

Green Key Eco-label for tourism facilities

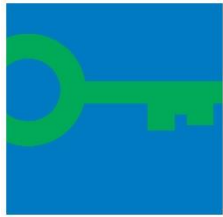


Green Key conference – Portugal, Lisbon

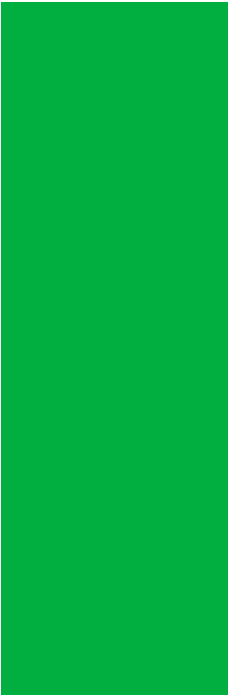
Foundation for Environmental Education New developments

- New member countries (2015): Colombia, South-Korea, Switzerland, Indian Ocean States.
- New member organisations (2015): United Arab Emirates (ECAT) , New Zealand (Keep NZ beautiful)
- Measurement impact of FEE programmes
- New FEE websites and databases
- FEE at Cop21



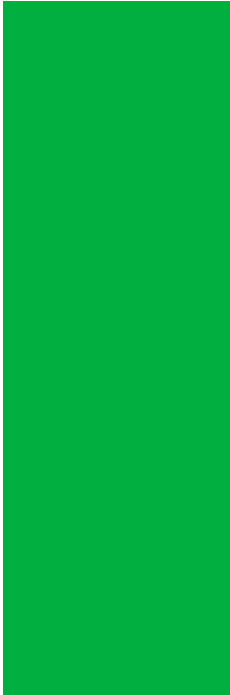
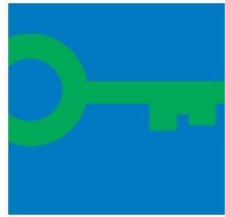


Green Key International – New developments

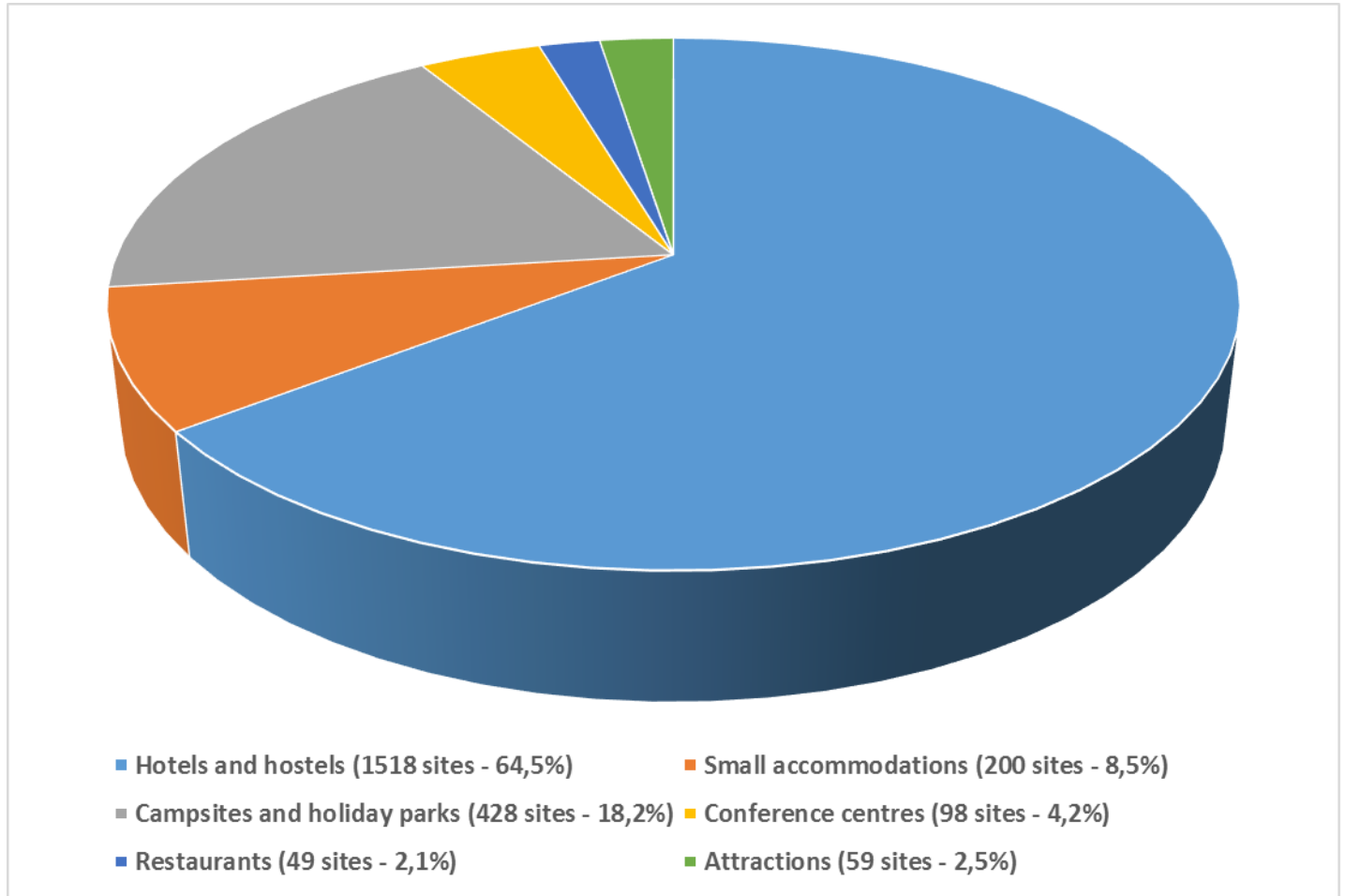


- New members: South-Africa, Israel, Kazakhstan
- Green Key awarded sites now also in: Mexico, Luxembourg and soon in Nairobi
- 2350 sites in 50 countries





Green Key International - Categories



Green Key International - Partners

Institutional partners:

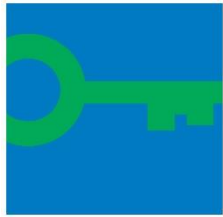


Hotel chain partners:

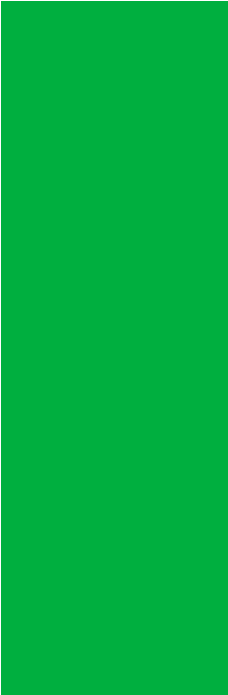


Corporate partners:





Green Key endorsed by

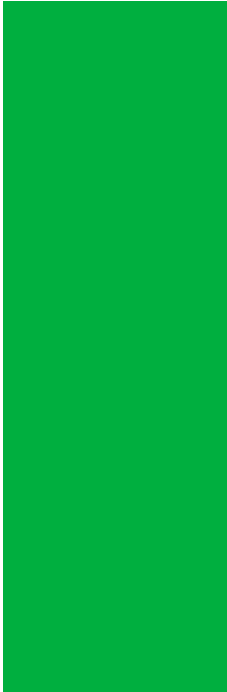
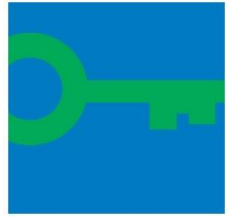
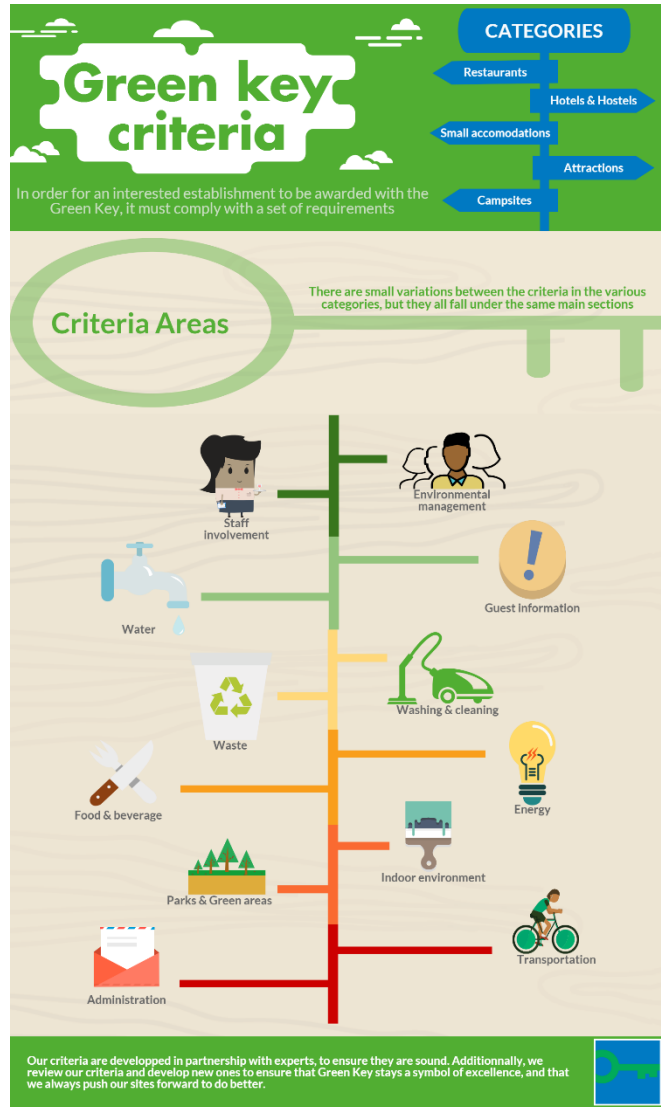


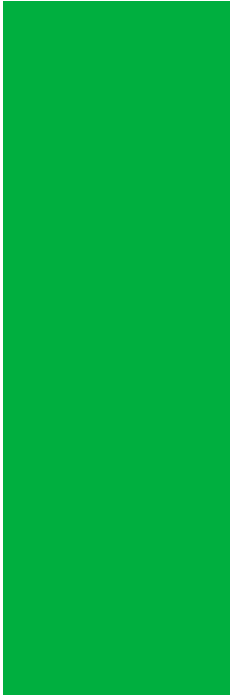
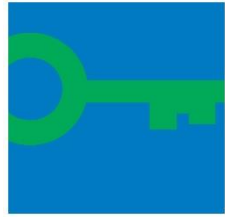
Web partners:

bookdifferent



Green Key International – Revision of criteria

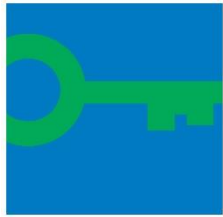




Green Key International – New website

www.greenkey.global





Green Key International - PR

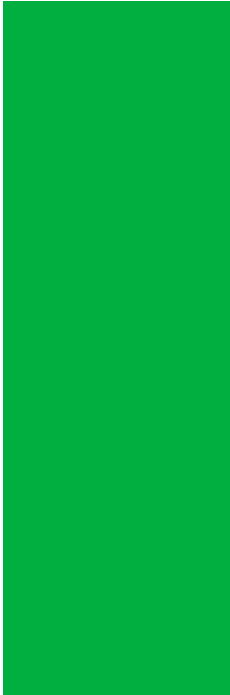
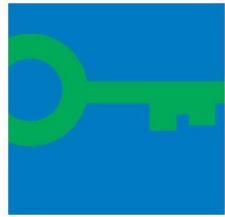
- List of awarded sites on website
- List distributed to green databases and online booking/travel websites
- News articles – Please share!!!
 - Website
 - Social media (Facebook, LinkedIn, Twitter)
 - Newsletters
- National PR





Green Key International – Manager survey

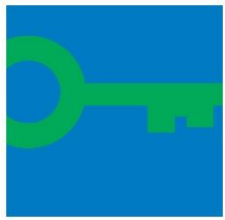
- The main reasons for joining Green Key was to get support to comply with national legislation, increase sales and increase customer binding.
- The main outcome of joining Green Key was the improvement of environmental performance followed by the improvement of the image of the establishment and increased employee engagement.
- Around 92% of all managers indicate that Green Key has helped increasing the sustainability at the establishment.
- The strengths of the Green Key programme are the criteria, the onsite audits and the focus on environmental education.
- Around 35% of the respondents answered the question on what is missing in the programme, and with especially visibility/marketing as the main weak point.
- The managers find it manageable/easy to comply with the criteria. The most challenging criteria section is “food & beverage” (17% finding it hard to comply).
- Almost 80% of the managers are happy with the onsite audit system. Of other areas of support from Green Key, 50% are satisfied, 40% neutral and 10% dissatisfied.



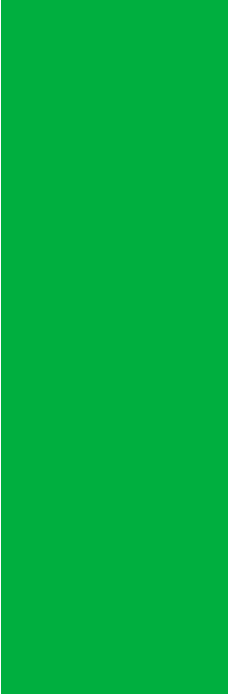
Best Practice Competition



Share your ideas and become the winner of the first Green Key Best Practice Competition!



Thank you !!



And keep up the good work !