



EARTHCHECK

For more information about
how EarthCheck can help your
business, please email:
andre.russ@earthcheck.org

EarthCheck Pty Ltd
PO Box 12149
George Street
Queensland 4003
Australia

P: +61 7 3238 1900
E: andre.russ@earthcheck.org
W: www.earthcheck.org



EARTHCHECK
GOLD CERTIFIED
2015

THE LANGHAM, BOSTON

The Langham, Boston is nestled amongst the economic and cultural heartland of Massachusetts, providing a luxurious haven within the bustling city. The hotel features classic architectural design, boasting 318 traditionally styled rooms, ranging from grand hotel suites to a collection of deluxe and parlour rooms. The hotel also features an indoor pool, a spa, a 24-hour state of the art gym, 3 restaurants, function rooms and lounge areas.

The hotel overlooks the gardens of Post Office Square, and a short walk from the lobby will lead guests to the Faneuil Marketplace, the New England Aquarium, the Financial District, the Boston Convention Centre, dozens of restaurants and Boston Harbour itself, making The Langham, Boston an ideally placed centre for tourists.

In 2009 The Langham, Boston joined the EarthCheck Benchmarking and Certification Program to become more environmentally, economically and socially sustainable. Since then, The Langham, Boston has launched a number of sustainable initiatives to improve their performance and activities, with a proven commitment to sustainability, which has earned them the coveted Gold Certification award for 2014.

This case study provides further detail outlining how The Langham, Boston achieved sustainability certification through the EarthCheck program.

Analysis of The Langham, Boston's activities against the EarthCheck Company Standard indicates that they have consistently achieved results superior to others in their sector, and have made changes to their activities which has resulted in:

Minimising the amount of waste sent to landfill equivalent to filling 20 shipping containers.

Reducing GHG emissions equivalent to taking 721 small cars off the road

Introducing the Connect Activities Corporate Program, which ensures effective social and community management

Increased guest participation in Earth Hour and World Environment Day

The majority of the assessed EarthCheck indicators show **results which are superior to others in their sector**

6 STEP EARTHCheck PROGRAM: TOWARDS CERTIFICATION

THE LANGHAM BOSTON

ABOUT THE LANGHAM, BOSTON & EARTHCheck

After joining the EarthCheck program in 2009, The Langham, Boston achieved EarthCheck Gold Certification for 2014. Their Certification Certificate is displayed in the Business Centre, Guest Compendium and on staff noticeboards.

Bob Stone, the Director of Purchasing at The Langham, Boston recently revealed that “the EarthCheck program brought the idea of sustainability to the forefront within the property. It dramatically increased awareness as to the impact on the environment the hospitality industry has. This allowed us to identify environmental risks and implement processes to mitigate those risks”.

1. POLICY

The first key step towards becoming EarthCheck certified involves addressing the question: does your organisation have an Environmental and Social Sustainability Policy?

An Environmental and Social Sustainability Policy is a document which is given to the managers of your organisation, the suppliers and contractors servicing the hotel, and to staff and customers who work in and visit the hotel. The Sustainability Policy outlines the social, economic and ecological values to provide a framework for environmentally sustainable and responsible practises, activities and operations. The aim of the Sustainability Policy is to document the overall commitment to achieving sustainability. The Policy demonstrates leadership in sustainable development and works towards developing an organisation that will foster sustainability values. A Sustainability Policy is also produced and endorsed at the highest managerial level of the organisation. It outlines how The Langham, Boston will continually improve their activities in sustainability and benchmarking.

Benchmarking is a form of data analysis that allows organisations to compare their performance with other similar organisations in their local region, and also provides guidance for which areas of operation need improvement.

The EarthCheck Company Standard advocates The Langham, Boston to identify opportunities for local employment within their Environmental and Social Sustainability Policy. Annual reviews are also required under the Company Standard, which allows the Policy to be perfectly tailored to reflect the type of activities The Langham, Boston undertakes.

With EarthCheck's guidance, The Langham, Boston created:

- an Environmental and Social Sustainability Policy
- an environmental action plan and risk assessment
- a statement of environmental commitment; and
- the Connect Activities Corporate Program, outlining environmental initiatives and planning

These documents have helped The Langham, Boston to manage their activities and has facilitated continual improvements, which is further aided by the second step of the EarthCheck program: Benchmarking.

2. BENCHMARKING

What sets EarthCheck apart from other certification organisations is our comprehensive data collection and analysis program. EarthCheck requires clients to annually submit data covering their performance against 10 Key Performance Areas (KPA's).

Assessment against these 10 KPA's demonstrates The Langham, Boston's performance against Best Practice levels, which are derived from data collected across their local region. The EarthCheck Company Standard requires The Langham, Boston to go through a process of ensuring their activities align with the EarthCheck Company Standard criteria, and then to benchmark their activities to demonstrate their performance.

The hotel collected benchmarking data from various sources:

- meter readings onsite
- working with waste collectors; and
- by reading electricity bills sent from their providers.

The Langham, Boston is also required to keep records of their benchmarking reports to ensure they are monitoring their progress continually, and have done so for the minimum length of three years. The Langham, Boston must also keep records of relevant regulations to monitor their progress, which forms the third step of the program: Compliance.

6 STEP EARTHCheck PROGRAM: TOWARDS CERTIFICATION

3. COMPLIANCE

In order to demonstrate The Langham, Boston's compliance to local and national regulations, Langham, Boston compiled a regulation register with legislation relevant to their organisation. This identified all environmental, social, cultural, quality and health and safety requirements for legal operation.

Any licenses, leases, permits or agreements currently in use were also identified and recorded into the legislation register. The register helps The Langham, Boston ensure all their activities are in line with current regulations.

Examples of documents forming components of their legislation register include:

- entertainment licenses
- workers compensation insurance policy
- health permits; and
- valet parking permits

The previous steps combined guided the hotel to develop their risk assessment and action plans as part of the fourth step: Approach.

4. APPROACH

Step 4 of the EarthCheck program required The Langham, Boston to develop their Risk Assessment and Sustainability and Environmental Action Plan as part of their sustainability approach. The EarthCheck company standard requires the Risk Assessment to identify and assess actual or potential risks of The Langham, Boston's activities. Consideration of the views of internal and external stakeholders associated with The Langham, Boston's organisation allows fully effective identification and avoidance of any risks.

The Langham, Boston's Environmental Action Plan ensures environmental, social and cultural harm is minimised. Targets and objectives for improved performance are also outlined as a requirement under the EarthCheck company standard. These documents allow The Langham, Boston to monitor and measure their performance against their Policy and benchmarking assessments. They also allow The Langham, Boston to make improvements towards targets which will enhance their activities and ultimately result in economic savings through reducing their use of energy, water and waste consumption.

The Sustainability Approach addresses and assesses all environmental risks faced by their business. Some organisations may be additionally required to create an environmental management system (EMS) due to the impacts and scope of their activities. An EMS is a detailed sustainability approach to manage an organisation's social and environmental impacts. For example, if an organisation has actual or potential ecological or social impacts, is located within a culturally significant area or has over 500 guest rooms, they will be required to develop an EMS.

EarthCheck also required The Langham, Boston to appoint a member of their organisation as the EarthCheck Coordinator. A Green Team was also established, which ensures that the company continues to manage and monitor their performance in line with the Company Standard and effectively reports the hotel's performance to management and key stakeholders. The 'Green Centre' within the hotel provides an area where environmental education and information is provided to team members.

5. PERFORMANCE

The fifth key step of the EarthCheck program asked The Langham, Boston whether they had implemented strategies to manage all applicable 10 Key Performance Areas (KPA) of the Company Standard. This step requires the hotel to measure and effectively manage their performance in areas such as:

- greenhouse gas emissions,
- energy consumption
- water use
- social and cultural management
- sustainable paper purchasing and chemical use; and
- solid waste management

The EarthCheck Company Standard promotes the value of sustainable use of resources, the use of efficient machinery and cultural awareness and respect as key components of performance monitoring through the EarthCheck program. The Langham, Boston has implemented savings programs, daily monitoring and adjustment initiatives and is keeping inspection records. The activities they undertake as part of this step are reflected in the sixth step of the program: Communication.

6. COMMUNICATION

As part of the sixth and final key step of the EarthCheck program, The Langham, Boston were required to communicate their Environmental and Social Sustainability Policy and achievements with staff, clients, suppliers and stakeholders. They also send their Environmental and Social Sustainability Policy and code of ethics to suppliers every year. Performance reporting based on the hotel's benchmarking data is also communicated to key stakeholders, which facilitates active communication and engagement. The hotel displays their Policy in staff areas, the business centre and the guest compendium.

This process shows stakeholders, such as suppliers and guests, how The Langham, Boston is performing and how the hotel has improved the sustainability of their activities. Additionally, The Langham, Boston created a complaints handling policy and procedure, which helps the hotel manage feedback effectively to improve their guests' experience.

The Langham, Boston also encourages customer and supplier participation in their environmental and social programs, which further aids the value and understanding on the importance of sustainability management and monitoring. The feedback received from effective communication enables The Langham, Boston was required to make further changes to their activities which will improve their policies, performance, management and monitoring for future years.

Energy

The Langham, Boston has completely incorporated the use of renewable energy into its operations. The hotel is certified with Constellation Energy, which recognises their use of natural gas throughout the hotel. This initiative contributed to a reduced green house gas emissions level of **4.6 kg CO₂-e/ Guest Night**, which is a result which is superior to others in their sector. The reductions in GHG emissions are also equivalent to taking 721 small cars off the road.

An energy efficiency program is also in place. Changes made through this program are:

- Use of an Energy Management System which schedules room air conditioning
- Use of energy efficient lamps and natural lighting wherever possible, which has resulted in saving over US\$44,000
- Installation of double glazing and window tints, which has saved over US\$38,000
- Recent roof renovations
- The installation of motion sensors in offices and stairwells, to reduce energy use when unnecessary.
- Installed new chillers resulting in an annual savings of US\$75,000
- The use of variable speed drives for domestic water pumps, air handler units, kitchen supply & exhaust fans, which has also contributed to lowering energy use in the hotel.

These changes resulted in **energy consumption levels which are consistently superior to others in their sector.**



Energy saving initiatives resulting over US \$150,000 worth of savings

GHG avoidance equivalent to taking 721 small cars off the road



Water consumption results consistently superior to others in their sector



Water

The Langham, Boston has incorporated many water saving initiatives.

- All toilets within the hotel are dual flush
- The majority of taps and showers have low flow fittings
- Dishwashers also feature low-flow fittings
- Regular equipment maintenance ensures water leaks are fixed as soon as possible, which has contributed to significant water savings since 2009.
- The “Guest of the Earth” water saving program aims to encourage guests to save water through reusing towels and not having bed linen changed daily.

These actions resulted in **reducing potable water consumption to 421.3L/ Guest Night**, which is a result which is superior to others in their sector.

The Langham, Boston also met **65.5% of their water savings rating target**, which is **15.6% better than the average Level.**

Social and Cultural Management

The Langham, Boston has demonstrated continual commitment to ensuring effective social and community management. As part of the Connect Activities Corporate Program, verbal reports on environmental initiatives are made at leader's meetings twice a month on energy, water and waste usage and the amount of paper used. The hotel also ensures their goals and expectations are communicated to their guests suppliers, promoting their Environmental and Social Sustainability Policy for greater awareness, through initiatives such as Earth Hour and World Environment Day

Staff training, information and participation are key elements of The Langham, Boston's sustainability approach. Over 80% of their staff are employed locally, and are provided with a copy of the company Policy containing the Sustainability Approach and Risk Assessment during induction, and are kept informed by regular Town Hall meetings, departmental meetings and a daily newsletter. Staff also participate in the "Clean the Greenway" program which maintains and improves local parks for the benefit of the city and its people.

Participation in management directions during staff meetings is also encouraged. The Langham, Boston also provides an innovation notice board and employee recognition programs to recognise their goals and achievements.

The Langham, Boston participates in a number of corporate activities such as Earth Hour, the JP Morgan Challenge and World Environment Day. The hotel also partners with non-profit organizations such as the Greater Boston Food Bank and Community Servings where over 800 guests participated in the organisation 22nd annual LifeSavor Benefit at the hotel, which raised US\$555,000 for the organisations. Community Servings' provides food and nutrition services in 18 cities throughout Massachusetts to individuals and families living with critical and chronic illnesses.

The Langham, Boston also supports the local community by ensuring they source about 39% of their goods from local sources. They also support local charities that benefit Inner City Youth Programs, The Arts and Coastal Clean Up Day.



Connect Activities Corporate Program ensures effective social and community management

Encourage guests to participate in Earth Hour and World Environment Day

Langham Boston sources 39% of their goods from local sources



Waste reductions equivalent to filling 20 shipping containers

Waste recycling rating consistently superior to others in their sector

Solid Waste Management

The Langham, Boston has waste minimisation and recycling strategies in place to reduce the amount of waste sent to landfill. All glass, plastic, cardboard, paper and metal is sorted, stored and sent to a processing plant where they are converted into reusable materials.

Kitchen oil is collected and sent to a processing plant where it is converted to biofuel. Approximately one ton of food waste is collected every week from the hotel, and is sent to a facility where it is converted to compost and sent to local farms.

Collaboration with the "Clean the World" organisation enables The Langham, Boston to collect and donate any left over soap to third world countries, after being sterilized. Guest amenity bottles are also collected and donated to the Boston Rescue Mission, which distributes the contents to various shelters in the greater Boston area.

Half of Langham Boston's waste is recycled, reused or composted, leading to meeting 65.1% of their waste recycling rating target for 2014, which is **superior to others in their sector**. These initiatives have also enabled The Langham, Boston to reduce **their levels of waste send to landfill equivalent to filling 20 shipping containers**.



THE LANGHAM
BOSTON

CONTACT THE LANGHAM, BOSTON

Address: 250 Franklin Street, Boston, MA 02110

Phone: +1(617) 451 1900

Website: www.boston.langhamhotels.com



EARTHCHECK

THE PLANET DESERVES MORE THAN HALF MEASURES

If you wish to find out more about how EarthCheck can assist your organisation, please contact us at:
PO Box 12149, George Street, Queensland, 4003, Australia
Phone: +61 7 3238 1900 Email: info@earthcheck.org
www.earthcheck.org