



The Sheraton Hotel

Solid Waste Services started the WasteSMART program to recognize local businesses that reduce and recycle waste and buy recycled products...

The Story

The Sheraton is a landmark situated in the cultural heart of Austin, located next door to the famed Texas Capitol and just steps from the University of Texas.

How They Do It

The Sheraton has taken many steps to “green” their business, including reusing rinse water from washing machines for first cycle on next load, using gray water from washing machines to water hotel plants, utilizing CFC bulbs, installing motion sensors in guestrooms for the HV/AC systems and giving guests a ‘no-clean’ option for bed linens and towels. In addition, the hotel purchased low flow shower heads, donates used soap and toiletries to a local shelter and placed recycling bins on guestroom floors in vending areas. On the food-service side of the Sheraton, they are purchasing more keg beer rather than bottled beer, using reusable food service utensils for associates rather than disposable, utilizing old towels for kitchen rags and using ramekins rather than small condiment bottles.

Recycled Products:

- White paper
- Magazines
- Newspapers
- Corrugated cardboard
- Plastic bottles
- Aluminum cans
- Glass

- Cooking oil
- Recycle bins on guestroom floors in vending areas
- CFC light bulbs
- Reusable chemical containers
- Purchasing more keg beer rather than bottled beer
- Purchased durable food service utensils for associates rather than disposable
- Use old towels for kitchen rags
- Utilize ramekins rather than small condiment bottles

Guests are also advised that they may donate their guest loyalty points to Sustainable Travel International, an organization that provides educational and outreach services to help travelers and travel providers support environmental conservation.

Above and beyond

The Sheraton business has adopted a written purchasing policy for recycled-content products.

All associates receive sustainability awareness training and are made aware of the Sheraton Austin’s recycling program during associate orientation.

The Sheraton tracks results quarterly through a volume report compiled by their hauler. The hotel has reduced the amount of hauls from its waste

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dumpster from twice a week to once a week.

Going Green proves to be a valuable business investment

The Sheraton hotel has benefited from recycling and waste prevention beyond the obvious energy savings, landfill space reduction and other environmental benefits. The staff has rallied behind this effort and has pulled together as a team due to our recycling initiatives. The Sheraton guests have made favorable comments regarding the recycling efforts and appreciate staying in a hotel that shares their values, thus creating repeat business. Recycling will prove to be useful in the Sheraton's efforts of increasing profitability through both associate and guest loyalty.