

# CROWNE PLAZA MELBOURNE

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In September 2005, Crowne Plaza Melbourne became involved in the Savings in the City – Waste Wise program through the City of Melbourne.

Previously only 7% of the hotel's total waste was recycled. In 2007 the hotel commissioned a rubbish audit through Great Forests. The hotel is now recycling 87% of all paper and cardboard, saving \$7,000 this year to date in waste removal fees.

What started as a waste savings program soon escalated into a comprehensive commitment to lowering carbon emissions through gas, electricity, and reducing the amount of water used and land fill produced.

Crowne Plaza Melbourne has developed and implemented seven comprehensive long term environmental strategies to ensure the hotel continues to reduce its environmental impact and improve best practice:

- a. Implementation of an environmental committee
- b. 'Reduce, Reuse and Recycle' initiatives
- c. Water conservation and management
- d. Energy conservation and management
- e. Community benefits
- f. Audit on the impact of all hotel practices
- g. Commitments for the future

The initial component in developing the hotel's environmental strategy was the establishment of an environmental committee which has been integral in implementing, promoting and encouraging sustainability practices throughout all facets of the business.

## Water Management

- ✓ Water management system/water plan
- ✓ Optional cleaning of linen and towels
- ✓ Water saving shower heads
- ✓ Dual-flush toilets.

## Waste Management

- ✓ Use of environmentally friendly products
- ✓ Reuse kitchen oil
- ✓ Reuse signs, name badges etc
- ✓ Locally sourced food/manufacturers
- ✓ Encourage a reduction in paper usage by communicating electronically
- ✓ Recycle paper, rubbish, print cartridges, aluminium, metal etc.

## Energy Management

- ✓ Ventilation systems minimising heating/cooling needs
- ✓ Sensor lighting systems
- ✓ Switch off computers/lights/air conditioners when not in use
- ✓ Energy saving key cards (air conditioner/lights)
- ✓ Energy efficient globes.

## Program Participation

- ✓ AHA Green Accredited
- ✓ Earth Hour
- ✓ City West waterMAP
- ✓ Savings in the City.

## Strategies Implemented

- ✓ Recycling training sessions part of every new employee's orientation program
- ✓ Work with each department to create practical ways to limit waste going to landfill
- ✓ Staff green team
- ✓ Staff inductions and/or training on environmental practices
- ✓ Communication to staff, guests, clients and/or suppliers about green initiatives
- ✓ Use/provide biodegradable products
- ✓ Sustainability audit/environmental plan.

## Accolades Received

- ✓ Earth Check (Green Globe) Bronze benchmarking status and currently preparing for Earth Check Silver benchmarking.

## Projects to be Completed

- ✓ Environment management plan
- ✓ Environmental audit.

## Other

Crowne Plaza Melbourne has invested significantly in improving lighting types and installing timers and sensors, including the implementation of LED lighting in lobby areas. These changes not only reduce energy costs, but significantly reduce maintenance costs.

Infra red sensors have been installed in all rooms which turn off lights automatically if the room is unoccupied. A new thermostat upgrade causes fewer shifts between higher and lower temperatures, saving energy on maintaining a constant room temperature.

An additional audit by Sustainability Victoria was converted into an 'energy management systems project' (total cost \$180,000) that was finalised in 2009. Projected savings of 569,347kWh (14.3% of total annual consumption) of electrical energy and 1,716 GJ of natural gas energy (6% of total annual consumption) and a significant reduction in greenhouse gasses per year are forecasted as a result.

An environmental guest engagement pilot program was also implemented which gave guests the option of opting in to environmental initiatives. Pilot guest rooms showed an increase in towel reuse, a reduction in linen laundry and a reduction in waste. This successful program is now being rolled out to other IHG hotels in Australia and New Zealand.