

# THE SUSTAINABLE HOSPITALITY APPROACH



**Can I really afford to be environmentally sustainable?**

**How can I prevent conflict with neighbors around trash and noise?**

**How can I ensure my staff complies with local regulations?**

**What are some low and no cost ways that I can 'green' my business?**

Eco-Coach's Sustainable Hospitality Program can help you:

- Save on energy costs
- Improve community relations by minimizing hot button impacts around noise, trash, safety and security
- Ensure that your business stays in compliance and keeps abreast of new regulations
- Reduce your carbon footprint

Our triple bottom line approach to sustainability is a win-win for operators, helping build brand loyalty and increase the customer base while taking into account community relations, staff development, and impact on the planet.

## SERVICES INCLUDE:

- Sustainable Hospitality Business Practices Workshops
- One-on-One Consultations on:
  - ✓ Energy efficiency
  - ✓ Zero waste kitchen
  - ✓ Noise management
  - ✓ Improving neighbor relations
  - ✓ Procurement of food service products
- Energy Use Benchmarking via Energy Star Portfolio Manager
- Noise and Waste Management Risk Assessment
- Best Practices Guidelines on topics such as security planning, staff training, procurement and energy, waste and noise management.

**INCREASE PROFITABILITY AND  
TRANSFORM YOUR BUSINESS  
INTO A STEWARD OF THE  
COMMUNITY AND THE  
ENVIRONMENT**

*Busboys and Poets has always focused on creating a space where art, culture and politics collide. In 2006, we also began focusing on minimizing our impact on the environment, beginning with an assessment from Eco-Coach, which enabled us to create a baseline from which to move forward with our efforts.*

*Since then, we have come a long way, purchasing 100% wind power, and becoming a B corporation, among many things. For us, environmentally sustainability practices are not only the right thing to do, they've helped us attract a solid customer base and increase revenues and visibility.*

*Eco Coach provided an invaluable service by starting us in the process of greening our business and helping us further building a brand that speaks to our customers about issues they care about.*

-Andy Shallal, Busboys and Poets

## OVERCOME THE BARRIERS

- ▶ **thin profit margins**
- ▶ **a reactive and enforcement oriented regulatory structure**
- ▶ **lack of reliable information about available technologies and potential cost savings**

**IMPROVE YOUR  
RELATIONSHIPS WITH THE  
COMMUNITY AND THE  
PLANET WHILE  
SAVING MONEY**

Create a vibrant, sociable space that people enjoy not simply for the food and drink but also for the opportunity to gather and socialize in a welcoming environment.

**Let us help you overcome the challenges to becoming a more environmentally, socially and fiscally sustainable restaurant or bar. Challenges such as:**

✓ **Confusion around the ‘green’ products and services in the marketplace**

Identify and prioritize products and local services that will help your business be more environmentally sustainable.

✓ **Cost of implementing green technologies**

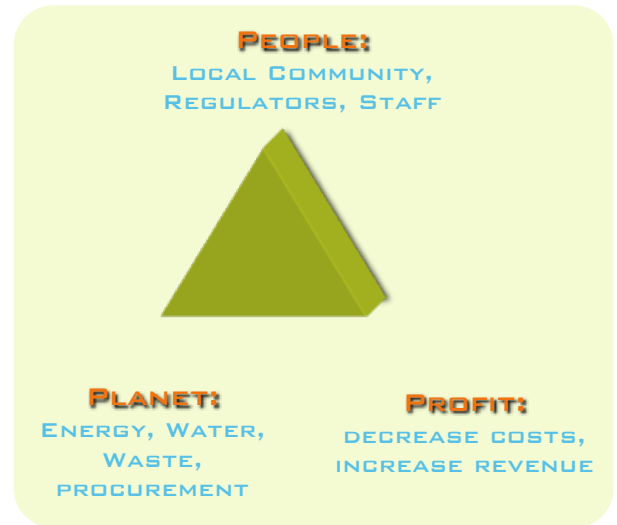
Determine incentives and grants that will enable you to implement these and save money in the long run.

✓ **Conflicts with neighbors around noise and trash**

Proactively address hot button issues as well as to improve relations and communications with surrounding community.

✓ **Amount of time and money spent on the legal processes to obtain permits**

Invest in upfront solutions that will help you navigate the process and prevent problems in the long run all the while saving you time and money.



**Sample Hospitality Clients and Affiliations:**



**CONTACT US TODAY TO  
FIND OUT HOW TO MAKE  
YOUR RESTAURANT OR  
BAR MORE  
ENVIRONMENTALLY AND  
SOCIALY RESPONSIBLE**

**202-559-0777**

**[info@eco-coach.com](mailto:info@eco-coach.com)**