

# UNLOCKING SUSTAINABILITY IN THE HOSPITALITY INDUSTRY





## About the Green Key programme

The ecolabel represents a commitment by businesses that their premises adhere to the strict criteria set out by the Foundation for Environmental Education. A Green Key stands for the promise to its guests that by opting to stay with the Green Key establishment, they are helping to make a difference on an environmental level. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits. Green Key is eligible for:

- Hotels and Hostels
- Campsites and Holiday Parks
- Small Accommodations
- Conference Centres
- Restaurants
- Attractions



### GREEN KEY COOPERATES WITH



*For us Green Key is a way to communicate, we are focusing on and constantly improving our environmental work and our operational performance. It's really great that the programme includes the aspects of increasing environmental awareness and influencing people's attitudes. Our work affects both employees and our guests and the environmental work doesn't just stay in the hotel, it also actually walks out.*

- Mika Riuttanen, Brand Manager for Radisson Blu Hotels, Sokotel Ltd., Finland

## Our aims

Green Key officially aims to:

- ✓ Increase the use of environmentally friendly and sustainable methods of operation and technology in the establishments and thereby reduce the overall use of resources.
- ✓ Raise awareness and create behavioural changes in guests, staff and suppliers of individual tourism establishments.
- ✓ Increase the use of environmentally friendly and sustainable methods and raise awareness to create behavioural changes in the hospitality and tourism industry overall.

# Green Key Criteria



Establishments awarded with the Green Key certification meet a set of high standard environmental requirements. We have developed over 130 criteria in 13 categories.

## How are the establishments awarded?

Each Green Key applicant has to demonstrate compliance with our programme criteria which is subsequently verified by a third party.

- ✓ **Application.** To be Green Key awarded, the applicant has to provide concrete proof of the compliance with our strict criteria.
- ✓ **Audit.** At a minimum, an on-site audit is conducted in years one and two and thereafter every third year.
- ✓ **Decision making.** The application is reviewed by a National Jury or the Green Key International Steering Committee.
- ✓ **Award.** The successful applicants receive our Green Key Plaque and Certificate.
- ✓ **Renewal.** The Green Key award is valid for one year and has to be renewed annually thereafter.

# Green Key and the Sustainable Development Goals

Green Key is a leading standard of excellence in the field of sustainable tourism, guiding tourism establishments in doing their part in achieving the 17 Sustainable Development Goals set by the UN. For instance, Green Key...

- ✓ promotes sustainable management and efficient use of natural resources through strict criteria concerning water, energy and waste.
- ✓ is a guidepost in sustainable consumption, as it highlights tourism establishments that adhere to strict environmental and CSR criteria.
- ✓ integrates climate change measures into its criteria to help tourism establishments lower their greenhouse gas emission.
- ✓ addresses social responsibility issues through criteria concerning non-discrimination, equality and fair working conditions.







## Why join Green Key?

The programme opens the door to many advantages for both establishments and their guests.

### Trustworthiness

Regular on-site audits and third-party verification make the Green Key a truly respectable ecolabel.

### Transparency

Our criteria and processes are all made available to the public.

### A frame for sustainability

The programme offers a step by step approach to help tourism establishments achieve their sustainability goals.

### Cost-savings

Saving resources means saving money.

### Acknowledgement

The Green Key award is a motivating reward for the whole team involved in achieving the certification.

### International recognition

Joining Green Key means being part of an ecolabel with over 25 years of experience and 3200 awarded sites in 65 countries

## FOUNDATION FOR ENVIRONMENTAL EDUCATION

# Positive change on a global scale

We believe in the power of change and that the best gift we can give to future generations, the most valuable legacy we can leave behind us, is a world of educated and environmentally conscious people equipped with a sustainable attitude – which is so sorely lacking in today's society.

The Foundation for Environmental Education does not just focus on long-term goals: our programmes help to make a difference every day. Eco-Schools, Young Reporters for the Environment and Learning about Forests educate, investigate and stimulate in equal measure while Blue Flag champions our coasts and Green Key works to improve the environmental performance of the hospitality industry.

Recognised by UNESCO as a world-leader within the fields of Environmental Education and Education for Sustainable Development, our strength comes from our members who share our convictions and execute our programmes with great efficiency on a daily basis.



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If you are interested in knowing more about the Green Key programme, please do not hesitate to contact us directly.



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