



**Green Tourism Organization
Criteria and application form**
Applicable from January 2019

Green Tourism Organization
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About Green Tourism Organization

Green Tourism Organization is assigned to organizations with a focus on tourism, that are taking measures to minimise their impact on the environment and create more environmentally sustainable practise.

To become certified as Green Tourism Organization, there are certain mandatory criteria the company needs to fulfill. They are listed in this document on page 4 and onwards.

In case you are interested in applying to become Green Tourism Organization certified, you can contact the secretariat in HORESTA, who will then guide you through the application process.

About the Criteria

If a company wishes to achieve the certification of Green Tourism Organization there is a list of criteria that it needs to fulfill.

- The mandatory criteria have to be fulfilled before being certified
- The point criteria, which gives between 1 and 5 points depending on the value of the criteria.

All mandatory criteria as well as 30% of the point criteria have to be fulfilled in order to become certified.

Prerequisites

One prerequisite is however, that the organization is living up to any relevant environmental laws, building codes, the waste water order etc.

For restaurants, shops and other activities related to the establishment, then these prerequisites also apply.

Description of the procedure

The form below (page 5-18) should be filled out as much as possible, before the secretariat visits the organization to make an assessment. The below is an example of how the assessment is made.

X	Means that the criterium is fulfilled
%	Means "not relevant" or "no influence on outcome"
Empty	Means that the company is not fulfilling the criterium

Audit by a consultant

At the initial consultant audit and an assessment will be made on the organizations environmental procedures, goals, waste plan, current and upcoming activities, info material targeting the tourist organization.

The consultant visit is performed by the Green Tourism Organization secretariat or a representative chosen by the secretariat. All costs in relation to the visits are covered by the secretariat, while all extra costs concerning additional advisory, additional reports, investments or the like, should be covered by the organization itself.

The application for the Jury

After the visit, and when all documentation has been gathered, the point criteria are calculated and the application is sent to a jury, who makes the final decision on whether or not to award the Green Tourism Organization label. The jury can also provide recommendations as well as suggestions for additional initiatives.

Award

The right to carry the label of Green Tourism Organization is granted in the year in which it was applied. However, the label can be retracted if it appears that the fulfillment of the criteria is not sufficiently maintained.

Follow-Up

The Organization is visited after the first year, and following that every third year.

Every autumn certain parts of the criteria will be monitored and the members have to report specific documentation to the secretariat, to be able to maintain the Green Tourism Organization label the following year.

More information

For an overview of the terms, conditions, participations fee, advisory material and a draft for a collaboration agreement, cf. criterium 9.c, can be found at;

<http://www.greentourismorganization.dk/>

Criteria for Green Tourism Organization

Criterium		Type	
1a.	Environmental Management	The tourism organization has procedures for reducing its use of resources and includes environmentally friendly improvements.	Mandatory
1b.	Environmental Management	Every year the organization must define and realize a minimum of 2 environmental goals.	Mandatory
2.	Colleagues	The responsible for the environmental work must educate, inform and involve its colleagues about Green Tourist Organization and how they can support the sustainable effort.	Mandatory
3.	Information for guests	The organization must have visible information about Green Tourism Organization at the premises and on the website as well as additional information on how the guests can contribute to the environmental effort.	Mandatory
4.	Water	The organization measures and evaluates its water consumption and established efforts for how to reduce it.	Mandatory
5a.	Cleaning	The organization primarily uses eco-labelled cleaning products and has a procedure for reducing the use of products, water and energy while cleaning.	Mandatory
5b.	Washing	The organization primarily uses eco-labelled washing detergents / uses an eco-labelled service, when washing their textiles.	Mandatory
6.	Waste	The organization has a plan for minimizing waste and sorting it in as many fractions as possible. Minimum into 4 fractions including food waste.	Mandatory
7.	Energy	The organization measures and evaluates its energy use and has made plans and initiated efforts towards minimizing it.	Mandatory
8.	Food	The organization buys eco-friendly food with focus on using organic produce, bought locally and in season to minimize food waste.	Mandatory
9a.	Sustainable destination	The organization is actively working towards being a more sustainable.	Mandatory
9b.	Ecolabel accommodation	A minimum of 40% of the destinations hotels or hotel rooms must be eco-labelled.	Mandatory
9c.	Sustainable Companies	The organization is actively working towards supporting destinations/business in the region to act sustainably, for example recommending eco-labelling. <i>For this service, you need a signed cooperation agreement with Green Tourism Organization.</i>	Mandatory
9d.	Collaboration with authorities	The organization cooperates with local authorities to become a sustainable destination or business.	Mandatory
9e.	Sustainable promotion	The organization is transparent in its communication about the sustainability measures it is taking.	Mandatory
10.	Outdoor areas	The organization protects its outdoor areas and does not use any chemicals to remove weeds.	Mandatory
11.	Nature	The organization informs about how they can protect the environment around their premises, and provides suggestions to activities that contributes to its protection.	Mandatory
12.	Administration and purchases	The organization has a purchasing procedure and primarily acquires eco-labelled products.	Mandatory

0. About the tourist organization

To be filled out	
Organization name	
Street	
Postal Code	
City	
Region	
Official telephone	
Official e-mail	
Website	
Year of construction	
Closing period	
Building / certain parts protected	
Employees To be filled out	
Number of employees	
Name of the CEO / Manager	
Title of CEO / Manager	
Direct telephone (CEO / Manager)	
Direct e-mail (CEO / Manager)	
Name of environmental manager	
Title of environmental responsible	
Direct telephone (environmental responsible)	
Direct e-mail (environmental responsible)	
Optional: Name of additional contact person	
Optional: Title additional contact person	

Collecting Point Criteria

Area		Number of points	Out of
1	Environmental Management	0	0
2	Colleagues		
3	Information for the Guests		
4	Water		
5	Cleaning		
6	Waste		
7	Energy		
8	Food		
9	Destination	0	0
10	Outdoor areas		
11	Nature		
12	Administration		
	Total		
	Percentage (min 30 %)		

1. Environmental procedures - and goals

		Kriterium	Type
1a.	Environmental Management	The organization has procedures for the environmental work. <i>See appendix 1.0</i>	Mandatory
1b.	Environmental Management	Every year the organization must define and realize a minimum of 2 environmental goals. <i>Use appendix 1.0</i>	Mandatory

Mandatory (M)

- Has an appointed environmental manager (M1.1)
- Has an environmental procedure (M1.2)
- Each year, the organization will realize a min. of 2 environmental goals (M1.3) – *See list with suggestions in appendix 1.0*
- Gathers all environmental material in one file physically or electronically (M1.4)
- Reviews the environmental efforts each year (M1.5)
- Engages its collaborationers (M1.6)

Point criteria (P)

None

Comments

2. Colleagues

		Criterion	Type
2.	Colleagues	The owner or the environmental manager educates, informs and involves colleagues about Green Tourism Organization and how they can support environmental sustainability initiatives.	Mandatory

Mandatory (M)

- Management has decided to participate in environmental sustainability initiatives. (M2.1)
- A minimum of one meeting a year has to have sustainability on the agenda (M2.2)
- Colleagues are asked about suggestions for environmental improvements (M2.3)
- Colleagues are introduced to Green Tourism Organization and how they can contribute to sustainable operations of the organization (M2.4)
- Description of how new colleagues are introduced to environmental sustainability initiatives. (M2.6)

Point Criteria (P)

- Establish an environmental group consisting of colleagues (P2.11) – 5 points
- Colleagues take part in environmental courses / seminars (P2.12) – 5 points
- Competitions amongst colleagues on environmental subjects (P2.13) – 3 point

Number of points

_____ out of _____

Comments

3. Information for Guests

		Criterion	Type
3.	Information for guests	The organization must have information about Green Tourism Organization visible at the premises and on the website as well as additional information on how guests can contribute to the environmental sustainability initiatives.	Mandatory

Mandatory (M)

- Visible information about Green Tourism by the entrance (M3.1) once awarded
- Visible information about Green Tourism on the website (M3.2) once awarded
- The organization informs its guests about public transportation (M3.3)

Point Criteria (P)

- Posts environmental advice on Facebook, Instagram and other social media. (P3.10) - 3 points
- Environmental content and advice on the website (P3.11) - 3 points
- Guests and other collaborators can contribute with advice on the organisations environmental work (P3.12) - 2 points

Number of points

_____ out of _____

Comments

4. Water

		Criterion	Type
4.	Water	The organization measures and evaluates its water consumption and established efforts for how to reduce it.	Mandatory

Mandatory (M)

- The organization has a water meter (M4.1)
- The organization has a clear procedure for how to report dripping taps or leaky plumbing and installations (M4.3)
- Taps are water saving with a limit of max 5 l/min (M4.3)
- Employee showers must not exceed 9 l/min (M4.4)
- Centrally located guest toilettes have double flush function (M4.5)
- Censors on urinals (M4.6)
- A rubbish bin is accessible in every toilet (M4.7)

Point Criteria (P)

- Must have separate meters for water-intensive installations (P4.10) – 3 points
- Censors on bathroom sinks (P4.11) – 3 points
- Timer on showers (push-button) (P4.12) – 3 points
- All toilets have dual flush (P4.13) – 3 points
- Waterless urinals (P4.14) – 4 points
- Barrel for gathering rainwater (P4.15) – 2 points

Number of points

_____ out of _____

Comments

5. Cleaning

		Criterion	Type
5a.	Cleaning	The organization primarily uses eco-labelled cleaning products and has a procedure for reducing its use of products, water and energy while cleaning.	Mandatory
5b.	Washing	The organization primarily uses eco-labelled washing detergents / uses an eco-labelled service, when washing their textiles.	Mandatory

Mandatory (M)

- Soap dispenser by the sink (M5.1)
- All cleaning products are chlorine free (M5.2)
- 50 % of the cleaning products are eco-labelled (M5.3)
- Primarily uses fiber cloths (M5.4)
- Hand towels and toilet paper are eco-labelled (M5.5)
- Cleaning staff / cleaning company knows of the organization procedures for environmentally friendly cleaning (M5.6) – See appendix 5.1
- Table cloths, linen, towels etc. Are washed with eco-labelled detergents or by an eco-labelled cleaning service (M5.7)
- All hand soap is eco-labelled (M5.8)

Point Criteria (P)

- Avoid room spray and products containing perfume (P5.10) – 2 points
- 90 % of cleaning products are eco-labelled (P5.11) – 3 points
- Automated dosage system for cleaning products (P5.12) – 2 points
- Cloths, brushes and sponges are free of micro plastic (P5.13) – 2 points

Number of points

_____ out of _____

Comments

6. Waste

		Criterion	Type
6.	Waste	The organization has a plan for minimizing waste and sorting it in as many fractions as possible. With a minimum of 4 fractions.	Obligatorisk

Mandatory (M)

- Waste plan must be in place (M6.1) (see sheet 6.1)
- Enough rubbish bins accessible, both in- and outside (M6.2)
- Sorting options must be easily accessible (M6.3)
- The waste plan follows the direction of the municipality's guidelines and sorts the waste into a minimum of 4 fractions (refund, glass, paper, carton, cans/metal, food waste etc.) (M6.4)
- Separates environmentally hazardous waste (batteries, paint, fluorescent lights/light bulbs, chemicals etc.) (M6.5)
- Sorting information such as pictograms (M6.6)
- Suppliers take back boxes, pallets etc. (M6.7)
- Single use utensils are not used except for take-away (M6.8)

Point Criteria (P)

- Ability to measure the amounts of waste (P6.10) – 5 points
- Sorting options available by the entrance (P6.11) – 5 points
- Air dryers in the toilets (P6.12) – 2 points
- Only serves tap water over bottled water (P6.13) – 3 points
- No single-use plastic utensils (P6.14) – 3 points
- Garden waste is composted (P6.15) – 1 points

Number of points

_____ out of _____

Comments

7. Energy

		Criterion	Type
7.	Energy	The organization measures and evaluates its energy use and has made plans and initiated efforts towards minimizing it.	Mandatory

Mandatory (M)

- Measure energy usage every month (M7.1)
- Primarily uses LED lighting alternatively energy saving light bulbs etc. (M7.2a)
- Lighting outside, on the back stairs, in basements and on newer toilets have sensors, timers or in other ways managed according to demand (M7.2b)
- Timers on electrical installations at exhibitions (M7.2c)
- Manual or electric heating (M7.3)
- No 1-layered windows in heated areas (M7.4)
- Accomodate insulation of the buildings. (M7.5)
- Hot water pipes must be insulated (M7.6)
- Ventilation systems, boilers, condensators e.g. climate systems are cleaned regularly and inspected yearly (M7.7)
- Refrigerators and freezers are equipped with intact seals (M7.8)
- Latest energy review /energy report must have taken place within that past 10 year. (M7.9)

Point Criterion (P)

- Secondary meters must be installed. (P7.10) – 3 points
- No halogen- and incandescent bulbs in the building. (P7.11) – 3 points
- Light sensors in the bathrooms (P7.12) – 2 points
- Light sensors in the office areas (P7.13) – 4 points
- Has a BMS (building management system) installed to control heating, lighting etc. (P7.14) – 5 points
- No electric radiators (P7.15) – 3 points
- Buys renewable energy (P7.16a) – 4 points
- Producing own renewable energy through solar cells, geothermal heating etc. (P7.16b) – 5 points
- Heating pumps must be installed (P7.16c) – 5 points
- Geothermal heating (P7.16d) – 5 points
- Vending – and coffee machines are turned off at night (P7.1) – 2 points

Number of points

_____ out of _____

Comments

8. Food

		Criterion	Type
8.	Food	The organization purchases, prepares and sells environmentally friendly food with a focus on organic, local produces in season, to minimize food waste.	Mandatory

Mandatory (M)

- Registers its purchases of organic food items (M8.1)
- Buys a minimum of 10% organic food within the first year of the certification. (M8.2)
- Makes an effort to minimize food waste. (M8.3)
- Buys local and food in season. (M8.4)

Point Criteria (P)

- Buys a minimum of 20% organic (P8.10) – 3 points
- Suppliers or the canteen have the "Organic Cuisine Label". (P8.11) – 5 points
- Has a written procedure for minimizing food waste. (P8.13) – 5 points
- Has agreements with the suppliers about using primarily local food (P8.14) – 3 points
- Has agreements with suppliers about primarily using seasonal foods (P8.15) – 3 points
- Buys fairtrade, MSC, ASC, "Skånsomt Kystfiskeri" (Sustainable Coastal Fishing) and Animal Welfare etc. labelled foods whenever possible (P8.16) – 3 points
- Environmental requirements for the agreement with the tenant. (P8.17) – 3 point

Number of points

_____ out of _____

Comments

9. Destination / business area

Criterion		Type	
9a.	Sustainable destination	The organization is actively working towards being a sustainable destination/business.	Mandatory
9b.	Eco-labelled accomadation	The destination must have a minimum of 40% hotels- and rooms that are eco-labelled.	Mandatory
9c.	Sustainable companies	The organization is actively involved in helping and supporting the destinations tourism companies to act sustainably by e.g. recommending eco-labelling. <i>For this service, you need a signed cooperation agreement with Green Tourism Organization. See annex</i>	Mandatory
9d.	Collaboration with authorities	The organization collaborates with the local authorities towards making the destination or business more sustainable.	Mandatory
9e.	Sustainable promotion	The organization is transparent in it's communication about the sustainability measures it is taking.	Mandatory

Mandatory (M)

- ___ The organization actively work towards being a more sustainable destination/business. (M9.1)
- ___ The destination must have a minimum of 40% hotels- and rooms that are eco-labelled. (M9.2)
- ___ Actively involved in helping and supporting the destinations tourism companies to act sustainably by e.g. recommending eco-labelling.(M9.13)
- ___ A signed cooperation agreement about the Tourism Organization progress (M9.14)
- ___ Collaborate with the local authorities towards making the destination or business more sustainable. (M9.15)
- ___ The organization is transparent in it's communication about the sustainability measures it is taking. M9.16)

Point Criteria(P)

None

Comments

10. Outdoor areas

		Criterion	Type
10.	Outdoor area	The organization must prevent the use of chemicals to remove weeds and unwanted plants in outside areas.	Mandatory

Mandatory (M)

— Must have outdoor areas

- Do not use chemicals to remove weeds etc. (M10.1)
- Uses a burner, ground cover sheeting or removes potential weeds by hand. (M10.2)
- The lawn mower uses unleaded gasoline. (M10.3)
- Irrigation is not taking place between the hours of 6p.m to 7a.m (M10.4)
- Respects any conservation provisions and environmental protection initiatives when renovating or rebuilding. (M10.5)
- Actively fights invasive species such as hogweed, wrinkled rose (*Rosa rugosa*). (M10.6)

Point Criteria (P)

- Lawn mower is electric. (P10.10) – 3 points

Number of points

_____ out of _____

Comments

11. Nature

		Criterion	Type
11.	Nature	The organization inform visitors and guests on how they take care of the nature around their premises and provides suggestions to activities that contributes to knowledge about nature.	Mandatory

Mandatory (M)

- Informs visitors about protected areas such as Natura 2000. (M11.1)
- Information about the surrounding nature. (M11.2)
- The destination has bikes available for hire. (M11.3)

Point Criteria (P)

- Information about the Blue Flag-or harbour initiative. (P11.10) – 3 points
- Recommends other eco-labelled tourist companies. (P11.11) – 3 points
- The organization has bikes available for hire. (P11.12) – 3 points

Number of points

_____ out of _____

Others (O)

Comments

12. Administration and Purchasing

		Criterion	Type
12.	Administration	The organization has a purchasing procedure and primarily acquires eco-labelled products..	Mandatory

Mandatory (M)

- The organization has a purchasing procedure (M12.1) See annex 12.1.
- Electronic devices are installed with an automatic standby function (M12.2)
- New electronic devices are labelled with energy label A or better or the equivalent label (M12.3)
- Printed material is done on eco-labelled paper and at an eco-labelled supplier (M12.4)
- All printing paper and note pads are eco-labelled (M12.5)

Point Criterion (P)

- All printers are set to print double-sided (P12.10) – 3 points
- Has an electric car or bikes available for the employees (P12.11) – 3 points
- Tenancy agreements have additional green contracts added to the agreement to motivate both the landlord and then tenant to act environmentally responsible (P12.12) – 5 points

Number of points

_____ out of _____

Comments

Appendix 1.0a - Environmental procedures and - goals

Environmental procedure

We take active part – both in the presence and in the future – to protect the environment and nature, wherever possible in terms of how and what resources we use. We live up the Green Tourism Organization criteria and regularly seek new ways for improving our environmental sustainability initiatives.

Year	Date	Goals	Responsible	Gennemført dato
2018	1-3-18	Phase out bottled water	Jens Jensen	20/10-18
2018	1-3-18	Establishment of a new bi-project	Tina Jensen	20/6-18

Appendix 1.0b - Suggestions to yearly environmental goals

Feel free to come up with your own goals. You can find inspiration in the point criteria that are not already fulfilled.

Nr.	Theme	Environmental Goal
2	Colleagues	<ol style="list-style-type: none"> 1. Establish environmental group 2. Assign environmental ambassadors 3. Waste campaigns from the secretariat 4. Face out the use of plastic 5. Reduce the use of paper campaign 6. Have kitchen staff take the Food Coordinator course 7. Evaluate on the criteria that are not met
3	Information for guests	<ol style="list-style-type: none"> 1. Particular efforts targeting the guests 2. Ask guests about their thought on sustainability 3. Assign environmental ambassadors 4. Evaluate on the criteria that are not met
4	Water	<ol style="list-style-type: none"> 1. Collect rain water 2. Reduce the use of water campaign 3. Evaluate on the criteria that are not met
5	Cleaning	<ol style="list-style-type: none"> 1. 90 % of the cleaning products are eco-labelled 2. Face out the use of cloths and sponges with micro plastic 3. Internal course in green cleaning 4. Evaluate and look at the criteria that are not met
6	Waste	<ol style="list-style-type: none"> 1. Remove all bottled water and plastic packaging 2. Separate food waste from non foods 3. Separate paper from none paper in offices 4. Sort plastics from non plastics 5. Internal course in sorting waste 6. Evaluate and look at the criteria that are not met
7	Energy	<ol style="list-style-type: none"> 1. "Turn off the light" campaign 2. Change a specific area to LED lighting 3. Change another area into demand-driven lighting 4. Fokus on sustainable energy 5. Evaluate and look at the criteria that are not met
8	Food	<ol style="list-style-type: none"> 1. Reach for the Organic Cuisine Label 2. Find local suppliers 3. Vegetarian-day each month 4. Which fish to eat 5. Evaluate and look at the criteria that are not met
9	The destination	<ol style="list-style-type: none"> 1. Meetings with local collaborators 2. Efforts towards local food experiences and Local Cooking 3. Efforts towards the surrounding nature and nationalparks. 4. Evaluate and look at the criteria that are not met
10	Outdoor area	<ol style="list-style-type: none"> 1. Designated smoking area 2. Find point criteria that are not fulfilled 3. Project on diversity 4. Bi-project 5. Evaluate and look at the criteria that are not met
11	Nature	<ol style="list-style-type: none"> 1. Staff excursion to visit the destinations nature areas 2. Agreement with a nature- interpreter/councillor 3. Agreement with a naturecenter 4. Take part in a waste campaign initiated by f.ex. Danish Society for Nature Conservation 5. Take part in beach clean ups 6. Evaluate and look at the criteria that are not met
12	Administration	<ol style="list-style-type: none"> 1. Install all printers to double sided printing 2. Evaluate and look at the criteria that are not met

Appendix 5.1 – Environmentally friendly cleaning- procedure

Company		Coordinator(s)	
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We clean Eco-friendly

The following environmental advice can be used when cleaning your business.

Use the right cleaning products

- Preferably use Eco-labelled cleaning products.
- Always try the environmentally friendly products first – they often do the job.
- Cleaning supplies may not contain the following: EDTA, NTA, Chlorine an phospho-nate.

Use a minimum of cleaning products

- Make sure to dose correctly to avoid additional water use.
- Automated dosage system of cleaning products is a good idea.
- Primarily use fiber cloths, to use less water and cleaning products.
- Use spray bottles to minimise the use.

Less water

- Use buckets with water instead of running water.
- Only flush the toilet once, for each room-cleaning.

If every toilet gets flushed twice, it will add up to many litres a day.

Energy use

- Turn on the lights only where it is needed and during cleaning.
- Turn off lights and electric equipment, such as vacuum cleaner, while not used.

This manner can reduce the energy use significantly.

Sorting of waste

- Sort the waste after the regulations as agreed.

Company		Coordinator (s)	
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	Product	Supplier	Eco-label	Name of Eco-label	Use
	Cleaning X1	Supplier X	Yes	Svanen	High
	Cleaning X2	Supplier X	No		Medium
	Cleaning Y1	Supplier Y	Yes	Der Blauer Engel	Low
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

Cleaning supplies may not contain the following: EDTA, NTA, Chlorine an phosphonate

Appendix 9.1 – Draft of a cooperation agreement

X enters into this agreement with the Secretariat of HORESTA in terms of X being certified with the Green Tourism Organization certification.

Related to the certification, X undertakes to encourage and expand the work with environmental tourism. Furthermore to help ensure that the area's tourism businesses are labelled with an acknowledge Eco-label, such as the EU Eco-label, the Nordic Swan or Green Key cf. criterium 9a-e.

The following goals is agreed upon:

- X will prepare a strategy on how to practice sustainable tourism.
- X will work towards increasing the number of Eco-labelled hotels from Y to Z % within Q years.
- X will work towards introducing Eco-labels in Restaurants, campsites, hotels, attractions and museums, which is located in the area of the destination within Q years.
- ...

Date:

Name
Manager
Organization:

Name:
Chairman:
Green Tourism Organization: