

## The George

## Target Sustainability Programme

### About the Company

The George is a luxury boutique hotel with 53 guest rooms located at Park Terrace in Christchurch. The Hotel has two restaurants and a range of function rooms. The George has been awarded a Qualmark 5 star rating and Qualmark EnviroGold.

### Introduction to the Project

The George joined the Target Sustainability Programme in 2008. The Target Sustainability Programme supports business to reduce waste and to be energy and water efficient.

The George's main objective at the time of joining the programme was to reduce waste sent to landfill and improve energy efficiency.

The George implemented a range of projects to reduce their waste sent to landfill and improve their energy and water efficiency.

### Waste Reduction Initiatives

The George has reduced its waste sent to landfill by 67% per year (based on the number of skips being sent to landfill before and after initiatives were implemented).

The George implemented the following initiatives to reduce, reuse and recycle their waste:

- Implemented recycling of paper, cardboard, glass, cans, plastic and un-usable polystyrene.
- Implemented a food waste collection system to send this waste for composting.
- Collected used cooking oil, fat and guest soap to be sent for conversion to bio-fuel.
- Implemented a garden waste recycling collection system to send this waste for composting.
- Installed bins in guest rooms that allow separation of recyclable materials from waste.
- Reused printed paper for staff note paper.
- Used refillable recyclable containers for guest toiletries to eliminate unnecessary packaging.
- Delivered the daily newspaper upon request not automatically.
- Requested that staff dry cleaning be delivered without plastic wrapping.

### Key Achievements

**Over the past three years The George has:**

- **Reduced waste sent to landfill by 67% per year**
- **Increased mixed recycling quantities (bottles/cans/plastics) by 24% on a per guest night basis**
- **Reduced gas use by 18% overall and over 16% on a per guest night basis saving \$10,920 per year**
- **Reduced electricity use by 6% overall and 5% on a per guest night basis, saving \$6,980 per year**



The George © Copyright

- Provided guest welcome messages through the television screen and not printed.
- Receive a large amount of goods to site in reusable crates, such as raw food supplies for the kitchen.

The waste collection contractor did not provide weight based monitoring data to The George. It is important to ensure that weight based monitoring data is collected to ensure the effect of waste reduction initiatives can be monitored and success measured.

## Energy Efficiency Initiatives

The George has reduced electricity and gas use both on an overall basis and per guest night during the course of the project.

The George implemented the following initiatives to increase their energy efficiency:

- Used energy saver bulbs where possible which delivered a saving of \$7,040 per year with a capital outlay of \$2,970 – a payback of 5 months.
- Installed heat pumps in guest rooms and other areas as they are more efficient than other air conditioning systems.
- Installed timers on air-conditioning systems in non-public areas so that they do not operate when unoccupied.
- Purchased LCD television screens for guest rooms because they are more energy efficient than plasma – an estimated saving of 110 kWh (\$14) per year per 32” television compared to a plasma television of the same screen size.
- Shut down unused rooms during low occupancy periods to save energy.
- Installed timers on bathroom extractors.
- Dimmed or turned off lights overnight.
- Dimmed lights in restaurants and public areas in the evening.
- Offered incentives to employees that come up with ways to save energy.
- Installed a new building management system that manages the air-conditioning, under floor heating and other devices centrally.
- Installed motion sensors in the link corridor and conference foyer to prevent lights being on unnecessarily.

## Water Efficiency Initiatives

The George has implemented a range of projects to reduce water use. The savings have not been quantified due to earthquake related issues, however The George implemented the following initiatives to increase their water efficiency:

- Installed dual flush toilets and water-saving shower heads – 7 litre per minute flow rate shower head fittings were installed in all guest rooms, replacing 8 - 11 litre per minute flow rate shower head fittings.
- Replaced the change of guest linen to on guest demand, rather than automatically change linen.
- Implemented a policy to use dishwashers only when they are full, thereby saving water, energy and detergents.
- Used water efficient dishwashers that recycle washing water.
- Reduced the requirement for garden watering by choosing plants that are well suited to the environment.
- Turned the automatic irrigation system off for the winter months.



Heat pump in guest room  
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Guests are informed of resource efficiency initiatives © Copyright



Food waste collection bins © Copyright



Waste bin in a guest room  
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## Summary

Since joining the Target Sustainability Programme, The George has implemented a range of projects that have resulted in a significant reduction in waste sent to landfill and an improvement in energy and water efficiency.

*“Here at The George we found being part of the Target Sustainability project highly beneficial. It helped focus our thinking on areas that we may not have considered otherwise and we have managed to make considerable savings, particularly in areas of waste disposal, which of course is not only good for our bottom line but for the environment as well. The energy assessment also identified a number of areas where we could make savings and we are phasing these initiatives in over time. Our initial concerns that any environmental initiatives may impact on the guest experience have been unfounded and we have still been able to maintain our 5 star level of service and facilities. In fact most of our guests appreciate our EnviroGold rating and this is a selling tool for us as well.”* Bruce Garrett, General Manager.

The George's future plans are to continue to look for ways to reduce and recycle their waste and to implement further energy and water efficiency projects and aiming to collect waste weight data to better monitor waste tonnages.

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