

MANUAL FOR NATIONAL OPERATORS

- THE GREEN KEY -

15th November 2006

The Green Key is a label for environmental management in tourist accommodation (**Campsites, hotels, guest houses, hostels, holiday parks**)

This manual is a document to explain what the national operators rules of conduct are if they want to run the Green Key in their country.

I. Structure

The Green key is a FEE programme since the General Assembly 2003 in Boltenhagen. There are 2 coordinations, and the countries are split in 2 parts: one north part coordinated in Denmark (*HORESTA*), and a south part coordinated in France (*FEE-France*).

List of countries coordinated by the North: *Belgium, Bosnia Herzagovina, Brazil, Bulgaria, Chile, Czech Republic, Denmark, England & N.Ireland, Estonia, Finland, Germany, Iceland, Ireland, Japan, Latvia, Lithuania, Netherlands, Norway, Poland, Puerto Rico, Romania, Russia, Scotland, Slovakia, Slovenia, Sweden, Wales*

List of countries coordinated by the South: *Bahamas, Canada, Croatia, Cyprus, Dominican Republic, France, Greece, Italy, Jamaica, Kazakhstan, Kenya, Malta, Montenegro, Morocco, New Zealand, Portugal, South Africa, Spain, Tunisia, Turkey, USA*

International steering committee:

At the top of these 2 coordinations, the Green Key is lead by the International Steering Committee, composed by 1 member of FEE (Roberto RICCIONI-*Italy* and Patricia OLIVER-*Ireland*), and 2 members of Green Key-Denmark (Henrik MÜHLENDORPH and Torben KAAS). The International Steering Committee has the role and the power to administrate the campaign:

communication, criteria, logo, finance, strategy...

II. Procedures at national level

As a FEE programme, the Green Key has some common rules for an international coherence. Those rules of procedure have to be respected in every country by the national operators.

a. Award

The Green Key is a label that rewards accommodation environmentally friendly on the basis of international criteria. It is awarded for a 1-year period, and has to be reviewed every year.

The national operator is requested to set up a verification procedure at least every year

It can be an on-site visit *before* the award, or a questionnaire.

b. National Jury/Green Key Board

In order to give credibility, reliability and seriousness to the label at national level, there must be a jury or a Green Key board in each country. It has to be composed by: environment experts, tourist experts, professionals, consumers and other that seem relevant for the Green Key. The Jury or Green Key Board will have to be balanced and not only represent tourism industry or environment concerns.

c. Controls

Every rewarded accommodation has to be on-site visited the first year, and then, at least every 3 years.

III. Criteria

The procedure for developing new criteria is described in the document *Rules regarding national criteria development* placed at the website.

IV. Partnership with professional federations

a. Why?

The coordination encourages national operators to build up technical partnerships with professionals. Professional federation will be great help for the adaptation of criteria, in the frame of the Green Key towards hotels, campsites and other types of accommodation managers, in the reliability towards the public.

b. How?

The best is to start to contact them very soon, before the launch of the campaign, so that they could give their opinion about criteria, and give a help to find candidates... and they could be members of the jury/board.

To find them in Europe: they are 2 European federations: HOTREC¹ for hotels and EFCO&HPA² for campsites which both have members in several European countries.

¹ HOTREC (*Confederation of the National Associations of Hotels, Restaurants, Cafés in Europe*)
111 boulevard Anspach, Box 4 - 1000 Brussels – Belgium – phone: +32 2 513 63 23 - Fax : +32 2 502 41 73 – website : www.hotrec.org

For your information, HORESTA (the Danish member of HOTREC) is the organisation that invented the Green Key in 1994.

Try to find them, and contact them. There is also an international federation of hotels: IH&RA³

V. International Validation

In order to assure a homogeneity to the label, some points have to be validated by the International Steering Committee: the number and the list of awards every year, the composition of the National Jury / Green Key Board, the number of on-site visits. Some International control visits will occur organised by the co-ordinations.

VI. Levy

A levy will be given to the Co-ordinations in order to assure the co-ordinations' tasks: meeting, collection of information, promotion, visits...
The levy will be: 1000 € + 15 € per awarded accommodation PER YEAR.

VII. Logo/brand

The official logo is:



Each country is free to make the translation of the text.

The font is Myriad Bold

Colour: Green: PANTONE 360C and Blue: PANTONE 3015C

The official name of the label is "The Green Key", and can be translated in national language. Only national operators who respect the rules of conduct can use the name "The Green Key" and the logo.

Only accommodations which respect the criteria and have been awarded by the national jury / Green Key Board can use the name "The Green Key" and the logo.

² EFCO&HPA (*European Federation of Campsites Organisations & Holiday Park Associations*)
6 Pullman Court - Great Western Road - Gloucester GL1 3ND - United Kingdom Tel: (44) 1452 526911 - Fax: (44) 1452 508508

³ IH&RA (*International Hotel and Restaurants Association*) 51 rue Jean Jacques
Rousseau, 75001 Paris, France – 00 33 1 44 88 92 20 – website : www.ih-ra.com