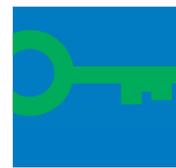


EMS Factsheet

Green Key



The Green Key

Overview

Origin and development

The Green Key is a diploma awarded to companies within the tourism industry. It was originated for hotels in Denmark in 1994 and in 1998 France joined and started labelling campsites. Today, criteria are available for hotels, campsites, hostels, summer houses, restaurants, leisure facilities, and conference facilities. The Green Key is supported by consumer groups, NGO's, authorities, and business associations. To obtain the GreenKey a company has to meet a detailed list of environmental requirements. Besides environmental demands, the criteria also include requirements concerning policy and action plans.

The Green Key is made available by the FEE (Foundation for Environmental Education) in 54 countries. At this point, the Green Key is implemented in 14 countries and a five other countries are preparing implementation. Not all criteria are available in all countries but it is an ongoing work to develop criteria for the international programme.

Objectives

The Green Key is unique in the sense that it focuses on environmental education.

Implementation structure

The Green Key coordination is hosted by FEE Netherlands. In each country, a national steering group, or a national jury, with representatives from authorities, NGO's and business associations monitor national Green Key activities and approves all applications from new Green Key businesses. Periodically each awarded business receives a control visit from the national Green Key operator.

EMS in brief

Key characteristic

Focus on environmental education

Implementing institution

The Foundation for environmental education (FEE)

Available since

1994

Geographical scope

International, EU MS include IT, CY, DK, EE, FR, LT, PT, SE, NL, LV, BE Wallonie, BE Flanders

Target group

Tourism sector (hotels, camping sites, hostels, summer houses, restaurants, leisure facilities, and conference facilities)

Size of targeted companies

All sizes

Total number of certifications

Around 650

Number of participants in the process of certification

700

Most important drivers and barriers

Drivers

- Available marketing tools
 - Cost/resource savings
 - Customer/supplier demand
 - Environmental benefits
 - Legal security
 - Political support/financial incentives
 - Proof of corporate social responsibility
- Other: n/a

Barriers

- EMS not widely recognised
 - High implementation costs
 - Little similarities to EMAS or ISO 14001
 - Perceived complication/unattainability
- Other: n/a

Yes

No

The EMS in detail

<input checked="" type="checkbox"/>	Commitment of top management: Yes, required.
<input checked="" type="checkbox"/>	Environmental review: Includes both mandatory and optional criteria. International criteria should be adapted to national conditions, resulting in up to 20 % national criteria. Criteria include issues such as electricity, heat, water consumption, and waste.
<input checked="" type="checkbox"/>	Environmental policy or guidelines: It should state the visions of the business regarding environmental concerns.
<input checked="" type="checkbox"/>	Proof of legal compliance: Businesses must comply with the environmental legislation of the respective country.
<input checked="" type="checkbox"/>	Objectives and environmental management programme: Objectives must be defined within the company and address factors such as individual goals, deadlines, responsibilities, and allocated resources.
<input checked="" type="checkbox"/>	Definition of organisational structure at company level: Management is required to appoint an environmental manager. Staff is encouraged to be heavily involved in the implementing the EMS.
<input checked="" type="checkbox"/>	Training and education requirements: The environmental manager and other staff-members working with environmental undertakings must participate in a training course concerning environmental issues. Basic training is included in a CD produced by the Green Key operator designed for distance training.
<input checked="" type="checkbox"/>	Communication (internal and external): Communication activities include the involvement of staff, guests, sub-contractors, and suppliers. Furthermore it includes information about green activities such as information material about nearby parks and nature conservation measures that are made available to guests.
<input checked="" type="checkbox"/>	Documentation requirements: Requires documents such as the environmental policy, goals, a plan of action, information on water and electricity consumption, environmental training plans, etc.
<input checked="" type="checkbox"/>	Internal follow-up/ checking and corrective action/ continuous improvement: Onsite checks are performed regularly on all Green Key businesses. Continuous improvement is required and the EMS can therefore act as a stimulus for innovation.
<input checked="" type="checkbox"/>	Management review: Regular involvement of management in meetings and initiatives taken under the EMS is required.
<input checked="" type="checkbox"/>	Environmental report/ statement or similar publication by the participants of the EMS: Part of documentation requirements.
<input checked="" type="checkbox"/> Yes/Required <input type="checkbox"/> Partially addressed <input type="checkbox"/> Not indicated or not required	

External audit/certification

Is an external audit required? Third-party auditing is not required. Audits are undertaken by the national or international steering committee of the Green Key.

Responsible for external audit: n/a

External audit periodicity: n/a

Certification: The Green Key label is obtained on the basis of international criteria. It is awarded for a 1-year period and has to be reviewed thereafter. Rewarded accommodation undergo on-site visits the first year, and then, at least every 3 years.

Similarities to EMAS

- Initial environmental review
- Environmental policy
- Legal compliance
- Employee involvement
- Planning
- Implementation
- Checking and corrective action
- Continuous improvement
- Management review
- Certification
- Environmental statement
- Validation of environmental statement

Relation of the EMS to EMAS: Very close

(Note: applicants with an EMS registered under the EMAS regulation automatically fulfil the mandatory general management criteria.)

For further information on the EMS, please contact:

Mr. Erik van Dijk - International Coordinator Green Key
Tel.: +31 (0) 343 – 524720
Email: erik@kmvk.nl
Website: www.green-key.org

For further information on these factsheets, please contact:

EMAS Helpdesk
Tel: +33 (0)1 53 90 11 75
Email: emas@biois.com
Website: ec.europa.eu/environment/emas

