**GETTING THE GREEN LIGHT**

Green Scope Solutions (GSS) offers comprehensive solutions that change the way hotel groups do business.

By Mike Thomas  
Photography by Christopher Free

Lighting. It’s a crucial part of the upscale hotel business. Lighting creates a certain ambience, which in turn affects how guests view their surroundings and the degree to which they enjoy their stay. And if they enjoy their stay, they’re more apt to come back—perhaps repeatedly. Experts say it’s especially important that hotels have the right type of lighting in on-site restaurants. After all, mood and food go hand-in-hand.

But lighting is voracious when it comes to energy, consuming more electricity than anything else (cooling, ventilation, and so on) in both residential and commercial buildings across the country. It stands to reason, then, that enhancing the energy efficiency of any lighting system—whether as part of new construction or a retrofitting process—has a sizable impact both financially and environmentally.

That’s where Chicago-based Green Scope Solutions enters the picture. The sister company of Option One Energy, one of GSS’s specialties is installing retrofitted lighting solutions in a wide variety of structures. Recently, the American hotel chain Strategic Hotels & Resorts (SHR) contracted them to revamp lighting in 18 of its

---

**6 PHASES TO A COMPLETE LIGHTING SYSTEM**

The Green Scope Solutions Turnkey Process

1. Initial Meeting / Lighting Survey  
   - Audit

2. Rebate Procurement  
   - Engineer/Spec

3. Proposal Delivery  
   - Mock-up/ Sample Hang  
   - Approval

4. Utility Pre-Walk  
   - Start Install  
   - Project Manage Throughout  
   - Recyling  
   - Job Completion

5. Delivery of Closing Package  
   - Ongoing Warranty Management  
   - Future Product Reordering

---

Retrofitting businesses by focusing on lighting can add up to huge savings.
innner workings

energy saving applications. Hugin says this most recent experience of working with GSS and OOE was also very positive.

GSS is the demand solutions wing of these businesses. “The first step for our lighting process is to do a thorough discovery, followed by a full facility survey,” says GSS co-principal Brian Mavraganes. “This is just phase one of our six-phase turnkey process.”

Prior to overhauling SHR’s chain of hotels, Green Scope had already proven itself by installing new LED lighting and controls at Ritz-Carlton, Half Moon Bay in California. Following its standard procedure, GSS created LED-lit mockups of the spaces to be retrofitted. “The last thing we want is to start installing lights that we feel should be hung, and then that color doesn’t reflect well with the space,” Mavraganes says.

Aside from being visually pleasing, the retrofitting resulted in annual energy savings of around $200,000. Other GSS clients—including a hotel-condo building in New York and a large restaurant chain—have seen significant reductions in lighting costs.

“It’s very rare for us to engage a client and not be able to show a savings or find an opportunity to save them money through lighting controls, and energy procurement/management,” Mavraganes says. LED technology, he explains, has made great strides in the last five or so years and is now at the point where closely matching the illumination capabilities of incandescent lighting is easier than ever.

“When adoption does happen, it’s often with tier 2 LED products, which appear lower in cost initially but are actually higher in cost in the long run due to lower quality and shorter lifespans. More and more companies are becoming aware of these advantages and others. Mavraganes says, and the tide is turning for commercial properties despite the modestly higher initial expense. Being energy efficient and going “green” in general—is increasingly the norm rather than the exception, and LED lighting is a big part of that shift. He hopes residential properties will follow suit in even greater numbers.”

“The green movement has begun, but we have barely scratched the surface,” Morris says. “One of my favorite quotes from Gandhi—Which I think best expresses how I feel about climate change and the green movement—is “the difference between what we do and what we are capable of doing would suffice to solve most of the world’s problems.”

By the Numbers

- $190,000, San Francisco InterContinental: 50,000 Annual spending for a quarter-century.
- $200,000, Chicago Fairmont: 50,000 Annual spending for a quarter-century.
- $200,000, Jackson Hole, Wyoming: 50,000 Annual spending for a quarter-century.
- $200,000, Half Moon Bay, California Ritz-Carlton: 50,000 Annual spending for a quarter-century.
- 50% of GSS projects take 24 months or less, with many completed in 20 months or less.
- GSS LED retrofitting, which comes with a five-year warranty (thus negating the cost of replacement bulbs for five years), cuts light bulb budgets by 65%. Annual savings for incandescent bulbs can be upwards of $40–50,000.

Information provided by Brian Mavraganes / Adam Morris at GSS & OOE

One of Green Scope Solutions’ specialties is installing LED lighting solutions. The company began its turnkey lighting process with a thorough discovery, followed by a full facility survey.

GBR magazine.com

About This Feature

A special feature is an examination of best business practices and opportunities for growth in the hospitality industry. It begins with a look at the future of energy efficiency in hotels and explores why the hospitality industry—the world’s largest consumer of energy—is unique for the hospitality market in particular, as this market in general has been a bit slower to adopt LED technology. When adoption does happen, it’s often with tier 2 LED products, which appear lower in cost initially but are actually higher in cost in the long run due to lower quality and shorter lifespans. More and more companies are becoming aware of these advantages and others. Mavraganes says, and the tide is turning for commercial properties despite the modestly higher initial expense. Being energy efficient and going “green” in general—is increasingly the norm rather than the exception, and LED lighting is a big part of that shift. He hopes residential properties will follow suit in even greater numbers. "The green movement has begun, but we have barely scratched the surface," Morris says. "One of my favorite quotes from Gandhi—which I think best expresses how I feel about climate change and the green movement—is "the difference between what we do and what we are capable of doing would suffice to solve most of the world’s problems."