



**Script to Green Key's
Environmental Education**

The Prezi Presentation

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Preface

As the environmental manager at your facility, you shall ensure that all employees have a relevant environmental competence to carry out the environmental work with Green Key. As a tool, you have a Prezi presentation, and this script is meant to inspire and help you to present a suitable and interesting education. Since all facilities are different, you decide what to talk about in the presentation, but we recommend that you at least present the text in this script.

The Prezi presentation shall work on all computers, but to show the You Tube clips, an internet connection is required.

The goal with this environmental education is that:

- The staff gain knowledge about Green Key.
- The staff gain knowledge of important environmental and sustainable issues today.
- The staff gain knowledge of how they can work and contribute to reduce your facility's environmental impact.
- That the staff feels motivated and involved in your environmental work.

The structure of the presentation:

1. Information about the Green Key eco-label.
2. Information about the reasons why facilities work with Green Key.
3. Information about why you work with Green key and how you do it practically on a daily basis.
4. The last part of the presentation is a workshop. It is a voluntary part, but we recommend that you present it and hold a discussion with the staff. It is a good opportunity to let the staff participate and come up with ideas on how you can improve your environmental work. For example, let the staff discuss in smaller groups and write down good ideas.

Environmental policy, environmental goals and action plans

In the part "How does Green Key work?" (p 3), which shows your environmental policy, goals and action plans, you can preferably read the environmental policy and goals in front of the staff and write them down. The staff needs to be aware of your ambitions and visions with the environmental work and which goals you work with annually.

Staff tasks in the environmental work

In the part "Staff involvement" (p 5), we recommend that you hand out the attached document "Staff involvement". In this document, the staff will find different environmental undertakings for each section, to be able to contribute to your facility's environmental work. Of course, you may add or delete information depending on the conditions at your facility.

How often and how long?

The environmental education must be held before submitting your application to Green Key, and then regularly (every 3-4th year) or if necessary (e.g. for new employees). It is also important that you allocate enough time to hold the presentation and workshop with subsequent discussion. The education takes about 20 minutes to present.

To motivate the staff, it is good idea that the CEO/hotel manager/management attends the environmental education or introduce it. It shows the staff that your environmental work is important and it can create greater commitment.

At last

Do not hesitate to contact us if you have any questions or need help. Please let us know your thoughts to make the education even better!



Green Key

Green Key Sverige

Contact: www.greenkey.se/kontakta-oss

Web page: www.greenkey.se

Script – Green Key’s environmental education

Slide 1

Welcome. This is a basic environmental education with Green Key.

Slide 2 – What is Green Key?

Green Key is an international eco label for hotels, hostels, campsites and conference centres worldwide.

Slide 3

Green Key is one of the tourism industry's leading environmental labels, and today, almost 2600 establishments in 55 countries are eco labelled with Green Key.

Slide 4

In Sweden, there are over 160 establishments eco labelled with Green Key, and the number is increasing every year. Here are some examples of Green Key establishments in Sweden.

Slide 8

In Sweden, Green Key is administrated by the organization Green Key Sweden, while the eco-label internationally is run by FEE - Foundation for Environmental Education, located in Denmark. The Green Key criteria and procedures are determined by the Green Key International Steering Committee.

Slide 9 - How does Green Key work?

Slide 10

First of all, a number of criteria in different environmental areas must be met.

There are two types of criteria: Imperative criteria that must be met always, and guideline criteria, of which the number must increase every year.

Slide 11

This is Green Key’s online criteria. 13 different environmental and sustainable areas must be fulfilled.

Slide 12

Every establishment must formulate an environmental policy that describes the ambitions and visions of the environmental work. It is important you read it. Each year, environmental goals and action plans must be formulated.

Slide 13

Green Key carries out regular audits to check that the criteria are met. To keep the eco label, the establishment must submit an annual environmental report, in which the results of the environmental goals are followed up, and new environmental goals are formulated.

Slide 14

Here you see how we work with the continuous improvement of our establishments environmental performance, which is an important part of Green Key.

Slide 15 - Why

What’s the purpose of Green Key?

Slide 17

Green Key is a customized and easy tool for establishments in the tourism industry who wants to reduce their environmental impact. Green Key offers help and support to develop and improve our environmental performance.

Slide 18

The Green Key criteria ensures that we work in a structured and effective way to reduce our environmental impact.

Slide 19

Green Key shows that our facility has a credible environmental work, since we are being controlled regularly by Green Key that we meet certain environmental requirements. Also, Green Key is internationally recognized and supported by the World Tourism Organization (UNWTO) and United Nations Environment Program (UNEP) - two sources of credibility.

Slide 20

A credible environmental performance can also provide market advantages. More guests and companies are looking for eco-labelled establishments who actively work to reduce their environmental impact. It is especially important in procurements.

Slide 21

An effective environmental work can save money. For example - if we reduce our consumption of energy, we also reduce our costs.

Slide 22 – Green Key in our business

How does Green Key work?

Slide 23

We will now go through a number of important environmental areas that we work with: chemicals, waste, energy, food, water and staff involvement. It is important that you understand (Change picture!) why we are working with environmental issues and (change picture!) how you work with it practically on a daily basis.

Slide 24 – Chemicals

The first area is chemicals.

Slide 25 – Why?

Chemicals is all around us.

1. The use of chemicals has increased hugely during the last decades. Less than 5 % of the chemicals used have been tested thoroughly. We know very little about the impact on the environment and our health of the chemicals being used today. (Change picture!)

Slide 26

This picture illustrates the use of chemicals in the world. It has increased from 7 million tons in 1959 to over 400 million tons today.¹

¹ www.kemi.se/sv/Innehall/Fragor-i-fokus/Kemikalier-i-vardagen

Slide 27 – Why?

The cocktail effect is when various chemicals are mixed and interact in our bodies, which can create health problems such as hormone disorders, allergies and even cancer.

Slide 28 – How?

1. We use eco-labeled detergents. These products are kinder to the environment and are easily biodegradable. Also, look for an eco-label on products such as paint, textiles and electronics.
2. It is important not to overdose detergents. To dispense properly, one must know the hardness of the water. (It depends on the water content of calcium and magnesium). A hard water requires higher doses of detergent and soft water requires less.

Question to staff: Do you know the hardness of our water?

Slide 29

Look for these eco-labels logos: Good Environmental choice, the Nordic Swan and EU Ecolabel.

Slide 30 – Waste

The next area is waste.

Slide 31 – Why?

1. By sorting, waste can be recycled and used again. This saves natural resources and energy. If you recycle one aluminium can, it saves 95% of the energy required to manufacture a can of new material.
2. Hazardous waste disposed in a regular garbage bag or leaking in drains can be toxic for you and the environment.
3. According to the Swedish environmental legislation, not sorting your waste is against the law.

Slide 32

(Press until the text comes up!) Did you know that one kilogram of newspaper being recycled saves enough energy to make a 4.5-month long cell phone call?

Slide 33

A lot of plastic waste also finds its way out to the ocean, where it harms wild animals.

Slide 34 – How?

1. We sort waste in many fractions for recycling. We store hazardous waste in separate containers and hand it in for destruction.
2. We can try to minimize the amount of waste by avoiding waste from the beginning. We can stop using packaging and disposables in plastic or replace them with renewable materials.
3. We can choose products with a long life span and buy second-hand. By avoiding buying new things, we can prevent the generation of waste. We can also donate products instead of throwing them.

Slide 35 – A short film about plastic

Slide 36

These are the most common fractions for recycling: Plastic, glass, metal, paper, cardboard, and returnable bottles.

Slide 37

Here are examples of hazardous waste: Electronics, spray cans, paint residues, lamps and batteries.

Slide 38 – Energy

The next important area is energy.

Slide 39 – Why?

The use of fossil fuels for energy, such as coal, natural gas and oil, leads to a global warming of the Earth's climate. A warmer climate creates extreme weather, floods, droughts, fresh water shortages, sea level rises, a spread of diseases and it forces people to flee.

Plant and animal species do not have time to adapt to the rapidly changing conditions of life in an increasingly warmer world - and many are threatened with extinction. The consequences will be disastrous if we do not reduce our emissions of greenhouse gases now.

The transport sector in Sweden, mainly vehicles and aviation, account for over 30% of our total greenhouse gas emissions. The production of electricity and district heating accounts for over 10% of our total emissions.²

Slide 40 – A short film about climate change

Slide 41 – How?

What can we do?

1. We choose green electricity, it is produced by renewable energy such as hydropower and wind energy with little environmental impact.

It is easy to choose good energy! Check whether it is labelled with "Bra Miljöval".

2. By switching to LED lights, motion detectors and timers we save energy. A LED bulb consumes 80 percent less electricity and lasts ten times longer than a traditional light bulb.

3. We can turn off lights and other devices and unplug chargers. 10% of a typical household's energy consumption is consumed by standby mode.

4. We can formulate a travel policy, encourage colleagues and guests to sustainable means of transport and where possible, have telephone conferences to avoid unnecessary travels. We can also carbon offset the trips we do by plane.

Slide 42

If you turn off all electronics instead of standby, you save up to 500 kilowatt hour per year in your household.

² www.naturvardsverket.se/Miljoarbete-i-samhallet/Miljoarbete-i-Sverige/Uppdelat-efter-omrade/Energi/Fossila-branslen/

(Press forward!) This equals to 6250 hours of viewing on a 42-inch LED TV!³

Slide 43 – Food

The next important area is food.

Slide 44 - Why?

The global food production has a huge impact on the environment and causes approximately 25% of the world's total greenhouse gas emissions. Of these 25% - meat and animal products stands for 20% of the total emissions. The reason for those high emissions is mainly due to the fact that 70% of the world's agricultural land is used to produce animal feed. Ruminant animals such as cows and sheep, are also causing methane emissions through their digestion. Methane is a 25 times stronger climate gas than carbon dioxide.⁴

Slide 45

Picture - Meat Eating in Sweden has increased steadily and every Swedish eats an average of 87 kg meat per person per year. We must more than halve our meat-eating if we want to be able to live within the limits of what the planet can sustain.

Slide 46

The graphs show how much carbon 1 kg of various foods causes and how many kilometres of car travel this equal. If you eat a kilo of beef, you have caused as much emissions as if you were driving a car nearly 160 km. On the other hand, 1 kg of potatoes only represents driving for 600 meters.

Slide 47

In conventional meat production, soybeans are imported for animal feed, and many of our food products contain palm oil. When soy and palm fields expand, large areas of rainforest are chopped down. The diversity of species decreases. Animals are threatened and forced away. Carbon dioxide emissions from forest destruction equals almost 20 percent of all the greenhouse gas emitted into the atmosphere yearly.

Slide 48

In conventional farming, pesticides are used. Farm workers in developing countries can suffer from problems such as cancer and reproductive disorders. You can also receive pesticide residues through your food.

Imported meat contains significantly more antibiotics than Swedish meat, because antibiotics are added in animal feed abroad for a preventive purpose. An increased antibiotic resistance can make it more difficult to cure common diseases. Globally, more antibiotics are used for healthy animals than for sick people.⁵

Slide 49 – A short film about organic food

Slide 50 – How?

What can we do?

³ www.elskling.se/energipartips/vardagsrummet/

⁴ www.naturvardsverket.se/Sa-mar-miljon/Statistik-A-O/Vaxthusgaser-utslapp-per-konsumtionsomrade-Sverige/Koldioxidekvivalenter

⁵ www.wwf.se/press/aktuellt/1645095-kottguiden-2016-antibiotikaresistensen-okar-undvik-importkott-och-valj-mer-vegetariskt

We can influence and help our guests to eat more sustainable. For example, we can:

- Serve more green and vegetarian food.
- Buy more locally produced and seasonal goods.
- Serve smaller portions of meat and choose better meat from a climate point of view - such as chicken instead of beef and in first hand Swedish meat. Please use WWF's meat guide. We only need 500 grams of meat every week, and many of us eat far more than that.⁶

We can reduce our establishments food waste. About 20% of the food purchased for commercial kitchens are thrown away! There are many initiatives to take, for example, we can work to reduce food waste by better planning and by offering lunch boxes to guests who leave food on the plate.

Buy organic, Fair Trade & MSC labelled food which guarantees a more sustainable food production.

Slide 51

These are the eco labels to look for.

Slide 52 – Organic

The Swedish label KRAV and the European Union label for organic farming.

In organic farming:

- No chemical pesticides are used.
- The natural behaviour of animals is considered.
- The animals only receive organic feed mainly from their own farm.

Slide 53 – Fairtrade

Fair Trade support small-scale farmers as they work to improve their lives and their communities. They are guaranteed a minimum price for their products.

Slide 54

Today, 80% of the world's fish stocks are fully exploited or overfished. Since the 70's, half of all life in the oceans has disappeared. MSC-labelled products show that the fish and shellfish comes from a sustainable fishery.⁷ ASC is a certification that guarantees sustainable farming of fish and seafood.

Slide 55 – Water

Why is the water issue important?

Slide 56 – Why?

1. Reduced water consumption means reduced load for the treatment plants, and the treatment will be more efficient.⁸
2. Using less hot water, you save energy because energy is required to heat the water. And if you save energy, you save money.

⁶ www.wwf.se/vart-arbete/ekologiska-fotavtryck/kottguiden/mindre-men-battre-kott/1595701-wwfs-kottguide-mindre-men-battre

⁷ www.naturskyddsforeningen.se/sveriges-natur/2012-5/hoten-maste-bytas-till-hopp

⁸ [www.svensktvatten.se/Documents/Kategorier/Utbildning%20och%20Rekrytering/Fakta%20om%20Vatten%20och%20Avlopp%20i%20Sverige%20\(svenska\).pdf](http://www.svensktvatten.se/Documents/Kategorier/Utbildning%20och%20Rekrytering/Fakta%20om%20Vatten%20och%20Avlopp%20i%20Sverige%20(svenska).pdf)

3. Even in Sweden, freshwater shortages are becoming more and more common in some areas, especially during summer.⁹

Slide 57 – Did you know that...

In an average household, hot water consumption accounts for about 20% of the total energy consumption.¹⁰

Transport of 1 litre of bottled water causes about one thousand times greater Carbon dioxide emissions, compared to the same amount of tap water.¹¹

Slide 58 – Why?

1. & 2. An easy way to save water is to install water regulators on showers and taps - we have reduced the water usage by installing low-flush showers and water taps.
3. We serve tap water instead of bottled water. Bottled water has a much higher impact on the environment during production, transport and when the bottle is recycled or disposed.
4. We also inform our guests about saving water and how they can contribute.

Slide 59 – Staff involvement

You are incredibly important in our environmental work!

Slide 60 – Why?

1. You have a central role because you are in direct contact with the guests and can easily inform them about our environmental work.
2. You can demonstrate a good environmental behaviour - It motivates guests to contribute in our environmental work.
3. You can do simple things to reduce our facility's environmental impact.

If everyone helps, the overall environmental gains will be huge!

Slide 61 – Why?

You can help within your field of work. Discuss during meetings and with your colleagues what we can do to improve our environmental work and our efforts towards sustainability.

Optional: I will hand out each section's tasks, where it says how you can contribute to our environmental work. Read and review these tasks at your next section meeting. (Share the document "Personal tasks in our Environmental Work" in paper form. See the attached section at the back of this document).

Slide 62 – Film Mother Nature

Slide 63 – The end

We shall need a substantially new way of thinking if humanity is to survive. Thank you for listening!

⁹ www.sgu.se/grundvatten/brunnar-och-dricksvatten/dricksvattenforsorjning-i-kustnara-omraden/

¹⁰ www.vattenfall.se/sv/vattenanvandning.htm

¹¹ www.svensktvatten.se/Vattentjanster/Dricksvatten/For-dig-som-soker-information/Vatten-fran-kran-eller-flaska

Staff tasks in our environmental work

Generally in all sections

- If the guests talk to you and comment (positive or negative) about our environmental work, address this at the next staff meeting. Guest opinions are important and can help us improve our environmental work.
- If you come up with good suggestions about environmental improvements, address this at the next staff meeting.
- Do not forget to turn off lights and unplug chargers. It consumes energy and poses a fire hazard.

Do not forget to sort waste for recycling. There are some things to consider when sorting, for example:

- Packaging must be empty but does not need to be completely clean. Rinse them in cold water if necessary for hygiene purposes and allow them to dry before putting them in the recycling fraction. Washing in hot water is not necessary.
- Soft plastic packaging can also be recycled. Not only hard plastic.
- Do not forget to dispense the candlewick holder from the tealight cups, otherwise they will be sorted out as iron and the aluminium burns up instead of being recycled. The tealight cups must be submitted to the municipal recycling centre. It is possible to buy LED tealights or Nordic Eco labelled tealights, please have a look at www.svanen.se.
- Even metal lids and caps are packaging that can be recycled.
- Envelopes should be thrown in the regular garbage bin. The adhesive on the envelope makes them impossible to recycle.
- Drinking glasses, ceramics etc. should not be sorted as glass. They must be disposed at the municipal recycling centre.

→ For more information on sorting and recycling, have a look at www.sopor.nu/Sortera-raett and www.greenkey.se/material/avfall.

Reception

The reception has direct contact with the guests, and it is therefore important that you can provide a good response to the guests if they have questions about the hotel's environmental work. You should be able to:

- Give a brief description of Green Key and our establishment's environmental work.
- Inform the guests about the public transport system.
- Inform about nearby parks and nature areas.
- Inform guests about the possibility to borrow or rent bicycles.
- Provide concrete tips on what the guest can do to contribute to our environmental work. For example, were they can sort their trash, turn off the lights and devices before leaving the room, choose a "green" taxi etc.

→ Feel free to write a small leaflet about Green Key, your environmental work and other tips on how your guests can contribute, and keep it readily available at the reception desk.

Housekeeping

- Select eco labelled products

Choose eco labelled detergents. Environmentally labelled products contains as few hazardous substances as possible and chemicals that are easily degradable in the biological stages of the treatment plants. In many cases, soft green soap works perfectly. We are tempted to use a multitude of detergents - sometimes completely unnecessary. Soft green soap works fine in the kitchen, the bathroom, the toilet, the floors and furniture. Eco labelled green soap do not hurt the environment, and does not expose you to unnecessary hazardous chemicals.

- Dose correctly

Then you save both money and the burden on the environment. In order to dose properly, you must know the hardness of the water (which is the water content of calcium and magnesium). A hard water requires higher doses of detergent and a soft water requires less.

- No chlorine

Ordinary detergent is enough. If you still want to have a disinfecting effect, you can alternatively choose a product based on peroxide instead of sodium hypochlorite. Javex is an example of such a product and is an environmentally friendly alternative to chlorine which also has some bleaching effect.

- Clean without chemicals

An alternative is to use “Ultra Clean” water – then you do not have to use any chemicals at all.

Try microfiber cloths. They clean without the use of chemicals and can be reused after washing. They are made of synthetic material which has a greater capacity to absorb dust and dirt than ordinary cloths. The cloths are washed in the washing machine when dirty. Microfiber cloths can be used for all cleaning, even in toilets and bathrooms. Do not forget to throw dust from the cloths in the garbage bin. Do not flush the dust in the drain! Dust can absorb harmful chemicals from, for example, furniture and electronics. These chemicals are not filtered in the wastewater treatment plant, and are flushed directly into the sea.

- Keep in mind that detergents and other environmentally hazardous chemicals should be stored in boxes to avoid leakage to drains etc.
- Change the sheets and towels only when the guest requests it. This reduces the need to wash.
- Remember to continuously check for dripping faucets and running toilets. Turn off the lights and devices and adjust the room temperature.
- Sort waste from guest rooms in at least three relevant fractions.

Kitchen/Restaurant

- At least 6 different food or beverages must be locally produced, and/or organic, KRAV-labelled or Fair Trade labelled, when applying for Green Key (a minimum of 3 organic products is required). Locally produced are products produced within a distance of 100 km.
- We must increase the number of locally produced, and/or organic, KRAV-labelled or Fair Trade labelled products each year.
- Reduce the purchase of meat and cook more green and vegetarian food.
- Reduce the amount of meat served and replace meat that is worse from an environmental point of view. For example, choose game meat, chicken and fish instead of beef and lamb. Buy Swedish meat instead of foreign.
- Do not serve bottled water as a standard service for guests. Bottled water has a greater environmental impact in manufacturing, transport and when the bottle is disposed of or recycled. Also, do not use disposable items such as plastic cups and other plastic pieces as a standard. Disposable items may only be used on special occasions, such as in the spa/pool area and for take-away, and not in the daily activities (such as for breakfast).
- Throw as little food as possible. Consider how we can reduce our food waste. For example, by using smaller plates for the guests, planning food purchases better, lower the refrigerator temperature, smell or taste the food before throwing it away and be creative and cook on leftovers. Keep in mind that the “Best before” dates are just a recommendation.
- Do not forget to sort the waste from kitchen and restaurant. This applies to both packaging and food waste.
- Fill the dishwasher completely before starting it. Prewash with cold water.
- Grease filters in the kitchen ventilation system should be cleaned at least once a year. For more information, links and tips, see www.greenkey.se/material/livsmedel.

Purchase

Choose eco labelled:

- Chemicals and detergents.
- Soap and shampoo provided to guests and staff.
- Toilet paper, tissues, paper towels, face napkins and napkins to the restaurant.
- Paper for copying, letter paper and other consumables.
- Food and drinks.
- Fertilizers and pesticides.
- Colour, textiles, electronics, furniture, etc.

Avoid the following:

- Disposable items (e.g. for jam, butter, milk, soap, shampoo, lotion).
- Bottled water.

Look for these ecolabels:

KRAV: A Swedish control association for organic farming. The labelling shows that the food is produced without chemical pesticides and fertilizers, and the natural behaviour of the animals is considered. There is a restrictive use of antibiotics and the animals receive organic feed, primarily from their own farm. Chemical pesticides decrease biodiversity and the number of species. Today, we have far too little knowledge about the effects of chemicals on human health and the environment. There are studies showing that many chemicals affect the hormonal balance, reproductive skills, and causes cancer.

EU Organic Agriculture: Basically, the same rules as for KRAV, but not as strict in all respects. For example, the additive nitrate is allowed in meat products and animal care is less extensive.

Fair Trade: An ethical and social label focusing on human rights. The labelling means, among other things, that workers and farmers are paid fairly for the work they do, no child labour is allowed and the label encourage organic farming.

Good Environmental Choice:

The Swedish Environmental Protection Agency's eco labelling with hard-standing requirements. Products must constantly develop and become less harmful to the environment. The labelling is available for both goods (e.g. paper, detergents) and services (e.g. electricity, transportation and sales of food in stores).

The Nordic Swan: A Nordic ecolabel where demands are made for energy and water consumption, air pollution, waste generation, etc. The product's environmental impact from raw material to waste is considered. The Nordic Swan ecolabels everything from detergents to furniture, shops and car washers.

EU Ecolabel: EU's official ecolabel for chemicals, detergents, textiles, colours, shoes etc. Equivalent to the Nordic Swan.

MSC: An ecolabel for sustainable fisheries. The label indicates that the fish do not originate from an overfished fish stock or caught in a way that damages the ocean's ecosystem.

ASC: An ecolabel for farmed seafood. The label shows that the cultivation is responsible and addresses environmental and social aspects.

FSC: Environmental and social consideration, as well as economically viable use of the world's forests. Available on paper, building materials, furniture etc.

→ Try to **reduce the share of purchased meat** and choose to serve smaller portions of meat. Choose better meat from a climate and environmental point of view, such as chicken and fish instead of beef and lamb. Choose primarily Swedish meat to ensure good animal care and minimal use of antibiotics.

→ Consider purchasing **locally produced and seasonal goods**. Local food reduces transportation and seasonal food requires less energy, tastes more, contains more nutrition and is usually cheaper. Locally produced food means goods that are produced, refined and distributed within a distance of 10 km.

→ Buy products with **long durability** and, if possible, **second hand**. In this way, we prevent the generation of waste. Donate, for example, furniture, clothes and functioning electronics to charity.

For more information, links and tips, see www.greenkey.se/material/livsmedel.

Janitor/Property manager

The main duties of the janitor/property manager are to take care of the following:

- Fixing dripping cranes and running toilets.
- Ensure that the water flow from showers is at a maximum of nine litres of water per minute.
- Ensure that the water flow from water taps is at a maximum of 8 litres of water per minute.
- There must be routines about how refrigerators, freezers and televisions are switched off when rooms, holiday apartments or cabins are not relevant for rental.
- At least 75% of the light sources used should be LED or low energy bulbs. Other light sources should be replaced where technically possible.
- The ventilation system should be inspected once a year and cleaned and repaired if necessary.
- Surfaces inside and outside heat exchangers included in the ventilation system must be cleaned regularly.
- Ensure that the transport of waste is taken care of by an approved waste conveyor.

Booking Manager/ Marketing Manager

- The booking manager shall ensure that guests are informed about our establishment environmental work with Green Key. For example, when booking, if guests want to eat your seasonal dinner or KRAV-labelled breakfast, tell them how easy it is to travel to your facility without a car, for example by taking the train. Why not offer guests who travel to your facility with more sustainable modes of transportation a discount on their accommodation?
- The marketing manager shall ensure that the environmental work of the establishment is communicated outwards and that environmental issues are integrated into your business! For example - let your environmental work be a part of your entire website, instead of just mentioning it under a special page. Keep in mind that Green Keys logo preferably should be visible on the website and linked to www.greenkey.global and/or www.greenkey.se
- Let your environmental work be a part of your advertising and commercial. For example, if your breakfast is Fairtrade-labelled write: "Try our good Fair Trade breakfast" instead of just "breakfast".
- Influence booking sites to have an "Eco labelled" box to click on when booking, so that guests more easily can find eco labelled accommodation.