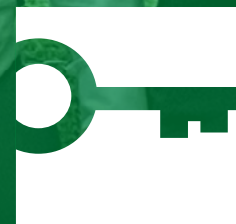




A guide to Green Key



Green Key

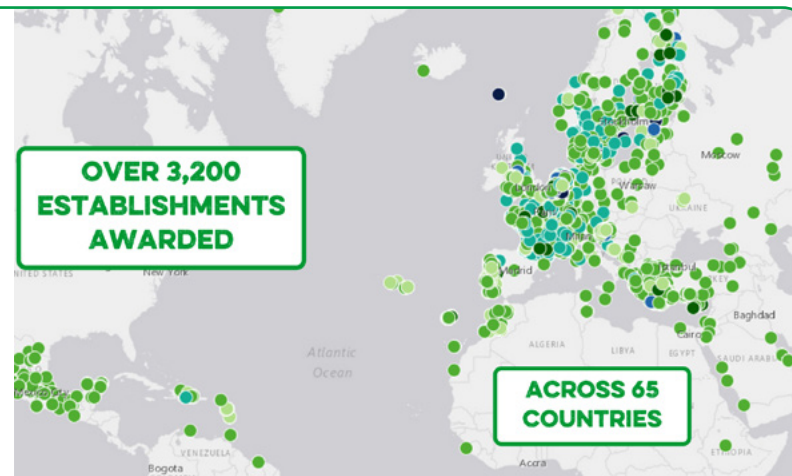
Key facts at a glance



130 criteria across 13 categories

| | | | | | | |
|---|--|---|---|---|--|---|
|  Environmental management |  Staff involvement |  Guest information |  Water |  Washing and cleaning |  Waste | |
|  Energy |  Food and beverage |  Indoor environment |  Green activities |  Green areas |  Corporate social responsibility |  Administration |

Globally recognised award



Eligible Categories

Hotel & Hostel



Small accommodation



Restaurant



Campsite & Holiday Park



Attraction



Conference center



Green Key Logo



Alongside the physical materials provided, we have also provided the Green Key logo to apply to your own marketing materials within your establishment.

The logo could be applied to such items as in room notices, restaurant menus, in room entertainment messaging and any instructional material for guests around sustainable practices such as reusing towels or saving water.

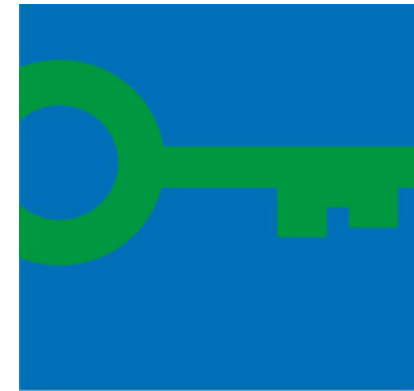
The logo is provided in JPEG, EPS and Illustrator format. When applying the Green Key logo to your own materials be sure to follow the brand guidelines which are detailed in the document provided in the Assets Folder.

Also provided in the asset folder is the artwork for a double sided countertop tent card which provides an overview of the award for hotel guests. We encourage you to print this out and display it in high footfall areas such as concierge and reception desks.



[Click here to access assets](#)

For use on website, social media or printed materials.

- Ensure the logo is used in this format, not stretched, cropped or edited.
- Provided in JPEG or EPS file format, in link to assets
- Web address for more information:
www.greenkeyengland.co.uk



Green Key

| | | | |
|--|--|--|--|
|  | RGB: 0 102 204 PAN: 300 U WEB 0066CC CMYK: 100 46 0 0 |  | RGB: 0 102 204 PAN: 300 U WEB 0066CC CMYK: 100 46 0 0 |
|--|--|--|--|

✓ Green Key

- ✗ The Green Key
- ✗ green key
- ✗ Green key
- ✗ green Key

Information for your website



Please add the following copy to your website to promote the accreditation with Green Key. Where possible a hyperlink to our website www.greenkeyengland.co.uk would also be preferable.

Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key programme is run internationally by the Foundation for Environmental Education. In England it is managed by the environmental charity Keep Britain Tidy.

Green Key provides a well-proven framework for an establishment to work with its environmental management on sustainability issues, including awareness raising. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent on-site audits.

Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants, and attractions.

For guests, a Green Key shows that the establishment is committed to reducing the environmental impact of their stay. The Green Key programme is linked to the Sustainable Development Goals 2015-2030 addressed by the United Nations.

Find out more at www.greenkeyengland.co.uk

You can add specific information about what your establishment has done to achieve Green Key, but this is the suggested minimum.

If you create any original assets (digital or printed) using the Green Key logo and information you must send them to greenkey@keepbritaintidy.org for prior approval.



Find out more:



www.greenkeyengland.co.uk



greenkey@keepbritaintidy.org



07918 054600



Green Key



Green Key is run internationally by non-profit organisation the Foundation for Environmental Education and managed in England by the environmental charity Keep Britain Tidy.

