



## Audubon Green Leaf™ Eco-Rating Program for Hotels



### Program Benefits

- Third-party, credible verification by a non-profit environmental group
- Public recognition and marketing benefits as an environmental leader
- Easy identification as a 'green hotel' for the millions of 'green' travelers
- Structure, information, tools, and advice to reduce operating costs
- Enhanced staff job satisfaction through their involvement

### Good for the Environment, Good for Business

The Audubon Green Leaf™ Eco-Rating Program is based on the premise that what's good for the environment can be good for business. This concept is known as *eco-efficiency*. The program combines environmental awareness and education with best management practices tailored to hotels, motels, inns, and B&Bs. It provides information and tools to help reduce operating costs in several key areas, including saving energy, conserving water, reducing waste and proper use and handling of hazardous substances. Members in the Audubon Green Leaf™ Program will be recognized for their environmental efforts and will be provided with tools to help them incorporate their environmental commitment into their marketing strategies.

### Earning the Audubon Green Leaf™ Rating

The first step toward achieving Green Leaf™ ratings is for a hotel to become a member of the program. The member then receives educational materials and begins making improvements in environmental performance. Within three years of joining, the hotel enters the "eco-rating" stage, in which it completes an environmental checklist that reviews all areas of operation. After a review of the checklist, a verification audit is conducted upon which the hotel receives a rating for its level of environmental performance—from one to five Green Leafs™. The hotel also receives a report that details ways to improve and achieve an even higher rating in the future. Eco-rating reviews continue annually after the first one.

Audubon Green Leaf™ certified hotels proudly display their certificate to remind their guests and community that the hotel team maintains a commitment to continue their special appreciation for and relationship with the environment. By earning a rating in the Audubon Green Leaf™ Program, you're confirming your commitment to water quality, water conservation, waste minimization, resource conservation, and energy efficiency.



*"Participating in The Audubon Green Leaf™ Program is the culmination of all of our efforts. It has increased the morale of our staff. It makes them proud to work here. Our guests are behind it. It is an opportunity to influence guests to be more conscious of the environment.*

- Jenn Holderied, Owner, The Golden Arrow Lakeside Resort, Lake Placid, NY



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The Audubon Green Leaf™ Eco-Rating Program is jointly managed by Audubon International and Green Leaf Environmental Communications, Inc.

**For more information, please contact**

greenleaf@auduboninternational.org

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Green Leaf Environmental Communications, Inc.  
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Ottawa, ON K2P 0B4  
Canada  
Tel: 613-247-1900, Ext. 222  
Fax: 613-247-2228

## Program Costs

Any lodging facilities can enroll in the Audubon Green Leaf™ Eco-Rating Program. There are two ways to join the program. The Basic Membership Fee affords access to materials and information to help make improvements at the facility before obtaining Eco-Rating. Within three years of initial enrollment, the facility must complete the Eco-Rating process.

The Eco-Rating Membership Fee affords all the benefits of the Basic Membership level but also allows the facility to become Eco-Rated. All lodging facilities are encouraged to immediately enroll at the Eco-Rating level to take advantage of the full benefits of the program.

**Basic Membership Fee:** Basic Membership Fees are \$100.00 per year for Tiers I and II, and \$200.00 per year for Tiers III, IV, and V. If the facility wishes to become Eco-Rated mid-year, the difference of the Basic Membership Fee and the Eco-Rating Membership Fee (first year) is due.

**Eco-Rating Membership Fees:** Eco-Rating members will be able to market themselves as a Green Leaf™ Facility and use Audubon International's and the Green Leaf™ Environmental logo. When a facility enters as an Eco-Rating member, the following fee schedule takes effect:

	<b>Tier I</b>	<b>Tier II</b>	<b>Tier III</b>	<b>Tier IV</b>	<b>Tier V</b>
<b>Number of Rooms</b>	<b>1-50</b>	<b>51-100</b>	<b>101-200</b>	<b>201-500</b>	<b>500+</b>
<b>First Year</b>	\$350	\$575	\$700	\$1000	\$1500
<b>Year 2-3</b>	\$175	\$300	\$350	\$500	\$750

Program fees are effective January 15, 2010

*Note: This three-year fee cycle starts again in Year Four, when the facility is Eco-Rated once again.*

*For members within the Commonwealth of Canada, fees apply in Canadian dollars. For members outside the Commonwealth of Canada, fees apply in United States dollars.*

# Audubon Green Leaf Eco-Rating™ Program

## Application Form

(Please Print)

**Applicant Hotel:** \_\_\_\_\_

Address: \_\_\_\_\_

**Contact:** \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Secondary Contact:** \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Are you a Seasonal Property?** No  Yes  **Opening Date:** \_\_\_\_\_ **Closing Date:** \_\_\_\_\_

Number of Rooms: \_\_\_\_\_

Application Fee: \_\_\_\_\_

Applicable Tax: (Canada only) \_\_\_\_\_

**Total:** \$ \_\_\_\_\_

Applicant Company Representative Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

### Please forward this application form to:

Kevin Gallagher, President  
Green Leaf Environmental Communications Inc.  
171 Nepean Street, Ste. 400  
Ottawa, ON K2P 0B4  
Canada  
Tel: 613-247-1900, Ext. 222  
Fax: 613-247-2228

E-mail: [greenleaf@auduboninternational.org](mailto:greenleaf@auduboninternational.org)

***Upon receipt of application and payment, a Green Leaf™ Survey will be forwarded to your attention.***

Green Leaf Environmental Communications Inc. or its agent shall not, without the Applicant company's prior written consent, or except as may be required by law, voluntarily disclose information obtained by Green Leaf Environmental Communications Inc. or its agent which the Applicant Company advises (in writing at the time such information is obtained) is confidential, unless such information is (i) already known by Green Leaf Environmental Communications Inc. or its agent, (ii) otherwise available to the public, or (iii) subsequently legally acquired from other sources without any such restriction. The Applicant Company's product/service may not be represented as being Eco-Rated by the Green Leaf™ Eco-Rating Program nor is the Applicant Company entitled to use the Green Leaf™ Logo until a license agreement is signed.