



**TO MY DEAREST FELLOW CHAMPIONS OF SUSTAINABLE DESIGN,
Architects, Interior Designers and Landscape Architects...**

I call upon you as I have recently released a white paper named Sensible Sustainable Solutions: it is the essence of what I have learnt in 37 years of designing 200+ hotels, with a focus on making them better for the environment. My goal is to share with you, fellow designers, a list of ideas that are meant to spark ideas of your own.

I present this as an open source document to be used freely. The hope is that SSS will be slid into every hotel company's set of building standards, allowing them to build hotels which are not just places to sleep but places of purpose, that make our world better and work to conserve and revive the environment.

My hope is that SSS can become a community based, collaborative document, where architects and designers like you and me and put forward ideas and solutions that we think can pull our earth from the brink of irreparable climate disaster, and better the lives of people and animals around the world. Which is why I am calling upon you, for your two cents

As designers I believe that we have some knowledge and power to impact the way our buildings use natural resources, as well as affect the communities we build in. My main suggestion to you is to respect and understand Mother Earth, because if you do that, the rest will fall into place. In that vein, I feel it is our duty - especially as there are some 15K+ hotels planned to be built worldwide in the next 30 years - to share any knowledge we have to save our world and reverse climate change. I share with you my first version of SSS, a list of 16 ideas, and hope that you will be willing to collaborate with me and add ideas and suggestions of your own. Ideas which I hope will give out clients pause, and convince them to do better.

Grateful for your input,
and not altogether hopeless,
I remain,

Bill Bensley

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