Role & necessity of standards and certification
Tourism has been featured as targets under 3 of the 17 SDGs (Source: UNWTO)

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
As target 8.9, "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

Ensure sustainable consumption and production patterns.
As Target 12.b, "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products"

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.
As target 14.7, "by 2030 increase the economic benefits of SIDS and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism"
Tourism industry today

Increasing footprint
Grappling with the challenges of increased environmental footprint

Limited resources
The booming hotel industry has been the victim of resources getting limited leading to rising costs

Informed travelers
Increased (87%) number of global travelers who want to travel sustainably at reduced costs

Need of the hour
Addressing the environmental concerns while adhering to the same costs is the key necessity
Sustainable travel report by Booking.com

- Booking.com is a global leader in connecting travelers
- As per the research

**Green travel**
- Trend continues to gain momentum

87% of global travelers want to travel sustainably


48% travelers find barriers in managing to travel sustainably.

40% travelers choose suitability to reduce environmental impact.

Over 30% travel to have locally relevant experience & to feel good about their stay.
Travelers intending to stay in eco-accommodations

- 2018: 68%
- 2017: 65%
- 2016: 62%

Booking.com has recently partnered with Green Key to highlight Green Key awarded properties as ‘sustainable’ filter on its site.
Indian tourism and hospitality industry

• Large market for travel and tourism, offers a diverse portfolio of niche tourism products (adventure, camps, wellness, sports etc.)

• Key **driver of growth** among the services sector in India

• Sector accounted for **8 per cent of the total employment opportunities** generated in the country in 2017

• Providing **employment** to around **41.6 million people in 2017**

• Also a significant **source of foreign exchange** for the country
Indian tourism and hospitality industry

**Sector contribution to GDP 9.6% in 2016**

- Foreign Tourist Arrival (FTA) in India was 10.17 million in 2017 and reached 02.12 million in 2018 (in two months up to Feb. 18)

- GDP contribution is forecasted to rise by 6.7 per cent in 2017 and so on per annum.

- FTAs in February 2018 alone were 1.05 million having a growth rate of 10.1% as compared to 2017

- GOI has targeted to achieve 20 million FTAs by 2020 and double the foreign exchange earnings
Importance of standards/certification in tourism & hospitality industry

• Strengthens marketing and promotional values in tourism services
• Provide an economic advantage in the global environment
• Help develop a roadmap for sustainability and environmental protection through a structured methodology
• Impart a zeal for international competitiveness with high global standards
Tourism eco-labels

Source: ENVIS centre on Eco-labelling and Promotion of Eco-friendly products, 2017
Unlocking sustainability in the hospitality industry

Green Key
Unlocking sustainability in the hospitality industry
The Green Key Programme

• Leading standard of excellence in the field of environmental responsibility and sustainable operation

• Originated for hotels in Denmark in 1994

• Globally managed by the Foundation for Environmental Education (FEE) since 2002 which is the largest environmental education organization in the world and is a network of member NGOs from over 76 countries. FEE is also a UNESCO-recognized world leader in environmental education

• International high quality voluntary eco-label with high environmental standards

• Awarded to over 2,900 hotels and other establishments in 57 countries.

• Non-profit driven, multi-stakeholder programme, internationally recognized by UNWTO & UNEP
FOUNDATION FOR ENVIRONMENTAL EDUCATION (FEE), the entity behind Green Key

Member A

Member B

Member C

International Coordination of the programmes

National members responsible for running the programmes
Structure of the programme

- **POLITICAL LEVEL**
  - Green Key International Steering Committee (ISC) (FEE and founders)

- **ADMINISTRATIVE LEVEL**
  - Green Key International
  - Green Key National Operators

- Country A
- Country B
- Country C
Green Key’s Philosophy

Environmental Management

Environmental Education

Green Key
Categories

- Hotels and hostels
- Restaurants
- Campsites and holiday parks
- Conference centres
- Attractions
- Small accommodations
Green Key Categories

- Hotels & Hostels: 62.7%
- Small Accommodations: 20.6%
- Campsites & Holiday parks: 8.1%
- Conference Centers: 4.2%
- Restaurants: 2.4%
- Attractions: 2.0%

Centre for Environment Education
Green Key Criteria

13 criteria, over 100 parameters

*Staff involvement*

*Environmental management*

*Guest information*

*Water*

*Energy*

*Washing & Cleaning*

*Food & Beverage*

*Waste*

*Administration*

*Indoor Environment*

*Green Areas*

*Green Activities*

*Corporate Social Responsibility*
Green Key Criteria

- Divided into imperative (I) & guideline criteria (G)
- International baseline criteria and national adaptations
- International hotel criteria are recognised by GSTC
Main advantages of tourism ecolabels

- **Trustworthiness**
  A proof for customers and partners that a tourism establishment has high sustainability standards.

- **A frame for sustainability**
  Step by step approach to help a tourism establishment achieve its sustainability goals.

- **Cost-savings**
  Saving resources means saving money.

- **Acknowledgement**
  Motivating reward for the whole team involved in achieving the ecolabel.

- **Marketing**
  The ecolabel can be used to market the high sustainability standards of the tourism establishment towards customers and partners.
Why join Green Key?

- **Ecolabel with high standards**
  Transparent programme with regular on-site audits and third-party verification.

- **Has low-cost**
  Run by a non-profit org.

- **Dialog-based programme with 20+ years of experience**
  Personal support from the application to award with access to best practice database

- **International widespread ecolabel with national experts**
  2900+ establishments in 57 countries and 41 national offices.

- **Multi-stakeholder programme**
  Developed by the hospitality industry and today managed by an independent charity.

- **International reputation**
  Recognised by UNEP, UNWTO, and Global Sustainable Tourism Council (GSTC).
Green Key establishments across the world
Green Key is endorsed by

Institutional partners: UNWTO, UN Environment, GSTC

Hotel chain partners: Carlson, Starwood, Marriott

Corporate partners: SGS, Lucart Group, Best Western, Orbital Systems
### Few Green Key Awarded Hotels

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheraton Skyline Hotel London Heathrow,</td>
<td>London</td>
</tr>
<tr>
<td>Eliotel, France</td>
<td>Buenavista,</td>
</tr>
<tr>
<td>Fiesta Inn Hotel London, Morocco</td>
<td>Curacao</td>
</tr>
<tr>
<td>Ocean Vagabond, Morocco</td>
<td></td>
</tr>
<tr>
<td>Hilton Diagonal Mar Barcelona, Spain</td>
<td></td>
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<tr>
<td>Hotel Opera, Spain</td>
<td></td>
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<tr>
<td>St Regis Florence, Italy</td>
<td></td>
</tr>
<tr>
<td>The NH Lord Charles Hotel, South Africa</td>
<td></td>
</tr>
<tr>
<td>Island Pacific Hotel, China (Honk Kong)</td>
<td></td>
</tr>
<tr>
<td>Myojinkan, Japan</td>
<td></td>
</tr>
<tr>
<td>Marriott Marquis City Center Doha Hotel,</td>
<td>Qatar</td>
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</tbody>
</table>
Green Key in India

• Centre for Environment Education (CEE) is the exclusive national operator for Green Key in India
• Launched in India on the occasion of World Environment Day 2018
• Implementation by CEE through its central office in Ahmedabad and 34 regional/project offices across the country
• CEE would support tourism establishments in India with their sustainability efforts
• Helping hotel industry in India with a methodology to reach international standards
Green Key application process

Contact National Operator for orientation
Submit application & registration fee
Off-site evaluation
Findings sharing
Audit

FOLLOWED BY AUDIT IN THE 2nd, 5th & EVERY 3rd YEAR

PARTIAL COMPLIANCE

FINAL AWARD BY INTERNATIONAL JURY

Report submission to National Jury

STANDARD CRITERIA MET

STANDARD CRITERIA NOT MET

INTERNATIONAL JURY

FINAL AWARD BY INTERNATIONAL JURY
THANK YOU

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