



# Green Key

*Unlocking sustainability in the hospitality industry*

*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.*

## The programme

The Green Key certificate is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious eco-label represents a commitment by businesses that their tourism establishments adhere to the strict criteria as stipulated by the Foundation for Environmental Education (FEE).

A Green Key stands for an establishment's commitment to its guests that by opting to stay with such an establishment, they are helping to make a difference on an environmental and sustainability level. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits.

## Our history

Green Key is an international eco-label for tourism facilities. It originated for hotels in Denmark in 1994. In 1998, France joined the Green Key programme and started labelling campsites. In 2003, Green Key became an environmental education programme of FEE.

Since then Green Key has become the fastest growing eco-label for tourism facilities and has been adopted by countries in Europe, Africa, the Middle East, Asia and the Caribbean.

In 2010, it was also possible for hotels in other countries belonging to an international hotel chain to join Green Key. Due to agreements with auditing companies, it is from 2015 possible for any interested establishment to apply for Green Key through Green Key International. Today, the Green Key Programme is present in 60 countries with more than 5,000 certified establishments.



## Green Key criteria

The Green Key criteria consists of a number of international criteria (either imperative or guideline criteria) that are the baseline criteria in all countries. In countries with national operators, it is possible to add or strengthen the criteria to adjust to national legislation, infrastructure, climate and culture.

The criteria focus on environmental management with technical demands as well as involvement with guests, staff, suppliers and the surrounding community. Some of the fields covered are: environmental management, water, waste and energy saving, involvement and awareness of guests and staff, management of food and beverage, open spaces, etc.

## Green Key management

An establishment wishing to apply for the Green Key certificate can acquire information about application procedures from the National Operator or from Green Key International (in countries without a National Operator)

The applicant establishment sends in a Green Key application and supplementary documents that are evaluated before an onsite audit is conducted to the applicant site.

The decision regarding the Green Key certificate is taken by a Green Key National Jury either once or twice a year (if there are specific application deadlines) or on a continuous basis (in countries without specific application deadlines).

The Green Key National Jury is normally composed of representatives from:

Ministry of Environment  
Ministry of Health  
Ministry of Tourism/Tourism Association  
Association of local authorities  
Association of hotels/campsites  
Education experts  
Environmental experts

The applicant sites in countries without National Operators are decided upon by the Green Key International Steering Committee.

## Green Key in a new country

A new country wishing to join the Green Key programme must undergo the following steps:

- National NGO as a member of FEE
- Establish Green Key National Jury and management procedures
- Decision about national Green Key criteria based on the international criteria
- Green Key pilot phase for selected applicant establishments

Establishments in a new country without a FEE member organisation can apply through Green Key International until an organisation has become member of FEE.

## Want to join Green Key?

For more information please visit: [www.greenkey.global](http://www.greenkey.global)