ENVIRONMENT · A2 WATER · ATTRIBUTE ENV-09

Linen reuse & cleaning opt-out

Whether guests can choose to keep their towels and bed linen for more than one night, or skip room cleaning, and how many actually do.

HOW OFTEN	EVIDENCE	ENTERED BY	TYPE
Quarterly	Housekeeping log	The property	Measured (%)

Why it matters

Washing linen every day uses large amounts of water, energy and detergent, and wears the fabric out sooner. Most guests do not change their sheets daily at home and are content to reuse them when asked clearly and politely.

How to do better

- Make reuse the normal practice and let guests ask for a change, not the other way round.
- Word the message positively: explain what the guest's choice saves.
- Make sure housekeeping follows the guest's choice; a reused towel replaced anyway undermines trust.
- Count how many stays take part, so you know whether it works.

How to record it in Canoprise

1. Confirm the programme is offered and how guests are told.
2. Have housekeeping record, each day, stays that opted to reuse or skip cleaning.
3. Enter the uptake percentage each quarter from the housekeeping log.

What you enter

Ref	What to enter	How it is entered
ENV-09.1	**Uptake of linen reuse / housekeeping opt-out**	Percentage
ENV-09.2	Programme offered & signed	Yes / no
ENV-09.3	Housekeeping opt-out offered	Yes / no
ENV-09.4	Stays taking up reuse (per period)	Count
ENV-09.5	Housekeeping change-procedure SOP	Document

Items marked “calculated for you” need no entry.

How it is scored

Measured. With the default settings it scores 100 at 70% and 0 at 0%, on a straight line between. Your group can set its own target and floor.

COMMON MISTAKE

Counting the programme as working because the card is in the room, without measuring uptake.

WHAT GOOD LOOKS LIKE

A housekeeping log that gives uptake by month, and staff who follow the guest's choice.

IF YOU ARE WORKING TOWARDS A CERTIFICATE

Most certification schemes expect a linen and towel reuse programme to be offered. Requirements differ between schemes and change over time, so check the one you are applying to.

Where it counts

Certification

- WTTC Basics 5: Linen reuse programme
- GSTC Hotel v4 D2: Water conservation (in part)
- Green Key 1.22: Housekeeping follows linen-change procedure
- Green Key 6.21: Linen and towels not changed daily
- Green Key 6.22: Housekeeping opt-out

Part of topic guide A2 Water, which covers the whole topic and lists the certification criteria it supports.