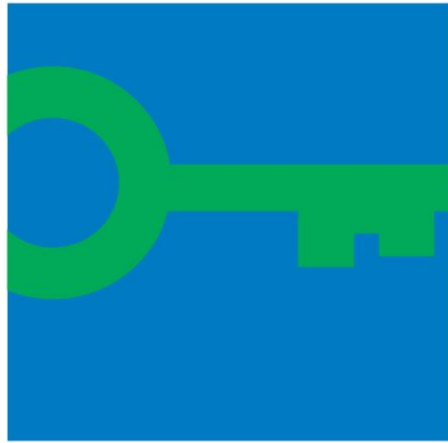


# THE GREEN KEY

AN ECO-LABEL FOR  
LEISURE ORGANISATIONS



**The Green  
Key**

## BASELINE CRITERIA FOR ATTRACTIONS

*These criteria apply to amusement parks, open air leisure facilities, museums, castles and fortresses, zoo's and safari parks.*

## Introduction

Mission: The Green Key is a program of FEE. Purpose of the program is to develop and manage an eco-label for environmental and sustainability issues in leisure organisations.

Green Key is conducted with the certification program as a means to increase the awareness of the owner, staff and client of their potential for environmental and sustainability issues in their direct (natural) environment and offers perspective to act.

### Aim:

The Green Key pursues 4 goals:

- Environmental and sustainable education of the owner, the staff and the client;
- Environmental and sustainable, preservation by the reduction of the impacts of the facility;
- Economical management as a reduction of the consumption induce a reduction of the costs;
- Marketing strategy with the promotion of the label and the facilities awarded;

The Green Key owns three sets of international baseline criteria:

- Camp sites
- Hotels, youth hostels and conference centre
- Attractions

## Attractions

The baseline criteria for the Green Key for **attractions** apply to:

- amusement parks;
- open air leisure facilities;
- castles and fortresses;
- zoo's and safari parks;
- museums.

The criteria are divided into the **categories** mandatory and optional criteria (O).

The mandatory criteria are to be fulfilled in every Green Key establishment. In the formulation, they can be with or without a time frame.

National Operators can decide to rewrite the baseline criteria to **one particular** group or a part of the attractions they apply to on a international level. For example in your country the Zoos have a strong wish for a Green Key label, it can be decided to use the baseline criteria for developing a National set of criteria for zoos.

The optional criteria are designed primarily for applicants who wish to pursue more rigorous environmental management. They are a tool that the national operators can and should use for environmental education towards professionals.

**All the optional criteria must be in the national set of criteria**, even if they remain optional. The way they are used is to be decided by the national operator.

*National adaptation:*

The international criteria should be adapted to national conditions and in order to do so the national Green Key criteria set can contain up to a maximum of 20 percent national additions. This does not mean that 20% extra national criteria must to be added, this is the free space that National Operators have to nationalize the criteria. The international coordinator estimates when then 20 percent national additions have been reached. There are mainly three ways to make national additions:

1. Some of the optional criteria from the international criteria can be made mandatory in the national set of criteria.
2. Mandatory criteria can be strengthened.
3. Extra criteria can be added, which are not part of the international criteria set. The national additions should focus on the topics:
  - a. environmental management
  - b. staff involvement,
  - c. guest information
  - d. water
  - e. waste and energy savings
  - f. washing and cleaning
  - g. food and beverages
  - h. indoor environment,
  - i. parks and parking areas,
  - j. green activities and
  - k. administration

The International Steering Committee focuses on the topics in the international criteria set and they are unlikely to accept national additions that involve other issues.

***Approval of criteria:***

The International Steering Committee must approve every national set. Procedure (the criteria must be translated in English for a common understanding):

- 1) The national operator sends a proposition to his/her coordinator and start exchanges about adaptations, formulation...
- 2) The coordinator sends the proposition to the international steering committee (by email) with potential comments.
- 3) The ISC make the final decision with potential requirements.

***Revision of criteria:***




The international criteria can be revised every 3 years.



If a national operator wishes to make revision of the international criteria, he/she can:



- 1) offer a suggestion to the coordinator;
- 2) this will be discussed at the next national operators meeting;
- 3) the ISC makes the final decision;





The national criteria can be revised and should follow the same procedure as above.


The International Baseline Criteria for Attractions

<b>I.</b>	<b>ENVIRONMENTAL MANAGEMENT</b>	
I.1	Management must appoint an environmental manager.	<input type="checkbox"/>
I.2	An environmental policy must be composed.	<input type="checkbox"/>
I.3	The business environmental management declaration is displayed so as to be clearly visible to the guests.	<input type="checkbox"/>
I.4	A binder containing relevant documentation concerning The Green Key must be established and maintained.	<input type="checkbox"/>
I.5	Objectives and an action plan for environmental improvement must be formulated for the next three years.	<input type="checkbox"/>
I.6	The business must comply with the environmental legislation of the respective country.	<input type="checkbox"/>
I.7	A yearly procedure of verification/control must be carried out.	<input type="checkbox"/>
I.8	The firm must not be placed on a perimeter that is recognised to be polluted by the national authorities and that present a major risk for health and security of the guests.	<input type="checkbox"/>
I.9	An basic environmental and energy audit has been carried out.	<input type="checkbox"/>
<b>II.</b>	<b>STAFF INVOLVEMENT</b>	
II.1	Management must have a meeting with the staff, where they are briefed on issues concerning existing and new environmental initiatives.	<input type="checkbox"/>
II.2	The environmental manager must participate in meetings with management with the purpose of presenting the environmental developments of the business.	<input type="checkbox"/>
II.3	The environmental manager and other staff members working with environmental tasks must participate in a training course concerning environmental issues. The Green Key operator provides basic training.	<input type="checkbox"/>
II.4	The environmental manager must ensure that the employees have knowledge about the environmental assignments and issues concerning the business.	<input type="checkbox"/>
<b>III.</b>	<b>GUEST INFORMATION</b>	
III.1	The business must display clearly that it has been awarded The Green Key.	<input type="checkbox"/>
III.2	Information material about The Green Key, environmental and nature issues must be visible and accessible to the guests.	<input type="checkbox"/>
III.3	Front desk staff must be able to give an account of the present environmental activities of the business.	<input type="checkbox"/>

III. 4	There are visible signs for guests and staff concerning energy saving (Water running, lights, heat, etc.).	<input type="checkbox"/>
III.5	<i>The attraction provides a complaints/information line for both visitors and local residents (O).</i>	<input type="checkbox"/>
III.6	<i>Information about environmental and nature education activities in the local area is provided (O).</i>	<input type="checkbox"/>
III.7	<i>Environmental and nature education activities are organised for visitors and/or local residents (O).</i>	<input type="checkbox"/>
<b>IV.</b>	<b>WATER</b>	
IV.1	The total water consumption must be registered at least once a month.	<input type="checkbox"/>
IV.2	Dripping taps and leaky toilets are not allowed.	<input type="checkbox"/>
IV.3	Newly purchased toilets are not allowed to flush more than 6 litres per flush.	<input type="checkbox"/>
IV.4	Water flow from taps must not exceed more than 8 litres per minute.	<input type="checkbox"/>
IV.5	Urinals are not allowed to use more flushing water than necessary.	<input type="checkbox"/>
IV.6	Newly purchased cover or tunnel dishwashers are not allowed to consume more water than 3,5 litres per basket.	<input type="checkbox"/>
IV.7	Instructions displaying recommendations for saving water during operation of dishwashers must be displayed near the machine.	<input type="checkbox"/>
IV.8	Water flow from showers must not exceed more than 9 litres per minute.	<input type="checkbox"/>
IV.9	<i>Separate water meters are installed in places with high water consumption (O).</i>	<input type="checkbox"/>
IV.10	<i>Green areas are sprinkled with rainwater (O).</i>	<input type="checkbox"/>
IV.11	<i>Toilets are flushed with rainwater (O).</i>	<input type="checkbox"/>
IV.12	<i>Rainwater from existing hard surfaces (buildings, car parks, accommodation) is disconnected from the sewerage system (O).</i>	<input type="checkbox"/>
IV.13	<i>Purified waste water is reused (O).</i>	<input type="checkbox"/>
<b>V.</b>	<b>WASHING AND CLEANING</b>	
V.1	Newly purchased chemical cleaning products and products for washing are not allowed to contain agents that are listed in The Green Key's "Requirements related to cleaning and washing articles.	<input type="checkbox"/>
V.2	To control the amount of used cleaning products, a dispensing system is used.	<input type="checkbox"/>
V.3	Disinfectants must be used only where necessary in order to comply with legal hygiene requirements.	<input type="checkbox"/>
V.4	In European countries, paper towels and toilet paper must be made of non-chlorine bleached paper or must be made of recycled paper or must be awarded with an eco-label.	<input type="checkbox"/>
V.5	<i>For cleaning microfiber cloths are used (O).</i>	<input type="checkbox"/>
V.6	<i>A central vacuum cleaning system is used (O).</i>	<input type="checkbox"/>

<b>IV.</b>	<b>WASTE</b>	
IV.1	If the local waste management authorities do not collect waste at or near the business, the business must ensure transportation of its waste to the nearest appropriate site for waste treatment.	<input type="checkbox"/>
IV.2	Waste must be separated into the categories that can be handled separately by the local or national waste management facilities.	<input type="checkbox"/>
IV.3	An waste plan must be available, that indicates the amount and place of bins and the frequency at which they are emptied.	<input type="checkbox"/>
IV.4	Instructions on how to separate and handle waste must be easily available to the staff.	<input type="checkbox"/>
IV.5	<i>Disposable cups, plates, and cutlery must only be used in the pool areas, at certain music-arrangements and in connection with take-away-food.</i>	<input type="checkbox"/>
IV.6	<i>Waste of organic nature vegetable, fruit and garden) are collected separate (O).</i>	<input type="checkbox"/>
IV.7	<i>In public spaces and offices the company opportunities, for separated waste collection are provided (O).</i>	<input type="checkbox"/>
IV.8	<i>Recycled and chlorine-free toilet paper is used (O).</i>	<input type="checkbox"/>
<b>VII.</b>	<b>ENERGY</b>	
VII.1	Energy use must be registered at least once a month.	<input type="checkbox"/>
VII.2	Within 3 years after receiving the GK, all walls, floors, roofs and windows of buildings within the business, should have a high degree of thermal insulation in compliance of the local climate.	<input type="checkbox"/>
VII.3	Heating and air-conditioning control systems must be available and used to lower the use of electricity and gas.	<input type="checkbox"/>
VII.4	The surfaces of the heat / cooling exchanger of the ventilation plant must be cleaned on a regular basis.	<input type="checkbox"/>
VII.5	Fat filters in the exhaust must be clean at all times.	<input type="checkbox"/>
VII.6	The ventilation system must be controlled and repaired if necessary in order to be energy efficient at all times.	<input type="checkbox"/>
VII.7	New purchased heating installations, ventilation systems, lawnmowers and electrical (kitchen) appliances are energy-efficient.	<input type="checkbox"/>
VII.8	Newly purchased pumps and refrigeration plants must not use CFC refrigerants.	<input type="checkbox"/>
VII.9	At least 50% of the light bulbs are energy efficient (indoor and outdoor). Other light bulbs should be replaces at a maximum rate wherever this is technically possible.	<input type="checkbox"/>
VII.10	At places with high energy consumption energy-saving measures are applied (rides, sauna's, swimming pools, etc.).	<input type="checkbox"/>
VII.11	<i>No Electric heating is used (O).</i>	<input type="checkbox"/>
VII.12	<i>An extended energy audit has been performed (O).</i>	<input type="checkbox"/>
VII.13	<i>Green electricity is purchased (O).</i>	<input type="checkbox"/>
VII.14	<i>Renewable energy is generated on site (O).</i>	<input type="checkbox"/>
VII.15	<i>For heat and energy recovery sustainable technologies are used (O).</i>	<input type="checkbox"/>
VII.16	<i>The outdoor lighting hardware limits light nuisance to the surroundings (O).</i>	<input type="checkbox"/>

VII.17	<i>At places with high energy consumption, separate meters are installed and the energy use is registered (O).</i>	<input type="checkbox"/>
VII.18	<i>In all heated buildings, the room temperature is regulated centrally by thermostats (O).</i>	<input type="checkbox"/>
VII.19	<i>No electric boilers are used for water heating (O)</i>	<input type="checkbox"/>
VII.20	<i>No air conditioning is used (O).</i>	<input type="checkbox"/>
VII.21	<i>A heat recovery system is provided for cooling systems, ventilators, swimming pools or sanitary waste water (O).</i>	<input type="checkbox"/>
VII.22	<i>Fuels with a lower environmental impact are used (O)</i>	<input type="checkbox"/>
<b>IIX.</b>	<b>FOOD AND BEVERAGE</b>	
IIX.1	The business must register its purchase of labelled (locally produced, organic or whatever feasible in each country) foods. After 12 months, the percentage of labelled products must be at least 5% of all foods measured in money.	<input type="checkbox"/>
IIX.2	The share of labelled foods must be maintained or increase each year. If not, the reasons must be communicated to The Green Key national operator.	<input type="checkbox"/>
<b>IX.</b>	<b>INDOOR ENVIRONMENT &amp; BUILDINGS</b>	
IX.1	A new building, extension or renovation scores at least the basic level on the local sustainable building scale (or whatever customary on this subject in each country).	<input type="checkbox"/>
IX.2	A non-smoking section must be available in every restaurant.	<input type="checkbox"/>
<b>X.</b>	<b>TRANSPORT AND PARKING AREAS</b>	
X.1	Information about local public transport services is available to future guest in brochures in adverts and by the internet.	<input type="checkbox"/>
X.2	The attraction composes a mobility plan and has taken measures to reduce the environmental impact of transport to, from and at the attraction.	<input type="checkbox"/>
X.3	<i>The business must give information about the nearest place to rent or borrow bicycles (O).</i>	<input type="checkbox"/>
X.4	<i>Measures are taken to reduce the environmental impact of transport to, from and at the attraction (O).</i>	<input type="checkbox"/>
X.5	<i>An indoor bike shed is provided for staff and visitors (O).</i>	<input type="checkbox"/>
<b>XI.</b>	<b>PARKS</b>	
XI.1	Newly planted vegetation (trees, bushes and hedges) on the site consists of local species and varieties.	<input type="checkbox"/>

XI.2	Water is used sensibly in the management of green spaces.	<input type="checkbox"/>
XI.3	Chemical pesticides and fertilizers can be used no more than once a year, but only if there is no organic or natural equivalent.	<input type="checkbox"/>
XI.4	Newly purchased lawnmowers must either be electrically driven, use unleaded petrol, be equipped with a catalyst, be awarded with an eco-label, or be driven manually.	<input type="checkbox"/>
XI.5	Flowers and gardens must be watered before high sun or after sunset.	<input type="checkbox"/>
XI.6	<i>Responsible nature management is encouraged on the site (O).</i>	<input type="checkbox"/>
<b>XII.</b>	<b>ADMINISTRATION</b>	
XII.1	Recycled or chlorine-free or eco-labelled office paper is used.	<input type="checkbox"/>
XII.2	Newly purchased office machines (computers, copying machines, scanner, etc.) must be energy efficient and have a stand-by function.	<input type="checkbox"/>
XII.3	Measures to reduce the amount of paper use are taken.	<input type="checkbox"/>
XII.4	Business which are on the premises and regular suppliers of the business, must be informed about environmental management of the business.	<input type="checkbox"/>
XII.5	<i>Recycled or chlorine-free or eco-labelled paper is used for printed matter (writing paper, brochures, factures) (O).</i>	<input type="checkbox"/>
XII.6	<i>A satisfaction survey (with questions on environmental issues) is conducted among its visitors on a regular basis (O).</i>	<input type="checkbox"/>