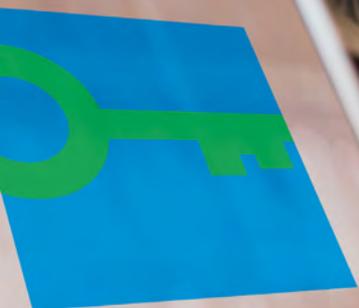
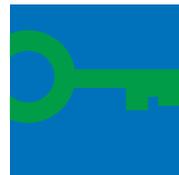


Unlocking sustainability in the hospitality industry



The Green
Key

KEEP
NORTHERN
IRELAND
BEAUTIFUL



GREEN KEY

About Green Key



This prestigious ecolabel is the leading global standard for excellence in the field of environmental responsibility and sustainable operations within the tourism industry.

The Green Key award represents a commitment by businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education and stands for a promise to guests that by opting to stay with the Green Key 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.

Green Key is eligible to the following establishments:



All images in this brochure courtesy of Tourism NI (except page 5 and 8).

Green Key aims to:

- Increase the use of environmentally friendly technologies and sustainable methods of operations to make the most efficient use of resources
- Raise levels of environmental awareness among guests, staff and suppliers in the hospitality industry
- Create pro-environmental behaviour change in the hospitality and tourism industry

Criteria

Establishments awarded with the Green Key certification meet a set of environmental requirements covering criteria in these 13 categories.



What are the benefits?

Obtaining a Green Key has many benefits for your organisation

Here are a few of them:

Improve your business operations by completing a thorough sustainability audit and shifting towards the use of cost saving sustainable technologies and practices

Gain a competitive advantage through sustainable best practices, relating to the environmentally conscious customer segment

Satisfy corporate customers' increasing expectations for environmental best practice and increase awareness among visitors on environmental matters

Educate, develop and empower your staff on environmental matters, thus becoming an aspirational place to work and retaining the best staff

Demonstrate environmental leadership within the sector and stimulate market development for more environmentally friendly products.



The Green Key Process

The Green Key certification is awarded on an annual basis. Green Key certified establishments must re-apply every year. On-site audits will take place during year one, two and then every three years.

Why join Green Key?

High quality ecolabel with high standards

Just like in your establishment, quality comes first in the Green Key programme. In ecolabelling, quality is defined by the transparency of the programme, regular on-site audits conducted by well-trained Green Key auditors and third-party verification. The criteria of the Green Key programme are recognised by the Global Sustainable Tourism Council.

Non-profit driven

Green Key is managed by the Foundation for Environmental Education and delivered through Keep Northern Ireland Beautiful. Both are non-profit, non-governmental organisations making the participation costs comparably low.

Experience

Green Key already has over 20 years of experience in the field of tourism ecolabelling, with an extensive knowledge base that is shared with applicant and awarded establishments.

Global recognition

Green Key has over 2900 awarded establishments in 57 countries, which makes it one of the most geographically widespread tourism ecolabels in the world. Visitors from across the world will recognise your award.

Internationally recognised by high-profile entities

Our programme has been recognised by the World Tourism Organization (UNWTO) and UN Environment Programme (UNEP), and the Green Key criteria are recognised by the Global Sustainable Tourism Council. In addition, Green Key is working in close cooperation with the University of Surrey to receive scientific-based support.

Promoting your success story

We are happy to promote your establishment by publishing best practice stories on our social media, website and newsletter. You are also welcome to participate in the Green Key Best Practice Competition which gives you the

chance to become our Sustainability Champion of the year! Green Key awarded establishments contained in the database of different Online Travel Agencies also benefit from Green Key's cooperation with them, as a reference to the Green Key award will automatically be added to the establishment's entry on the platform.

Green Key partners

Green Key is partnered with two international hotel chains; the Radisson Hotel Group and Starwood Hotels and Resorts, who recognise the value of Green Key to make their establishments more sustainable.

Green Key also cooperates with several renowned online booking companies including Booking.com and Expedia. Customers will be able to find information about Green Key at the booking website and can select a Green Key awarded accommodation if they are looking for environmentally friendly establishments. Green Key therefore regularly provides the online booking companies with an extract of the international Green Key database of awarded hotels.

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Keep Northern Ireland Beautiful is the local operator for the Green Key programme. We are an independent charity dedicated to creating a cleaner, greener and more sustainable Northern Ireland by improving environmental education, increasing public engagement for communities in need and raising environmental standards for the places where people spend time.

2 900

Establishments globally

57

Countries worldwide



To discuss Green Key further please contact:

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