



# The Benefits of Green Key Global

Sustainability in tourism is evolving, and Green Key Global is at the forefront of this evolution, ready to bring lodging facilities, convention centers, meeting, and event spaces up to speed and ready to receive a new generation of planet-conscious guests and attendees.

Gaining Green Key Global's Sustainability Certification is one of the best choices you will make to grow your business. Green Key Global will help you can make changes as needed, both small and large, to help close the gap on the climate crisis, while increasing profitability and driving new business to your property.

Together, we will showcase your sustainable efforts to guests, and help save our planet for future generations.

Benefits include:



**Certification Your Guests Can Trust**



**Market Your Sustainable Efforts**



**Global Recognition**



**Concierge Service**



**Harness Consumer Trust**



**Drive Green Business**



**Improve Fiscal Performance**



**Benefit the Environment**



**Green Suppliers**



**Thought Leadership**



**Future Developments**



## Certification Your Guests Can Trust

- ✓ North America's trusted third-party sustainability program for hotels and meeting spaces and recognized by the Global Sustainable Tourism Council (GSTC) and The American Hotel & Lodging Association and Hotel Association Canada
- ✓ A comprehensive analysis measuring your facilities environmental performance which measures main areas of sustainability including:



Energy conservation



Community outreach



Water conservation



Building infrastructure



Solid waste management



Land use



Hazardous waste management



Environmental management



Indoor air quality

- ✓ A comprehensive Eco-Rating system from 1 to 5 Keys (5 Keys being the highest attainable)
- ✓ Leverage your existing corporate social responsibility activities



## Market Your Sustainable Efforts

- ✓ Access customized digital collateral and showcase your Green Key Global Eco-Rating
- ✓ Showcase a Green Key Global Certificate or a personalized Plaque
- ✓ Display a Green Key Global banner in your email signature or on your website
- ✓ Send guests to guest facing collateral overviewing sustainability efforts
- ✓ Share relevant articles with the Green Key Global Community
- ✓ 5 Key Members are eligible for further marketing opportunities including case studies and professional videos



## Global Recognition

- ✓ Receive recognition as an industry leader in sustainability, corporate and social responsibility
- ✓ Nominate your property to receive an Award of Excellence
- ✓ Opportunity to be featured in a case study or success story
- ✓ 5 Key Members are eligible for exclusive awards





### Concierge Service

- ✓ Access to industry expertise
- ✓ Receive one-on-one guidance with direct access to Green Key Global's Concierge Service
- ✓ Access tools and templates designed to help you improve your Eco-Rating
- ✓ *Carbon calculator and ROI tools*



### Harness Consumer Trust

- ✓ Utilize the power of the Green Key Global brand throughout your hotel, online and in your marketing to help increase bookings.
- ✓ Access to guest-facing informational pieces



### Drive Green Business

- ✓ Attract environmentally conscious consumers and meeting planners and leave an impact on your bottom line
- ✓ Corporate companies are now asking for third-party sustainability certification in their event RFP's and accommodation requests
- ✓ Member list is sent to OTA's such as Google, Bookings.com Amex GBT and many others including the green specific sites like eco.com and The Green Index, as well as government procurement, meeting planners and corporate companies, on an automatic basis



### Improve Fiscal Performance

- ✓ Implement meaningful changes as needed, both large and small, to save money



### Benefit the Environment

- ✓ Directly impact all 17 of the sustainable development goals as laid out by the United Nations
- ✓ Contribute to lowering global CO<sub>2</sub> emissions
- ✓ Receive personalized recommendations on how to decrease utility consumption, waste and emissions
- ✓ Carbon Neutral Events package to offset emissions of events hosted at your venue





## Green Suppliers

- ✓ Access to directory of green suppliers that can assist with your sustainable efforts and further demonstrate ROI
- ✓ Members receive discounts and promotions on select green vendors



## Thought Leadership

- ✓ Be the first to hear about sustainable and green initiatives from Green Key Global thought leaders
- ✓ A monthly theme throughout social media and newsletters to help educate you on different areas of sustainability
- ✓ Education in the form of white papers, detailed reporting and benchmarking, webinars from sustainability experts and scientists, plus useful statistics, and data to our members, helping them to be informed about the important part their business plays in this arena



## Future Developments

- ✓ Green Key Global is constantly improving and upgrading to stay relevant in the ever-changing environment of sustainability

Contact us to learn more about Green Key Global and how we can bolster your sustainable efforts

