

Green Key

**Green Key Attractions Seminar
Estonia, 22 February 2017**



INTRODUCTION



Leading international eco-label for tourism facilities:

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

FOUNDATION FOR ENVIRONMENTAL EDUCATION (FEE), the entity behind Green Key

- A non-profit, non government organisation
- Promoting Sustainable Development through Environmental Education worldwide
- An umbrella organisation with one member organisation in each country
- Five Environmental Education Programmes:



Green Key



Eco-Schools



LEARNING
ABOUT
FORESTS



Young Reporters
for the environment

DEVELOPMENT OF THE PROGRAMME

1994: Creation of Green Key in Denmark

1998: Adaptation of Green Key in France

2002: Green Key became a FEE programme

2010: Green Key available for hotel chains (Rezidor and Starwood)

2014: Green Key entering an agreement with SGS

2016: New criteria recognised by Global Sustainable Tourism Council



STRUCTURE OF THE PROGRAMME



Green Key International
Steering Committee
(FEE and founders)

POLITICAL LEVEL



Green Key International

ADMINISTRATIVE LEVEL



Country A



Country B



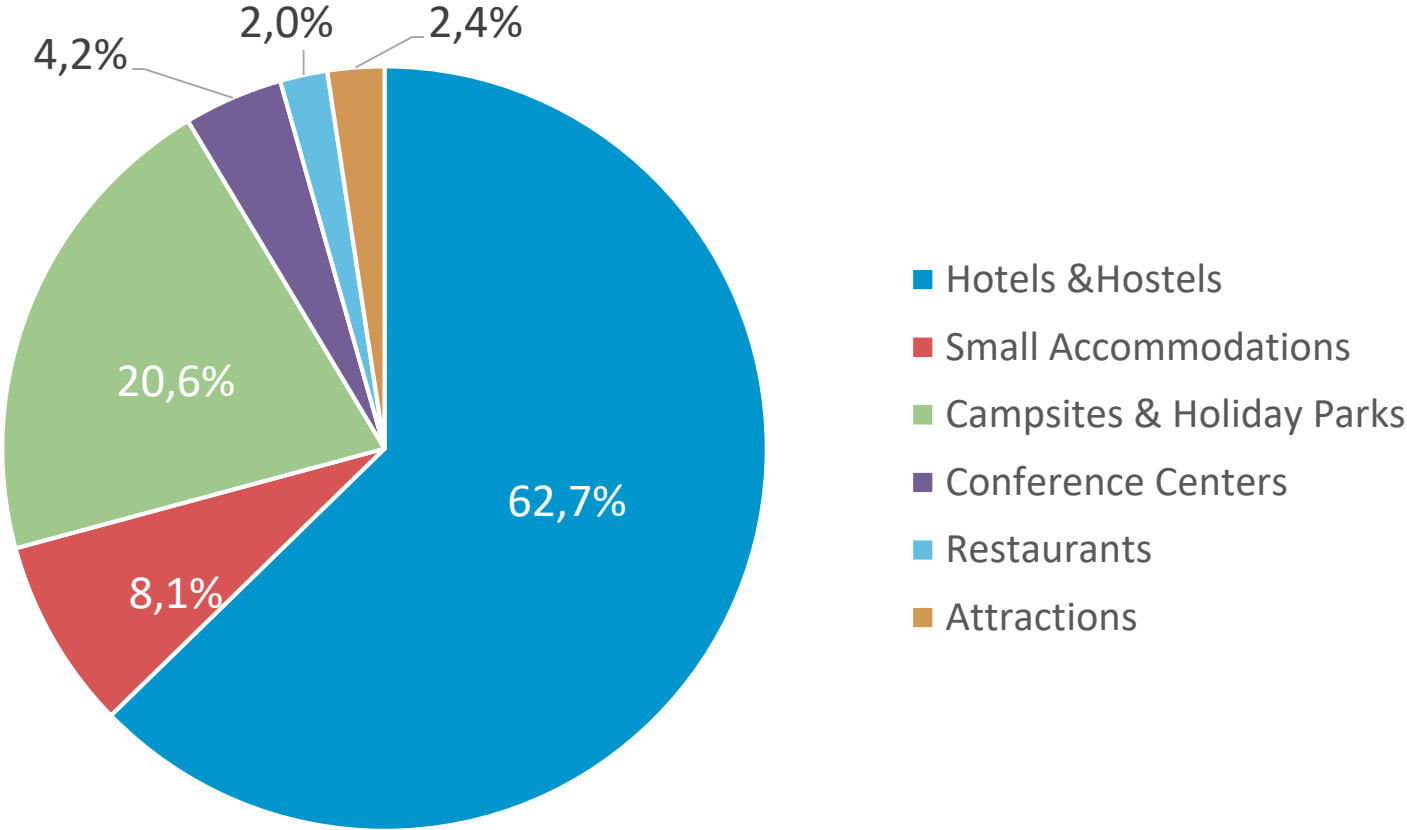
Country C

Green Key National Operators

OVER 2500 ESTABLISHMENTS IN 54 COUNTRIES



Green Key Categories



Green Key Category: Attractions

Green Key awarded attractions:

- Belgium: 10
- Netherlands: 53
- Puerto Rico: 1
- Wales: 2



Anglesey Sea Zoo, Wales



Antwerp Zoo, Belgium

Green Key Category: Attractions

Establishments eligible for Green Key for attractions:

- Amusement sites (e.g. amusement parks, recreational sites)
- Attraction sites for animals and plants (e.g. zoos, animal parks, conservation areas)
- Museums



Wildlife Museum of San Juan
Puerto Rico



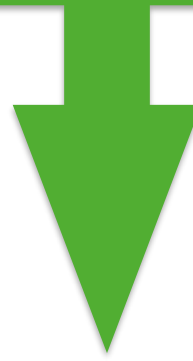
Biesbosch National Park Museum
Netherlands

GREEN KEY PHILOSOPHY

Environmental Management



Environmental Awareness Raising



GREEN KEY PROGRAMME

GREEN KEY CRITERIA



Staff involvement



Environmental management



Guest information



Water



Energy



Washing & Cleaning



Food & Beverage



Waste



Administration



Indoor Environment



Green Areas



Green Activities



Corporate Social Responsibility

Green Key and the Sustainable Development Goals 2015-2030



“Green Key and the SDGs” – Document available at www.greenkey.global

GREEN KEY APPLICATION PROCEDURE



Step 1:
Application



Step 2:
Audit



Step 3:
Decision making

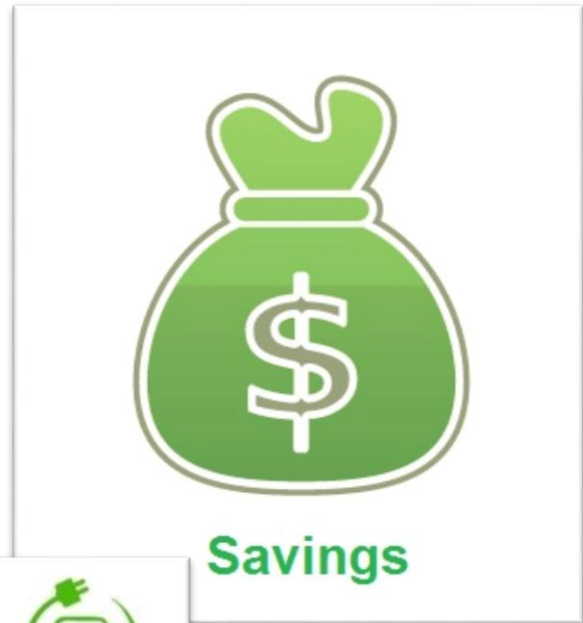
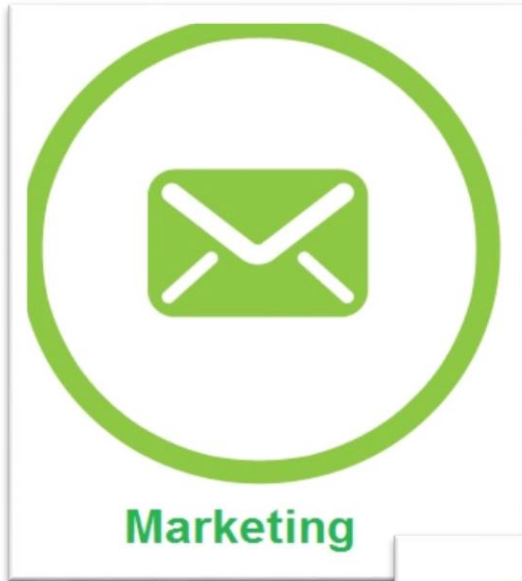


Step 4:
Award



Step 5:
Renewal

ADVANTAGES OF A SUSTAINABILITY PROGRAMME

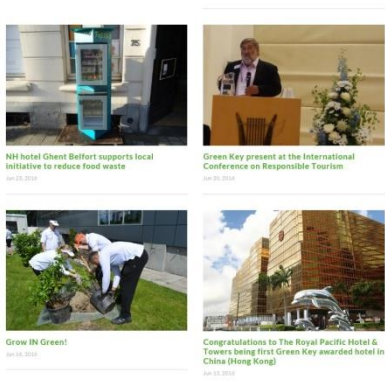


GREEN KEY INTERNATIONAL PR

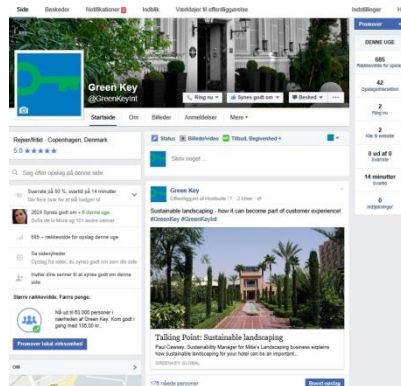
Website: Map



Website: News



Social media: Facebook



Social media: Twitter



Newsletter

Green Key Newsletter May 2016 [View this email in your browser](#)



Welcome to our Green Key Newsletter



Welcome to the Green Key Newsletter, May 2016 edition. Please find enclosed some articles with best practice examples from Green Key establishments as well as articles from other international partners.

In this edition, we are very proud to announce Green Key's contribution to the UN Sustainable Development Goals 2015-2030 as well as our new free online carbon calculation tool that can be found on our website www.greenkey.global. The news feature from Green Key awarded Bella Center Copenhagen highlights their approach to sustainability being good business for the establishment.

We are always looking for inspiring news articles from Green Key awarded sites with information about your good practices. We would therefore like to continue encouraging you to send news articles (around 150 words in English + 1-2 photos) to Green Key International (info@greenkey.global) or via your Green Key national operator. Besides being published in this newsletter, we will also include it on the Green Key website and social media.

We would like to thank you very much for participating in the Green Key programme. We hope you will enjoy reading the Newsletter!

Finn Boldt Thomsen, International Green Key Director

Green Key contributes to the UN Sustainable Development Goals 2015-2030



Green Key is endorsed by:

Institutional partners:



Hotel Chain partners:



Corporate partners:



Contact us!



Finn Bolding Thomsen

International Green Key Director

E: finn@fee.global

T: +45 6124 8082

May 19, 2015



Isabel Lissner

International Green Key Assistant

E: isabel@fee.global

T: +45 6124 8088

May 19, 2015

More information at: www.greenkey.global