

Green Key

Unlocking sustainability in the hospitality industry



The 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)

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



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
- 2007: Milieubarometer in the Netherlands changed to Green Key
- 2010: Green Key available for international hotel chains (Rezidor and Starwood)
- 2014: Green Key entering an agreement with SGS
- 2016: New criteria recognised by Global Sustainable Tourism Council
- 2019: More than 3100 awarded establishments in 57 countries



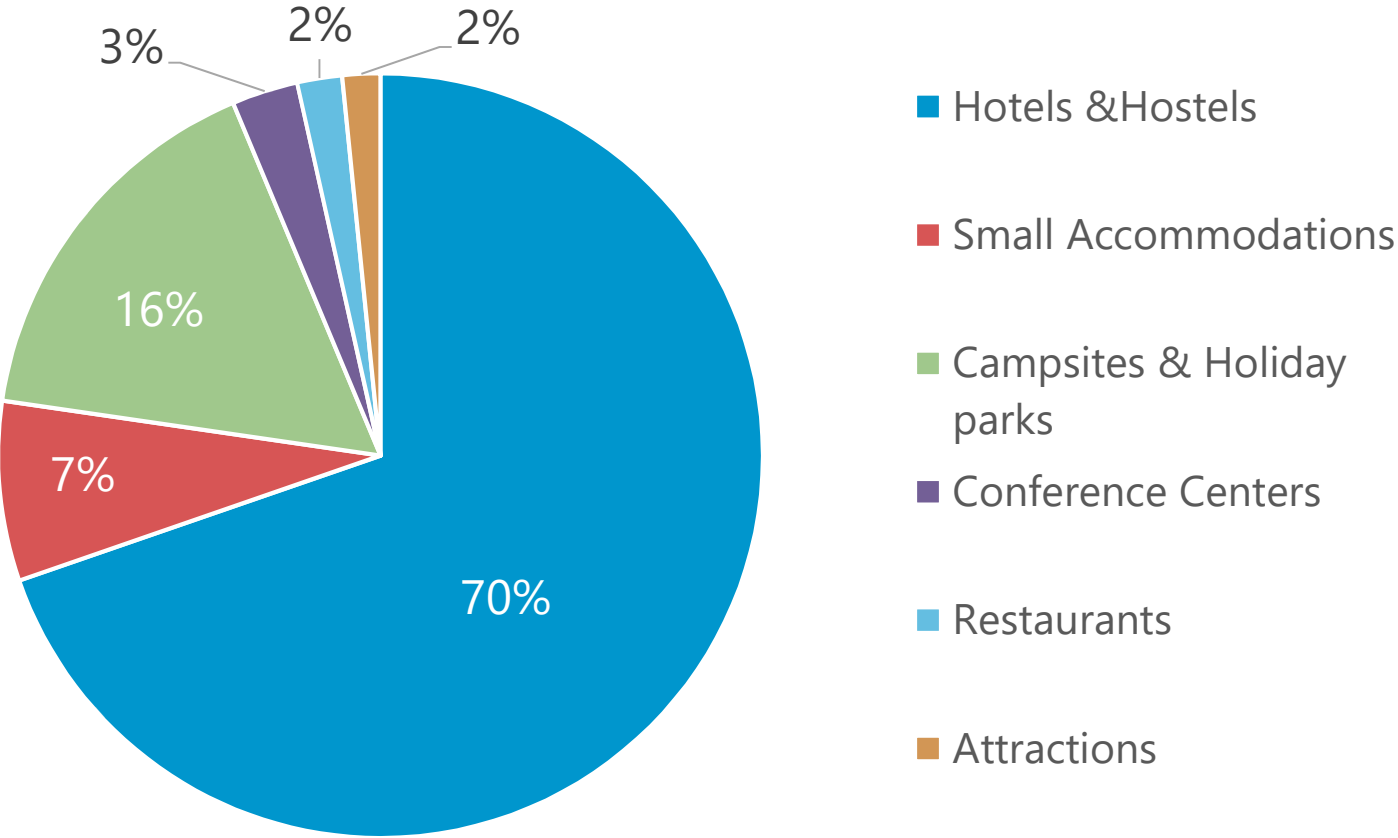
Structure of the programme



More than 3200 establishments in 65 countries



Green Key Categories



Green Key's Philosophy

Environmental Management



Environmental Education



Green Key

Green Key Criteria



Staff involvement



Environmental management



Guest information



Water



Energy



Washing & Cleaning



Food & Beverage



Waste



Administration



Indoor Environment



Green Areas

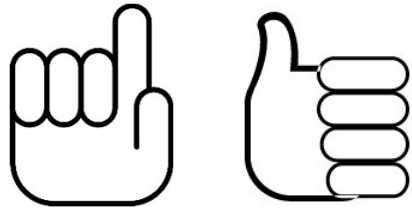


Green Activities



Corporate Social Responsibility

Green Key Criteria



Divided into imperative & guideline criteria



International baseline criteria and national adaptations



International hotel criteria are recognised by GSTC

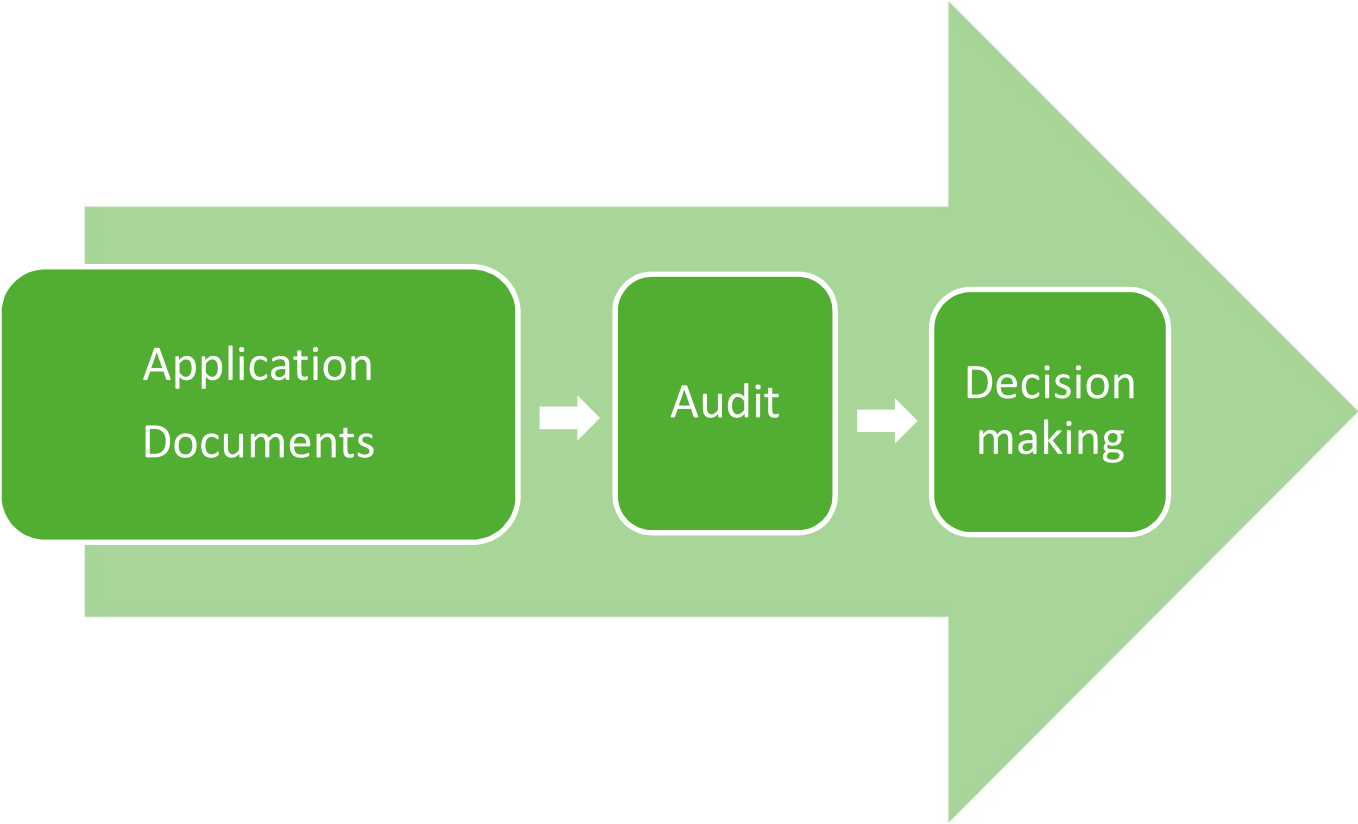
Green Key and the Sustainable Development Goals 2015-2030



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

Detailed information about Green Key's connection to the SDG's at:
<http://www.greenkey.global/our-programme/>

Green Key Application Process



Main advantages of tourism ecolabels



Trustworthiness

A proof for customers and partners that a tourism establishment has high sustainability standards.



A frame for sustainability

Step by step approach to help a tourism establishment achieve its sustainability goals.



Cost-savings

Saving resources means saving money.



Acknowledgement

Motivating reward for the whole team involved in achieving the ecolabel.



Marketing

The ecolabel can be used to market the high sustainability standards of the tourism establishment towards customers and partners.

Why joining Green Key?



High quality ecolabel with high standards

Transparent programme with regular on-site audits and third-party verification.



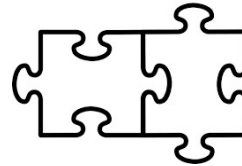
International widespread ecolabel with national experts

3000+ establishments in 57 countries and 41 national offices.



Low-cost ecolabel

Run by a non-profit charity.



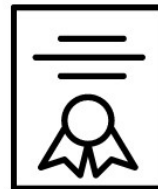
Multi-stakeholder programme

Developed by the hospitality industry and today managed by an independent charity.



Dialog-based programme with 20+ years of experience

Personal support from the application to award with access to best practice database



Internationally reputation

Recognised by UNEP, UNWTO, and Global Sustainable Tourism Council.

Green Key Tools for you

Carbon & Water Calculation Tools:



Tools & Resources

- Criteria
- Application process
- Carbon calculation tool**
- Material
- Educational Principles

Carbon calculation tool

If you are a hotel or other type of accommodation, you can calculate your carbon footprint using the carbon calculation tool below. The carbon calculation follows the "Hotel Carbon

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Carbon calculation tool

NAME OF ESTABLISHMENT

Enter the name of your establishment

EMISSION FACTOR

Please select your country to get emission factor

Please select country

SITE INFORMATION

Total area of guest rooms and corridors (m²)

Total area of meeting facility space (m²)

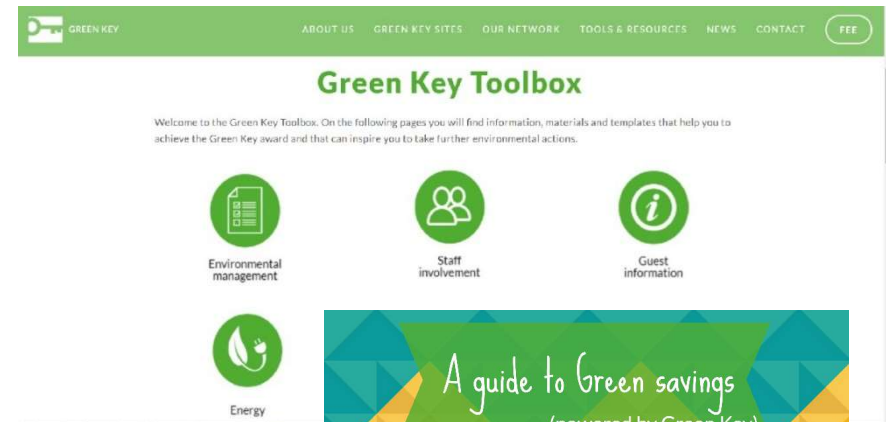
Total number of guest rooms

Total number of occupied rooms for the reporting year

Does the hotel/site have any private space (outsourced space inside to the hotel) of which the consumption figures are included in the general calculation above?

- Yes
- No

Green Key Toolbox: www.greenkey.global/toolbox



WATER SAVING

Each set of bed sheets requires 23 L to 30L of water to launder.



a towel set (bath, hand and face) requires an additional 23 L to 30L.

LAUNDRY

The most effective means to reduce water use for laundry is to encourage guests to re-use the sheets and towels during their stay: guests re-using each towel and sheet set twice before laundering will yield water savings of 50% at a very minimal cost.

TOILETS

Replacing an 18 litre per flush toilet with an Ultra-Low Volume (ULV) 6 litre flush model represents a 70% savings in water flushed and will cut indoor water use by about 30%.



Green Key International PR

Website:
Map and News



NH hotel Ghent Belfort supports local initiative to reduce food waste
2016.05.03



Green Key present at the International Conference on Responsible Tourism
2016.05.02



Grow in Green!
2016.04.20



Congratulations to The Royal Pacific Hotel & Towers being first Green Key awarded hotel in China (Hong Kong)
2016.10.20

Social Media



Instagram

Newsletter

Green Key Newsletter May 2016

[View this email in your browser](#)



Green Key

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 (finn@ec.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 Bolding Thomsen, International Green Key Director

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



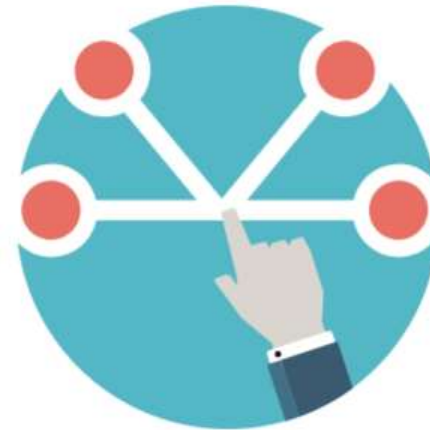
Green Key International PR

Send your best practice story to Green Key International and reach

8000+ followers on Facebook

900+ followers on Twitter

800+ followers on Instagram



**#GreenKey #GreenKeyInt
@GreenKeyInt**

Green Key International PR

Web partners:

bookdifferent

SuSty



travganic 

 eco bnb


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RELAIS &
CHATEAUX


TiCAti

eventplanner 







Green Key is endorsed by:

Institutional partners:



Hotel Chain partners:



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HOTEL GROUP



NGO partners:



Corporate partners:



Green Key Eestis

Original Sokos Hotell Viru

Solo Sokos Hotel Estonia

Radisson Blu Hotel Olümpia

Central Park Inn by Radisson

Villa Ammende

Koidulapark Hotell

Pühajärve SPA ja Puhkekeskus

Tähetorni Hotell

Hotell Pesa

Radisson Blu Sky Hotel, Tallinn

von Stackelberg Hotel Tallinn

Vihula Manor Country Club & Spa

Päikese Puhkemaja

Domus Dorpatensis

Meriton Conference & SPA Hotel

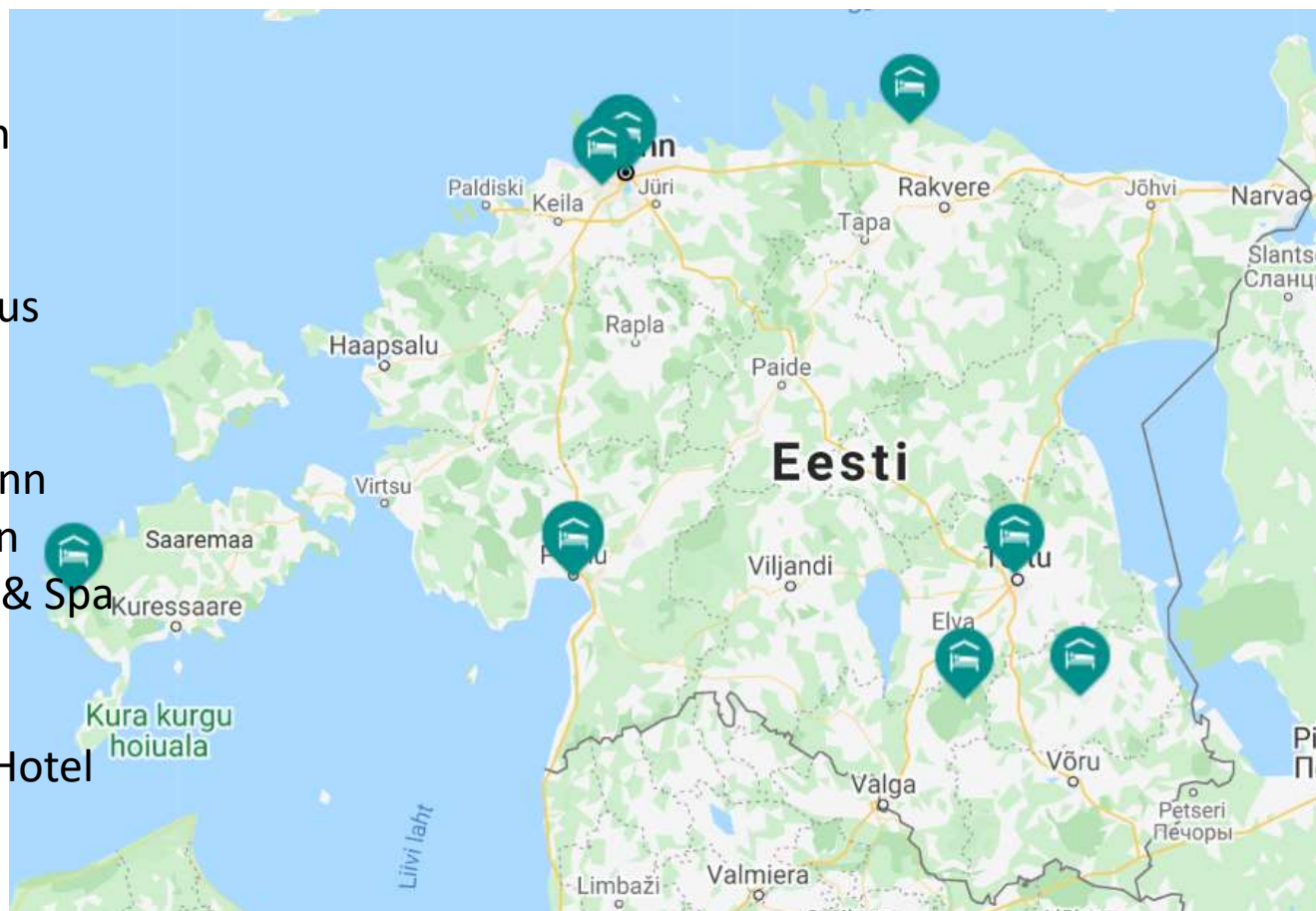
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Economy Hotel

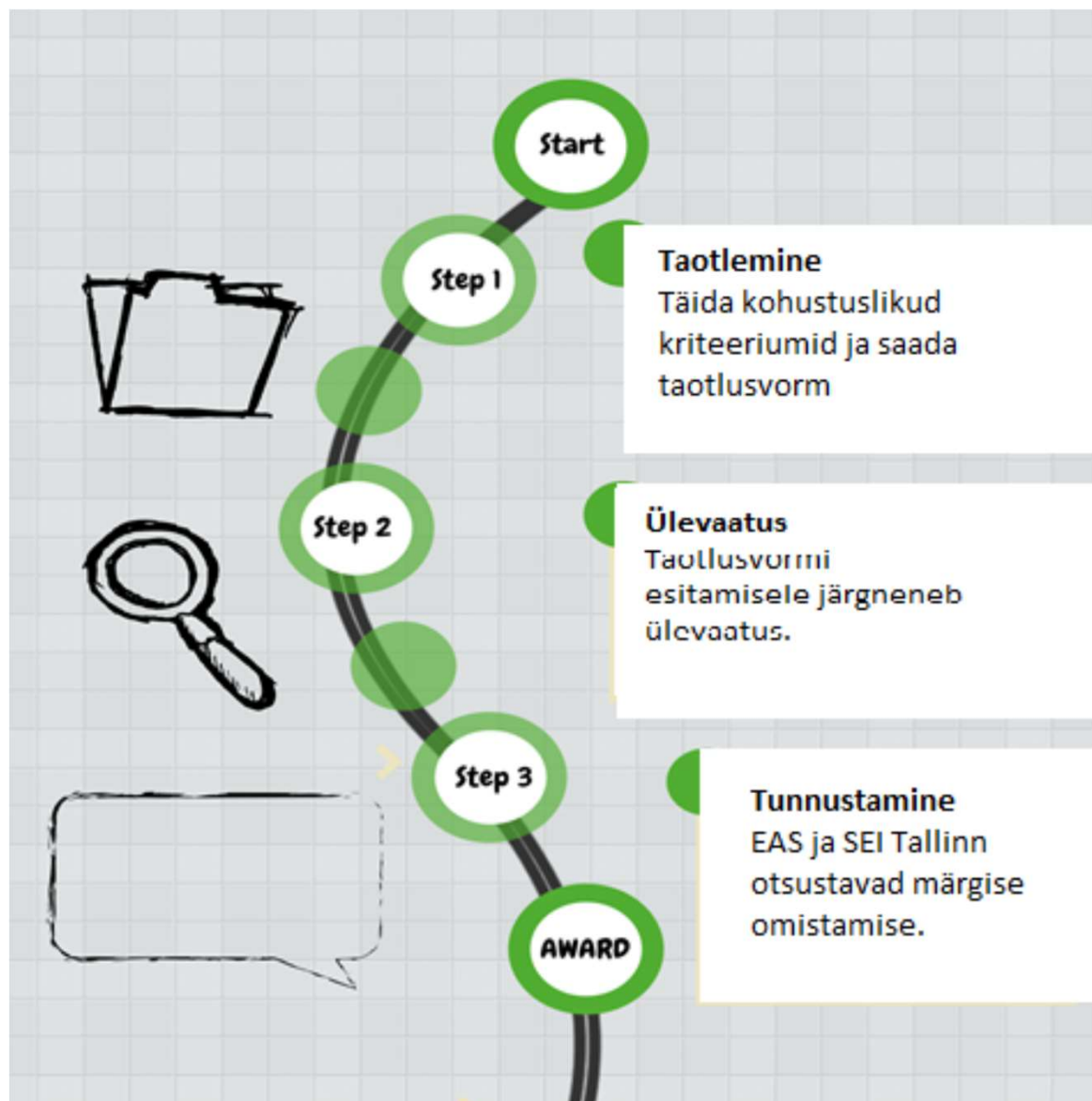
Hedon SPA

Alexela Kontserdimaja

GREEN KEY



Green Key taotlemine



Green Key tasu

Liitumistasu (ühekordne tasu) **33 EUR**

Majutusettevõtted kuni 15 majutustoaga k.a.
160 EUR /aastamaks

Majutusettevõtted alates 16 majutustoast
160 EUR /aastamaks + 3 EUR toa eest

Contact us!



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