

# Environmental Policy



## Make a promise to protect the province, and your business.

An environmental policy is a statement of your commitment to sustainability. It communicates your vision and long-term goals with specific consideration given to environmental sustainability.

### Getting Started

To begin, make a list of environmental initiatives currently underway at your bed and breakfast, followed by a list of your long-term environmental goals.

When determining your goals, identify areas of operation, such as guest, food or administrative services, where environmental initiatives could be implemented.

Keep your policy short, simple and focused on commitments that are realistic, achievable and relevant to your bed and breakfast's activities and practices.

Learn how to implement new environmental programs that will be included in your environmental policy statement. Refer to MMSB's *Green Your B&B* toolkit for information on possible initiatives for your bed and breakfast.

### Setting Up Your Program

The following is a list of suggested commitments or principles that you may consider including in your bed and breakfast's environmental policy:

- Educate guests about your environmental initiatives.
- Reduce and monitor waste generation by conducting regular waste audits. To learn more, refer to MMSB's *Waste Audit Guide for Bed and Breakfasts*.

- Establish a green procurement policy. To learn more, refer to MMSB's *Green Procurement Policy Guide for Bed and Breakfasts*.
- Establish a recycling program. To learn more, refer to MMSB's *Recycling Program Guide for Bed and Breakfasts*.
- Dispose of non-recyclable waste appropriately.
- Begin a composting program for kitchen and garden waste. To learn more, refer to MMSB's *Backyard Composting Guide for Bed and Breakfasts*.
- Minimize the use of water and energy and reduce carbon emissions.
- Comply with applicable provincial and federal environmental regulations as well as workplace safety legislation.
- Decrease the impact of transportation by promoting and practicing walking, biking, and carpooling.
- Procure environmentally-friendly toiletries, cleaning products and other supplies.
- Minimize the use of hazardous and toxic substances and dispose of hazardous wastes appropriately.
- Support local environmental activities and events within your community.

## Marketing Your Policy

Your policy demonstrates social responsibility and commitment to reducing your business' impact on the environment. Given an increase in demand by visitors for environmentally-friendly accommodations, marketing your policy may enhance your bed and breakfast's public image and attract new clientele.

- Sign and date the policy and post it in a central area for all new guests to see.
- Educate guests and the local community about your new policy.
- Ask visitors to help you maintain these practices by participating in programs such as recycling containers, composting organic waste or minimizing energy and water consumption.
- Proudly display your environmental policy on appropriate marketing and promotional materials such as your website, social media channels and print materials.



## Sample Environmental Policy

\_\_\_\_\_ (name of bed and breakfast) recognizes environmental protection as one of our guiding principles and a key component in sound business performance. We are committed to providing a quality bed and breakfast accommodation facility, in a manner that ensures a safe and healthy environment for guests and minimizes our impact on the earth. We will operate in compliance with all relevant federal, provincial and municipal environmental legislation. Accordingly, we have committed to the following environmental best practices:

- Incorporate environmental concerns and impacts into decision-making and activities.
- Promote environmental awareness among guests and encourage visitors to comply with initiatives.
- Educate and inform guests about relevant environmental issues that may affect their stay.
- Reduce waste by initiating recycling programs for paper, cardboard, beverage containers, plastic containers and other materials accepted by a recycling service provider in our region.
- Reduce waste by initiating a composting program for kitchen and yard organics or donate these organics to a local farm or community composting program.
- Purchase environmentally responsible products that have been selected based on criteria such as toxicity, durability, use of recycled or re-furnished materials, reduced packaging and the ability to be recycled, refilled or re-furnished at the end of its useful life as well as reduced energy and/or water consumption.
- Promote efficient use of resources, including water and energy.
- Avoid unnecessary use of hazardous materials and seek alternatives whenever feasible.
- Regularly communicate information about environmental programs to guests and the public and encourage their support.
- Strive to continually improve performance by periodically reviewing our environmental policy.
- Investigate and initiate recycling programs and/or safe disposal options in our region for materials such as electronic and hazardous waste.

Signature: \_\_\_\_\_  
(Bed and Breakfast Owner or Operator)

Date: \_\_\_\_\_