



# GREEN KEY

A GLOBAL ECO-CERTIFICATION PROGRAMME  
FOR HOTELS AND TOURISM ESTABLISHMENTS





# GREEN KEY

Unlocking sustainability in the hospitality industry.

Established in Denmark in 1994, Green Key became one of the five programmes run by the Foundation for Environmental Education (FEE) in 2002. FEE's member organisations are responsible for implementing Green Key at the national level.

Since then, the Green Key certificate has come to represent the highest standards of excellence in the field of environmental responsibilities and sustainable operation within the tourism industry.

Today, there are over 6,000 Green Key-certified establishments in over 70 countries worldwide.



Green Key's 13 categories and 100+ criteria ensure that all participating countries and establishments strive towards meeting the highest standards in environmental and social responsibility.







## WHY JOIN GREEN KEY?

**AFFORDABLE EXPERTISE** The not-for-profit structure of Green Key ensures inclusivity for different types of establishments in the hospitality sector, both large and small.

**GLOBAL REACH** Green Key has grown steadily since its launch nearly 30 years ago, and today we are one of the largest eco-certification programmes for the hospitality industry worldwide.

**COMPREHENSIVE CRITERIA** Determined by the experts of Green Key's International Steering Committee and reviewed every 4-5 years, Green Key's criteria are internationally recognised as representing some of the highest sustainability standards in the global hospitality industry.

**RIGOROUS CERTIFICATION PROCESS** Green Key certification is always externally verified using third-party auditors or national juries.

**HIGH QUALITY SERVICE & SUPPORT** Establishments receive support in the form of positive dialogue, education and training for staff and other stakeholders, as well as sharing of best practices and experience.

**CROSS-SECTOR RECOGNITION & COOPERATION** The value of the Green Key certification is recognised by public and private sector stakeholders at both international and national levels. Such partnerships ensure that the Green Key criteria and certification process remain transparent and at the cutting-edge of sustainability in the hospitality sector.



# APPLICATION PROCESS

Hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants and attractions are all eligible to apply for Green Key certification. Establishments that do choose to become Green Key certified are committed to meeting the rigorous sustainability criteria developed Green Key and FEE.

*All applicants must demonstrate compliance with our eco-certification criteria.*

**APPLICATION** The applicant must complete the application form and provide various documentation as proof of compliance with the criteria.

**AUDIT** An on-site audit is conducted in years one and two and thereafter, as a minimum, every third year. The on-site audits consist of document verification and visual inspection. In alternate years, off-sites audits (document verification) are done.

**DECISION MAKING** The decision is always made by a third-party entity, either an independent auditor or by a jury.

**CERTIFICATION** The successful applicant receives our Green Key Plaque and Certificate.

**RENEWAL** The Green Key Certification is valid for one year and must be renewed annually thereafter.





# OUR PARTNERS



*“I've been happily surprised to see how eagerly, and creatively Green Key certified establishments have adapted the criteria in their own style in Finland - from small private museums to modern luxury hotels. I think that is also the strength of the programme”.*

Heidi Heinonen  
National Operator,  
Green Key Finland





# GET IN TOUCH

If you are interested in knowing more about the Green Key programme, please do not hesitate to contact us directly.



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