



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:



Green Key
1994 - 2019



Green Key



Eco-Schools



**LEARNING
ABOUT
FORESTS**



**Young Reporters
for the environment**

More than 3,000 establishments in 57 countries



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 Application Process

Application
Documents



Audit



Decision
making



Main advantages of tourism ecolabels



Trustworthy

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



A framework 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 Green Key.



Marketing

Green Key can be used to market the high sustainability standards towards customers and partners.

Green Key Tools

Carbon & Water Calculation Tools:

The screenshot shows the Green Key website with a navigation bar at the top containing links: ABOUT US, GREEN KEY SITES, OUR NETWORK, TOOLS & RESOURCES, and NEWS. A large banner image at the top features a tent and trees with the text "Making your stay matter". Below the banner, a sidebar on the left lists "Tools & Resources" with sub-links: Criteria, Application process, Carbon calculation tool (highlighted), Material, and Educational Principles. The main content area is titled "Carbon calculation tool" and includes an introductory paragraph: "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'". Below this, there are three main sections: "NAME OF ESTABLISHMENT" with a text input field labeled "Enter the name of your establishment"; "EMISSION FACTOR" with a dropdown menu labeled "Please select your country to get emission factor" and "Please select country"; and "SITE INFORMATION" with several input fields: "Total area of guest rooms and corridors (m2)", "Total area of meeting facility space (m2)", "Total number of guest rooms", and "Total number of occupied rooms for the reporting year". At the bottom, there is a question: "Does the hotel/site have any private space (outsourced space inside the hotel) of which the consumption figures are included in the general calculation above?" with radio buttons for "Yes" and "No".

Green Key Toolbox:

The screenshot shows the Green Key Toolbox website. The navigation bar at the top includes links: ABOUT US, GREEN KEY SITES, OUR NETWORK, TOOLS & RESOURCES, NEWS, CONTACT, and a "FEE" button. The main heading is "Green Key Toolbox". Below the heading, a welcome message states: "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." Below this, there are four circular icons representing different areas: "Environmental management" (a document icon), "Staff involvement" (a group of people icon), "Guest information" (an information icon), and "Energy" (a leaf icon). The main content area is titled "A guide to Green savings (powered by Green Key)". It features a section on "WATER SAVING" with a sub-section "LAUNDRY". The laundry section includes an illustration of a washing machine and text: "Each set of bed sheets requires 23 L to 30L of water to launder." and "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." Below this, there is a section on "TOILETS" with an illustration of a toilet and text: "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 03, 2016



Green Key present at the International Conference on Responsible Tourism
Jan 03, 2016



Grow in Green!
Jan 03, 2016



Congratulations to The Royal Pacific Hotel & Towers being first Green Key awarded hotel in China (Hong Kong)
Jan 03, 2016

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 (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 Bolding Thomsen, International Green Key Director

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



Green Key International PR

Web partners:

bookdifferent

SuSty

BookGreener

travganic 

eventplanner 

 ecobnb


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RELAIS &
CHATEAUX


TiCATi





 Expedia®

Green Key in England

Keep Britain Tidy became the national operator of Green Key in England in 2018.

As of November 2019 there are 10 Marriott Hotels awarded and 4 Landal Green Parks.

The scheme has been running in Wales for several years and there are 40 businesses holding the award there, including Anglesey Sea Zoo, the Royal Mint Experience and International Convention Centre Wales.



Contact us

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