



## Virgin Hotels Sustainability Program

**Mission Statement:** Virgin Hotels' sustainable platform is based on the three P's - People, Planet and Partners. Sustainability is meeting the needs of the present without compromising the ability of future generations to meet theirs. Virgin Hotels' sustainable program has aspirational goals of moving toward net zero, net zero carbon and net zero waste. Virgin Hotels Chicago has achieved LEED Gold certification, and all future Virgin Hotels properties are required to achieve a minimum of LEED Silver certification.

### Virgin Hotels' Sustainability Initiatives:

- Green housekeeping
- Hotel wide recycling
- Soap donation to [Clean the World](#)
- Promoting walking tourism
- Green roofs for better water management
- Empowering our guests with a powered carbon offset programs & renewable energy projects

### How Does Virgin Hotels Track Progress?

Virgin Hotels is participating in a carbon footprint measurement program through a joint venture with Green Hotels Global, a third-party environmental impact measurement tool that allows hotel managers, owners and customers to accurately measure the impact of their meeting or room-night. As the most accepted authority in the hospitality industry approved by WTTC, this tool helps track carbon emissions, water consumption, waste diversion rate, energy intensity, overall weather and occupancy-normalized carbon footprints. It also tracks over 100 current environmental management practices across different hotels. Every hotel in this system receives an online environmental dashboard, which is visible to hotel staff, above-property managers and customers. This valuable information helps us track our progress and can also be used to complete environmental sustainability questions on RFPs for transient travel and group meetings and events, including the sustainability questions in the Global Business Travel Association's hotel RFP.

### Do Virgin Hotels Use LED Lighting For Energy Savings?

Over 70% of all lighting at Virgin Hotels Chicago is LED. That means a longer shelf life, higher energy efficiency and far less waste.

### What About Water Conservation?

Virgin Hotels use water-conserving fixtures that reduce consumption by over 20% when compared to current code baselines and standards.

### **How Important Are Locally Sourced And Recycled Materials?**

This is one area that can often be overlooked but can also have a major impact on sustainability. At Virgin Hotels, 20% of materials were sourced locally for the construction of the hotel – this reduces the emissions of transportation, stimulates the local region, and repurposes many materials without the need for new manufacturing or additional emissions.

### **How Do You Ensure Improved Indoor Air Quality?**

At Virgin Hotels Chicago, the hotel used low to zero emitting materials for all paint, caulk, sealants, flooring materials, and composite wood products during construction. This led us to better indoor air quality and improved longevity of materials. Additionally, the hotel maintenance and housekeeping programs use only green seal approved cleaning materials with non-toxic, safe cleaning practices to refresh your rooms.

### **Does Virgin Hotels Chicago Have A Recycling Program?**

Yes, the building will recycle all possible materials. Two waste bins are provided in each room: one for recyclables and another for trash. This way guests can help us divert waste from the landfill as reusable materials can go back into the supply chain to help create new recycled products.

### **How Can Guests “Green” Their Stay?**

Guests can select from a variety of “Green Your Stay” options upon booking and a \$1 per night will go towards the effort of their choice. By purchasing a carbon offset, guests neutralize the carbon emissions of a stay by supporting a carbon-reducing project somewhere else in the world.

Guests can choose from two offset project portfolios, **Power Portfolio** and **Refresh Portfolio**, and can also choose to donate to **Ocean’s Unite**.

- **Power Portfolio:** Renewable energy is any form of energy which comes from naturally replenishing sources such as wind, hydro, geothermal, solar, and biomass energy. The Power Portfolio of Carbon Offset Projects contains 100% Renewable Energy. These projects are vital to helping reduce the greenhouse gas emissions from the increasing global energy demand and use of fossil fuels.
- **Refresh Portfolio:** The Refresh Carbon Offset Portfolio combines water stewardship projects with renewable energy projects. These carbon offset projects have a multitude of environmental and community benefits such as reducing carbon emissions, improving water stewardship, and positively impacting people’s health in some of the most vulnerable areas of the world.
- **Ocean’s Unite:** This nonprofit aims to unite and amplify impactful voices to secure a healthy and vital ocean. By choosing to donate to Ocean’s Unite, guests are empowering ocean conservation.

### **Media Contact:**

Virgin Hotels

National: The Door | an idea house

[virginhotels@thedoорonline.com](mailto:virginhotels@thedoорonline.com)

###