

## **Environmental Policy for Peacock Hospitality Group (Fernie Fox Hotel and Evergreen Apartments)**

At Peacock Hospitality Group (Fernie Fox Hotel and Evergreen Apartments), sustainability is not just a philosophy; it's a way of life. Our commitment to a greener future is woven into every aspect of our operations, from a total of 74KW solar arrays on our buildings to zero single use plastic and wildlife protection. We invite you to be a part of our mission to become the most sustainable hospitality business in British Columbia, Canada, and to experience the beauty of eco-conscious hospitality during your stay with us. Together, we can make a difference, one eco-friendly choice at a time.

### **Key Initiatives (Fernie Fox Hotel There is a separate list for the Evergreen Apartments)**

- 1. Clean Energy:** We provide all guests with free EV charging, powered by our solar array, ensuring 100% clean energy
- 2. E-Bikes:** To encourage eco-friendly exploration, we've launched e-bikes for all guests. This provides our guests with a zero-carbon option to explore our town. The e-bikes are charged with the abundance of solar power from our 74KW array.
- 3. Water fill station:** We have installed a water bottle fill station and provide free water bottles to all guests, making it easy to stay hydrated while reducing single-use plastic waste. The counter on the fill station is at 22,598 as of 01/09/2025. That a lot of bottles we have saved from the landfill.
- 4. Towel Reuse Program:** Our guest towel reuse and bed linen changing program not only saves water but also reduces the environmental impact of laundry.
- 5. Energy-Efficient Innovations:** We've invested in "Hyper efficient hot water system. We use excess heat from our network, furnace, and dryer exhaust to preheat the water before it enters the hot water heater, reducing energy usage and costs. Our energy management system automatically turns off lights and air conditioning in all areas of the hotel, saving energy without sacrificing guest comfort. We also use low-energy equipment for electrical devices. All appliances are Energy Star rated at a minimum.
- 6. Water Conservation:** Flow restrictors on showerheads and taps help us conserve water without compromising guest comfort.
- 7. Waste-Free Amenities:** We've eliminated plastic bag liners in guest room garbage cans, opting for regular cleaning instead. It's a small change with a big impact. This small change saves over 12,000 plastic garbage bags from the landfill.
- 8. Local Love:** We support local businesses by purchasing products made locally, reducing our carbon footprint and boosting the regional economy.
- 9. Constant Improvement:** Through regular consultation and brainstorming sessions, we identify areas where we can improve. Our commitment to sustainability isn't static; it's an ongoing process of refinement.
- 10. Explore Responsibly:** We encourage our guests to explore the destination responsibly, respecting the delicate balance of the local ecosystem. We give them options to do so. i.e. E-bike, water bottle station and education materials throughout the hotel.
- 11. Biodiversity:** Peacock Hospitality only uses native plants species in it landscaping, we have replaced all ornamental turf with pollinator plants like clover. (grass for clover). We have created a wildlife corridor through our property as we border crownland and have many animals (Bear, Fox, Elk, Deer and many more) crossing our property to reach the river. We use rain water drip irrigation to irrigate our landscaping, We have eliminated all pesticides and herbicides from our landscaping practices, We don't mow or do our spring clean up till June 15<sup>th</sup> (this gives wildlife a stronger start to the summer) We are planning a green roof above our car port and are currently working with local government for approval. We believe in educating our guests about their role in local biodiversity and conservation efforts. By spreading awareness, we encourage our visitors to appreciate and protect the natural beauty of British Columbia.
- 12. Waste Not, Want Not:** We've implemented a solid waste diversion program for both our guests and staff members, ensuring that waste is sorted and managed responsibly. Plus, our outdoor wildlife-proof garbage containers help protect local wildlife.
- 13. Solar Powering Tomorrow:** Our commitment to clean energy is evident with the installation of solar panels on our hotel roof. By harnessing the power of the sun, we not only reduce our carbon footprint but also contribute to a greener future for our community.

**14. Bright Ideas with LED:** We've swapped out incandescent bulbs with energy-efficient LED lighting throughout our hotel. This not only reduces energy consumption but also creates a cozy, eco-friendly ambiance for our guests. We did this way back in 2010.

**15. Dispensers Over Bottles:** One of the first steps towards sustainability was replacing individual shampoo and conditioner bottles with dispensers. This not only reduces plastic waste but also minimizes the energy and resources required for production and transportation.

**16. Training for Sustainability:** Our employees are well-versed in sustainability practices, including how to reduce energy, water, and waste. This ensures that every member of our team is aligned with our green mission.

### Recent Awards and Certifications

Peacock Hospitality Group (Fernie Fox Hotel and Evergreen Apartments) has been recognized for its outstanding commitment to sustainability and community involvement. Here are some of our recent accolades: *(This is not a full list please inquire for full list)*

- **Best Sustainable Hotel 2024:** Awarded by Corporate Vision Small Business Awards for our exceptional sustainability practices and eco-friendly initiatives.
- **Environmental sustainability award 2024** Awarded by the Fernie Chamber of Commerce.
- **Employer of the year.** Awarded by the Fernie Chamber of Commerce
- **Family-operated Tourism Company of the Year 2024:** Presented by Corporate Vision Small Business Awards, recognizing our dedication to family values and community support 1.
- **Green Key Certification:** We have successfully completed the Green Key self-assessment, demonstrating our commitment to sustainable hospitality practices. This is the only paid accolade. We like to be recognized organically and not pay for our accolades. But Green Key is recognized as the industry standard in green ratings.
- **Lux Life travel and Tourism.** Sustainable hotel of the year 2025 British Columbia
- **World Academy for Sustainable Hospitality:** Our team members are enrolled in courses provided by the World Academy for Sustainable Hospitality, ensuring continuous education and improvement in sustainability practices.
- **Travel & Hospitality Awards. 2024/25** Eco Friendly Hotel of the Year East Kootenays BC
- **Fernie Business of the Year 2025.** Fernie Chamber of Commerce Excellence Awards
- **Fernie Employer of the Year. 2025** Fernie Chamber of Commerce Excellence Awards.

### Our Commitment to the Community

Peacock Hospitality Group (Fernie Fox Hotel and Evergreen Apartments) is deeply committed to supporting the local community. We believe in the power of giving back and investing in the people, businesses, and organizations that make Fernie an extraordinary place to be. Here are some ways we actively support and invest in the local area:

**1. Charitable Donations:** We make significant donations to support education, environmental protection, and social welfare. Our contributions aim to address various needs within the community. \$20,000.00 per year in direct community grants.

**2. Volunteering:** We encourage both our staff and guests to get involved in the community. We pay our employees ½ time when they volunteer at a sanctioned event within the community.

**3. Local Sourcing:** We prioritize purchasing from local businesses, contributing to the growth and prosperity of our community.

**4. Sustainability:** Our commitment to sustainability aligns with our dedication to the local community. Reducing our environmental impact and supporting local suppliers go hand in hand.

**5. Community Projects:** We support local initiatives that foster social and economic development. Our hotel and apartment buildings contribute to community projects and collaborate with local organizations to promote sustainability.

We are proud to be a part of the Fernie community and are dedicated to making it a better place for everyone. Our commitment to sustainability and community support is a reflection of our love for this remarkable town.

## Future Sustainability Goals

At Peacock Hospitality Group (Fernie Fox Hotel and Evergreen Apartments), we are always looking ahead to further enhance our sustainability efforts. Here are some of our future goals:

- 1. Achieving Net Zero Emissions:** We aim to achieve net zero emissions by 2030. This involves further lowering our carbon footprint through electrifying all appliances and equipment, increased use of renewable energy sources, energy-efficient technologies, and carbon offset programs.
- 2. Expanding Solar Power:** We plan to expand our solar power capabilities by installing additional solar panels on our properties. This will help us generate cleaner energy and reduce our reliance on non-renewable energy sources.
- 3. Waste Reduction Programs:** We aim to achieve zero waste by 2030. This includes enhancing our recycling and composting programs, completely elimination of single-use plastics, and promoting a circular economy.
- 4. Community Engagement:** We will strengthen our partnerships with local organizations and community groups to support environmental and social initiatives. This includes participating in local clean-up events, supporting conservation projects, and promoting sustainable tourism.
- 5. Employee Training and Development:** We will continue to invest in the training and development of our employees, ensuring they are equipped with the knowledge and skills to support our sustainability goals. This includes providing ongoing education on best practices in sustainable hospitality.
- 6. Sustainable Building Practices:** As we expand our properties, we will prioritize sustainable building practices. This includes using eco-friendly materials, incorporating energy-efficient designs, and minimize environmental impact of construction.
- 7. Water Conservation Initiatives:** We will continue to implement water-saving technologies, such as installing low-flow fixtures and exploring greywater recycling systems

## Specifics

At Peacock Hospitality Group (Fernie Fox Hotel, Evergreen Apartments) we are committed to sustainability and environmental stewardship. Our goal is to minimize our environmental impact while providing exceptional service to our guests and residents. This policy outlines our commitment to various environmental initiatives and practices.

- 1. Guest Education and Awareness** We actively educate our guests about our sustainability initiatives and encourage them to participate in our efforts. Information on how guests can contribute to our environmental goals is provided through digital platforms and in-room materials. Education is an integral part of being environmentally aware. You can't walk through the hotel without intuitively understanding that we do all we can to be environmentally responsible. Through our art on the walls, the live data from our 54kw solar array displayed on the room tv, website and in the lobby to the many news articles and our diorama in the lobby that displays all our environmental measures.
- 2. By improving Accessibility of Hotel Services**, we strive to make our services accessible to all guests, including those with disabilities. Our facilities are designed to be inclusive and user-friendly. All rooms have grab bars in the showers, visual and audible alarms (smoke, wake up) We have dedicated accessible rooms that are fully compliant with British Columbia standards for accessibility in hotels
- 3. Community Involvement and Support** We support local initiatives that foster social and economic development. Our hotel and apartment buildings contribute to community projects and collaborate with local

organizations to promote sustainability. We have a budget of \$20,000.00 per year for this. Here is a link to all of our contributions <https://ferniefoxhotel.com/sponsorships/> We have contributed over \$100,000.00 in the past 5 years directly to the community <https://www.e-know.ca/?s=Fernie+Fox+Hotel&submit=Search>

<https://www.e-know.ca/?s=Peacock+hospitality&submit=Search>

**4. Employee Education and Engagement** Our employees are trained and engaged in our sustainability practices. We provide ongoing education and encourage staff to contribute ideas for continuous improvement. Here is a list of certifications That **all** Peacock Hospitality Staff are required to take

- An Introduction to Equity, Diversity, and Inclusion (EDI) for Tourism & Hospitality
- Safer Spaces for Workers
- SuperHost®Foundations of Inclusive Service: Service For All™
- Safety Basics - Health & Safety Orientation
- WHMIS
- Navigating Cultural Diversity in the Workplace
- World Sustainable Hospitality Alliance course bundle
- Fernie Ambassador Program

Then we have more specific training for each position. For a full list contact [jeremiah@peacockhospitality.ca](mailto:jeremiah@peacockhospitality.ca).

**5. Biodiversity Conservation** We are committed to protecting areas of high biodiversity value. Our landscaping practices prioritize native plants and habitats that support local wildlife. We donated \$5000 to the Elk River Alliance, and their main goal is to protect the river and its biodiversity. Here is a link to that news article

<https://www.ferniefix.com/article/business/fernie-hotel-donates-5000-elk-river-alliance-summer-camp-programs>, We also only use local flora in our landscaping and do not mow our grass in April and May.

**6. Reducing Disposable and Consumable Goods** We actively seek ways to reduce the use of disposable and consumable goods. Single-use plastics are eliminated from our operations, and we use refillable dispensers for bathroom amenities, our garbage cans do not have plastic garbage bags in them, all our dishes and cutlery are real, we have zero single use items, We do not print unless absolutely necessary, There are no pamphlets or brochures anywhere in our building,

**7. Procurement of Local Goods and Services** We prioritize the procurement of local goods and services to support the local economy and reduce our carbon footprint. We buy local as much as possible and vet our suppliers to make sure they have responsible environmental policies.

**8. Eco-Purchasing** We factor environmental considerations into our purchasing decisions. We commit to buying fair trade or green certified/eco-labeled products such as linens, furniture, and electronics.

**9. Handling Hazardous and Toxic Substances** We ensure the proper use and handling of hazardous and toxic substances to minimize environmental and health risks.

**10. Waste Reduction** We have implemented a solid waste diversion program for guests and staff members. Recycling and composting are integral parts of our waste management strategy.

**11. Water Conservation** We use low-flow, high-pressure showers and taps to minimize water consumption. Our energy efficient hot water heaters ensure efficient water heating. We use our excess solar energy to pre heat our water. This significantly reduces how much natural gas we use. We harvest our storm water for irrigation and washing the parking lot.

**12. Greenhouse Gas Emissions Reduction** We have installed solar panels on the roofs of both the hotel and Evergreen Apartments to provide clean energy. Our e-bike rentals and electric vehicle charging stations further reduce our carbon footprint. We use our excess solar energy to pre heat our water. We encourage our guests to park their cars and take our sustainable transportation systems.

**13. Energy Conservation and Efficient Use** Our high-efficiency appliances and LED lighting throughout the properties help conserve energy.

14. **Continuous Improvement** We are committed to ongoing, continuous improvement in our sustainability practices. We set environmental targets and regularly review our progress. Our next project is to use the wasted heat from our commercial dryer to preheat water. /•

**15. Human Rights, Health, and Safety** We uphold human rights and prioritize the health and safety of our guests, residents, and employees. Our policies ensure a safe and respectful environment for all.

At Peacock Hospitality Group (Fernie Fox Hotel and Evergreen Apartments), we are dedicated to sustainability and environmental stewardship. Our comprehensive policy covers various initiatives, including energy conservation, waste reduction, water conservation, and community involvement. We strive to minimize our environmental impact while providing exceptional service to our guests and residents. By continuously improving our practices and engaging with the community, we aim to create a sustainable future for all.

### **Signature**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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