

The background features a large, semi-transparent watermark of the ASEAN logo, which consists of ten yellow vertical stripes of varying heights, with the word 'asean' in blue lowercase letters at the bottom. The logo is centered within a circular frame that has a light blue outer ring and a white inner ring.

**FINAL**

**ASEAN GREEN HOTEL STANDARD**

**Presented to the Thirty-Fifth Meeting of the  
ASEAN National Tourism Organization**

**(35<sup>th</sup> ASEAN NTOs)**

8 - 9 January 2012

Manado, Indonesia

# INDEX

|   | PAGE |
|---|------|
| 1. Foreword .....                         | 1    |
| 2. Introduction.....                      | 2    |
| 3. Scope .....                            | 3    |
| 4. Terms and Definitions .....            | 4    |
| 4.1 <u>Air Management</u> .....           | 4    |
| 4.2 <u>Air quality</u> .....              | 4    |
| 4.3 <u>Client</u> .....                   | 4    |
| 4.4 <u>Energy</u> .....                   | 4    |
| 4.5 <u>Energy Efficiency</u> .....        | 4    |
| 4.6 <u>Environment</u> .....              | 4    |
| 4.7 <u>Environmentally Friendly</u> ..... | 5    |
| 4.8 <u>Green Hotel</u> .....              | 5    |
| 4.9 <u>Green Procurement</u> .....        | 5    |
| 4.10 <u>Green Product (s)</u> .....       | 5    |
| 4.11 <u>Grey water</u> .....              | 5    |
| 4.12 <u>Hotel Operation</u> .....         | 5    |
| 4.13 <u>Local Community</u> .....         | 5    |
| 4.14 <u>Recycling</u> .....               | 5    |
| 4.15 <u>Reduce</u> .....                  | 6    |
| 4.16 <u>Reuse</u> .....                   | 6    |
| 4.17 <u>Staff</u> .....                   | 6    |
| 4.18 <u>Supplier</u> .....                | 6    |
| 4.19 <u>Solid Waste</u> .....             | 6    |
| 4.20 <u>Solid Waste Management</u> .....  | 6    |
| 4.21 <u>Waste</u> .....                   | 6    |

|      |   |    |
|------|---|----|
| 4.22 | <u>Waste Management</u> .....                                     | 6  |
| 4.23 | <u>Waste Reduction</u> .....                                      | 7  |
| 4.24 | <u>Waste Separation</u> .....                                     | 7  |
| 4.25 | <u>Waste Water</u> .....  | 7  |
| 4.26 | <u>Water Efficiency</u> .....                                     | 7  |
| 4.27 | <u>Water Quality</u> .....  | 7  |
| 5    | <b>ASEAN Green Hotel Standards</b> .....                          | 8  |
|      | <b>Major Criteria and Requirements</b> .....                      | 8  |
| 5.1  | <u>Environmental policy and actions for hotel operation</u> ..... | 8  |
| 5.2  | <u>Use of green products</u> .....                                | 8  |
| 5.3  | <u>Collaboration with the community local organizations</u> ..... | 8  |
| 5.4  | <u>Human resource development</u> .....                           | 8  |
| 5.5  | <u>Solid waste management</u> .....                               | 9  |
| 5.6  | <u>Energy efficiency</u> .....                                    | 9  |
| 5.7  | <u>Water efficiency and water quality</u> .....                   | 9  |
| 5.8  | <u>Air quality management (indoor and outdoor)</u> .....          | 9  |
| 5.9  | <u>Noise pollution control</u> .....                              | 9  |
| 5.10 | <u>Waste water treatment and management</u> .....                 | 9  |
| 5.11 | <u>Toxic and chemical substance disposal management</u> .....     | 9  |
| 6    | <b>ASEAN Green Hotel Standard Guideline</b> .....                 | 10 |

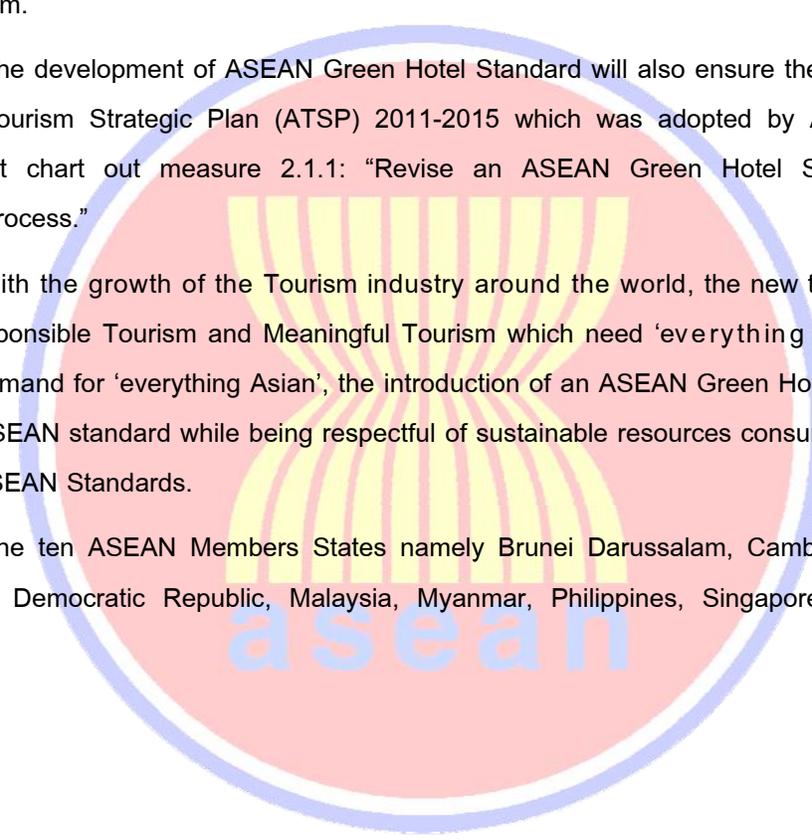
## 1. Foreword

The objective of this standard is to develop an Association of South East Asian Nations (ASEAN) Green Hotel Standard with a certification process which will increase the Environmentally-friendly and Energy Conservation in the ASEAN Accommodation industry, with a unified agreement across ASEAN Members States. The standard will establish a professional Green Hotel Operation; Environmental plan, Green product, Human Resource and environmental management, which will enable Environment and Communities to benefit from a collective approach to operational professionalism.

The development of ASEAN Green Hotel Standard will also ensure the implementation of ASEAN Tourism Strategic Plan (ATSP) 2011-2015 which was adopted by ASEAN Tourism Ministers that chart out measure 2.1.1: “Revise an ASEAN Green Hotel Standard with a certification process.”

With the growth of the Tourism industry around the world, the new trends of tourism direct to Responsible Tourism and Meaningful Tourism which need ‘everything Green’ and the increasing demand for ‘everything Asian’, the introduction of an ASEAN Green Hotel Standard that defines an ASEAN standard while being respectful of sustainable resources consumption has been drafted for ASEAN Standards.

The ten ASEAN Members States namely Brunei Darussalam, Cambodia, Indonesia, Lao Peoples Democratic Republic, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.



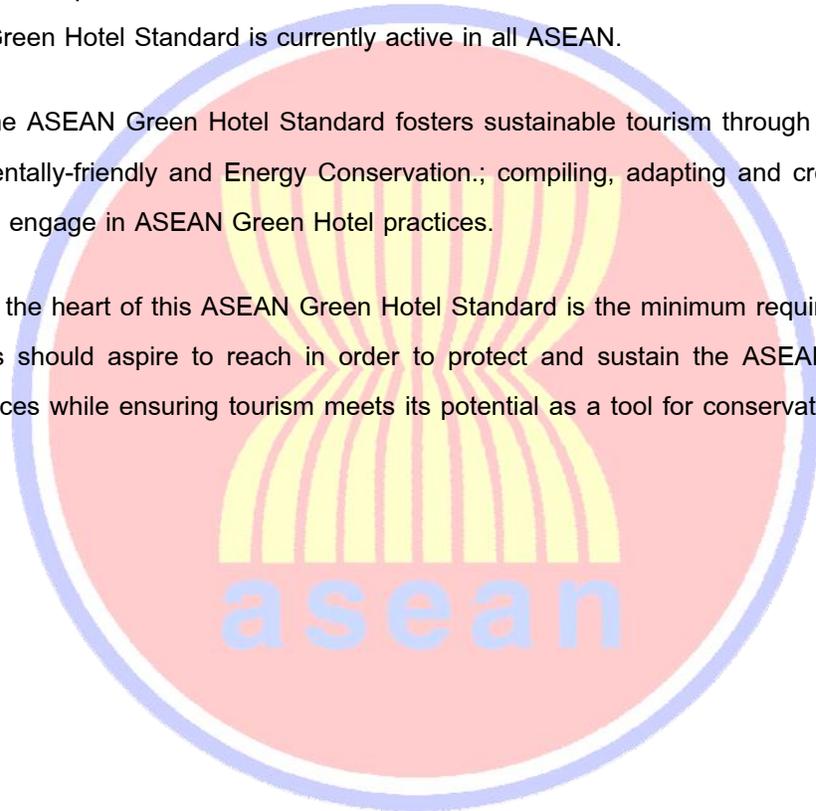
## 2. Introduction

More than 65.7 million international tourists traveled intra-ASEAN by the year 2009, and Pacific Asia Travel Association and ASEAN forecasts 86.7 million tourists by the year 2015. In order to minimize the negative impacts of this growth, Green tourism must translate from words to facts, and be an imperative for all tourism stakeholders.

The ASEAN Green Hotel Standard is an ASEAN initiative dedicated to promoting sustainable tourism practices around the ASEAN. Momentum around this movement is growing. The ASEAN Green Hotel Standard is currently active in all ASEAN.

The ASEAN Green Hotel Standard fosters sustainable tourism through the adoption of the Environmentally-friendly and Energy Conservation.; compiling, adapting and creating the tools and training to engage in ASEAN Green Hotel practices.

At the heart of this ASEAN Green Hotel Standard is the minimum requirement that any hotel business should aspire to reach in order to protect and sustain the ASEAN's natural and cultural resources while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.



### 3. Scope

This Standard deals with the following essential elements of professional Green Hotel operations: Environmental plan, Green product, Human Resource and environmental management.

A *Green Hotel* as defined by this standard is an establishment for the promotion of the Environmentally-friendly and Energy Conservation. This main management consist of engineering department, housekeeping department, front office department, facilities department e.g.

A *Green Hotel* operation can be modified for many stakeholders such as hotel management, staff, guest, community for make a better cooperation to reach the criteria and success in green management.



## 4. Terms and Definitions

For the purposes of this ASEAN Green Hotel Standard, the following terms & definitions apply.

### **4.1 Air Management**

Air quality management includes looking after the air inside your premises, as well as reducing the impact of any of your activities that could affect the air in your local neighborhood.

### **4.2 Air quality**

**Quality** is defined as a measure of the condition of air relative to the requirements of one or more biotic species or to any human need or purpose. Air quality indices (AQI) are numbers used by government agencies to characterize the quality of the air at a given location. As the AQI increases, an increasingly large percentage of the population is likely to experience increasingly severe adverse health effects. To compute the AQI requires an air pollutant concentration from a monitor or model. The function used to convert from air pollutant concentration to AQI varies by pollutant, and is different in different countries. Air quality index values are divided into ranges, and each range is assigned a descriptor and a color code. Standardized public health advisories are associated with each AQI range. An agency might also encourage members of the public to take public transportation or work from home when AQI levels are high.

### **4.3 Client**

A person who needs or requests to stay in an environmentally-friendly Hotel.

### **4.4 Energy**

In physics, is an indirect observed quantity. It is often understood as the ability system has to do work on other physical system. Energy is always equivalent to the ability to exert pulls or pushes against the basic forces of nature, along a path of a certain length.

### **4.5 Energy Efficiency**

Producing a high level of output or performance relative to the amount of energy consumed.

### **4.6 Environment**

Surroundings in which an organization operates, including air, water, land, natural resources, flora, fauna, humans, and their interrelations. This definition extends the view from a company focus to the global system.

#### **4.7 Environmentally Friendly**

A loose term often used in marketing to inform consumers about an attribute of a product or service that has an environmental benefit. This term does not necessarily indicate all attributes of a product or service is environmentally benign.

#### **4.8 Green Hotel**

Green Hotel is a hotel which is environmentally-friendly and adopts energy conservation measures.

#### **4.9 Green Procurement**

The selection of products and services that minimize environmental impacts. It requires a company, organization or community to carry out an assessment of the environmental consequences of a product at all the various stages of its lifecycle in concerning cost of securing raw materials, manufacturing, transporting, storing, handling, using and disposing of the product.

#### **4.10 Green Product (s)**

Green products are those that have less of an impact on the environment or are less detrimental to human health than traditional equivalents. Green products might, typically, be formed or part-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging (or all three).

#### **4.11 Grey water**

Waste water that does not contain sewage or fecal contamination and can be reused for irrigation after simple filtration.

#### **4.12 Hotel Operation**

an act or instance, process, or manner of functioning or operating in hotel business.

#### **4.13 Local Community**

Those people living in the immediate area potentially affected socially, economically, or environmentally by a hotel.

#### **4.14 Recycling**

System of collecting, sorting, and reprocessing old material into usable raw materials.

#### **4.15 Reduce**

Act of purchasing or consuming less to begin with, so as not to have to reuse or recycle later.

#### **4.16 Reuse**

Cleaning and/or refurbishing an old product to be used again..

#### **4.17 Staff**

all the people employed by a particular organization.

#### **4.18 Supplier**

An individual or an enterprise from the tourism business that provides a good or service to the tourism business.

#### **4.19 Solid Waste**

Solid products or materials disposed of in landfills, incinerated or composted.

#### **4.20 Solid Waste Management**

the act or manner of managing (handling, direction, or control) to reduce the quantity of solid waste that is delivered to landfills, by reducing the sources of waste and reusing or recycling as much as possible of the remainder.

#### **4.21 Waste**

An output with no marketable value that is discharged to the environment. Normally the term "waste" refers to solid or liquid materials.

#### **4.22 Waste Management**

Waste management is the collection, transport, processing or disposal, managing and monitoring of waste materials. The term usually relates to materials produced by human activity, and the process is generally undertaken to reduce their effect on health, the environment or aesthetics. Waste management is a distinct practice from resource recovery which focuses on delaying the rate of consumption of natural resources. The management of wastes treats all materials as a single class, whether solid, liquid, gaseous or radioactive substances, and tried to reduce the harmful environmental impacts of each through different methods.

#### **4.23 Waste Reduction**

*Source reduction* involves efforts to reduce hazardous waste and other materials by modifying industrial production. Source reduction methods involve changes in manufacturing technology, raw material inputs, and product formulation. At times, the term "pollution prevention" may refer to source reduction.

#### **4.24 Waste Separation**

Separation on sources and types of waste and solid waste.

#### **4.25 Waste Water**

Used water, typically discharged into the sewage system and often contains matter and bacteria in solution or suspension.

#### **4.26 Water Efficiency**

1. The accomplishment of a function, task, process, or result with the minimal amount of water feasible;
2. An indicator of the relationship between the amount of water required for a particular purpose and the amount of water used or delivered.

Though the two are often used interchangeably, there is a difference between water conservation and water efficiency. Water efficiency differs from water conservation in that it focuses on reducing waste. A proposition is that the key for efficiency is reducing waste, not restricting use. It also emphasizes the influence consumers can have in water efficiency by making small behavioral changes to reduce water wastage and by choosing more water efficient products. Examples of water efficient steps includes fixing leaking taps, taking showers rather than baths, installing displacements devices inside toilet cisterns, and using dishwashers and washing machines with full loads. These are things that fall under the definition of water efficiency, as their purpose is to obtain the desired result or level of service with the least necessary water.

#### **4.27 Water Quality**

The physical, chemical, biological and organoleptic (taste-related) properties of water.

## **5. ASEAN Green Hotel Standards**

### **Major Criteria and Requirements**

#### **5.1 Environmental policy and actions for hotel operation**

5.1.1 Promotion of environmental activities in order to encourage the involvement of hotel staff, clients and suppliers to participate in environmental management practices.

5.1.2 Existence of plan for raising staff to be aware of environment i.e. training.

5.1.3 Existence of environmental management plan for hotel operation.

5.1.4 Existence of monitoring program for environmental management of hotels.

#### **5.2 Use of green products**

5.2.1 Encouragement for the use of local products for hotel operation i.e. food and handicrafts.

5.2.2 Encouragement for the use of environmentally friendly products.

#### **5.3 Collaboration with the community local organizations**

5.3.1 Existence of plans/activities to help improve quality of life of the community.

5.3.2 Existence of awareness rising programs for local community on environmental protection.

5.3.3 Creation of activities in promoting culture and traditional performance and local ways of life.

5.3.4 Creation of job opportunity for local community.

#### **5.4 Human resource development**

Provision of training programs for operation and management staff on environmental management.

### **5.5 Solid waste management**

5.5.1 Introduction of waste management techniques e.g. waste reduction, reuse, recycling, waste separation and composting.

5.5.2 Encouragement of the involvement of hotel staff in waste reduction, reuse, recycling, waste separation and composting program me.

5.5.3 Encouragement of the involvement of hotel Guest in reuse, recycling, waste separation.

### **5.6 Energy efficiency**

5.6.1 Introduction of energy saving techniques and / or energy saving technology and equipment for hotel to reduce energy consumption.

5.6.2 Installation of meters/equipment to monitor energy consumption.

Encouragement of the involvement of hotel Guest in energy saving.

### **5.7 Water efficiency and water quality**

5.7.1 Introduction of water saving techniques and / or use of water saving technology and equipment to reduce water consumption.

5.7.2 Regular maintenance for water saving equipment.

5.7.3 Encouragement of the involvement of hotel Guest in water saving.

5.7.4 Ensure the quality of water used in the hotel.

### **5.8 Air quality management (indoor and outdoor)**

5.8.1 Designation of smoking and non-smoking area.

5.8.2 Regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality i.e. air conditioning.

### **5.9 Noise pollution control**

Existence of noise control program from hotel operation.

## **5.10 Waste water treatment and management**

5.10.1 The use of mechanisms to prevent water contamination and reduce waste water generation.

5.10.2 Promotion of the use of recyclable/grey water in operation i.e. watering trees.

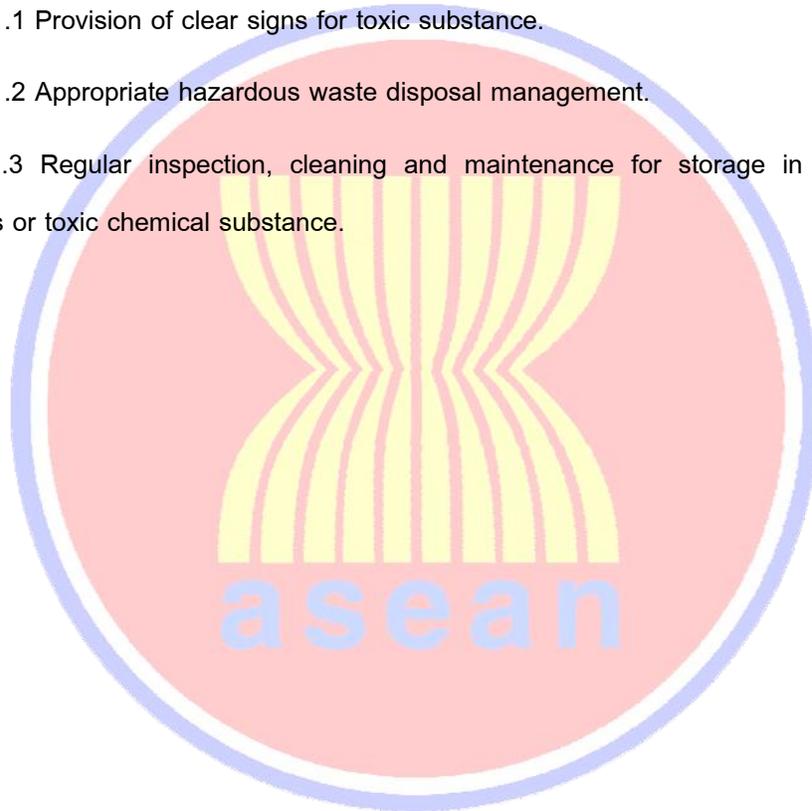
5.10.3 Encouragement for an appropriate use of wastewater treatment.

## **5.11 Toxic and chemical substance disposal management**

5.11.1 Provision of clear signs for toxic substance.

5.11.2 Appropriate hazardous waste disposal management.

5.11.3 Regular inspection, cleaning and maintenance for storage in order to avoid leakage of gas or toxic chemical substance.



## 6. ASEAN Green Hotel Standard

### Guideline

| Major Criteria  | Requirements -<br>Hotels  | Indication of practices /<br>achievements   | Supporting<br>Documents/<br>Documents  |
|---|---|---|--|
| 1. Environmental policy and actions for hotel operation | 1.1 Promotion of environmental activities in order to encourage the involvement of hotel staff, clients and suppliers to participate in environmental management practices. | List of environment activities / programs implemented in connection with the encouragement of staff / clients/ suppliers to participate | <ul style="list-style-type: none"> <li>- Registration of participation</li> <li>- Photo records of activities</li> <li>- Activity report</li> </ul>                            |
|   | 1.2 Existence of plan for raising staff to be aware of environment i.e. training.   | Environmental awareness rising plan (s)   |  |
|   | 1.3 Existence of environmental management plan for hotel operation.   | Hotel environmental management plan implemented   | - Proved of achievements / accomplishments   |
|   | 1.4 Existence of monitoring program for environmental management of hotels.   | Measurement of programs / activity compliments  |  |
| 2. Use of Green products                                | 2.1 Encouragement for the use of local products for hotel operation i.e. food and handicrafts.  | Purchasing criteria of local product support and promotion  | <ul style="list-style-type: none"> <li>- evidence of hotel policy that encourage the use of local products</li> <li>-contract between hotel and the local community</li> </ul> |

| <b>Major Criteria</b>                                       | <b>Requirements - Hotels</b>  | <b>Indication of practices / achievements</b>  | <b>Supporting Documents/ Documents</b>   |
|---|---|--|--|
|   | 2.2 Encouragement for the use of environmentally friendly products.                                 | Green procurement criteria in use  | Evidence of implementations<br>When / by whom these criteria were created and used             |
| 3 .Collaboration with the community and local organizations | 3.1 Existence of plans/activities to help improve quality of life of the community.                 | List of community quality of life improvement  | evidence of activities implemented When / where / by whom they were held                       |
|   | 3.2 Existence of awareness rising programs for local community on environmental protection.         | Environmental protection awareness programs/ activities implemented in community by hotel / hotel staff                      | When / where / by whom these programs were held  |
|   | 3.3 Creation of activities in promoting culture and traditional performance and local ways of life. | Cultural / local living promotional activities implemented in the past years   | Evidence of Photo or reports   |
|   | 3.4 Creation of job opportunity for local community   | Comparative fraction of local and non local employments in hotel   | Comparative fraction of local and non local employments in hotel, based on the local labor law |
| 4. Human resource development                               | 4.1 Provision of training programs for operation and management staff on environmental management.  | Environmental management training programs / activities created implemented by hotel for staff in the past years (1-2 years) | Supporting Evidence  |

| <b>Major Criteria</b>     | <b>Requirements - Hotels</b>  | <b>Indication of practices / achievements</b>  | <b>Supporting Documents/ Documents</b>   |
|---------------------------|---|--|--|
| 5. Solid waste management | 5.1 Introduction of waste management techniques e.g. waste reduction, reuse, recycling, waste separation and composting.              | Waste handling and management training programs/ /activities implemented in the past years for staff                 | Supporting Evidence  |
|                           | 5.2 Encouragement of the involvement of hotel staff in waste reduction, reuse, recycling, waste separation and composting program me. | Programs / activities encouraging involvement of hotel staff in waste handling and management in the past years      | Supporting Evidence  |
|                           | 5.3 Encouragement of the involvement of hotel Guest in reuse, recycling, waste separation   | Programs/ activities encouraging guest involvements in waste handling, management and minimization in the past years | Supporting Evidence  |
| 6. Energy efficiency      | 6.1 Introduction of energy saving techniques and / or energy saving technology and equipment for hotel to reduce energy consumption.  | Installation and use of energy efficient technologies and techniques in hotel in the past years.                     | <ul style="list-style-type: none"> <li>- Supporting Evidence</li> <li>- Photo/documents/in vestment reports</li> <li>- Registration of participations</li> </ul> |
|                           | 6.2 Installation of meters/equipment to monitor energy consumption.   | Installation of power and energy consumption metering technologies   | <ul style="list-style-type: none"> <li>- investment report/ photos/ documents</li> <li>- energy reports checks</li> </ul>  |

| <b>Major Criteria</b>                          | <b>Requirements - Hotels</b>   | <b>Indication of practices / achievements</b>   | <b>Supporting Documents/ Documents</b>                                 |
|--|--|---|--|
|  | 6.3 Encouragement of the involvement of hotel Guest in energy saving   | Invitation and encouragement messages to promote hotel guest in energy efficiency in hotel          | - supporting evidences<br>- checks                                     |
| 7. Water efficiency and water quality          | 7.1 Introduction of water saving techniques and / or use of water saving technology and equipment to reduce water consumption. | Installation and use of water efficient technologies and practices in hotel in the past years.      | Supporting evidences   |
|  | 7.2 Regular maintenance for water saving equipment.  | Maintenance reports of engineering team on water efficient technologies.                            | - Supporting evidences<br>- Photos/comparative cost saving achievement |
|  | 7.3 Encouragement of the involvement of hotel Guest in water saving.   | Promotional media/practices for hotel guests on water efficiency involvements                       | - Supporting evidences   |
|  | 7.4 Ensure the quality of water used in the hotel  | water quality testing   | - test result  |
| 8. Air quality management (indoor and outdoor) | 8.1 Designation of smoking and non-smoking area.   | Photo of smoking and non-smoking areas designated in hotel  | - Checks<br>- Supporting evidences                                     |
|  | 8.2 Regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality i.e. air conditioning.     | Maintenance report of air conditioning/ventilating technologies to ensure good air quality in hotel | - supporting evidences   |

| <b>Major Criteria</b>                                    | <b>Requirements - Hotels</b>   | <b>Indication of practices / achievements</b>  | <b>Supporting Documents/ Documents</b>  |
|--|--|--|---|
| 9. Noise pollution control                               | 9.1 Existence of noise control program from hotel operation.                                 | Program activities implemented in hotel to ensure noise control in hotel   | supporting evidences  |
| 10. Waste water treatment and management (water quality) | 10.1 The use of mechanisms to prevent water contamination and reduce waste water generation. | Program implementation on minimization of water contamination and pollution prevention in hotel in the past years          | supporting evidences  |
|  | 10.2 Promotion of the use of recyclable/grey water in operation i.e. watering trees.         | Proves of hotel's promotion to reuse water and use of treated water in hotel   | supporting evidences  |
|  | 10.3 Encouragement for an appropriate use of wastewater treatment.                           | Implementation of waste water treatment in hotel   | <ul style="list-style-type: none"> <li>- supporting evidences (photos, regular monitoring reports, manual, certification, procurement receipt)</li> <li>- checks</li> </ul> |
| 11. Toxic and chemical substance disposal management     | 11.1 Provision of clear signs for toxic substance.   | Clear and understandable indications of storage and use of chemicals in hotel  | <ul style="list-style-type: none"> <li>- supporting evident</li> <li>- photos regular checking of the hotel</li> <li>- inspection report</li> <li>- checks</li> </ul>       |
|  | 11.2 Appropriate hazardous waste disposal management.  | Hazardous waste handling and disposal practices in hotel<br>-training of staffs on the hazardous waste management handling | <ul style="list-style-type: none"> <li>- reports/EIA/Proves</li> <li>- checks</li> <li>- manual</li> </ul>  |

| Major Criteria | Requirements - Hotels   | Indication of practices / achievements  | Supporting Documents/ Documents  |
|----------------|---|---|--|
|                | 11.3 Regular inspection, cleaning and maintenance for storage in order to avoid leakage of gas or toxic chemical substance. | Maintenance and inspection reports on chemical, fuel, gas and hazardous agents in hotel | <ul style="list-style-type: none"> <li>- supporting proves/certificated from local activities</li> <li>- checks</li> </ul> |

