FOUNDATION FOR ENVIRONMENTAL EDUCATION - GREEN KEY

THE PATH TO NET ZERO

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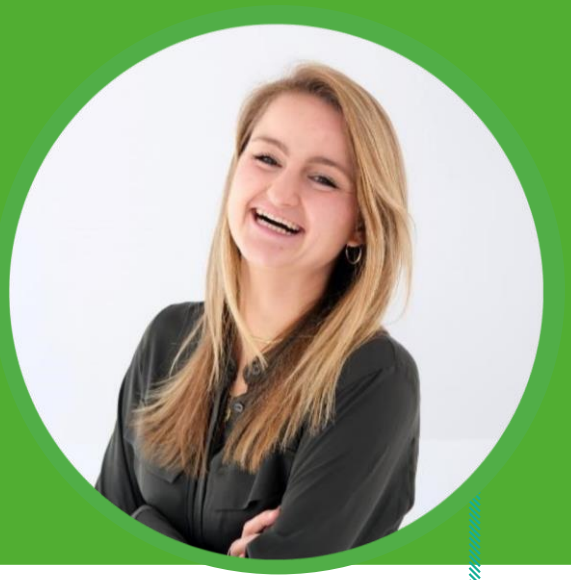


GREEN KEY

The leading international certification programme for tourism establishments.

5000+
Establishments

60+
Countries

FEE

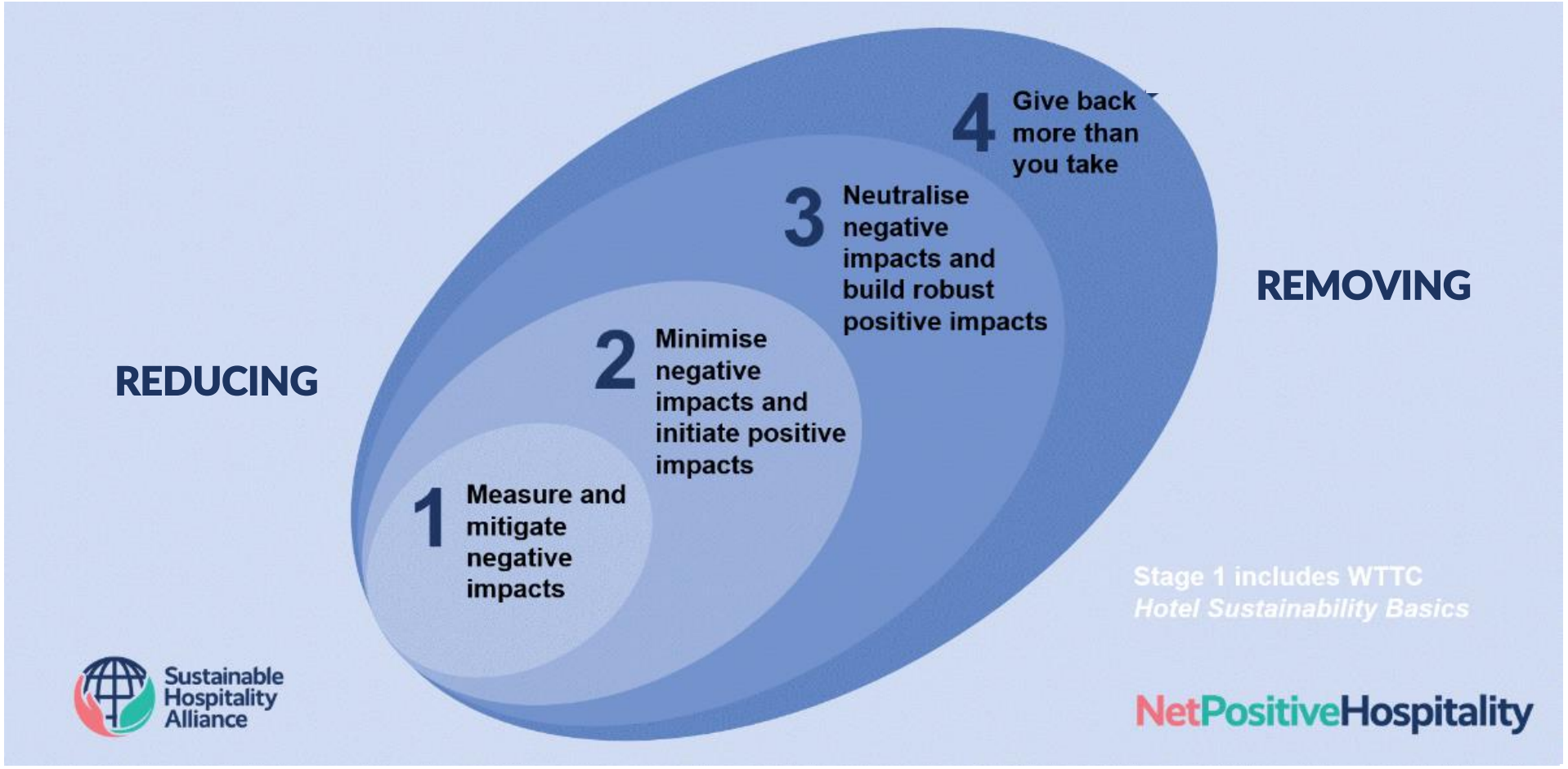
BLUE FLAG | Green Key | Eco-Schools | LEARNING ABOUT FORESTS | Young Reporters for the environment | GLOBAL FOREST FUND

Net Zero is the target for all emissions reduction efforts. **It involves reducing the production of GHG emissions to as near zero as possible, and then removing all remaining emissions from the atmosphere.** The status where the greenhouse gas emissions associated to an organization, company, product or service are estimated, plans are developed and implemented to reduce or avoid them, and finally any non-avoided emissions are "neutralized" through carbon capture or removal technologies.

UN Tourism (former UNWTO), 2023

It involves REDUCING the production of GHG emissions to as near zero as possible, and then REMOVING all remaining emissions from the atmosphere.

Start your Path to Net Zero



Sustainable Hospitality Alliance, 2024

REDUCE

Sustainable Purchasing

Waste Minimisation

Water Conservation

Energy Efficiency

FEE

Green Key

1. Sustainable Purchasing

Hotel No11 – Turkey

- Transformation of unused terrace into a community garden
- Creation of a green oasis in the city
- Engagement of local community in sustainable practices, and contribution to the hotel's sustainability goals by producing organic waste for composting and growing fruits, vegetables, and herbs for the hotel's breakfast buffet.

Hotel Hebron, Denmark

Bunk Hotel, The Netherlands

2. Waste minimisation

STORY Resort - Seychelles

- Amenities.– No Single-Use plastic, but bulk dispenser
  All materials from natural ingredients/wood.
- No plastic straws but bamboo or paper
- Instead of printed material, all guest information is now available via QR codes, engraved on recycled wood and placed around the resort.

Torarica Resorts, Suriname

Hotel Korpilampi, Finland

Lions Dive Resort, Curacao

3. Energy efficiency and emission reduction

Scope 1
(average share in %)

8%

On-site gas and fuel consumption, on-site vehicles

Hotel JAKARTA, The Netherlands

- Energy neutral building, windows automatically open based on the room temperature inside
- Plants watered with treated waste-water and rainwater

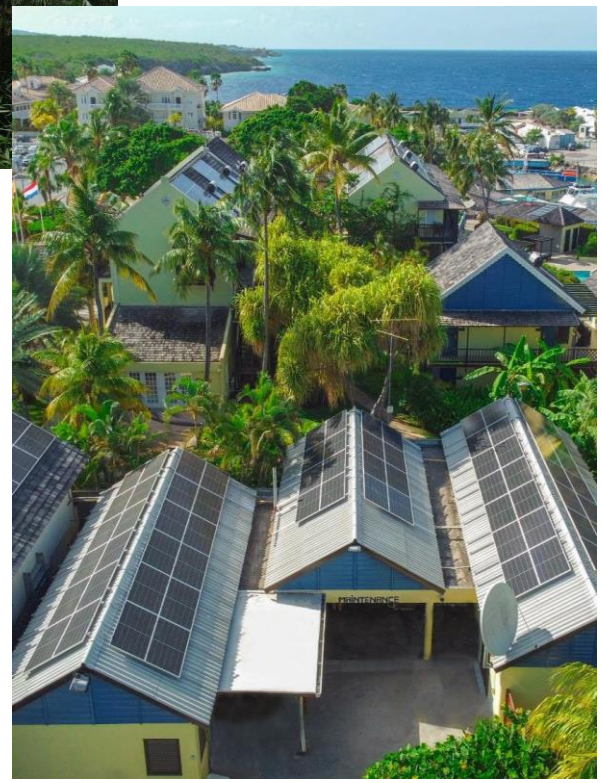
Scope 2
(average share in %)

37%

Building energy consumption (in-house laundry, lighting, energy use), office heating, cooling, and electricity

Lions Dive Beach Resort, Curacao

- 588 solar panels installed on roofs
- The aim is to increase the solar installation up to appr. 900 solar panels and cover the daytime use of electricity
- Charging stations for electric cars



based on WTTC, November 2021, p. 16

4. Water conservation

Scope 3
(average share in %)

55%

External laundry services, waste disposal, F&B supply and production, staff travel

Fisherman's Cove Resort - Seychelles

- **Osmosis Plant – water from two boreholes are reused in guest bedroom & laundry.**
- Woodchipper - rotten branches are processed into mulch to be used on plant beddings for water retention.
- Own water bottling (glass) plant using 3-phase distillation for drinking.
- Grass carp fish introduced to weed the natural lagoon to simulate additional aquatic and bird life.
- **Pressure sensors on water pipes/ taps be able to react quickly in case of leaks.**
- Temperature sensors on the heating pipes to adjust temperature and detect fluctuations.

based on WTTC, November 2021, p. 16

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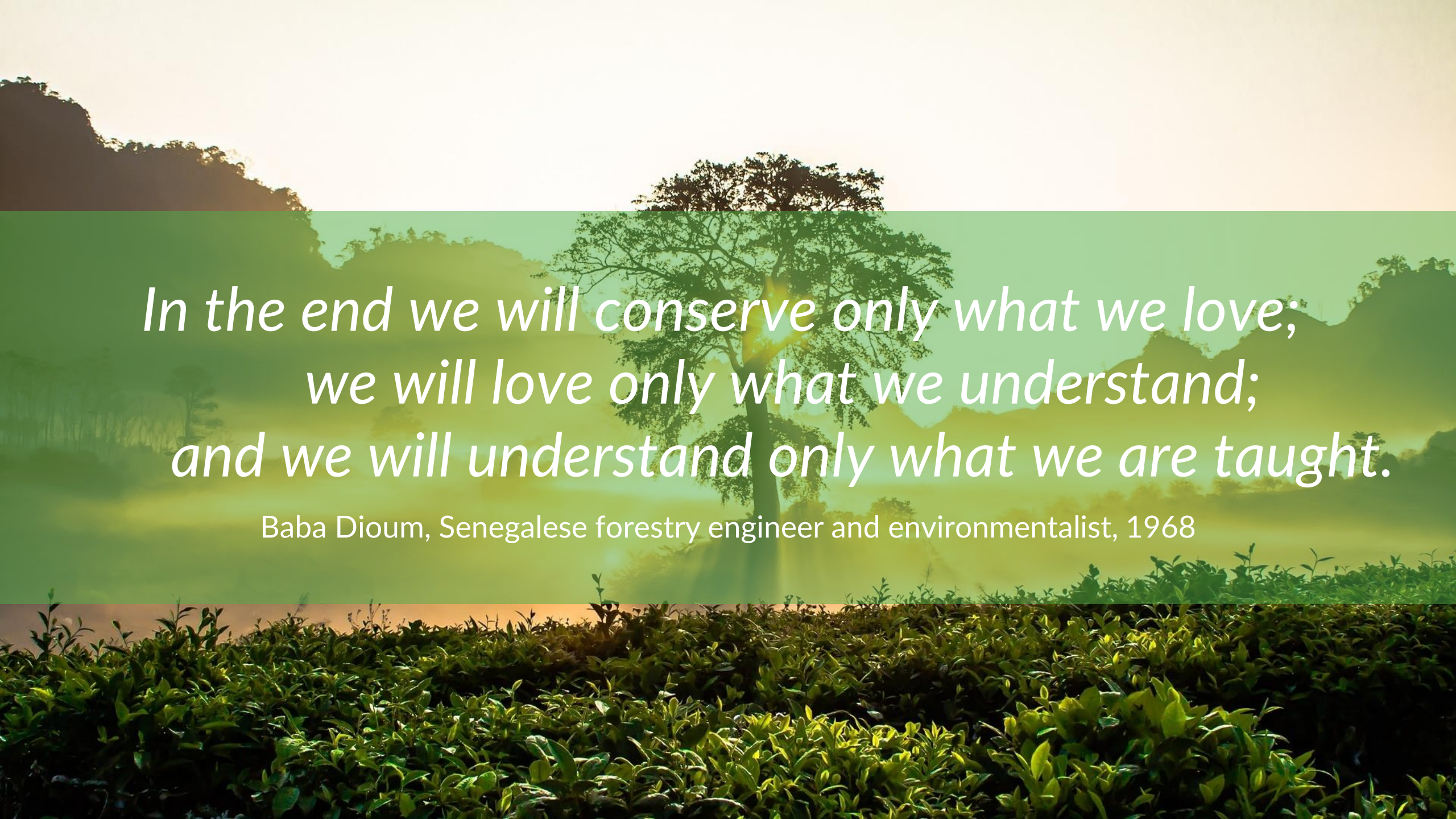

In the end we will conserve only what we love;
we will love only what we understand;
and we will understand only what we are taught.
Baba Dioum, Senegalese forestry engineer and environmentalist, 1968

Building Human Capital

Investment in human capital through sustainability training and development.

STORY SEYCHELLES & FISHERMAN'S COVE:

Beach Clean up with guests & students from local schools in the community

Radisson Hotels Madagascar

Community Action Month

Overview of key challenges

WTTC, November 2021, p. 21

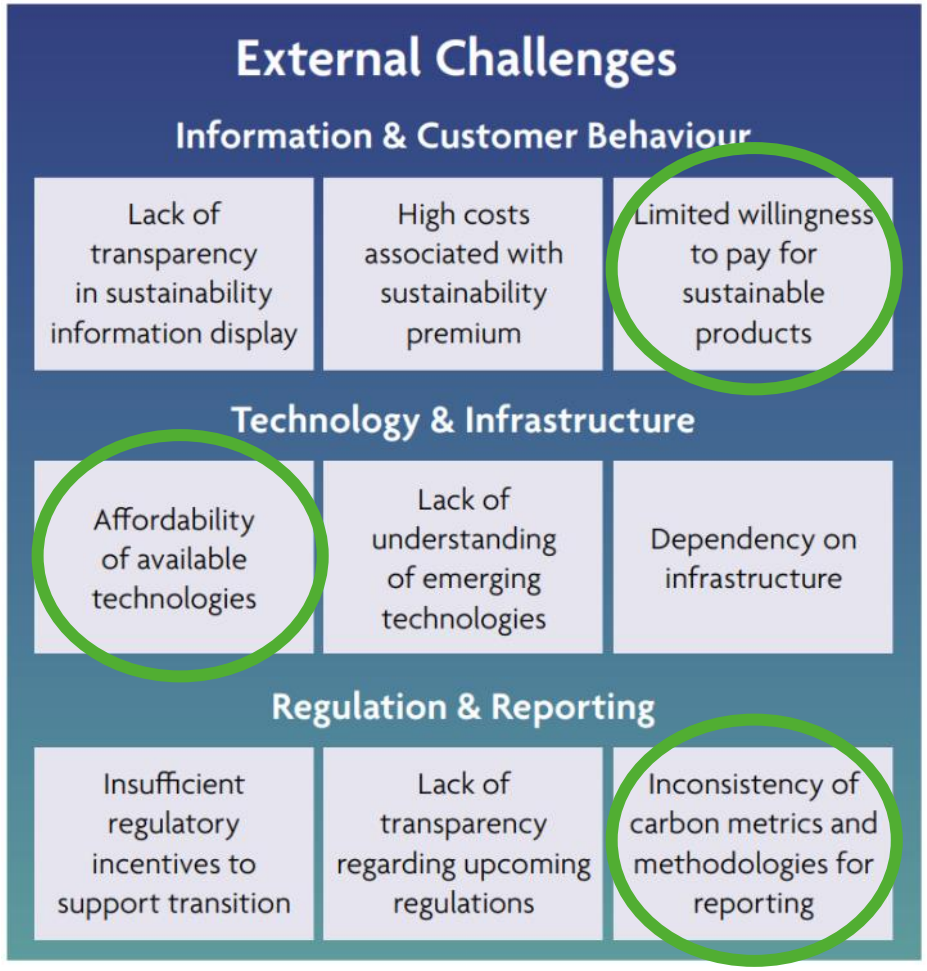
Solutions/Opportunities as stated by Green Key establishments:

"The Green Key criteria can help to set targets and plan future actions. Every year, Green Key requires us to reflect on implemented actions from the previous reporting year and focus on new ones for the coming one"

"Being active, trying to make a difference opens the door to the community and the young generations, the youth is very well informed and is very motivated to act, critical of those who exclude them or seem to ignore the environmental & social challenges.
- ➔ making us preferred employer in hospitality
- ➔ and their favorite hotel "the place to be"

"The process of working towards a common goal creates a bond in the team. "

Overview of the key challenges



WTTC, 2021, p. 21

Solutions/Opportunities as stated by Green Key establishments:

"Majority of travelers prefers to stay in a Green Key (sustainable) property"

"A few days ago, I checked in a family that told me that the Green Key certificate increased their interest in staying with us"

"Return on investment that many hotels still do not see. Our filtered water installation was paid back in less than a year etc.

Green Key Carbon Calculation Tool & Database Benchmarking

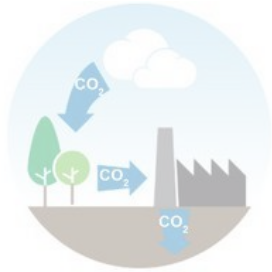
REMOVE

Afforestation and reforestation
Additional trees are planted, capturing CO_2 from the atmosphere as they grow. The CO_2 is then stored in living biomass.

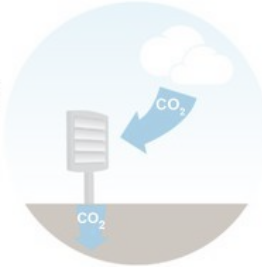
Ocean fertilization
Iron or other nutrients are applied to the ocean, stimulating phytoplanton growth and increasing CO_2 absorbtion. When the plankton die, they sink to the deep ocean and permanently sequester carbon.

Biochar and soil carbon sequestration (SCS)
Biochar is created via the pyrolysis of biomass, making it resistant to decomposition; it is then added to soil to store the embedded CO_2. SCS enhances soil carbon by increasing inputs or reducing losses.

Enhanced weathering
Minerals that naturally absorb CO_2 are crushed and spread on fields or the ocean; this increases their surface area so that CO_2 is absorbed more rapidly.



Bioenergy with carbon capture and sequestration (BECCS)
Plants turn CO_2 into biomass, which is then combusted in power plants, a process that is ideally CO_2 neutral. If CCS is applied in addition, CO_2 is removed from the atmosphere.



Direct air capture (DAC)
Chemicals are used to absorb CO_2 directly from the atmosphere, which is then stored in geological reservoirs.

Minx et. al., 2017, p.2


Our oceans and forests are natural carbon sinks!

Coral Restoration Project

Villa Nautica Paradise island – Maldives

- A self-driven initiative to **preserve and rehabilitate coral reef eco systems**
- Aims not only to protect the reefs but also to **educate and to motivate** others about importance of coral reefs systems and safeguarding of them
- Several fragments of corals are attached to frames that act as artificial structures for the coral to grow.
- Different types of coral such as finger coral, branch coral and cabbage corals are added to diversify the restoration project

The Global Forest Fund

Foundation for Environmental Education (FEE)

- A **carbon compensation initiative** developed by FEE that allows individuals and businesses alike to **reduce their carbon footprint**
- By combining environmental education with tree-planting, the communities involved in Global Forest Fund projects develop **a sense of ownership,** thereby ensuring the protection of the trees and hence **long-term impact.**
- More than 80,000 USD have been invested into **environmental education and tree-planting projects** around the world.
- Global Forest Fund (www.gff.global)

GLOBAL FOREST FUND

How FEE & Green Key can help

- **Guidance and Framework**
- **Tools & Resources**
  - Carbon Calculation Tool
  - Green Key Database (Benchmarking)
  - Free webinars & trainings
- **Access to Green Key Network & Good Practice Database:**
  Green Key network as valuable platform to get inspired by successful initiatives and good practice examples worldwide.

KEY LEARNINGS

1. Identify emission-intensive areas of operation and set realistic targets
2. Implement resource-saving procedures, switch to renewable resources & identify possibilities to create negative emissions
3. Reskill your whole team and create a sustainable value chain
4. Involve your customers, staff and stakeholders in the process to create a holistic sustainable product

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