

Recycling and Composting Case Study

LARGE HOTEL

W Hotel

181 Third Street, San Francisco

- Scope: Recycling and composting for 404 room hotel
- Diversion: 70%
- Highlights: "Green Team" meets every two weeks to improve participation



Elements of Success

What are your motivations?

- Reducing environmental impact
- Financial savings
- Participation is expected
- Participation enhances brand
- Differentiates us from other hotels

What are other sustainable elements?

- Free bicycles for loan
- Hybrid parking discount
- Carpooling for guests
- Energy conservation
- Restaurant purchases wine from local/organic sources
- MAGC (Make a Green Choice) program for guests to opt out of high water- and energy-use housekeeping practices
- Work with vendors to reduce packaging
- Goal is Zero Waste
- LEED EB Silver
- SF Green Business



"Green Boards" promote initiatives



In-room diversion is branded

Best Practices

- In-room recycling with signs
- Utilized Recology and an independent consultant to implement/sustain program
- Certifications drive improvement
- "Green Team" committee members rotate every three months to spread recognition
- Committees share feedback for continual improvement
- "Green Notice Board" reinforces initiatives
- Recycling and composting participation included in new-hire orientation
- Language-specific communications and on-going trainings

Results

- **70% diversion from landfill**
- **Annual savings: \$100,000**



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