

GREEN KEY



WWW.FEE-INTERNATIONAL.ORG

Foundation for Environmental Education (FEE)

FEE is a non-government and non-profit organisation promoting sustainable development through environmental education worldwide.

FEE is an international umbrella organisation with one national member organisation per country representing FEE at the national level and in charge of implementing FEE programmes nationally. FEE currently has member organisations in 70+ countries worldwide.

Since 1981, FEE has actively promoted and delivered environmental education through its international programmes: Blue Flag, Green Key, Eco-Schools, Young Reporters for the Environment (YRE) and Learning about Forests (LEAF).

the awarded establishments, Green Key aims to change the practice and behaviour of tourism actors including guests, staff, authorities, local communities and to involve them in increasingly safeguarding their own environment.



History and development

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. Today, the Green Key Programme is present in 50 countries with around 2,350 sites awarded.

International criteria have been developed for different categories of tourism facilities, such as hotels and hostels, small accommodations, campsites and holiday parks, restaurants, conference centres and attractions.

Green Key is mainly managed by national operators in a range of countries. 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.

What is Green Key?



Green Key is an eco-label for tourism facilities. It aims to contribute to prevention of climate change and sustainable tourism by awarding and promoting best practice.

Besides changing the environmental standards at

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 of guests, staff and suppliers. 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. The criteria are designed so they are easily understood and verifiable through audits.

The award is voluntarily and granted for one year at a time, during which audits are made to check that certain standards are upheld and that all criteria are met.

Green Key management

An establishment wishing to apply for the Green Key award 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 award is normally 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.

Once the candidates are approved by the Jury or Steering Committee, they are awarded with the Green Key for one year at a time.

The Green Key awarded sites are promoted through Green Key websites, news features, online booking companies, seminars and fairs.



Green Key in a new country

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

1. National NGO as a member of FEE
2. Establish Green Key National Jury and management procedures
3. Production of national Green Key criteria based on the international criteria
4. Green Key pilot phase for selected applicant sites
5. Full implementation of Green Key.

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

For more information visit: www.greenkey.global