

Promising Practices



Businesses

Eco-conscious guests can sleep easy at Brookstreet Hotel

Brookstreet Hotel's high environmental standards are present in all facets of the company, from management to housekeeping. In 2006, the hotel instigated a Green Committee responsible for communicating with staff members about how to implement more environmentally friendly initiatives.

its consumption of candles by using rechargeable ones. Customers can save 10¢ by bringing a reusable mug to the Brookstreet Café. Guests are asked to opt to reuse linens and towels from one night to other to avoid wasting water and energy by having them washed daily.

Waste Diversion

After a 2007 waste audit, the hotel developed a system to divert more waste from landfills. Actions included starting an organic waste disposal (this alone diverts 1.76 tonnes of waste a month), donating old room amenities to the Union Mission, recycling ink cartridges and purchasing refurbished ones, and increasing the number of recycling bins around the hotel. A 2010 audit's results showed that waste diversion had doubled since the 2007 audit and that another 70% of waste destined to the landfill could be diverted, which Brookstreet sees as an opportunity to have an even greater impact.^{1 2}

Vivreau Water System

A 2009 study found that bottled water uses up to 2000 times more energy than tap water and that the energy equivalent of approximately 50 million barrels of oil is used to manufacture bottles for the global market.⁴ After its Green Committee brought up the issue, Brookstreet opted for a Vivreau water system to filter, chill and bottle water in glass bottles that are sterilized and reused at the hotel, eliminating the wasteful transportation and disposal of an estimated 20,000 plastic bottles a year.⁵ The system cost an initial \$1000 and has a monthly fee of \$400. The in-house bottling concept has been well received by clients, who gladly pay the reduced rate for sparkling water (non-carbonated water is complimentary).⁶

Saving Paper

Nightly audits are now paperless, saving over 70,000 sheets of paper a year. Faxes are automatically received by email, instead of printed out. For printed material, Brookstreet uses an eco-print supplier whose water-free press prints on Forest Stewardship Certified (FSC) paper with vegetable-based inks.³

Local Food

As a member of both Savour Ontario and Savour Ottawa, Brookstreet Hotel is committed to sourcing food from the Ottawa region and promoting local food products. Specifically, Savour Ottawa Food Service members "must purchase at minimum 15% of their food costs, or \$25,000, directly from local farmers."⁷

Reducing and Reusing

Brookstreet's Au Naturel Spa offers a \$1 discount on pedicures for those who bring their own reusable flip flops. Additionally, the spa reduces

Purchasing Green Energy

Since July 2009, Brookstreet has been purchasing renewable energy from Bullfrog Power for its meeting rooms and lobby, which account for 15% of the hotel's electricity use.^{8 9}

Furthermore, Brookstreet encourages its guests to support green energy by giving free parking to those who drive hybrid vehicles—all others must pay for parking longer than 3 hours.¹⁰

Energy Conservation

Lighting is turned off and heating reduced in unoccupied guest and meeting rooms via an automated climate control system. The hotel is installing meters on windows in order to harvest natural light instead of using artificial lighting. It also installed infrared sensors in the kitchen to make the venting system on-demand. High-energy accent lighting was removed, and the building's incandescent light bulbs are progressively being replaced by compact fluorescents. The hotel is investing \$40,000 in lighting retrofits for the garage with an expected payback period of 1.5 years.^{11 12}

Recognition

Brookstreet's efforts to reduce its environmental impact have been commended. The 4 Green Keys designation (out of a total of 5 keys) is given to hotels that score between 60.0 and 79.9% on their green assessment, indicating the hotel "has mature programs in place that involve management, employees, guests, and the public, and which have shown substantial and measurable results."¹³ The hotel is assessed in 9 areas, including water and energy conservation, air quality, waste management, environmental management and community outreach.¹⁴ Brookstreet also received a 4 out of 5 score in the Audubon Green Leaf Eco-Rating¹⁵ and was featured as Hydro Ottawa's Company for Conservation for September 2009. Hydro Ottawa was particularly impressed that "[i]n June of 2009, Brookstreet used 40,000 kilowatt-hours less than was used during the same month in 2008."¹⁶

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References:

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- ⁴ Gleick, PH and Cooley, HS. "Energy Implications of Bottled Water." *IOP Science*. Feb 19 2009. <http://stacks.iop.org/ERL/4/014009>. Accessed June 2011.
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- ⁷ Savour Ottawa. "Our Membership." *Savour Ottawa*. Nd. www.savourottawa.ca/members.php. Accessed June 2011.
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- ¹⁰ Brookstreet Hotel. "Frequently Asked Questions." *Brookstreet Hotel*. Nd. www.brookstreet.ca/faq.php. Accessed June 2011.
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- ¹² Supra note 2.
- ¹³ Green Key. "Green Key Ratings." *Green Key Global*. Nd. www.greenkeyglobal.com/site/about/gk_ratings.htm. Accessed June 2011.
- ¹⁴ Hotel Association of Canada. "Green Key." *Hotel Association of Canada*. Nd. www.hotelassociation.ca/site/programs/green_key.htm. Accessed June 2011.
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