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Green Key Global's Green Key Eco-Rating Program Achieves GSTC-Recognition



February 25, 2016 – The Global Sustainable Tourism Council (GSTC) is pleased to announce that Green Key Global's Green Key Eco-Rating Program has achieved 'GSTC-Recognized' status. The awarded status affirms Green Key Global's commitment to promote sustainable tourism products and services.

Green Key Global's Eco-Rating Program is a graduated rating system designed to recognize lodging facilities committed to improving their environmental and fiscal

performance. Based on the results of a comprehensive environmental self-assessment, lodging facilities are awarded a rating from 1 to 5 Keys, 5 Keys being the highest attainable. In support of their efforts towards becoming a cutting-edge green lodging property, members are provided with education and guidance on how to "unlock" opportunities for reductions in utility consumption, waste, emissions, and operating costs. Additional recommendations and toolkits are included for employee training, staff and customer engagement, supply chain management, community involvement and more.

GSTC-Recognized means that a sustainable tourism standard has been reviewed by GSTC technical experts and the GSTC Accreditation Panel in order to be deemed equivalent to the GSTC Criteria. Additionally, an organization that meets GSTC requirements must administer the standard. The purpose of the GSTC programs is to recognize and reward genuine practitioners of sustainable tourism, which in turn builds confidence and credibility with consumers.

"Congratulations to Green Key Global for joining the ranks of sustainable certification bodies that display their adherence to the global baseline standards that are the GSTC Criteria. Their certificate holders can proudly proclaim that their certification relates to a broad definition of sustainability and is in accord with globally-recognized standards" says GSTC CEO Randy Durband.

"The achievement of GSTC-Recognized status for the Green Key Eco-Rating Program is an exciting new chapter in our brand's history," said Tony Pollard, Managing Director of Green Key Global. "For more than twenty years we have worked to educate and support the global lodging industry on its sustainability path and this accolade further highlights the integrity the Green Key program brings to this mission. Adoption of the GSTC criteria into our program will enable our members to explore a broader

definition of sustainability; one that strives to cultivate the interconnectedness of the environment with culture, community, and beyond.”

To date, 24 standards have achieved GSTC-Recognized status. The completion of these step-wise programs rewards standard owners for their commitment to sustainability while offering the market benefit of proof that these national standards adhere to international norms.

The GSTC will continue to work with organizations around the world to provide GSTC Recognition, Approval & Accreditation of standards for sustainability in travel and tourism. GSTC-Recognized standard owners are encouraged to complete the Approved or Accreditation process in order to showcase excellence in their sustainability frameworks while further distinguishing their standards and processes amongst other certification programs.

[Learn more about GSTC Recognition](#)

About the GSTC

The Global Sustainable Tourism Council (GSTC) is a global initiative dedicated to promoting sustainable tourism efforts around the world. The GSTC is a 501 (c)(3) non-profit that works to expand understanding of and access to sustainable tourism practices; helps identify and generate markets for sustainable tourism; and educates about and advocates for a set of universal principles, as defined by the Global Sustainable Tourism Criteria. The Criteria, a set of voluntary principles that provide a framework for the sustainability of tourism businesses across the globe, is the cornerstone of our initiative. For more information, visit www.gstcouncil.org.

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About Green Key Global

[Green Key Global](#) is a leading international environmental certification body with over 2,000 members offering a suite of sustainability programs designed specifically for the lodging industry. For more than 20 years its flagship program, the [Green Key Eco-Rating Program](#), has been evaluating, inspecting and certifying lodging properties based on their commitment to sustainable operations. In support of this, Green Key Global also works diligently to educate members on the value these initiatives have on an environmental, social and economic level. The Green Key Eco-Rating Program and its sister program, the [Green Key Meetings Program](#), are affordable, comprehensive audits enabling members to leverage organizational CSR activities in support of enhanced sustainable initiatives, community relations and fiscal performance. For more information, visit www.greenkeyglobal.com.

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