTIFICATION TO STAKEHOLDERS: GREEN SEAL STANDARD FOR HOTELS AND LODGING PROPERTIES, GS-33, CRITERION REVISION ISSUANCE

The revised Green Seal Standard for Hotel and Lodging Properties, GS-33, is complete and is now available for applications for Green Seal certification.

This criterion revision proposed a timeline revision to the Bronze to Silver transition timeline from one year (12 months) to three years (36 months). The Bronze level is still considered an introductory level and properties certified to the Bronze level are still required to transition from Bronze to Silver, but will have three years (36 months) to complete the Silver requirements. The timeline revision is to make the Bronze level a more effective introductory level and to maintain consistency across Green Seal standards. In addition, Green Seal also proposed editorial scope modifications, which do not change the interpretation of the standard, but provides more clarity in the language included in the standard.

The standard focuses on waste minimization, energy conservation and management, management of fresh water resources, waste water management, pollution prevention, and organizational commitment like environmentally sensitive purchasing. This fifth edition standard includes a timeline revision for the Bronze to Silver transition requirement and editorial scope modifications. The standard can serve as a tool to help companies begin to take action to improve their practices and is available for Green Seal certification. The standard can be found at: http://www.greenseal.org/Portals/0/Documents/Standards/GS-33/GS-33_Hotels_and_Lodging_Properties_Standard_Fifth_Edition.pdf

The following are the summary of the criterion revision and scope modifications:

- Bronze to Silver timeline requirement was changed from one year (12 months) to 3 years (36 months).
- The standard is applicable in other countries, not just the United States of America.
- The standard does not constitute a restaurant certification and clarifying language has been added.
- The standard is intended to reach beyond the level of laws and regulations, both national and international, so clarifying language has been added.

Green Seal is accepting applications for certification and re-certification to GS-33, with information available at: <http://www.greenseal.org/GreenBusiness/Certification/GreenSealRecertification.aspx>. Green Seal certification involves a Green Seal technical staff review of data and information for compliance to the standard's requirements. A site visit is then conducted to evaluate the implementation of policies at the property. Labels, marketing material, and websites are also reviewed for compliance to the standard and to FTC requirements. If the property meets the Green Seal standard, it will be awarded the Green Seal based on the appropriate tier. The seal may be used on the product, in advertising, promotional materials, catalogs, and in operation/business descriptions.

Once certified, properties are subject to monitoring to ensure that they continue to meet the standard. Any deviation is immediately brought to the property's attention and corrective action must be instituted within an appropriate time. Non-compliance may result in termination of the property's privilege to carry the Green Seal.

Thank you for your interest and time to help develop this criterion revision, and we look forward to helping hotel and lodging properties develop and implement more sustainable policies and practices.

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