

## What is ECOTEL®?

ECOTEL® is an environmental certification that enables hotels to be truly green, socially responsible, and sustainable over the long term by involving the entire value chain of owners, architects, operators, employees, suppliers and hotel guests.

## What is the ECOTEL® Methodology?



The ECOTEL® methodology evaluates a hotel's systems, processes and practices for environment friendliness through a stringent assessment of its range, scope and results across five crucial parameters, known as 'The Five Globes'. These are: *Environment Commitment, Solid Waste Management, Energy Management, Water Management, and Employee Education and Community Involvement*. To be certified as an ECOTEL, a hotel must score the minimum qualifying percentage on each of the globes.

## What are the benefits for ECOTEL® Hotels?

- **Lower operating costs, greater profits** through a focused effort on reducing waste generation and increasing operational efficiencies.
- **Enhanced visibility for members** through the ECOTEL® website who also gain access to the reservation engine and other marketing features.
- **Publicly recognized branding** for hotels that may have/not have partnered with international chains.
- **Value for money**, as the cost of certification is comparatively lower than others to enable hotels to truly benefit from the transfer of knowledge.

## Why should you choose to be an ECOTEL®?

- **Rigorous standards** used for the certification methodology that are regularly updated to keep current with scientific advances and international thinking.
- **Specific to hospitality** as ECOTEL® is managed by HVS, a global consulting giant in hospitality.
- **Recognition of hotel-specific green operations** with hotels demonstrating substantial such evidence encouraged to seek certification, instead of just those who could 'build in' the features.
- **Broader in scope than other certifications** as it enables a hotel to function responsibly while positively impacting the local community.
- **Handholding throughout certification period**, as clients are updated and assisted to improve their performance through consultation, training and identification of operational areas where they can improve efficiencies and cut back consumption.
- **Spans the positioning spectrum**, recognizing high levels of environment commitment and environment-friendly operations in hotels irrespective of size, positioning, or profile.

## Certification Details

The certification is valid for a period of one year only, after which members must reapply.

It is applicable to hotels irrespective of a member hotel's country of origin since it is designed specifically for recognizing environment-friendly systems, operations, and practices in hospitality.

## How to be an ECOTEL®?

Hotels seeking the ECOTEL® Certification are assessed for their environmental readiness through a property walkthrough, which entails inspection of different departments and random interviews with hotel staff. As per their status, they are either awarded the specific certification or enabled through a customized blueprint to achieve a specific level. In case of the later, the hotel is finally audited after the intervention and awarded the certification.

## Contact us at:

[www.ecotelhotels.com](http://www.ecotelhotels.com)

Shamsher Singh Mann [smann@hvs.com](mailto:smann@hvs.com)

+91 99107 36246

Harinakkshi Nair [hnair@hvs.com](mailto:hnair@hvs.com)

+919820203036