

Going Green

Der Going Green Check (internal v.1.0 EN)

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[Ecotrans.org](https://ecotrans.org) - Tourism2030.eu

Draft, 21 May 2024
For ECOTRANS members

Going Green

Are you interested in testing the Going Green Check?

1. See the information page for German pilot businesses on:
<https://destinet.eu/resources/learning-training/zertifizierungsfinder-going-green-check> . You can use Google Translate to read it in English.
2. See the [Going Green Check - step by step -EN-Ecotrans \(v1.0\)](#) and/or [Pilotanwendung "Going Green Check": Schritt für Schritt \(v.1.0\)](#) to get an impression how it works
3. Send an email to herbert.hamele@ecotrans.de (cc/alina.zimmer@ecotrans.de) and ask for a **Going Green Check account** as test user

**After registration you will receive an email confirmation from the system ...
... and can start your pilot application**

Draft, 21 May 2024
For ECOTRANS members

WELCOME

Welcome to the TOURISM 2030 Going Green Check

(Pilot application in Germany Mai-June 2024)

The Going Green Check for tourism businesses has been designed as a self check to assess your compliance with the Global Sustainable Tourism Council (GSTC) industry criteria, which are recognised worldwide as the minimum standards for tourism businesses and which many certification programmes use as guidance for their own national or international standards.

The Going Green Check allows you to

- 1) **START:** self-assess your sustainability performance in complying with the general GSTC criteria, then
- 2) **COMPARE:** to see how far different certification standards for your business cover your performance, and
- 3) **DECIDE:** choose and complete the self-assessment with one or several certification standards for your business, download your compliance report(s) - and decide to go green with the most appropriate certification programme..

Through completion of the chosen standard and achieving **certification** your business actively contributes to the climate and biodiversity and other Sustainable Development Goals of your destination and will be published as credibly certified business on the global [Travel Green Maps](https://tourism2030.travelife.info)



MY PROFILE

Organization

Contact person

Change password

Logo

Documents

Auditor/Advisor

Experts

First name

Herbert Michael

Last name

Hamele

Title

☒

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☐

Ms

☐

Mrs

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Save



Curriculum vitae

TEST-HH

- ✓ Planning and reporting
- 📅 Action plans
- ☰ Sustainability report
- ☰ Remarks report
- ✓ Publish report
- 🔗 Share report
- 📁 All documents
- 📁 Overview

Overview

Open reports	View	Sustainability report (PDF)	Audit report (PDF)	Sustainability certificate
GSTC Industry Standard				

TEST-HH

✓ Planning and reporting

☰ Sustainability report

📄 Compare compliance

📄 Overview

GSTC Industry Standard

1. Nachweis eines effektiven Nachhaltigkeitsmanagements

43%

57%

Nachhaltigkeits-Management- System

1

Rechtliche Einhaltung

2

Reporting und Kommunikation

3

Mitarbeiterinbezug

4

Kundenerlebnis

5

Präzise Vermarktung

6

Gebäude und Infrastruktur

7

Ordnungsmäßigkeit

8

Auswirkung und Integrität

9

Nachhaltige Praktiken und Materialien

10

Zugang für alle

11

Land-, Wasser- und Grundstücksrechte

12

Information und Interpretation

13

Dialog mit der Destination

14

2. Maximierung des sozialen und wirtschaftlichen Nutzens für die lokale Bevölkerung und Minimierung der negativen Einflüsse

67%

33%

Unterstützung der lokalen Gemeinschaft

1

Status

This report is not editable

Audit report not released

View

All subthemes shown

Available languages 🇩🇪

Progress

Reporting progress shown

Audit progress hidden

Remarks

Coach questions shown

Internal remarks shown

Auditor remarks shown

1. Demonstrate effective sustainable management. ✓

2. Local employment. ✓

3. Maximize benefits to cultural heritage and minimize negative impacts. ✓

4. Wildlife harvesting and trade. ✓

Completed

100%

Your score: 53%

The report is completed. You comply in 53 %

Theme overview

1.1 Sustainability management system

Yes

No

The organization has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.

1.2 Legal compliance

Yes

No

The organization is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects

1.3 Reporting and communication

Yes

No

The organization communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.

1.4 Staff engagement

Yes

No

Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.

1.5 Customer experience

Yes

No

Customer satisfaction, including aspects of sustainability, is monitored and

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☰ Sustainability report

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📄 Overview

GSTC Industry Standard

1.Demonstrate effective sustainable management		
	43%	57%
Sustainability management system	1	<div></div>
Legal compliance	2	<div></div>
Reporting and communication	3	<div></div>
Staff engagement	4	<div></div>
Customer experience	5	<div></div>
Accurate promotion	6	<div></div>
Buildings and infrastructure	7	<div></div>
Compliance	8	<div></div>
Impact and integrity	9	<div></div>
Sustainable practices and materials	10	<div></div>
Access for all	11	<div></div>
Land water and property rights	12	<div></div>
Information and interpretation	13	<div></div>
Destination engagement	14	<div></div>

2.Maximize social and economic benefits to the local community and minimize negative impacts

	67%	33%
Community support	1	<div></div>

Status

This report is not editable

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Available languages 🇬🇧

Progress

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2030Going Green

48A

Planning and reporting

HOME \ PLANNING AND REPORTING \ TEST-HH \

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✓ Planning and reporting

Sustainability report

Remarks report


Publish report

Share report

All documents

Overview

Available standards




ECOCAMPING is a European sustainability management system for environmental and nature protection, safety, and quality at campsites.

Certification profile

View assessment

COMPLIANCE




The official European Union eco-label is awarded to accommodation establishments and campsites in the tourism sector. It is assessed and awarded by national partner organisations, e.g. environmental ministries.

Certification profile

View assessment

COMPLIANCE




The German Travel Management Association (VRD) rewards hotels in various European countries for their effective environmental management and socially responsible initiatives.

Certification profile

Compare compliance

COMPLIANCE




Green Globe is the global certification for sustainable tourism. Membership is reserved for companies and organizations who are committed to making positive contributions to people and planet. The label is active since 1999.

Certification profile

View assessment

COMPLIANCE




GreenSign is the internationally recognised and market-leading sustainability certification for hotels, offices, and spa establishments throughout Germany.

Certification profile

View assessment

COMPLIANCE




Biosphere is the international sustainability management, recognition and certification system of the Responsible Tourism Institute (RTI), based on the 17 SDGs and 169 United Nations targets.

Certification profile

Compare compliance

COMPLIANCE




EarthCheck works with governments, businesses and destinations to deliver clean, safe and successful travel through strategic advisory services and technology solutions, as well as certification and capacity building programmes.

Certification profile

Compare compliance

COMPLIANCE




Green Key is a voluntary eco-certification programme and the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

Certification profile

View assessment

COMPLIANCE




Travelife for accommodation providers is a global sustainability management system and certification, developed by and for the tourism industry.

Certification profile

Compare compliance

COMPLIANCE



The TourCert certification is granted to tour operators, accommodations, destinations and other tourism businesses with high economical, ecological and social responsibility.

Certification profile

Compare compliance

COMPLIANCE




Green Key

Green Key is a voluntary eco-certification programme and the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

COMPLIANCE

Certification profile

View assessment



Green Key

Certifying Organisation

Partner Organisation/s

License Period (years)

Certified Tourism (nr)

Services

Foundation for Environmental Education (FEE)

UNEP, UNESCO, UNWTO

1 Year, with on-site audits in year 1,2 and every 3rd year

Over 5000

Certified Tourism mapped on Tourism2030

Standards published for free

Self-check online

Training, advice

Transparent pricing policy

Green Key Toolbox (Carbon, water, waste, best practice)

Newsletter

International orientation

Internship for students

Consumer Communication

Complaint Management

Good Practices

Online application

2030Going Green

48A

Planning and reporting

HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY

TEST-HH

✓ Planning and reporting

Action plans

Sustainability report

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Publish report

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All documents

Overview

Green Key

1. ENVIRONMENTAL MANAGEMENT

78%

11%

Environmental management

1-9

2. STAFF INVOLVEMENT

100%

Staff involvement

1-6

3. GUEST INFORMATION

80%

Guest information

1-7

4. WATER

91%

Water

1-11

5. WASHING AND CLEANING

33%

Washing and cleaning

1-12

6. WASTE

68%

Waste

1-13

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TEST-HH

✓ Planning and reporting

Calendar icon Action plans

List icon Sustainability report

List icon Remarks report

Checkmark icon Publish report

Share icon Share report

Folder icon All documents

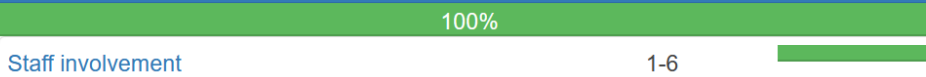
Overview icon Overview

Green Key

1. ENVIRONMENTAL MANAGEMENT



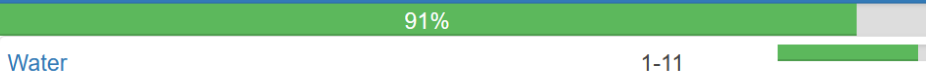
2. STAFF INVOLVEMENT



3. GUEST INFORMATION



4. WATER



5. WASHING AND CLEANING



6. WASTE



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✓ Publish report

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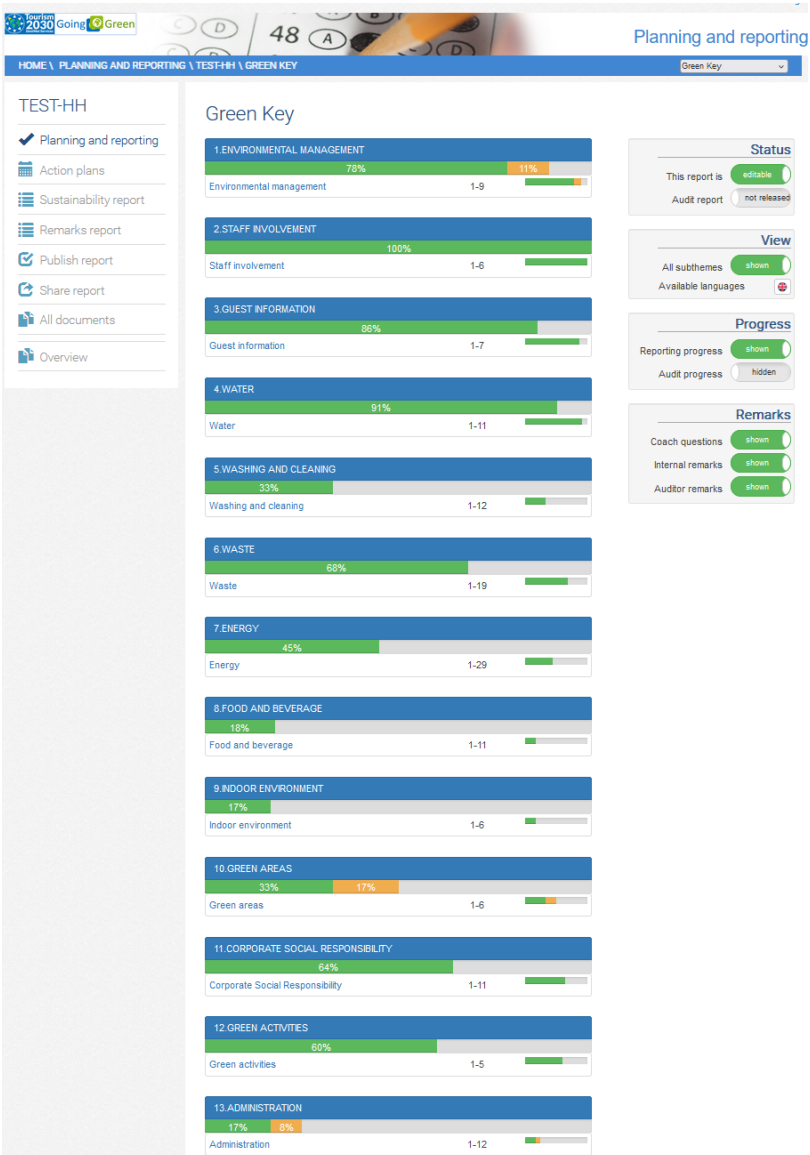
Overview

Open reports	View	Sustainability report (PDF)	Audit report (PDF)	Sustainability certificate
GSTC Industry Standard				
Ecocamping				
Green Sign				
Green Key				
Green Globe				
EU Ecolabel				

Green Key



PDF



Sustainability Report - 2024

TEST-HH

Green Key

Content

Reporting context	3
General information	4
Assessment overview	5
Detailed overview	7

Assessment overview

Main theme	Criteria	Completed
1. ENVIRONMENTAL MANAGEMENT	9	<div><div>7</div><div>1</div><div>1</div></div>
2. STAFF INVOLVEMENT	6	<div><div>6</div></div>
3. GUEST INFORMATION	7	<div><div>6</div><div>1</div></div>
4. WATER	11	<div><div>10</div><div>1</div></div>
5. WASHING AND CLEANING	12	<div><div>4</div><div>8</div></div>
6. WASTE	19	<div><div>13</div><div>6</div></div>
7. ENERGY	29	<div><div>13</div><div>16</div></div>
8. FOOD AND BEVERAGE	11	<div><div>2</div><div>9</div></div>
9. INDOOR ENVIRONMENT	6	<div><div>1</div><div>5</div></div>
10. GREEN AREAS	6	<div><div>2</div><div>1</div><div>3</div></div>
11. CORPORATE SOCIAL RESPONSIBILITY	11	<div><div>7</div><div>4</div></div>
12. GREEN ACTIVITIES	5	<div><div>3</div><div>2</div></div>
13. ADMINISTRATION	12	<div><div>2</div><div>1</div><div>9</div></div>

Sustainability Check Results. From your own information input:

Your self-assessment along the GSTC Industry criteria demonstrates that your company is likely to comply with 76 out of 144 **Green Key** compulsory criteria. Your company has demonstrated that you would meet **52.78%** of the **Green Key** criteria. Your company needs to address **68** number of the **Green Key** compulsory criteria to be fully compliant with the **Green Key** requirements. You can verify and obtain a more detailed analysis by filling in the complete set of **Green Key** criteria and producing the full sustainability self-check report.

Detailed overview

- ✓

Compulsory criterion answered with YES
- ✗

Compulsory criterion answered with NO
- Non compulsory criterion answered with YES
- Non compulsory criterion answered with NO
- No answer given

1. ENVIRONMENTAL MANAGEMENT



Environmental management



Action		
The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)	✓	✓
The establishment must formulate a sustainability policy. (I)	✓	✓
The establishment must formulate objectives and an annual action plan for continuous improvement. (I)	✓	✓

All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I)	✓	✓
The establishment establishes active collaboration with relevant local stakeholders. (I)	✓	✓
The establishment calculates its carbon footprint using a carbon measurement tool. (I)	✓	✗

MY PROFILE

Organization

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[Documents](#)

Auditor/Advisor

[Experts](#)

Organization

TEST-HH

Official name

Herbert Test

Country

Germany



Language

English



Save



Ask Expert System

The self assessment system is combined with an ask expert system to support businesses to prepare and get ready for certification.

Such services can be delivered by ECOTRANS members as coaches.

Draft, 21 May 2024
For ECOTRANS members

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria



1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I) ✓ ✓

1.2 The establishment must formulate a sustainability policy. (I) ✓ ✓

1.3 The establishment must formulate objectives and an annual action plan for continuous improvement. (I) ✓ ✓

1.4 All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I) ✓ ✓

1.5 The establishment ✓ ✓

1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)

Reporting

Guidance

Remarks

Action plan

Best practices

Reporting

☒ Yes ☐ No

Save

Previous

Next

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria



1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I) ✓ ✓

1.2 The establishment must formulate a sustainability policy. (I) ✓ ✓

1.3 The establishment must formulate objectives and an annual action plan for continuous improvement. (I) ✓ ✓

1.4 All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I) ✓ ✓

1.5 The establishment ✓ ✓

1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)

Reporting Guidance Remarks **Action plan** Best practices

Reporting

☒ Yes ☐ No

Save

Previous

Next

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria



1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)



1.2 The establishment must formulate a sustainability policy. (I)



1.3 The establishment must formulate objectives and an annual action plan for continuous improvement. (I)



1.4 All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I)



1.5 The establishment



Add new task

Title

Enter title of the task

Task

Add task description

Staff selected

Select staff member

Responsible

Herbert Michael Hamele

Unselect all

Select all

Start

select starting date

End

select deadline

Financials

EUR

Hours

Close

Save