

Motel 6 Leaves the Fluorescent Light on for You

2008-01-29

Accor North America Leads the Hotel Industry with Fluorescent Bulb Recycling Initiative as Federal Government Passes Law to Phase out Incandescent Bulbs by 2014

Motel 6 announces the completion of its roll out of the first national fluorescent light bulb and battery recycling program within the hospitality industry. Motel 6, with more than 900 properties across the country, is the first U.S. hotel chain to implement this type of recycling program at its corporate properties nationwide without a federal mandate. The program, which launched in June 2007, is a continuation of Accor's Earth Guest initiatives that demonstrate Accor North America's dedication to preserving the environment.

'We have already embraced the national phasing out of incandescent light bulbs, recently passed into law by the federal government, and have taken it to the next level by establishing this recycling program,' said Jim Amorosia, president and chief operating officer for Motel 6. 'Despite the five-year life span on these bulbs, we estimate that our properties will still recycle an approximate, combined total 60,000 fluorescent light bulbs per year.'

On December 19, 2007, President George W. Bush signed into law a landmark energy bill to begin phasing out traditional incandescent bulbs starting in 2012, to be completed in 2014. Australia took a more radical approach earlier in 2007, becoming the first country to ban incandescent bulbs outright starting in 2010.

In January of 2006, Motel 6 began its extensive retrofitting of fluorescent lighting at its corporate-owned properties, which consumes 75% less energy than conventional bulbs. The brand's retrofitting of fluorescent light bulbs and the Motel 6 Battery and Fluorescent Light Bulb Recycling Program complement the efforts of Motel 6's parent company, Accor North America, to reduce energy consumption in all its properties. In late 2006, the Environmental Protection Agency honored Accor North America as an Energy Star Leader for significantly increasing energy efficiency in its economy hotel properties.

To develop this nationwide recycling initiative, Accor North America partnered with Facility Solutions Group (FSG), who oversees the program, and Veolia Environmental Services, who manufactures and recycles the light bulbs and batteries. Motel 6 properties received boxes specifically designed to collect light bulbs, along with containers for batteries. Materials are shipped automatically to each location on an annual basis with specific instructions on how to return the used containers.

Batteries, light bulbs and electronic equipment typically contain mercury, lead and other heavy metals that are considered hazardous to the environment. By initiating this recycling program, Motel 6's waste is guaranteed to be properly recycled in accordance with federal, state and local regulations.

Accor North America's Earth Guest program in 2007 consisted of extensive and ongoing environmental initiatives including the planting of 20,000 trees representing each Accor employee in North America, implementation of a 65-point environmental check list at all properties and at the corporate headquarters, and donation of \$375,000 to educational and charitable groups. Earth Guest program activities are led and put into action at the corporate level and in local communities by Accor North America's four brands and over 900 properties - Sofitel, Novotel, Studio 6 and Motel 6 in the U.S. and Canada.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30929.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html