



## **“Inspired by Nature” Program: The Palms Hotel & Spa Environmental Initiatives**

Our “Inspired by Nature” Program is the Environmental Action Plan we have created to assist The Palms Hotel & Spa in preserving the environment and caring for the world we live in.

This program encompasses many initiatives to reduce the potentially negative impact our business has on the environment. Through collaboration with our owners, employees, guests, suppliers and business partners, we are actively working to continuously improve and innovate on practices aimed at:

- Conserving natural resources
  - Energy conservation and efficient use
  - Water conservation and efficient use
- Minimizing waste and pollution by
  - Reducing
  - Reusing
  - Recycling
- Greenhouse gas reduction
- Reduction in, and proper use and handling of, hazardous and toxic substances
- Raising environmental awareness among our associates, guests and the community at large
- Training, educating and engaging our employees and guests
- Sourcing food sustainably and locally
- Volunteering in environmental initiatives

We acknowledge that in many ways we, like the global community, are only in the early stages of developing and implementing the many changes that will be necessary to minimize our impact on the environment. Every day we strive to become greener, constantly reminding our team members to act with the environment in mind. The goal is to challenge the status quo and to find greener solutions wherever possible. This program is a work-in-progress, evolving and improving on a daily basis.

On the next pages you will find a summary of environmental initiatives already in place at The Palms Hotel & Spa, as well as our future plans for continued green success.



## The Palms Hotel & Spa. *Inspired by Nature*

*Nature is what inspires everything we do at The Palms Hotel & Spa...*

### **Nature inspires our décor**

The tropical climate, exotic flowers, palms and trees in the gardens, the proximity to the crystalline waters of the Atlantic Ocean, the white sandy beaches, marine life and dune vegetation surrounding our sanctuary – all influence our décor and ambiance. Natural products are used wherever possible, and many furnishings feature patterns and colors inspired by the environment surrounding the property

### **Nature inspires our cuisine**

Essensia Restaurant & Lounge's natural gourmet cuisine follows a farm-to-table philosophy, offering a seasonal selection of wholesome global cuisine with emphasis on premium local and sustainable ingredients. Working with local farmers and carefully selected purveyors, including an on-site Chef's Organic garden, The Palms' signature restaurant provides healthful and flavorful dishes made with locally sourced ingredients, sourced in a vibrant and distinguished style. In addition, our Lounge specializes in sustainably farmed wines, all-natural premium cocktails made with organic and craft spirits, fresh herbs and fruit and craft beers. Essensia's commitment to sourcing sustainably has earned us the Slow Food "Snail of approval". Moreover, Essensia's culinary team is involved in community educational programs such as the Miami Dade Schools Department of Food and Nutrition's Chef's Move to Schools Program and the Common Thread's charity, which teach children about nutrition and the preparation of wholesome, healthy dishes.

### **Nature inspires our spa**

The hotel's Aveda lifestyle spa is a 5,000-square foot facility, featuring holistic treatments and rituals set to deliver a highly personalized experience to pamper and relax with natural and botanically derived Aveda products. All Aveda products are made of pure flower and plant essences, largely organic and in tune with the environment as per Aveda's core mission "care for the world we live in, from the products we make to the ways we give back to society".

### **Nature inspires our values**

Environmental Friendliness is one of The Palms Hotel & Spa's "10 Core Values", promoting green operational initiatives through our comprehensive "Inspired by Nature Program", including programs for reducing, re-using and recycling, quarterly beach clean-ups, an in-house Green Team and participation in the Sustainable Hospitality Council. The hotel has a 4 Green Key eco-rating, is Florida Green Lodging accredited, and has been awarded the Sustainable South Florida Award in the Green Practices category by the Miami Chamber of Commerce in 2011.



## Environmental Accreditations & Awards

### Green Key Eco-Rating Program



Green Key Global is an Eco-Rating Program designed to recognize green hotels, motels and resorts that are committed to improving their environmental and fiscal performance. In January 2013 Green Key Global awarded The Palms Hotel & Spa a 4 Green Keys rating describing the hotel as, *“A hotel that has shown national industry leadership and commitment to protecting the environment through wide ranging policies and practices. Mature programs that involve management, employees, guests, and the public have shown substantial and measurable results.”*

The Palms Hotel & Spa has been recognized as one of only two hotels in Miami Beach, one of four hotels in the Miami Dade area, and only one of 15 hotels in Florida to have been awarded by Green Key Global with a 4 Green Keys rating.



In February 2013 The Palms Hotel & Spa became the only hotel in Florida and one of only 40 hotels worldwide to receive a 4 Green Keys rating for its meetings and convention facilities.

For more information please visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com)

### Florida's Green Lodging Program



The Palms Hotel & Spa has been recognized as one of only 14 Miami Beach hotels to achieve an honorable designation from the state of Florida's Green Lodging Program. The Green Lodging Program awards Florida hotels, motels, resorts and bed & breakfasts that have demonstrated a commitment to succeed in protecting Florida's natural resources.

Criteria for achieving this distinguished award, which is valid for three years, include forming an internal Green Team with an "Environmental Champion" leader, carefully managing water, and energy conservation, implementing at least two new environmental practices during each three year designation and working to reduce the amount of waste produced.

For more information please visit [www.dep.state.fl.us/greenlodging](http://www.dep.state.fl.us/greenlodging)



## TripAdvisor GreenLeaders™: Silver level GreenLeader



The TripAdvisor GreenLeaders Program identifies hotels and B&Bs that are committed to environmentally friendly practices like recycling, water efficiency and reduced energy consumption. In July 2013, The Palms Hotel & Spa received the Silver Level Green Leader Certification, making it easier for travelers to find and book a greener stay. For more information please visit [www.tripadvisor.com/GreenLeaders](http://www.tripadvisor.com/GreenLeaders)

## The Green Awards



In March 2014 during the **2<sup>nd</sup> Annual City National Bank Better Beach Awards** a total of 13 awards recognizing the best in sustainability, architecture, design, marketing, restoration, and preservation were presented by The Real Estate Council of the Miami Beach Chamber of Commerce honoring influential, trendsetting leaders in the local community. The Palms Hotel & Spa was the winner of the **The Green Awards** category.

More information regarding the event can be found under: [www.miamibeachchamber.com](http://www.miamibeachchamber.com)

## Sustainable Communication & Education Award



For two years in a row, 2014 and 2013, The Palms Hotel & Spa has won the **Sustainable Hospitality Award** in the **Green Communication & Education** category.

This award is presented by the Greater Miami & The Beaches Hotel Association, Board of Directors, and the Sustainable Hospitality Council and recognizes outstanding hotel properties and businesses that are advancing the principles and practices of sustainable hospitality, resource conservation and the preservation of South Florida's unique environment. Awards were presented in the following categories:

- Energy Efficiency & Conservation
- Water Efficiency & Conservation
- Waste Reduction & Recycling
- Communication & Education
- Overall Sustainable Hospitality



The award in the Communication & Education category recognizes properties that have implemented employee training and/or guest education programs to communicate the hotel's sustainability initiatives to staff, guests and the public. Properties that have organized and actively engaged in activities that promotes sustainable hospitality practices, environmental health, and community sustainability.

More information regarding the award can be found under:  
[www.miamibeachchamber.com](http://www.miamibeachchamber.com)

### Sustainable South Florida Award



In November 2011 The Palms Hotel & Spa won the **Sustainable South Florida Awards** in the **Green Practices** category.

This award is presented by the Miami Chamber of Commerce every Fall and honors South Florida businesses, individuals, groups and organizations that have made significant contributions to sustainability making an impact in the community with the development of sustainable practices, products or services -- creating a world that is ecologically sound and economically viable. Awards were presented in the following categories:

- *Green Business: Innovation, Technology, Product or Service*
- *Green Building: Design & Construction*
- *Green Education & Outreach*
- *Green Practices (includes marketing)*
- *Green Visionary*

The award in the Green Practices category recognizes effective, measurable and adoptable sustainable or green practices in the workplace and community.

More information regarding the award can be found under:  
[www.miamichamber.com](http://www.miamichamber.com)



## Environmental Initiatives

### 1. Reducing

#### Use of paper

- Documents are printed only when absolutely necessary
- Printed memos are avoided where possible
- Guests and clients are given the option to have proposals and or finalized bills emailed
- Guests can choose if they really require an envelope for their final bill
- The HRIS system in the Human Resource Department has created an automated process which simplifies paper processing
- All staff receive pay stubs, W-2, W-4 forms online and can submit any changes via computer
- Document retention system is designed so we can print less reports and store less paper. We are able to virtually print reports right into the system and distribute them via email. We are also able to create forms that can be filled out on the system and sent for electronic approval to people with an email address. This system greatly reduces our paper and toner consumption at the hotel
- Signature capture pads have been installed at the Front Desk reducing the need to print registration cards. The guest is able to view the registration card on the pad and then sign
- In order to reduce significantly the number of catalogues and junk mail received, the hotel is subscribed to [catalogchoice.org](http://catalogchoice.org) which eliminates the amount of junk mail received
- To reduce the use of hand paper towels, high efficiency air dryers have been installed in some public bathrooms
- **FUTURE** initiatives
  - a. We are working on reducing the number of BEO's printed and looking for paperless alternatives for some departments
  - b. An e-reader is being tested to replace the printed in house guest list and events

#### Use of Energy

- KW consumption has been minimized by replacing incandescent lighting to compact fluorescent but mostly LED lighting through the entire hotel. Now we are replacing all fluorescent lights to LED's in the back of the house which consume even less energy
- Thermostats in guestrooms are set at 75 degrees all year round
- Energy management building automation system controls AC and lighting in many areas of the hotel already
- Fans/heaters are turned off when leaving rooms/offices
- All guestroom ceiling fans are high-efficiency Energy Star fans and are turned off in vacant rooms
- All lights and most electronic equipment are turned off when staff leaves offices, guest rooms, meeting rooms, etc.



- Higher efficiency equipment has been installed for pool heating
- Motion sensors have been added in store rooms, offices, stairwells, etc to switch off lights when no one present
- 45% of guestroom windows have been replaced with impact storefront fixed heat treated windows with grey tinted and laminated glass
- For maximum air conditioning efficiency and maintenance of indoor air quality, sliding doors have replaced regular doors wherever possible
- **FUTURE** initiatives
  - a. The parking garage that is currently being built for the hotel will have between 6 and 12 charging stations for electric vehicles
  - b. The remaining 55% of guestroom windows will be replaced with impact storefront fixed heat treated windows with grey tinted and laminated glass. The project is expected to be completed by March 2016
  - c. The chillers will be serviced and retro fitted to make them more efficient

#### **Use of water**

- 1/3 of our toilets are eco-friendly toilets that use hand wash water to flush
- The rest of our toilets are water conserving toilets that only consume 1.28 GPF
- All our showerheads and faucets are low flow at 1.5 GPM
- Water consumption is reduced through our Linen and Towel re-use program
  - a. Approx. 3 gallons of water are conserved for each towel that is reused
  - b. Approx. 4 gallons of water are conserved for each sheet that is reused

## **2. Re-using**

- Essensia Restaurant's water glasses are made from repurposed bottles by The Green Glass Co. [www.greenglass.com](http://www.greenglass.com)
- The hotel's guestroom key system has been replaced with Salto Key System. Since the keys do not have a magnetic strip, they are more durable, can be reused more often and are entirely recyclable
- Paper is printed on both sides where possible
- Used paper is re-used for internal note taking
- Shredded paper is used to stuff boxes
- Envelopes and filing folders are re-used
- Most of the guest drink-ware is already re-usable (including that at the pool and beach). The only exceptions are:
  1. The spa
    - Tea cups are made of paper and water cups are made of plastic (PETE 1 and both of which are recycled). In the future these will either be re-usable or made of a more environmentally-friendly alternative such as PLA and bagasse.
  2. The complimentary fruit water cups at the entrance and in the garden
    - These are made of plastic (PETE 1 which can be recycled). Steps are being taken to find environmentally-friendly alternatives made of PLA.
  3. The glasses at the pool and beach during periods of high demand



- All staff drink-ware are reusable – currently no disposable plastic or Styrofoam is used in the staff cafeteria. Paper containers have been phased out and the hotel has provided all staff members with a reusable coffee/drink mugs for usage
- Nail files and buffers in the spa are sanitized and re-used
- Spa sandals are sanitized and re-used
- Mildly used office material and toiletries are donated to Camillus House shelter
- Mildly used towels and linens are given to employees or also donated to Camillus House shelter
- Guests can decide to re-use their towels and linens
- Dry-cleaning clothes hangers are given back to the dry-cleaning company and re-used

### **3. Recycling**

- Recycling bins are available in all rooms, public & outside areas, in the spa, offices and back-of-the-house areas
- Most cardboard, plastic, paper and metal is recycled
- Batteries and fluorescent bulbs are on a special disposal program which does not go to a landfill
- All printer cartridges and electronic waste are on a special disposal program which does not go to a landfill



## More Environmental Initiatives

### Cleaning

- A. Some of the fertilizers and herbicides used are biodegradable and organic.
- B. Our cleaning chemicals are designed to be safe for humans and the environment with most chemicals recognized by DfE (Design for the Environment Program).

### Disposables

- A. Disposable food service items are made from sugarcane, a renewable crop. They are compostable and recyclable. The lids are made of pulp and PLA.
- B. Disposable paper hot cups contain approximately 90% compostable cellulose fiber by weight which can be processed in commercial composting facilities and they can also be recycled. They meet the Sustainable Forestry Initiative (SFI) Certified Sourcing and Chain-of-Custody standards, promoting responsible forestry practices.
- C. Straws are biodegradable and are only added to drinks if guests request them. Additionally cocktails are served with paper straws
- D. All disposable ware used at events by the hotel are made of biodegradable or environmentally friendly materials (either made of bagasse, corn, PLA, or plant starch by Bioplanet [www.bioplanetproducts.com](http://www.bioplanetproducts.com) and Eco Products [www.ecoproducts.com/plant\\_starch\\_cutlery](http://www.ecoproducts.com/plant_starch_cutlery)).

### Furniture

- A. More than 65% of our total furniture has been made either from recycled content, rapidly renewable materials, urea-formaldehyde free, or locally produced.

### Pampering

- A. Spa and in-room toiletries are Aveda whose products are to 90% made of organic ingredients, sustainably sourced and packaged in 100% postconsumer recycled containers. <http://www.aveda.com/aboutaveda/index.tmp>
- B. Aveda products used in the spa are in refillable dispensers.
- C. Spa eco-friendly nail-care is Spa Ritual whose products and packaging use vegan ingredients including plant essences that are wildcrafted or organic. The formulations are naturally colored and free of synthetic dyes. <http://www.spiritual.com/philosophy/>



### Paper & Pens

- A. Toilet /Tissue Paper is made by Solaris Paper with fibers from renewable sources sourced from 100% legal and responsibly managed sustainable sources awarding them the PEFC Chain-of-Custody Certification.  
<http://www.solarispaper.com/environment.php>
- B. Much of the stationery and brochures are printed on recycled paper with soy ink.
- C. Our pens are made with recycled heavy stock paper and plastic trim.

### Partnerships

- A. The Palms Hotel & Spa works closely with ECOMB (Environmental Coalition of Miami & the Beaches). Their **Green Tips to keep our beaches clean** can be found in all in-room Guest Directories. [www.ecomb.org](http://www.ecomb.org)
- B. The Palms Hotel & Spa is a strong supporter of Citi Bikes, a green initiative in Miami Beach whereby visitors can easily rent bicycles. [www.citibikemiami.com](http://www.citibikemiami.com)
- C. The Palms Hotel & Spa supports at least one environmental partner in their yearly fundraisers. In 2015 and 2014 this partner was Dream in Green, a non-profit organization whose mission is to develop and implement programs that promote energy conservation and efficiency, environmental sustainability, and the use of renewable energy through programs such as the Green Schools Challenge which help educate the children of our community on environmental sustainability. In 2013 it was Fertile Earth, a non-profit dedicated to promoting environmental awareness and supporting environmental research. They are best known for their composting and waste reduction initiatives as well as South Florida's only earthworm farm in Homestead.
- D. The head of the Green Team is a member of The Greater Miami and the Beaches Hotel Association's Sustainable Hospitality Council, created to advance the awareness and adoption of sustainable practices by providing guidance, expertise and resources to Association members. The Council also works to increase visibility of members' sustainability practices in domestic and international markets to promote the Miami hospitality industry's image.
- E. The hotel offers an eco-friendly guest package that includes a beach clean-up.
- F. The Concierge offers guests eco-friendly and nature inspired excursions such as kayak tours, kite surfing lessons, snorkeling tours, and walking or bicycling tours of the local area.

### Sustainable, local and organic

- A. On-site Essensia's Organic Chefs Garden consists of 6 individual beds totaling 750 square feet of organic growing space providing herbs and seasonal produce used in many of the restaurant's recipes. Private tours may be arranged.  
<http://www.essensiarestaurant.com/about/the-garden/>
- B. All seafood at Essensia restaurant comes from a sustainable source and is line caught.
- C. Many fruits and vegetables at Essensia restaurant are locally grown and organic.



- D. All meats and poultry at Essensia are grass-fed and natural – organic where possible.
- E. The wine list at Essensia restaurant is 100% sustainable, organic or biodynamic.
- F. Many cocktails at Essensia Lounge are made with natural fruit juices and organic or eco-conscious spirits.
- G. We are members of the Slow Food Miami, a non-profit, 100% volunteer organization that supports our local community from the ground up – from the Edible School & Community Gardens planted to encourage the enjoyment of foods that are local, seasonal and sustainably grown; to the local growers and artisan food makers that are supported for their use of sustainable methods. All proceeds from events and donor contributions support local school and community gardens. In 2011 Essensia was awarded the Snail of Approval which highlights those producers, purveyors and artisans who contribute to the Quality, Authenticity and Sustainability of the food we eat and the beverages we drink in Miami.

### Textiles & Care

- A. Our Linen company – Spotmaster Linen “R” Us - recycle and conserve water and energy by using final rinse water as pre-rinse water for subsequent cycles in washing machines and steam traps. They are Green Friendly Cleaners Certified and a member of the Green Cleaners Council.  
<http://www.spotmasterlinensrus.com/>
- B. The dry-cleaner used <http://www.a-cleanerworld.com/> is rated with 4 out of 5 leaves by the Green Cleaner Council  
<http://greencleanerscouncil.com/directory/FL.html>
- C. The Dry-cleaning clothes protectors are made of biodegradable material.
- D. Front desk, Concierge, and Pool & Beach uniforms are made from a combination of recycled and organic fibers

### Training

- A. New team member orientation trains on being environmentally friendly and green which is one of our Core Values. One month of the year is dedicated to being Environmentally Friendly.
- B. The hotel’s annual Management Performance Appraisal & Development Plan includes Green Compliance/ Initiative as one of the performance factors/criteria.
- C. The hotel’s Hourly Team Member Performance & Development Appraisal includes rating on adherence to Hotel Values such as environmental friendliness.

#### **FUTURE** initiatives

1. Green and environmental behavior will be part of each team member’s job description.
2. Team members will be taken on tours of Waste Management recycling plant and landfill compostable plant.



## Volunteer

### **Environment**

The hotel encourages guests and staff alike to participate in environmental volunteering projects such as the Adopt-a-Beach and Coastal Cleanup programs.

### **Adopt-a-Beach**

(<http://ecomb.org/programs/litter-prevention/adopt-a-beach-program/>)

This program is a partnership project between the City of Miami Beach and ECOMB. It is a program which is not just about litter. It's about the need for clean oceans, shorelines, and waterways. It is about residents and visitors working together to create permanent solutions to shoreline and marine debris.

The Palms Hotel & Spa has adopted the beach between 29<sup>th</sup> and 32<sup>nd</sup> streets and has hosted clean-ups every quarter since 2011.

**International Coastal Clean-up** ([www.oceanconservancy.org/our-work/marine-debris/international-coastal-cleanup-11.html](http://www.oceanconservancy.org/our-work/marine-debris/international-coastal-cleanup-11.html))

Over the past 25 years, Ocean Conservancy's International Coastal Cleanup has become the world's largest volunteer effort for ocean health. Nearly nine million volunteers from 152 countries and locations have cleaned 145 million pounds of trash from the shores of lakes, streams, rivers, and the ocean on just one day each year.

Since 2010 the hotel has participated at this international clean-up event every year in September

### **Health**

The hotel, Essensia Restaurant and its staff volunteer time to change the way children eat and to help reverse the trend of child obesity in the US. Some of the projects we are involved in are:

- o **Miami-Dade Public Schools Department of Food and Nutrition** together with the **Let's Move** Initiative by Michelle Obama have created a Chef Partnership Program, where local Chefs including Essensia's Chef have partnered with schools that are in the same neighborhood as their respective restaurants. Engaging students and staff in culinary arts skills and expanding nutritional knowledge are important steps to improving eating habits and increasing meal participation through a fresh approach to school food service. The Chefs work with the food service staff at their schools on a monthly basis creating wholesome and healthy dishes for the students. The dishes they create will find their way into the cafeteria's of all Miami-Dade public schools further down the line. We work with North Beach Elementary.  
[www.dadeschools.net](http://www.dadeschools.net);  
[http://news.dadeschools.net/releases/rls10/308\\_chef.html](http://news.dadeschools.net/releases/rls10/308_chef.html)
- o **Common Threads** is a charity that teaches low-income children to cook wholesome and affordable meals. Their philosophy believes that through hands-on cooking classes childhood obesity can be prevented and the trend of generations of non-cookers reversed, while celebrating cultural differences



and the things people all over the world have in common. Their mission is to educate children on the importance of nutrition and physical well-being, and to foster an appreciation of cultural diversity through cooking. The hotel's Executive Chef, teaches some of these classes and the hotel supports the charity with fundraisers and donations. <http://www.commonthreads.org/>

- o **Slow Food** is a 100% non-profit volunteer organization that supports the local community from the ground up – from the Edible School & Community Gardens they plant to encourage the enjoyment of foods that are local, seasonal and sustainably grown; to the local growers and artisan food makers they support for their use of sustainable methods. Essensia Restaurant is a Slow Food Miami Snail of Approval winner for its contribution to the quality, authenticity and sustainability of the food we eat and the beverages we drink in Miami.

## Water

- A. Ultra Pure bottled water in meeting rooms comes in a bottle made of 100% recycled plastic and is 100% filtered Florida Spring Water.
- B. Other bottled water used is Evian, which bottles, sells and distributes its water with the environment in mind. [http://www.evian.com/#/en\\_US/48-doing-our-part](http://www.evian.com/#/en_US/48-doing-our-part).
- C. Bottled water served in the restaurant comes in glass bottles. The only plastic water bottles sold on-site are Evian bottles in the rooms – glass bottles cannot be taken to the pool.