

## **We Are Proud to Be a Green Key Hotel – Committed to a Greener Future**

 **What Is Green Key?** Green Key is the leading international eco-label for tourism establishments committed to sustainable practices.

 **What Green Key Stands For?** By earning the Green Key certificate, our hotel guarantees that we:

-  Use energy and water efficiently
-  Reduce waste and promote recycling
-  Use eco-friendly cleaning products
-  Prefer local and sustainable suppliers
-  Continuously train our team in environmental care

 **How We Achieved It?** To receive the Green Key certification, we met strict international standards across key areas:

1. Environmental Management – clear sustainability goals and regular monitoring
2. Staff Involvement – ongoing training and engagement
3. Guest Information – visible sustainability communication
4. Water, Energy & Waste Management – efficient use of resources
5. Social Responsibility – supporting the local community and sustainable mobility

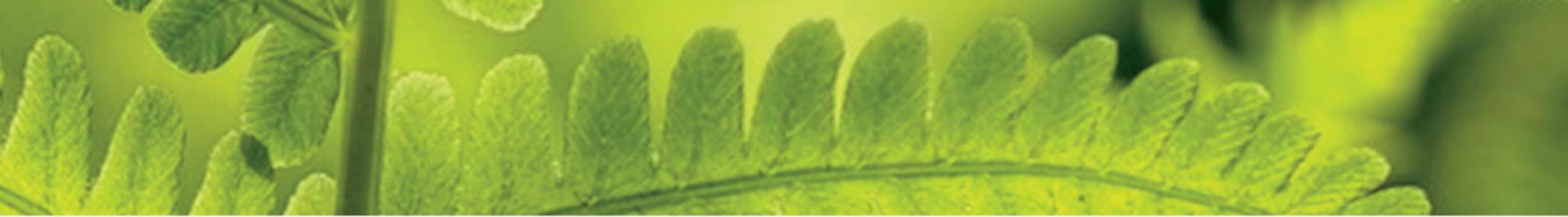
Our certification is renewed annually to ensure continuous improvement.

### Join Us in Making a Difference

-  Turn off lights and air conditioning when leaving your room
-  Reuse towels when possible
-  Choose public transport or eco-friendly mobility options
-  Support local, sustainable businesses



*More about Green Key*



## **Ten Reasons for Green Key**

### **1. The industry has a growing focus on climate, sustainability and "being green"**

These days, there is a lot of discussion about the climate, sustainable development and about the responsibility of businesses. It is no longer a question of being green, it is a question of what makes it green.

### **2. It is not expensive to participate**

It should not be expensive to endorse environmental efforts. That is why Green Key has decided to keep fees low compared to other ecolabels on the market. The price for the Green Key ecolabel depends on the type and size of your establishment as well as on the country you are located in.

### **3. It is easy to apply as all excess bureaucracy has been removed**

The bureaucracy has been replaced by a simple application procedure and it is easy to assess if your establishment is ready to join Green Key through our online assessment tool. Generally, it takes around 4-5 months to become certified after Green Key has received the application.

### **4. The requirements are relevant and do not impair the service and comfort of guests**

The Green Key criteria are developed by the industry for the industry. Green Key has, throughout its long operation, gained an in-depth knowledge of the tourism industry and takes special care in not compromising the comfort of guests. The Green Key criteria are especially adapted to the hospitality industry.

### **5. A continuously growing number of guests are requesting ecolabelled products and services**

Studies show that more and more customers are selecting ecolabelled products and services. In the public sector and in many companies, ecolabels are already prerequisites when choosing venues for conferences and meetings.

### **6. Synergy with an international organisation operating on a global scale**

Green Key is represented in numerous countries and has more ecolabelled tourism establishments than any other ecolabel in the industry. In the past few years, Green Key has spread to sixty countries with its over 4000 certified establishments and Green Key is now a renowned brand in the industry.

### **7. Operating costs and green fees are reduced**

Many establishments have already taken green initiatives to heart, but in many cases, even more can be done. New knowledge, groundbreaking technology and increased competition make it possible to choose the most sustainable alternatives, reducing resource use even further without compromising guest satisfaction. Green costs, which are expected to rise, can therefore be minimized by focusing on consumption.

### **8. Marketing on relevant websites**

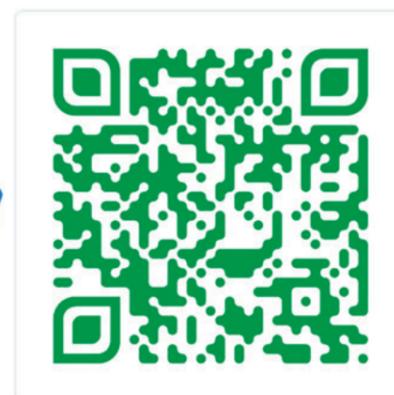
Certified establishments are marketed on [greenkey.global](http://greenkey.global), on national Green Key websites and on the websites of online travel agencies Green Key cooperates with (provided that your establishment is already included in their portfolio). Features on Green Key's social media channels are possible.

### **9. Part of an organisation gaining prominence**

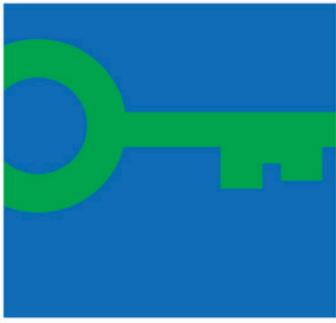
Green Key has experienced significant growth in recent years and new participating countries and certified establishments are increasing continuously. By joining Green Key, you are partaking in a community that fosters environmental awareness and sustainable operation among guests, staff and the tourism industry overall.

### **10. Receive advice and participate in a global network**

By joining Green Key, you will receive guidance, support and information that can strengthen your establishment in the environmental field. At the same time, you are joining a global network where ideas, inspiration and best practices are exchanged to facilitate your work with sustainability.



*More about Green Key*



# 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)

*Green Key is run by the Foundation for Environmental Education*

