

NEWS RELEASE

Embargoed until noon on 8 September

The key to a green recovery for Scotland's tourism and hospitality sector

Keep Scotland Beautiful officially launches Green Key in Scotland

Scotland's tourism and hospitality establishments are encouraged to find out more about how their green recovery plans from COVID-19 might become reality with support from environmental charity Keep Scotland Beautiful through international eco-label Green Key.

Keep Scotland Beautiful has officially launched the Green Key programme in Scotland and offers a package of support to help Scotland's tourism and hospitality establishments benefit from year-on-year environmental improvements that can also lead to financial savings.

Green Key is an international eco-label for tourism facilities run by the Foundation for Environmental Education. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry.

Green Key is open to a wide range of establishments including hotels, visitor attractions, conference centres, campsites and restaurants and helps them meet global environmental standards set by the Global Sustainable Tourism Council and recognised by the UN World Tourism Organisation.

Barry Fisher, CEO of Keep Scotland Beautiful said:

"We are delighted to offer Green Key in Scotland and encourage tourism and hospitality establishments across the country to secure the multiple benefits of a green recovery from COVID-19 by partnering with us through this internationally recognised programme.

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“We have a highly-skilled team of staff available to assist Green Key applicants with both technical support and advice and encourage you to get in touch today to start your sustainability journey.”

Lyn Donnelly, Senior Partnerships Manager at VisitScotland commented:

“We believe that the success of Scotland’s tourism industry rests on protecting and enhancing the Scottish environment. Our country’s natural beauty and landscapes are a vital part of our offer and hugely important to communities as well as our visitors.

“As we support the industry with COVID-19 recovery plans, we know there is an opportunity to reset tourism based on a more responsible future.”

Finn Bolding Thomsen, International Green Key Director at Foundation for Environmental Education (FEE) said:

“Green Key is an internationally recognised and respected eco-label for the tourism sector and has been awarded to over 3,200 establishments in 65 countries.

“We urge tourism establishments to join with Keep Scotland Beautiful through Green Key and use the well-proven framework as a pathway to environmental excellence and sustainable operation.”

Find out more about Green Key and the support that Keep Scotland Beautiful offers at www.keepsotlandbeautiful.org/greenkey

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Notes to editors

1. Delivered in Scotland by Keep Scotland Beautiful, Green Key is designed to help the tourism and hospitality sector improve its environmental performance and demonstrate environmental credentials to customers with an internationally recognised quality mark.

Further details at www.keepsotlandbeautiful.org/greenkey

2. Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key programme is run at an international level by the Foundation for Environmental Education.

Further details at www.greenkeyglobal

3. Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and sustainable.

Further details from www.keepsotlandbeautiful.org

4. VisitScotland is Scotland's national tourism organisation and its core purpose is to maximise the economic benefit of tourism to Scotland. Spending by tourists in Scotland generates around £12 billion of economic activity in the wider Scottish supply chain and contributes around £6 billion to Scottish GDP (in basic prices). This represents about 5% of total Scottish GDP.

Further details from <https://www.visitscotland.org/>

5. Foundation for Environmental Education (FEE) is the world's largest environmental education organisation, with members in 77 countries. Through their five groundbreaking programmes, they empower people to take meaningful and purposeful action to help create a more sustainable world.

Further details at www.fee.global

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6. Watch the Green Key film at www.KeepScotlandBeautiful.org/greenkey or <https://youtu.be/S4v3z1iGkU>

7. Media enquiries to press@KeepScotlandBeautiful.org