



AVEDA

the art and science of pure flower and plant essences

“Our mission at Aveda is to care for the world we live in, from the products we make, to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.”

— Horst Rechelbacher

be green

At Aveda, we believe environmental and business goals are mutually achievable. As part of our selection process for properties, we look for businesses that put into practice policies and procedures that support socially and environmentally-conscious actions.

www.aveda.com

be green

take action

- Establish a guest towel/linen conservation program.
- Post a notice reminding guests to turn off lights, air conditioner and television when leaving room.
- Provide recycling bins in meeting rooms and public spaces.
- Use long-lasting, energy efficient light bulbs throughout your facility.
- Allow guests to choose whether or not they wish to receive a newspaper each day.
- Source environmentally safe cleaning products for your facility.
- Avoid bottled water at events. Instead, provide filtered water in pitchers with glassware.
- Whenever possible, source certified organic food grown/raised within a 500 mile radius of your location.

resources

- CERES Green Hotel Initiative (ceres.org/industryprograms/ghi.php)
- Green Lodging News (greenlodgingnews.com)
- Green Hotels Association (greenhotels.com)
- Green Cleaning Supplies (epa.gov/epp/pubs/products/cleaner.htm)
- Green Seal (greenseal.org)
- Green Hotelier (greenhotelier.org)

facts

- “70% of travelers will choose slightly more expensive accommodations because the hotel contributes to the community.”
- “96% of travelers think hotels should be responsible for protecting the environment they operate in.”