

Green Key Scotland: Communications Pack

Thank you for your interest in the international Green Key award in Scotland.

We hope that this communications pack will help to explain more about Green Key in Scotland and provide a variety of easy ways to share content with your audiences.

We welcome sharing of this content from noon on 8 September

Why Green Key?

Keep Scotland Beautiful is delighted to officially launch Green Key in Scotland.

Many of Scotland's visitors come here because of our beautiful landscapes and the richness of our natural environment.

Our tourism and hospitality industries trade on the quality of Scotland's environment – and so they have a special responsibility to ensure that their operations protect and care for the natural world.

That's why, as the industry rebuilds after COVID-19, everyone in the sector needs to work towards the highest possible environmental standards.

Green Key is the leading global eco-label operating in 65 countries worldwide to support and recognise environmental excellence in hotels and venues.

Keep Scotland Beautiful is delighted to manage Green Key in Scotland on behalf of the Foundation for Environmental Education.

Find out more about Green Key at: www.KeepScotlandBeautiful.org/greenkey

Key Facts

- Green Key is offered in 65 countries, with more than 3,200 establishments boasting the award.

- Green Key offers an internationally recognised framework to support the tourism and hospitality sector improve sustainability year-on-year.
- Green Key is a voluntary eco-label for tourism facilities. It has been in existence for more than 20 years and has developed from a national initiative in Denmark to become the world's leading eco-label for accommodation.
- Green Key was launched in Scotland in 2020 by environmental charity Keep Scotland Beautiful.

Shareable content – for use from noon on 8 September

Please help us spread the word about Green Key in Scotland by sharing on your website, in newsletters and by social media.

1. Website news story (178 words):

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

Keep Scotland Beautiful 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.

Find out more about Green Key at: www.keepsotlandbeautiful.org/greenkey

2. Newsletters:

Long (100 words)

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

Keep Scotland Beautiful 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.

Find out more about Green Key at: www.keepsotlandbeautiful.org/greenkey

Short (60 words)

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

Keep Scotland Beautiful 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.

Find out more at: www.keepsotlandbeautiful.org/greenkey

3. Social media

Please help us spread the word about **#GreenKeyScotland** by social media. We have included suggested Tweets and Facebook posts on pages five and six. And we welcome sharing of content from our social media channels outlined below. We have also included tags for The Foundation for Environmental Education and VisitScotland so you can join international and national conversations about Green Key and responsible tourism.

Our social media accounts:

We'll sharing #GreenKeyScotland and #GreenKey content over all our social media channels.

Twitter: [@KSBScotland](https://twitter.com/KSBScotland)

Facebook: [@KSBScotland](https://www.facebook.com/KSBScotland)

Instagram: [@KSBScotland](https://www.instagram.com/KSBScotland)

LinkedIn: [Keep Scotland Beautiful](https://www.linkedin.com/company/keep-scotland-beautiful)

To be involved with International conversations on Green Key and sustainable tourism tag Green Key and The Foundation for Environmental Education.

Twitter: [@GreenKeyInt](https://twitter.com/GreenKeyInt) and [@FEEInt](https://twitter.com/FEEInt) #GreenKey #GreenKeyInt

Facebook: [@fee.global](https://www.facebook.com/fee.global)

Instagram: [@Greenkeyint](https://www.instagram.com/Greenkeyint)

LinkedIn: [Green Key International](https://www.linkedin.com/company/green-key-international)

To be involved with national conversations on responsible tourism tag VisitScotland:

Twitter: [@VisitScotNews](https://twitter.com/VisitScotNews)

LinkedIn: [VisitScotland](https://www.linkedin.com/company/visit-scotland)

Suggested Tweets and Facebook posts are outlined on pages five and six.



Twitter	Facebook
<p>We are delighted to endorse #GreenKeyScotland as the #Tourism & #Hospitality sector embarks on a #GreenRecovery from #COVID19.</p> <p>Get in touch with @KSBSScotland www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>	<p>We are delighted to endorse #GreenKeyScotland as the #Tourism & #Hospitality sector embarks on a #GreenRecovery from #COVID19</p> <p>For further information get in touch with @KSBSScotland www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>
<p>As the #Tourism & #Hospitality sector in #Scotland embarks on a #GreenRecovery, partner with @KSBSScotland through #GreenKeyScotland for a more sustainable future.</p> <p>More at www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>	<p>As the tourism and hospitality sector in Scotland embarks on a #GreenRecovery, partner with @KSBSScotland through #GreenKeyScotland for a more sustainable future.</p> <p>More at www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>
<p>#GreenKeyScotland will help your tourism establishment improve environmental performance & demonstrate green credentials to customers with an internationally recognised quality mark.</p> <p>Find out more from @KSBSScotland at www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>	<p>#GreenKeyScotland will help your tourism establishment improve environmental performance and demonstrate green credentials to customers with an internationally recognised quality mark.</p> <p>Find out more from @KSBSScotland at www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>
<p>#GreenKeyScotland helps ensure your tourism or hospitality establishment can protect the natural world that attracts many of Scotland's visitors.</p> <p>Find out more from @KSBSScotland at www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey @VisitScotNews</p>	<p>#GreenKeyScotland helps ensure that your tourism or hospitality establishment can protect the natural world that many of Scotland's visitors come to see.</p> <p>Find out more from @KSBSScotland at www.keepsotlandbeautiful.org/greenkey</p> <p>#GreenKey</p>



<p>#GreenKey is a leading tourism eco-label run by @FEEInt operating in 65 countries worldwide & recognised by the @UNTO</p> <p>More about #GreenKeyScotland from @KSBSScotland at www.KeepScotlandBeautiful.org/greenkey</p> <p>@GreenKeyInt</p>	<p>#GreenKey is a leading tourism eco-label run by @fee.global operating in 65 countries worldwide and is recognised by the United Nation Tourism Organisation</p> <p>More about #GreenKeyScotland from @KSBSScotland at www.KeepScotlandBeautiful.org/greenkey</p>
<p>#GreenKeyScotland is open to a wide range of establishments including #Hotels, #VisitorAttractions, #ConferenceCentres, #Restaurants & #Campsites.</p> <p>Find out more from @KSBSScotland at www.KeepScotlandBeautiful.org/greenkey</p> <p>#GreenKey</p>	<p>#GreenKeyScotland is open to a wide range of tourism and hospitality establishments including hotels, campsites, conference centres, restaurants and visitor attractions.</p> <p>Find out more from @KSBSScotland at www.KeepScotlandBeautiful.org/greenkey</p> <p>#GreenKey</p>
<p>#GreenKeyScotland gives you access to @KSBSScotland technical support for environmental improvements.</p> <p>Find out more: www.KeepScotlandBeautiful.org/greenkey</p> <p>#GreenKey</p>	<p>#GreenKeyScotland gives you access to technical support from @KSBSScotland for environmental improvements.</p> <p>Find out more: www.KeepScotlandBeautiful.org/greenkey</p> <p>#GreenKey</p>
<p>Watch as @KSBSScotland introduce #GreenKeyScotland and how can help your tourism & hospitality establishment protect the natural world that attracts many of Scotland's visitors.</p> <p>https://youtu.be/S4v3z1iGkU</p> <p>#GreenKey</p>	<p>Watch as @KSBSScotland share how #GreenKeyScotland can help your tourism & hospitality establishment protect the natural world that attracts many of Scotland's visitors.</p> <p>https://youtu.be/S4v3z1iGkU</p> <p>#GreenKey</p>

4. Video

We have produced a short film which shares more about Green Key in Scotland.

In addition to sharing through social media (see content directly above), we welcome any of your online channels that are available to feature the film.

Youtube link: <https://youtu.be/S4v3zl1iGkU>

Youtube embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/S4v3zl1iGkU" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

5. Contact us

If you have questions or require any further information, please do not hesitate to get in touch with:

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Suzanne Roberts, Communications Manager - suzanne.roberts@keepscotlandbeautiful.org.uk or 07730 289225.