

# EAST WEST

FAMILY OF COMPANIES

east west partners



## 2022 3<sup>rd</sup> Quarter THRIVE Sustainability Report

### Sustainability Coordinator

This summer, East West Hospitality hired a Sustainability Intern, [Mia Beyer](#), to help spearhead sustainability ideas and to focus on helping improve overall sustainability within the East West Family of Companies. While studying at Colorado Mountain College (CMC) under Kim Langmaid, the founder of Walking Mountains Science Center (WMSC), the current Mayor of the town of Vail, and Associate Professor of Sustainability Studies at CMC, Mia maintained a 4.0 GPA and President's List recognition for the duration of her studies. She earned her BA in Sustainability Studies in May of 2022 and came highly recommended by Kim for our internship.

Mia began her internship by constructing a [Sustainability Checklist](#) based on WMSC's [Sustainable Business Trail Map](#) and beta-testing the checklist with several East West properties to capture sustainable practices already in place at each location. She toured each location, completed the checklist through face-to-face interviews, noted important details, and provided a follow-up report with existing best practices and recommendations for improvements.



Now, as our brand-new Sustainability Coordinator, Mia will continue working to improve overall sustainability within East West Family of Companies by capturing, managing, and reporting sustainability practices. Additionally, she will offer constructive feedback and recommendations for EW companies to close gaps, spot low-hanging fruit, brainstorm innovative solutions, and help implement new or improved sustainable practices. Mia emphasizes the importance and value of feedback, ideas, and/or concerns from all employees at EWFC regarding environmental, social, or economic sustainability and wants to hear what you have to say!

The following report is an update summarizing the sustainability practices discovered through Mia's meetings with The Westin Riverfront Resort and Spa, Vail Spa Condominiums, Edwards Station, Falcon Point, and Slifer Smith, and Frampton on Bridge Street in Vail.

## The Westin Riverfront Resort



### Water Management

Two examples of responsible water usage practiced at the Westin include the installation of low-flow valves in each of the toilets and the use of lightweight, high-quality towels and robes which also use less energy to dry. Additionally, the Westin is considering [Xeriscaping](#) for their upcoming landscaping projects in 2023 including options for possible [greywater systems](#) and a [drip irrigation system](#) for the garden if possible.

### Green Transportation

An example of a smart long-term investment for the Westin was having the six electric vehicle charging stations installed. A future green transportation goal for the Westin is to eventually replace club cars with electric vehicles to reduce fleet emissions.

### Waste Reduction and Diversion

As part of the Westin Sustainability Committee initiatives, they are currently working on a re-fillable solution for shampoo, conditioner, and body wash. An excellent example of repurposing items after a remodel is by donating used furniture and mattresses to Habitat for Humanity or having a liquidator help sell them.

A future waste diversion goal at the Westin is to begin composting food scraps from the kitchen again, which will not only divert organics from the landfill helping to prevent methane emissions but will also create rich soil contributing to a healthy community garden.

Additionally, they are researching different water brands and filtration systems like [Nordaq Water Filtration and Replenishment System](#) to use for guests to encourage refilling water bottles in order to eliminate single-use plastic water bottles. The use of plastic bottle alternatives such as aluminum and

glass bottles set an example and encourages other businesses to choose the more sustainable alternative.

### Growing Food

The on-site community garden at the Westin is an inspiring, impactful project that Amber Moran, Director of Residential Services, and colleagues have brought to life. Stoke and Rye chefs get to use fresh items from the garden and having unique ingredients on hand like currents enables them to make their relish, a staple for one of their popular dishes, and mint, a key ingredient that Westin mixologists use to concoct their perfect, signature cocktails.

The garden also provides a sanctuary where employees can go to clear their minds while they water the vegetables or just sit and enjoy the aesthetics. It has also served as a great opportunity for team bonding during the weekly gardening meetups. Employees get to take home nutrient-rich foods like rainbow chard, kale, collard greens, and other successfully grown treats like radishes, carrots, beets, plums, and even blackberries. In the future, they want to create and cook more tailored dishes according to in-season foods grown in their garden.





## Certifications

The Westin is LEED Certified and most recently earned the Actively Green Certification (in partnership with the global non-profit Sustainable Travel International) through Walking Mountains Science Center and is now globally recognized as a sustainable business. The Actively Green standard is recognized by the Global Sustainable Tourism Council and includes criteria based on many other accepted principles and guidelines including those developed with input from the U.N. World Tourism Organization.

## Future Goals and Further Research

- Waste and Composting
  - Adopt composting beginning in the kitchen.
  - Look at bear-safe composting options.
  - Hammer down why composting is a low-hanging fruit, why it is so important to divert organics from the landfill.
  - Why compostable cups need to be composted in a commercial compost facility instead of thrown in the landfill.
  - Coordinate housekeeping department tour of the local landfill and Materials Recovery Facility (MRF) tour as well as recycling waste training.
  - Update waste signage and reinforce waste diversion.
- Electric Vehicles
  - Research how other hotels are switching to EVs.



## The Westin Club and Spa



New Director of the Westin Club and Spa, Jen Razee, sees low-hanging fruit and find ways to obtain it.

### **Waste Reduction and Diversion**

One impactful example of responsible waste management at the Spa includes keeping their hard-to-recycle items and then properly disposing of them twice a year like collecting and recycling dead batteries and utilizing rechargeable batteries and charging stations. The Spa at the Westin is constantly looking for ways to reduce waste while continuing to uphold sanitary conditions.

### **Green Transportation**

In addition to eventually replacing the Westin GMCs with electric vehicles to reduce emissions, Jen had the idea of giving employees a meal voucher as an incentive and reward to help encourage alternative ways of traveling to work to reduce emissions.

### **Water Management**

Some strategies to manage water use at the Westin Spa include the installation of an [Elkay water filter station](#), saline saltwater use in pools and hot tubs (which also means the use of fewer chemicals), refilling the pool only once a year, and using lightweight but high-quality towels and robes which use less water to wash, and less energy to dry.

Some of the goals at the Westin Spa include finding an alternative to the Flow Water Cartons because they are no longer recyclable at our local facility and looking into alternative ways to disinfect gym equipment other than single-use sanitizing wipes.

### **Social Responsibility**

The Spa at the Westin offers surveys to collect feedback from guests, members, and employees because they recognize the significance and value of their voices. After all, some of the most innovative and best ideas come from within. One way the Spa plans to help employees feel inspired and empowered to help operate more sustainably is by coordinating educational training through Walking Mountains Science Center located in Avon, CO.

Another social sustainability idea that Jen expressed was to create organized opportunities for employees to utilize their PTO hours to become more involved sustainably. I have compiled a list of events and volunteer opportunities in the Vail Valley so employees can get ideas.

Also in the social sustainability category, it was recommended that since the Westin comprises such a large team, during the highway cleanup, team Westin could expand and cover a larger stretch on I-70 instead of overlapping one another on highway-6.

Additionally, Jen wants to share more of their sustainability initiatives, goals, and achievements on social media and their website.

### Responsible Purchasing/Procurement

The Spa uses [Davines](#) which is a clean line and B Certified Company. Many of their partners are [B corporations](#) and many of the lines they use are sustainable with focuses on partnerships such as fair trade etc. [Eminence](#) is their largest retail skincare line that plants one tree for every purchase. So far there have been 10,000 trees planted in the name of the Westin Spa. They are also part of the Clean the World Program where they donate unused supplies like hard soaps.

### Certifications

- Silver LEED Certified
- GSN Awards
- Organic Spa Magazine - Wellness Travel Award 2018-2019
- Green Spa Network – Top Wellness Center 2018
- American Spa Magazine – Favorite resort and Top Five Resort and Spa Locations

## Vail Spa Condominiums

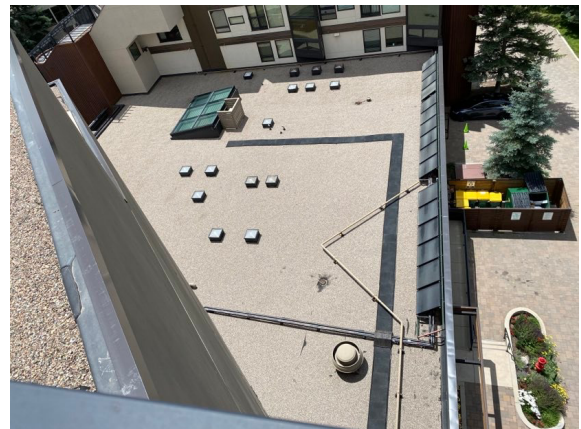
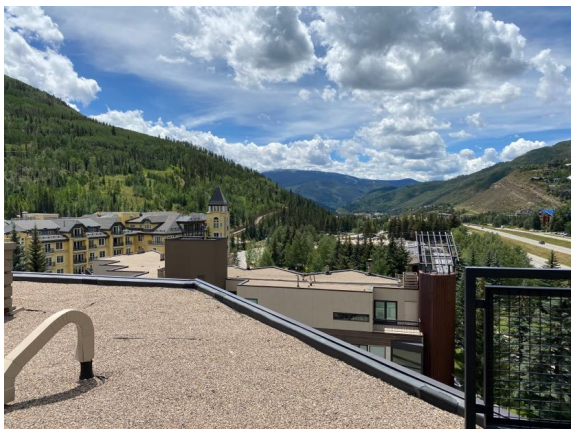


Vail Spa Condominiums is another property that demonstrates its sustainability values through collaboration with organizations like Impact Energy and Walking Mountains and the implementation of responsible and efficient sustainability practices.

### Energy

Vail Spa has received an energy audit and walkthrough by both Impact Energy and Walking Mountains. Examples of ways that they have become more energy efficient are through the installation of high efficiency boilers and boiler set points, using solar power to offset their gas usage to heat common water like pools, and installing all LED lightbulbs in their last remodel.

One idea that would make a substantial difference in energy consumption at Vail Spa is to use the open roof space to install additional solar panels, however, many homeowners have expressed that they prefer not to have a view of panels out their windows. Vail Spa could take a poll that asks homeowners how they would feel about having solar panels visible out their windows and provide incentives for homeowners to approve the installation. An alternative solution could be to purchase renewable energy through Holy Cross' PuRE Program to offset the remainder of their gas usage.





### Waste Reduction & Diversion

One thing Jeremy Follett, Assistant General Manager, and I talked about was asking homeowners to provide feedback about composting and their level of interest in running a trial composting program. A bulleted sheet explaining why composting is important and how to properly do it could be passed out to residents to help recruit participants.

### Water Management

Vail Spa has plans to switch to low-flow fixtures in their next remodel. One obstacle is that some homeowners ask for something specific, for example, a particular aesthetic-looking sink, but maybe not as efficient or hard to replace parts for, etc.

The Vail Spa property is well-landscaped with water-wise plants. One strategy for further water conservation that Vail Spa is considering is installing a Hydrowise system, a timed monitoring waterer that auto-detects if it rains. One of the major future projects is utilizing the area above the guest garage. Some of the ideas Jeremy shared with me were to lay sod to use the space as a dog park, lay Astroturf or wood chips, or use something that doesn't require as much water. Other than that area, everything else is well developed so there are no plans to relandscape.



### Green Transportation

Vail Spa has one dual port charge point installed for electric vehicles. Jeremy explained that they have two shuttle vans that rarely get used and would eventually like to replace them with an electric truck. They also have a goal to buy a small EV specifically for homeowners to drive for running errands.

### Social Responsibility

Vail Spa has a Green Team that meets a few times a year, surveys are sent out to guests two days post-stay for feedback, employees feel open to voice ideas, and they share their sustainability milestones on their website. One important thing to update and promote is the availability of their EV charger.

### Certifications

- Gold leader of the Colorado Environmental Leadership Program since 2016.

## Edwards Station



Chris Dudar, Chief Operating Officer of the Edwards Station, managed by East West Hospitality, is continually and actively looks for more sustainable choices. For example, they had twelve state-of-the-art highspeed Electrical Vehicle chargers installed. Chris pointed out that “the 2,300 vehicle charges equates to 2,400 tanks of gas” reducing our carbon emissions footprint. Chris worked closely with Holy Cross Electric to help cover the structure of the EV Charges that saved around \$6,000.

Another waterwise practice at the Edwards Station is their water reuse system. The carwash at the station recycles partial water below a certain level of soap-to-water ratio. One way the station found a way to repurpose waste was to donate used coffee grounds to the local Colorado Mountain College to use for their compost at the community garden since having composting bins at the station is not feasible for the time being. Finally, Chris is considering xeriscape to reduce turf. I connected Chris with [Ethos Landscaping](#) for this proposal.

Some of the current obstacles the Edwards Station is working to overcome include consumer expectations for bottled water by looking into sourcing aluminum bottled water, researching more eco-friendly options to single-use coffee cups, and considering incentivizing customers to use personal reusable coffee containers, and finally, transitioning away from plastic grocery bags and testing the use of boxes or incentivizing the use of reusable grocery bags.

## Falcon Point



Working with Lisa Muntz-Nelson, Falcon Point General Manager, and meeting with her during our weekly sustainability team meetings this summer has proved that she is an exemplary model for others. in sustainability. Lisa never hesitates to reach out to find a solution to a problem. For example, once she simply called Holy Cross to inquire about water heater blankets and was given several for free. Lisa hopes to participate in Holy Cross PuRE program to offset the building's gas usage. A responsible long-term decision was when Falcon Point took advantage of a \$25,000 rebate through Holy Cross for the procurement of custom-made windows from Anderson Renewal.

One of the most impressive tasks Lisa has taken upon herself to create is a spreadsheet that calculates Falcon Point's waste diversion rate. This has allowed her to track and report for the Actively Green certification requirements and to reduce waste and costs. Additionally, Falcon Point has eliminated plastic bottles and replaced them with infinitely recyclable aluminum cans for drinks in vending machines. One idea to help residents divert waste properly is to create waste signage tailored to common waste at Falcon Point indicating what is recyclable or not.

Simple actions are not overlooked by Lisa. For example, she uses bamboo toilet paper, and has installed LED in all of the units even including some of the refrigerators!

Three water-efficient implementations at Falcon Point include a smart water controller for faucets and fixtures, [Flushmate](#) vacuum seals for toilets, and [Hydrawise](#) smart watering technology that detects when it rains and waters accordingly.

An important piece in running a sustainable business is to highlight sustainability practices, milestones, goals, etc. which Falcon Point does on their website and through weekly newsletters, and a special guestbook that sits in every unit that lists all their green initiatives.



## Certifications

- Colorado Green Business Network 2022 (Gold Designation) and Legacy Recognition
- Trip Advisor (Silver)
- Coming up – Expedia
- In the process of becoming recertified as Actively Green

## Slifer, Smith, and Frampton



Not only does Slifer, Smith and Frampton (SS&F) on Bridge St. in Vail use post-consumer 30% recycled paper and has eliminated all single-use items, but Associate Broker, Heather McNerny created a recycling system with clear signage to help SS&F employees.

One barrier to ensuring proper recycling at SS&F is that they share dumpsters with other businesses such as Gorsuch, Fall Line, and Brussels. If just one of the surrounding businesses is not recycling properly, then the recycling can be contaminated.



## Certifications

- Actively Green Certified – will need to renew in December of 2022.

## Gilchrist & Soames Bath Amenities



Our Snowmass and Tahoe divisions have chosen a premium selection of BeeKind haircare and skincare products to enhance each guest's stay supplied through Gilcrest and Soames. Beaver Creek along with a few other Vail properties are close behind with the transition to BeeKind products. The BeeKind collection is free from artificial ingredients and contains naturally derived USP glycerin, natural conditioning agents from honey, the Brassica plant, and soybean and cottonseed oil. Gilchrist & Soames supports sustainable honeybee pollination research at the University of California at Davis Entomology Department by donating a portion of the proceeds from the sales of the BeeKind Collection to the University's [Honey Bee Research](#) Program.

Gilchrist & Soames is a member of [Green Dot](#) and promotes efficient and environmentally sound recycling and waste management solutions in North America and Europe. Additionally, they partner with [Clean the World](#), an organization dedicated to supporting the global community through an amenities recycling program to give soap and shampoo products to people in need.

Gilcrest products uses recycled fiberboard and highly recyclable packer cartons and resins, including PET, HDPE, and LDPE. Their bottles, cartons, and labels are made from the most readily available recyclable materials and utilize bio-additives in some of their plastics, making them 100% biodegradable.





### BATH & BODY CARE

We have selected premium hair and skin care products from BeeKind to enhance your stay. BeeKind is free from artificial ingredients, contains naturally derived USP glycerin and uses conditioning agents from honey, Brassica plants, cottonseed oil, and soybean.

BeeKind also supports the honey bee & sustainable pollination research program at University of California's Davis Entomology Department.

Love what you tried?  
Take it home with you for  
\$35 per bottle.

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