

QUARTERLY NEWSLETTER

GREEN KEY INDIA

Special First Anniversary Edition



CEE

Centre for Environment Education



Green Key

GREEN KEY IN INDIA



GREEN KEY LAUNCHED IN INDIA

Green Key, an international certification scheme for hotels and tourism facilities, was officially launched in India in New Delhi on August 8, 2023. Mr Daniel Schaffer, CEO, Foundation for Environment Education (FEE), inaugurated the Green Key operations in India. In India, the certification is being implemented by the Centre for Environment Education (CEE), a member organisation of FEE.

Shri Kartikeya V Sarabhai, Director, CEE; Dr Sanskriti Menon, Senior Programme Director, CEE; Dr Jagat Mangaraj, National Operator, Green Key and other eminent people were present at the launch.



MESSAGES



DANIEL SCHAFFER

CEO
Foundation for Environmental Education (FEE)



Congratulations to Green Key India and the Centre for Environmental Education (CEE) for celebrating the first anniversary of the implementation of the Green Key certification programme for the hospitality sector in India.

India is a beacon for tourists from all over the world and from within for its unique and diverse culture, stunning landscapes, and rich biodiversity. It is essential that while the tourism contributes to the economic growth of India, it is managed in ways that can sustain the beauty and richness it has to offer. The Foundation for Environmental Education's positive and solution based Green Key and Blue Flag programmes have been introduced to India by CEE to provide internationally renowned and proven environmental certification schemes to the tourism sector to help on the path striving for sustainable tourism. Although there is still much to do and there is the need for much growth, the expansion in numbers of certified sites, commitment and professionalism of the teams managing the programmes in India, the enthusiasm of the hotel chains, particularly the Accor group, the motivation of hotel and beach managers and the support from many key stakeholders brings hope and conviction that these programmes are and will continue to grow in numbers and bring positive impact in the years to come.



Dr SANSKRITI MENON

Jury, Green Key India
Senior Programme Director, CEE
Board Member, FEE



Green Key completes one year in India! This milestone reflects our dedication to promoting sustainable practices and environmental stewardship within the hospitality industry. In the past year, we've had the privilege of recognising and certifying hotels that adhere to the criteria laid down by Green Key. A heartfelt thank you to everyone involved for your commitment and hard work. Here's to continuing our journey towards a more sustainable hospitality industry!

MESSAGES



PRASAD MENON
Jury, Green Key India

Every industry has a major stake in maintaining the health of nature and its ecosystems, but the Hospitality sector has a very special responsibility because it is closely connected to tourism- which relies on natural and cultural resources to draw its customers. Their success depends on preservation of these attractions, and I am so happy to note that a large number of hotels are now adopting sustainable business practices in their offerings. The Green Key certification is leading this initiative in promoting best practices in sustainability in hotels across the world, and during the last year, in India as well. The enthusiasm that has greeted this process in India is very encouraging, and gives confidence that this movement will spread its wings across the country quickly. On the occasion of the first anniversary of Green Key India, I feel very happy that so many hospitality institutions are joining this vital movement towards preserving our natural heritage. My best wishes to Green Key India, may every hotel in the country improve its standards of sustainability soon.



Dr SAMPADA KUMAR SWAIN
Professor, Trainer, Consultant, Adjudicator

I am delighted to learn that Green Key, a globally known assessor and accrediting agency working consistently and relentlessly towards improvement of eco-friendly environment in the luxury chain of hotels in India. I have my deepest sense of appreciation and commendation for the Green Key certifying star hotels on various scientifically drawn parameters.

This is a visible contribution of Green Key to help address ecological and environmental issues through data collection, compilation and analysis. We are hopeful of more initiatives for making hotels profitable by cost reduction and responsible towards the Earth. My heartiest greetings for successful completing a year-long commitment to the environment.

MESSAGES



KHUSHMINDER KAUR

Guest Experience Manager, India & South Asia, Accor

Securing Green Key certification has been a transformative achievement for Accor Hotels in India, deepening our commitment to sustainable hospitality. This esteemed accolade not only affirms the effectiveness of our initiatives but also highlights the invaluable role Green Key has played in guiding and inspiring our environmental journey. The certification has refined our sustainability practices and provided us with a structured framework to enhance our operational efficiency and ecological impact. It has helped us elevate our approach to green hospitality, setting higher standards for our environmental performance and enriching our guest experiences. As we celebrate this milestone, we are grateful for Green Key's partnership, which has been instrumental in shaping our path towards a more sustainable future.



KARTIKEYA V SARABHAI

Director, Centre for Environment Education (CEE)

Green Key represents the commitment to sustainable practices in the hospitality industry. As we mark the first anniversary of Green Key in India, I am both honoured and delighted to reflect on the achievements of our team. It's a great accomplishment that within a year of its implementation, Green Key India has certified over 10 hotels. The hotels are certified after they adhere to the guidelines of the Green Key programme.



FINN BOLDING THOMSEN

International Green Key Director, FEE

I am very, very happy that CEE decided to launch the Green Key programme one year ago, and I think you have been doing a great job. Big congratulations on the achievement!

MESSAGES



Dr JAGAT MANGARAJ
National Operator, Green Key India

As we celebrate the first anniversary of Green Key India, launched on August 8, 2023, in New Delhi, we proudly reflect on the significant strides made in advancing sustainable hospitality practices. Green Key, a global certification programme established by the Foundation for Environmental Education (FEE) in Copenhagen and implemented in India by the Centre for Environment Education (CEE), has been instrumental in promoting environmentally friendly operations within the hospitality sector.

Over the past year, 12 esteemed hotels have achieved certification, including Sofitel Mumbai BKC, Novotel Pune Nagar Road, Novotel Hyderabad Airport, Grand Mercure Mysore, ibis Bengaluru Outer Ring Road, Novotel Bengaluru Outer Ring Road, Mercure Hyderabad KCP, Novotel Guwahati, Novotel Mumbai International Airport, Pullman New Delhi Aerocity, Novotel New Delhi Aerocity, and Grand Mercure Bengaluru Gopalan Mall. Further, Grand Mercure Ahmedabad Gift City, ibis Gurgaon Golf Course Road, Novotel Goa Resorts and Spa, and Novotel Goa Candolim have undergone auditing.

With over 50 hotel applications received to date, Green Key India focuses on reducing carbon footprints, conserving water, managing food waste, improving biodiversity, and engaging in corporate social responsibility. During this year Green Key received enough support from the management of Accor hotels in India for its implementation. Additionally, the dynamic general managers of the hotels walked extra miles ensuring the translation of the Green Key criteria into practices within their hotels. Green Key has collaborations with other reputed international hotel chains like Radisson Hotel Group and InterContinental Hotels Group (IHG). Green Key India has also received applications from stand-alone hotels for certification.

Looking ahead, Green Key India plans to extend its certification to restaurants and campsites, further enhancing its commitment to sustainable practices across the hospitality industry in India.



HIGHLIGHTS SO FAR



12

Certified Hotels

14

Audited Hotels

50+

Applicant Hotels



To register your establishment for Green Key certification, contact greenkeyindia@ceeindia.org

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