



## Green Key

Unlocking sustainability in the hospitality industry



The leading international eco-label for tourism facilities:

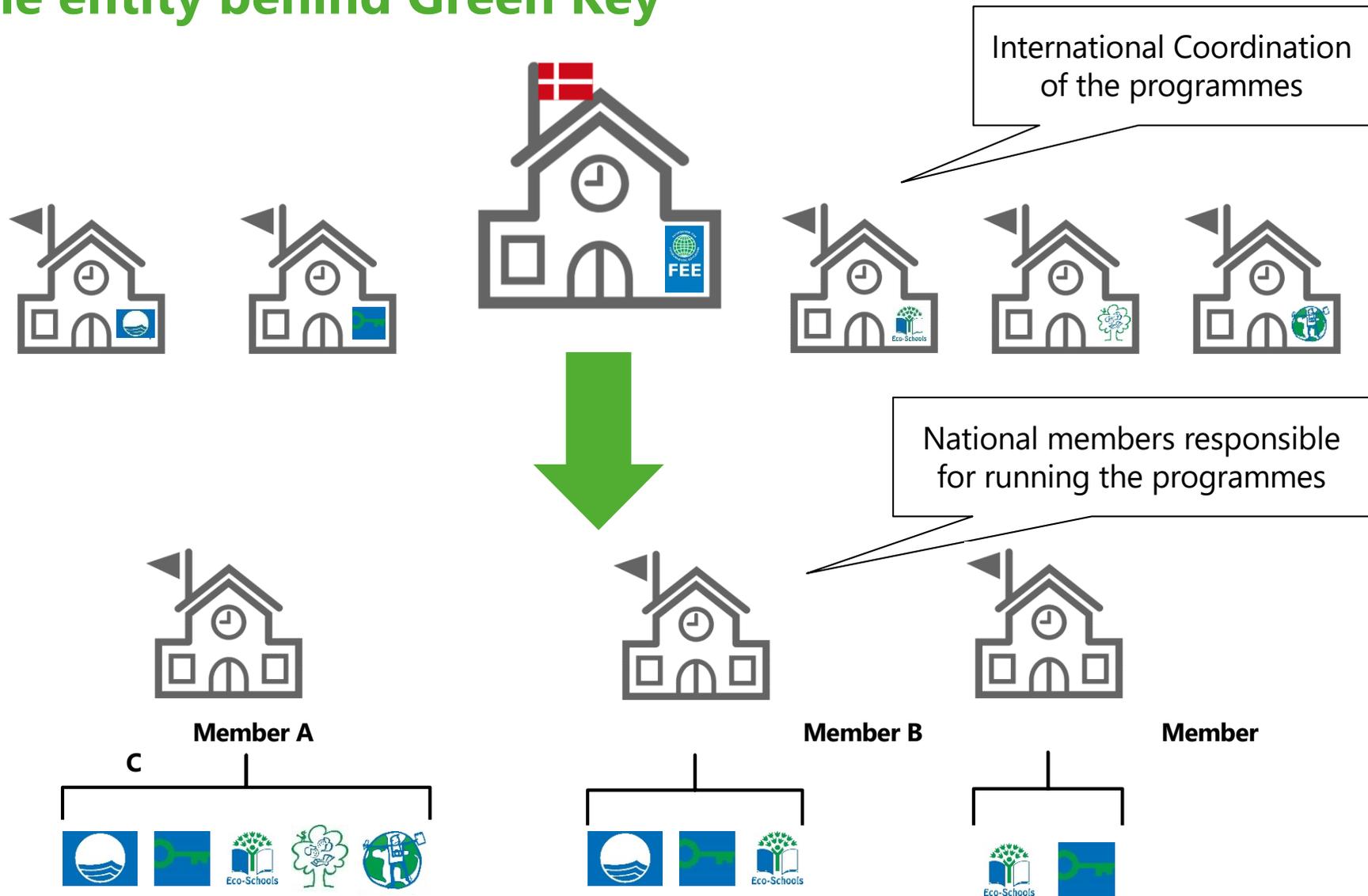


# Foundation for Environmental Education (FEE)

- 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:



# Foundation for Environmental Education (FEE), the entity behind Green Key



## 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 3200 awarded establishments in 65 countries



# Structure of the programme



**Green Key International Steering Committee (FEE and founders)**

**POLITICAL LEVEL**



**Green Key International**

**ADMINISTRATIVE LEVEL**



**Country A**



**Country B**



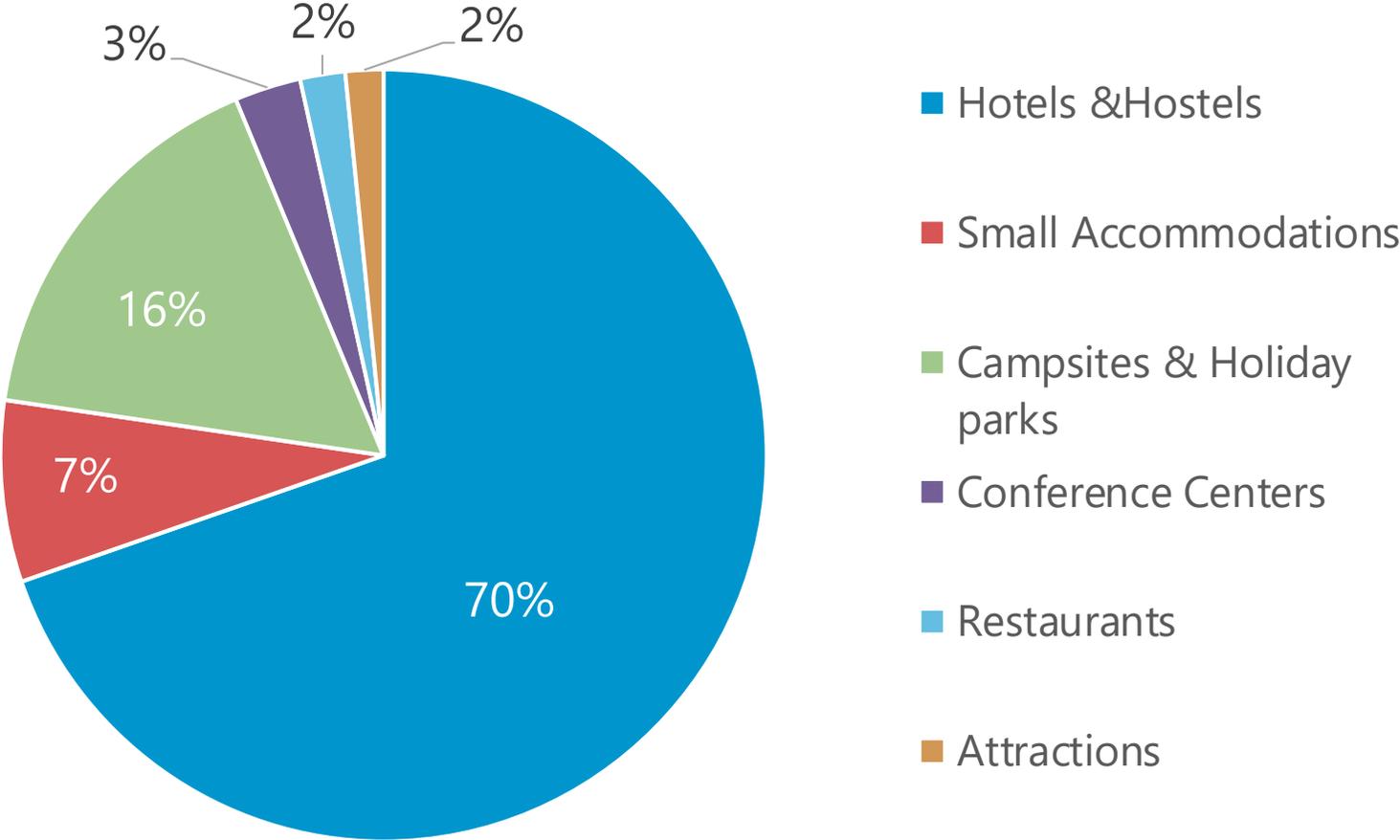
**Country C**

**Green Key National Operators**

## More than 3200 establishments in 65 countries



# Green Key Categories



# Green Key's Philosophy

Environmental Management



Environmental Education



# Green Key Criteria



Staff involvement



Environmental management



Guest information



Water



Energy



Washing & Cleaning



Food & Beverage



Waste



Administration



Indoor Environment



Green Areas

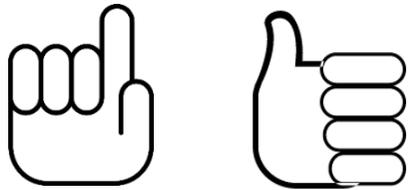


Green Activities



Corporate Social Responsibility

## Green Key Criteria



Divided into imperative & guideline criteria



Slight variation between categories



International baseline criteria and national adaptations



International hotel criteria are recognised by GSTC

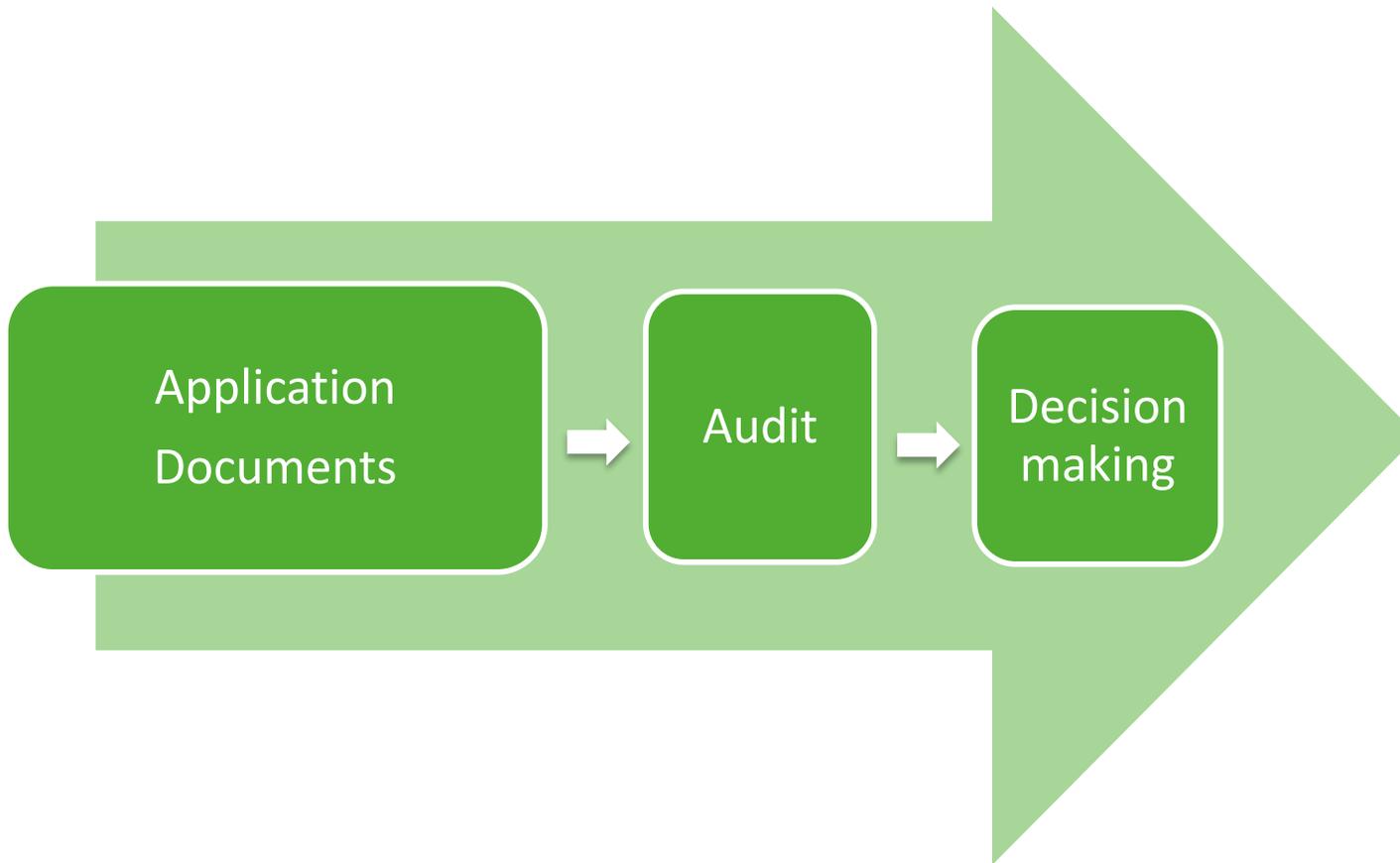
# Green Key and the Sustainable Development Goals 2015-2030



"Green Key and the SDGs" – Document available at [www.greenkey.global](http://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



# Green Key Application Process

## In countries with National Operator



## In countries without National Operator



# 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.



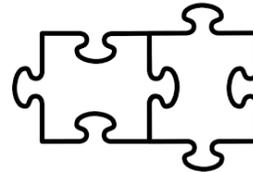
International widespread ecolabel with national experts

3200+ establishments in 65 countries and 45 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

## 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

#### 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:



### Green Key Toolbox

Welcome to the Green Key Toolbox. On the following pages you will find information, materials and templates that help you to achieve the Green Key award and that can inspire you to take further environmental actions.



Environmental management



Staff involvement



Guest information



Energy



#### 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  
Jan 23, 2016



Green Key present at the International Conference on Responsible Tourism  
Jan 20, 2016



Grow IN Green!  
Jan 14, 2016



Congratulations to The Royal Pacific Hotel & Towers being first Green Key awarded hotel in China (Hong Kong)  
Jan 13, 2016

Social Media



Instagram

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](http://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@ee.global](mailto:finn@ee.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

Web partners:



# Green Key is endorsed by:

Institutional partners:



Hotel chain partners:



NGO partners:



# Green Key is endorsed by:

Corporate partners:



## Contact us!



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