



What Makes Us Green?

ePolicy Eco Luxury Lodging

Shades of Green—Easygoing to Extreme Green

“Green is going mainstream. Who - being human - doesn't want to breathe clean air, drink clean water, eat food and stay in a house that free of toxins and pesticides?”

—Dana G. Mayer, *NY Times*

Staying motivated to go green can be a challenge—the over-exposure to green messages leaves most of us feeling eco-fatigued. Businesses [green-washing](#) in hopes of getting attention has created a backlash of cynicism against the green trend. For these reasons we follow your lead about being green.

We know you'd preserve the natural appeal of the places you visit and use healthy products if it made sense, was affordable, fun, and brought you joy. So that's the central theme of our policy—give you ways to

go easy on yourself, your wallet *and* the environment.

Full Disclosure. We know you want us to have more than a *green sheen*, so we tell you just what we do that's green and some of the things we have chosen *not* to do, letting you decide if we're eco-friendly enough for your standards.

Keep it Simple. We're not purists, we found it to be rigid and confusing. Twenty percent of going green requires expensive, complicated, difficult choices about which most people disagree. We focus on the 80% that is clear and has

impact instead of giving up because of the debatable 20%. Most of our customers use the 80/20 Rule to make decisions about going green and we do the same.

The way we see it, lots of people doing 80% makes a bigger difference than a few zealots doing 100%. We set a rational, reasonable example that people *can* follow, rather than condemn those who are unable or unwilling to adopt a perfectionist's all-or-nothing approach.

E-Policy

To us, *EcoLuxury* means **high-comfort, low-impact living and** following these guidelines when selecting products and operating our properties.

- **Hypoallergenic.** Natural cleaning products used—no synthetic fragrances, pet dander, smoke to irritate or create respiratory problems.
- **Plush, organic linens.** Easy on your skin, your lungs, and our planet.

- **Green remodeling.** Reclaimed or rapidly renewable building materials and fibers used in construction and furnishings.
- **Low waste.** Recycled construction materials and ongoing recycling of paper, boxes, plastic, glass bottles, aluminum.
- **Site location.** Maximizes fresh air circulation and passive solar. Also minimizes exposure to noise and EMFs.
- **Low energy use.** Energy Star®, energy-efficient appliances,

HVAC. Solar hot water or electricity in Arizona.

- **Low water use.** Low-volume toilet and showerhead. Partial gray water use.
- **Safe for some MCS** (Multiple Chemical Sensitivities). Free of chemical pesticides.
- **Fair trade, local business.** Local materials, artists and trades used for services to support the local economy. Owners participate in trail and beach cleanups and preservation..



Full Disclosure. We're not extremely green, we're in it for the long haul and see sustainable practices as a process. Like Whole Foods and Gaiam, most of our products are organic and natural. A few are conventional. Sometimes we use local products that may not be certified organic, sometimes we furnish our home with a shower curtain that doesn't outgas, but does contain vinyl.

We see going green as a process. As we remodel, we choose green replacements. As we spend more time in our communities, we get more involved. But we're not perfect. Our properties aren't perfectly green, yet. With locations in communities using city water to irrigate the common areas and treat the grass with weed killer. We'd prefer they irrigate with reclaimed water, but that's a shared decision of the home owners association. It's a process of change, that we encourage by serving on the grounds committee. We communicate with vendors about our interests in green and offer to help them consider genuine eco-friendly measures.

Bottom line? If you find a US vacation rental greener than us, we'd like to know about it. So far, the only ones we found are the earthships in Taos, NM. We hope to be like them when we grow up.



View at sunrise from the balcony at the ecoLuxury vacation rental in St. Augustine, Florida. This eco-haven is enjoyed by naturalists, birders, photographers, hikers,

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Who Says You Can't Have It ALL?



Our green vacation rentals are loaded with romance, charm and luxuries. Big rooms, private patios and pools or chemical-free therapy spa tub. Plush organic linens, high-speed Internet, full size appliances in gourmet kitchens. Central, quiet locations just blocks to hiking trails.

EcoLuxury Living lets you ditch the guilt and start saving— money, your health, and the planet. Here's what we do to be sustainable.

- Hypoallergenic (smoke, dander, chemicals) environments and products
- Solar powered
- Green remodels in compliance with LEED certification
- Appliances & fixtures that reduce energy, waste & water usage
- Organic & natural materials used in furnishings, bedding, towels, & food
- Local, indigenous suppliers, vendors, or owners
- Engage guests about ways to go green and enjoy wild luxury
- Sited to avoid ecologically sensitive areas
- Designed to avoid noise and aesthetic nuisances
- Landscaped with local plants
- Library of green books and resources
- Fragrance free, all natural, biodegradable cleaning products in all rooms, includes laundering. No artificial air freshener and carpet freshener in all rooms
- No scented candles or pot-pourri in any rooms
- Smoke-free, Pet-free rooms
- Homes in clean air areas. Check the zip codes at Scorecard.org.
- Green packaging—recycled, low toxin materials.

