

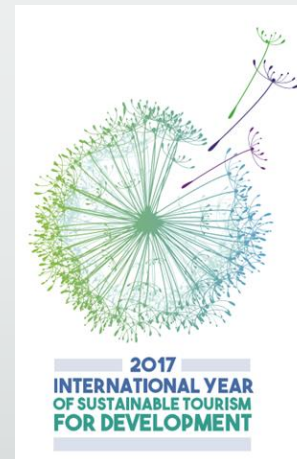


Sustainable Destination

Working Group Meeting on Sustainable tourism 29 – 30 of May, 2017
Karin Rosenberg, project manager

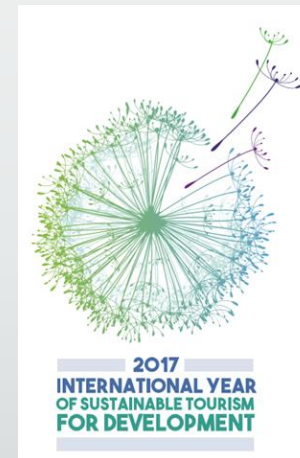
Green Key

Green Key is a voluntary eco-label awarded to more than 2,500 hotels and other establishments in 55 countries. The Green Key award is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. A Green Key stands for the promise to its guests that by opting to stay with the Green Key establishment, they are helping to make a difference on an environmental level. Green Key is eligible for hotels, hostels, small accommodations, campsites, restaurants and attractions.



Blue Flag

For the coastal environment, water quality, safety and access for all: the Blue Flag represents a serious and profound commitment to both people and the environment. Central to the ideals of the Blue Flag programme is the aim of connecting the public with their surroundings and encouraging them to learn more about their environment. As such, environmental education activities must be offered and promoted in addition to a permanent display of information relevant to the site in terms of biodiversity, ecosystems and environmental phenomena.



Sustainable Destination



2013: Starting point. Decision about working with Green Key as tool and label based on tourism and leisure companies wishes on how they want to work with environmental aspects. The Åland Society for Nature and Environment was the local owner of the program.

2014: Green Key Åland is launched. The Åland Society for Nature and Environment, Visit Åland, Åland Trade Association, Government of Åland, Åland University of Applied Sciences and FEE Suomi contributes to the program as members in steering committee and jury.

2015: The Åland Society for Nature and Environment, Visit Åland and Åland Trade Association takes lead as partners.

2016: Green Key for restaurants is launched. Green Key takes big steps towards a label for sustainability.

2017: 19 participating businesses. Blue Flag will be launched locally during 2017.