

**The Serrano Hotel**  
**Good Earthkeeping Star of the Lodging Industry**  
**Application Form**

The Serrano Hotel makes caring for the planet an integral part of everything we do. Like any hotel in the Kimpton Hotel Group, the Serrano is guided by our EarthCare commitment every day, making choices that minimize our impact on the planet, while demonstrating to our guests that a commitment to the health of our environment and its inhabitants need not mean compromising our level of service. The following demonstrates why we feel that the Serrano Hotel deserves to win the Good Earthkeeping Star of the Lodging Industry award.

**OUR MISSION**

Our mission is to lead the hospitality industry in supporting a sustainable world, by continuing to deliver a premium guest experience through non-intrusive, high quality, eco-friendly products and services.

**OUR EARTHCARE COMMITMENT**

Kimpton Hotels has made a life-long commitment to environmental responsibility. Being environmentally responsible is not a one-day job. It is a commitment that we are dedicated to for life. Every three months, new products and practices are introduced to the Serrano EarthCare program, furthering our vision to reduce our impact on the environment. Of course, all the while we protect the high quality hotel experience our guests expect.

**EARTHCARE PROGRAM STRUCTURE**

The EarthCare Program has been designed so that we can incorporate non-intrusive, 'bottom-line friendly' sustainable business operations and practices, while ensuring guests continue to receive the highest level of service and amenities. Each of the standards we implement goes through a detailed analysis and assessment including:

- Vendor comparisons
- Product sampling and testing
- Quality analysis - comparison to products in use
- Financial analysis - savings/loss on current costs and expenses
- Environmental benefits

The success of the program lies not only in our commitment to the environment, but in our commitment to maintaining the highest quality guest experience as well. Through creative and clever planning, we found it is possible to diminish our ecological footprint while making a positive impression on our customers.

**EMPLOYEE INVESTMENT**

The Serrano Hotel has a designated EarthCare Champion whose role within the hotel is to help move the hotel toward a greener future. Their responsibilities include the following:

- Maintain a passionate belief in the company's efforts to be environmentally friendly and reduce our ecological footprint.
- Provide weekly updates about the successes and areas for improvement of the program.

- Generate new ideas for sparking enthusiasm among staff, maintain motivation to comply with the program, and celebrate successes.

Our EarthCare program and its standards are part of our orientation and training for new employees. Each employee is educated specifically about the standards that are impacted by their professional role within the hotel. In this way, employees begin their tenure with knowledge about how they can make a difference with the program. We also periodically offer incentives and contests so that employees can generate new ideas, provide feedback about how the program works “on the ground”, and help us make the program better.

Encouraging our employees to generate new ideas based on their experience with the EarthCare program also works to our advantage, as it keeps employees interested and engaged, and also insures that we get their best thinking about how we can continually improve the program, and lessen our environmental impact.

The General Manager of the Serrano Hotel, Michael Pace, also spearheads Kimpton’s company-wide EarthCare program, in his dual role as Director of Environmental Programs. He was a major player and supporter of the development of the California EPA’s “Green Lodging” program in 2004. He also serves on an “Energy Star” and AHLA Curriculum Development Committee focused on energy efficiency training and awareness for hoteliers nationwide. Michael will be a featured speaker at the “Green Meetings” conference in Portland in February, 2007.

### **EARTHCARE IMPACTS**

At the Serrano Hotel, we monitor our waste streams based on adopted EarthCare Standards. These standards take into account the total impact of our switch to non-toxic cleaning products, organic coffees and other organic food and beverage products, linen and towel reuse programs, and many others.

We strive to consider the life cycle of the products we purchase, and share information about these products with our company-wide intranet and purchasing database so that all locations can make use of the most innovative products we can identify. We actively share our best practices for the EarthCare program, to insure that improvements made to the program are shared among all locations. This increases the rate at which we learn new techniques and practices, and also keeps all of our locations at a consistent and high level of compliance with the program standards. We make every effort to fully use materials we purchase, and to redistribute items that we no longer use to those that need them. Items that cannot be redistributed are recycled or are disposed of safely.

At the Serrano Hotel, we have adopted the following practices and products:

1. All Serrano Hotel printed materials are printed on minimum 35% recycled content paper with soy-based inks.
2. We recycle cardboard, paper, cans, and bottles hotel-wide. Our diversion rate is above 55%; to increase to 65% by April 2007.
3. We print double sided and then recycle all documents.
4. We use 35% recycle content copy paper (Envirocopy).
5. We return all photocopy and printer toners for recycling.
6. We use minimum 40% recycled content paper towels in employee and public restrooms.
7. We provide a paperless checkout option for our guests.
8. We use eco-friendly soaps and shampoos in guest rooms.
9. All guest rooms are cleaned with non-toxic cleaning products.
10. Odors in guest areas are eliminated using “Nature’s Mist” odor remover, which is non-toxic, eco-friendly and biodegradable.
11. We serve organic, fair trade coffee and teas in our lobby each morning.

12. We serve organic, fair trade coffee and teas in our meeting rooms, room service and restaurant.
13. Our nightly evening wine reception features organic wines two months of the year.
14. All guest room mini-bars now feature 4 organic products (Honest Tea iced tea, Dagoba chocolate bars, Clif health bar and organic Kettle chips).
15. We have eliminated plastic trashcan liners from guestroom cans, diverting over 70,000 plastic bags from landfill.
16. We have eliminated all Styrofoam cups and containers from our hotel.
17. We utilize our company-wide intranet to insure that computers, peripherals, TVs and other e-waste is recycled or redistributed to those that can make use of it. All e-waste is collected by HMR for recycling and donation.
18. Worn guest sheets, towels and unused or partially used toiletries are donated to local shelters such as St. Anthony's, Glide Memorial, Salvation Army.
19. We return coat hangers to drycleaners so they can be used again. This practice results in the return of more than 5,200 coat hangers per year from the Serrano, which saves more than 340 pounds of steel.
20. Employees are provided with free re-usable canvas laundry/garment bags, thus diverting 30,000 plastic bags from landfill.
21. We offer battery and cell phone recycling in employee break rooms.
22. Recycling cans for recycling cans, paper and bottles are provided in all guest rooms.
23. We use washable cups and utensils, instead of disposable paper or plastic products in employee break rooms and lobby.
24. We provide mugs for lobby coffee service to reduce use of plastic stirrers and paper cups.
25. We make an effort to select products that minimize packaging, and communicate with our vendors to let them know that we prefer to eliminate excess packaging and support packaging "take-backs" so that much of the packaging material we receive finds its way back into use.
26. All of our guest rooms feature water-efficient fixtures including sinks (2.5GPM), toilets (1.6 GPF), and showers (2.5 GPM).
27. We have a fully implemented guestroom towel and linen reuse program that has resulted in dramatic water savings.
28. One of our EarthCare Standards is the use of EnergyStar appliances including television sets in guest rooms, and other appliances and machines within the hotel. While we have not completed the transition to all EnergyStar appliances, we are well on our way, and have the change incorporated in renovation plans and capital budgets during the next few years.
29. All back of house lighting has been converted to energy efficient T-8 bulbs, with motion sensors. All exit signs are energy saving LEDs.
30. All guest hallway lights are energy efficient.
31. Our silver colored roof is energy efficient (compared to previous black tar).
32. The Serrano Hotel is committed to energy independence and has initiated efforts to offset its carbon usage. All energy used to power appliances, tvs, radios, etc. are offset with Carbon certificates from 3 Phases that will be dedicated to clean wind power."
33. Restaurant grease collection is diverted to a local company, A Cleaner Earth, which converts it to BioDiesel.
34. Select guests at the Hotel Serrano receive a complimentary copy of sustainability magazines such as "Common Ground" and "Plenty".
35. "Body & Soul" magazine is provided free to all hotel guests.
36. To minimize pollution generated by our staff, we offer Commuter Checks to employees who use public transportation to get to work. Commuter Checks allow employees to pay for transit expenses from their salary before taxes are deducted.
37. We offer discounted parking for hybrid cars.
38. We have elevator and lobby signage to help our guests understand our ecological commitment.
39. Our web site features details of our environmental commitment [www.serranohotel.com](http://www.serranohotel.com) . Click on "Earthcare".

40. Guests are encouraged to bring EarthCare to meetings by enlisting our EarthCare program for events, conferences and meetings. The EarthCare package provides meeting materials and refreshments that comply with our EarthCare standards.

### **RECOGNITION**

- The Serrano Hotel is certified by the California EPA and Integrated Waste Management Board's "Green Lodging" Program.
- The Serrano is in the final phase of certification as a "Green Business" by the City of San Francisco's Dept. of the Environment.
- The Serrano donated 100% of all usable items (linens, furniture, etc) through our membership in the San Francisco "Hotel-Non-Profit Hotel Collaborative".
- We are a major annual sponsor of the "Green Festival" events in San Francisco, Chicago and Washington, as part of Kimpton Hotels.

### **LOOKING TO THE FUTURE**

This year, the Serrano Hotel plans to launch a program to eliminate plastics from its operation wherever possible, to include the elimination of plastic utensils and packaging, plastic wrapping from employee and guest dry-cleaning, and excess packaging that comes to us from other manufacturers. We are making every attempt to work with our suppliers to encourage their reduction of packaging and to raise awareness about the impacts of this type of packaging on the environment. In addition:

- We are working with local laundry services to convert them to using non-toxic cleaning products.
- Office carpet and employee areas flooring replacement in March 2007 will utilize only recycled and recyclable carpet tiles and vinyl tiles, using non-toxic and low-VOC glues.
- Fitness room and business center carpets will be replaced with bamboo flooring and eco-friendly glues in April 2007.
- By March 2007, all paints in the hotel will be replaced by low VOC alternatives.
- We continue to implement energy saving measures across our property.
- We are currently testing the next ten EarthCare Standards to be rolled out in early 2007, which include reusable bags for guest dry cleaning, phone books by request, eco-friendly soaps in public and employee restrooms, and 100% recycled content toilet tissue (to name a few).
- By January 2007, our evening wine reception will feature (in addition to organic wines) organic beer and soda.
- By June 2007, our hotel limousine service will purchase a hybrid car for guest transportation.

Please feel free to call me with any questions!

Sincerely,

Michael Pace  
General Manager, Serrano Hotel  
Director of Environmental Programs, Kimpton Hotels & Restaurants