



## A Message for CT Lodging Facility Owners ...

Connecticut is joining the movement towards "green" lodging!

A new self-certification program called "Connecticut Green Lodging-Accommodating You and Our Environment" provides an opportunity for you to market your business as "green" while protecting the environment for your customers, your employees and all CT residents. Participation is free of charge and completely voluntary.

This program is a joint effort between the Connecticut Department of Environmental Protection and the Connecticut Commission on Culture & Tourism. To be certified, you need to earn at least 100 points for practices such as using less toxic cleaners, adding sensors on light switches to reduce electricity use, or reducing water use with low-flow showerheads and faucets. There are more than 400 points available, so there are many ways you can earn certification. If certified, you will receive the CT Green Lodging logo to use on your correspondence, website, ads, etc. You will also have a designation in the Connecticut Vacation Guide 2010 and CTvisit.com indicating that you are a green-certified facility.

The initial certification is for two years. If you wish to continue after that, you will need to re-certify and are expected to have increased your environmental points to at least 130. The program offers ideas for continuous improvement and also technical assistance from CT DEP if needed.

Why participate? In addition to the money you will save through improved energy efficiency, healthier indoor air quality and other practices, you can attract people who want to spend their vacation dollars in businesses that have the same values about the environment as they do. Interested? This is the web link to find the workbook and get started:

[www.ct.gov/dep/greenlodging](http://www.ct.gov/dep/greenlodging)

Wishing you a green summer season at your lodging facility.

Yours truly,

Gina McCarthy  
Commissioner  
CT DEP

Karen Senich  
Executive Director  
CT Commission on Culture & Tourism