

Sustainability Partnership Committee meeting

August 5, 2010

Participants: Andy Bray, NEWMOA; Rick Yoder, P2RIC; Gary Hunt, ESRC; Bob Iverson, GLRPPR; Donna Walden, WSPPN; Madeline Sten, P2Rx.

Background. The Sustainability Committee met to discuss progress since the Orlando meeting where they decided to focus their efforts on Sustainable Hospitality. In July, Gary Hunt sent out an email suggesting that the Centers working on hospitality work together to set up a place for EPA/State/P2Rx hospitality related projects, webinars, websites, and publications. Rather than work on white papers, the Sustainability Partnership Committee decided to focus on sustainable hospitality. At this meeting the group decided to take this project up as its partnership project. The strong sector focus complements the broader approach taken by the Energy Efficiency Partnership Committee.

Current work.

ESRC.

- ESRC is hosting a webinar on water efficiency for hotels on September 21. Heidi Seigelbaum of Calyx is helping.
- Tom Rhodes is the ESRC contact person.

NEWMOA.

- Andy has been tasked by Rob Guillemin, P2 Coordinator for EPA Region 1, to do a blueprint for developing an on-line community discussion board such as a NING platform that supports Web 2.0, peer to peer exchanges.
- NEWMOA is also working on draft hospitality metrics.

WSPPN.

- Hosts the Hospitality Topic Hub which is currently being refreshed. Donna expressed her interest in working with this group on content and leveraging resources.

Discussion.

It would be good to sync up videos on this topic.

Green tourism should be included.

How do we engage state-based programs? South Carolina, Georgia and Florida all have programs, including a certification program.

What will the NING site look like? How will it be connected with the Hospitality Topic Hub?

Who should be engaged? Green Lodging News and Trip Advisor are two interesting resources. When should these resources be engaged? Early in the process or later? How can partners be prioritized?

Rick raised the concern that we should not lose site of the longer objective of sustainability.

It will take time to develop the community for this project. Can it be appended to an existing community?

Next step.

Andy will prepare the draft blueprint by August 16 and send it around for reactions. It should contain the basic elements of the site, who to engage and how to engage them. The site should leverage videos, blogs and newsfeeds.