

*"In future, our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there."
(Herrmann Löns, 1908)*



ECOTRANS - European network for sustainable tourism development

Founded in 1993 as a not-for-profit NGO in Germany.

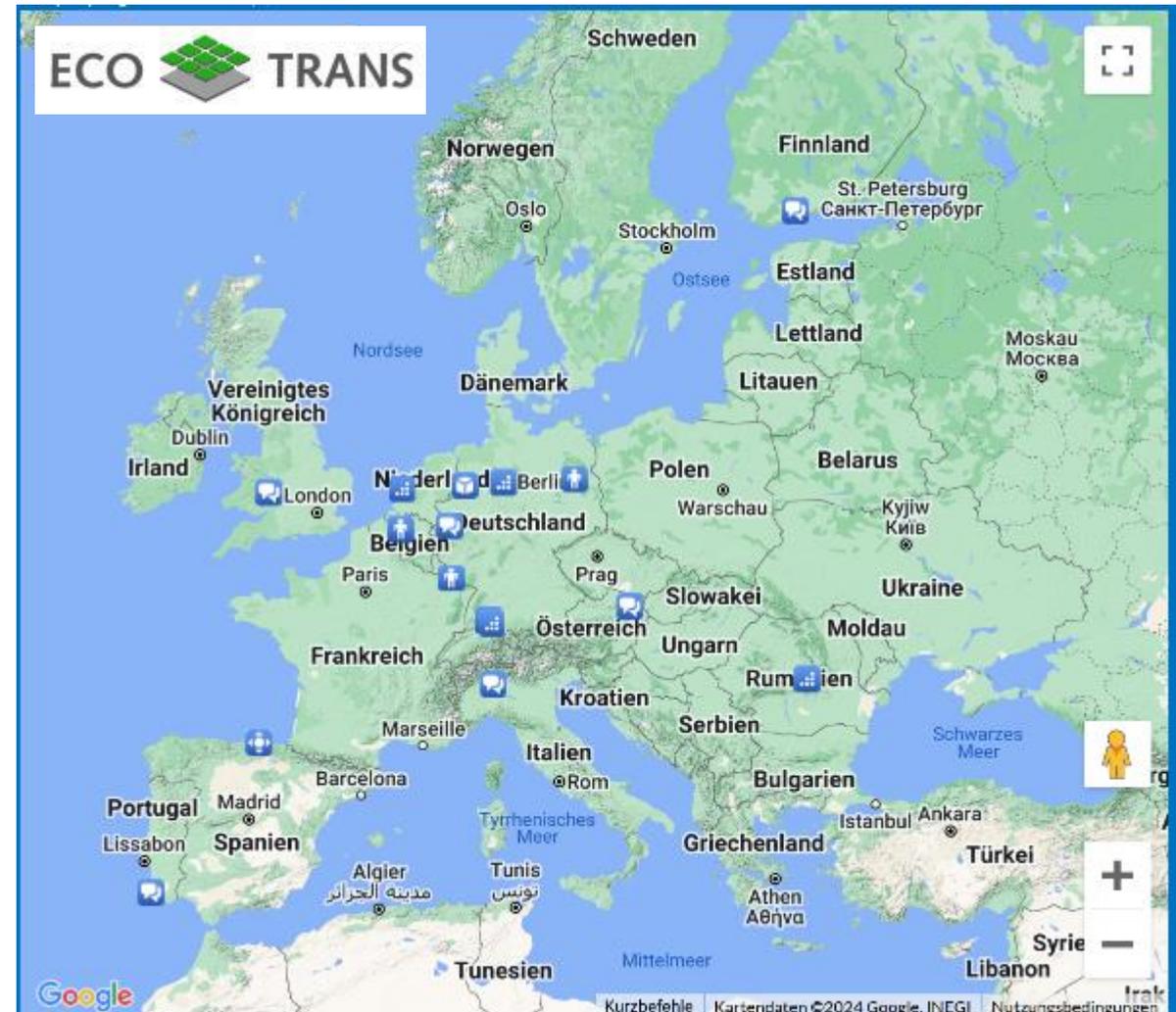
Some Milestones:

- 1995: European Ecoletter on best practices
- 1997: ECO-TIP online
- 2001: VIST: Global assessment for UNWTO-UNEP
- 2004: Destinet.eu platform with EEA, UNWTO, UNEP
- 2009: Co-founding of the GSTC
- 2017: Partnership for the SDGs
- 2019: Launch of the Travel Green Planet Initiative 2030
- 2023: European Tourism Going Green 2030
- 2024: Going Green System for SMEs and destinations



ECOTRANS - European Network of Experts for making tourism more sustainable

- [AER](#)
- [ACTA](#)
- [Basquetour](#)
- [Bodensee Stiftung](#)
- [Cinzia de Marzo](#)
- [ECOCAMPING](#)
- [FAIRWEG](#)
- [FUTOUR Tourismusberatung](#)
- [Global Nature Fund](#)
- [Global Partnership](#)
- [Green Destinations Foundation](#)
- [Herbert Hamele](#)
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- [Martin Balas](#)
- [Silvacultura](#)
- [The Tourism Company](#)
- [ÖAR-Regionalberatung](#)



Tools for networking and Going Green



The screenshot shows the Tourism 2030 website interface. At the top, there is a navigation menu with links for ABOUT, TOPICS, WHO IS WHO, COURSES & RESOURCES, GO2030 MAGAZINE, CERTIFICATION QUICK GUIDE, MARKET PLACE, NEWS, ECO TRANS, and a user profile section (Josephine Baum | Log In). The main header features the Tourism 2030 logo and a background image of a tree-lined path. A prominent article titled "Going Green: All you Need to Know about Tourism Sustainability Certification" is displayed. Below this, a large green circular logo reads "TravelGreen Planet Responsibility". Underneath the logo, the text "Global to Local Knowledge Base, Market Place, Certification and Clustering" is visible. A central graphic consists of five interconnected hexagons: "Businesses (SMEs)", "Destinations Administration", "Supporting Organizations & Experts", "Promotion & Marketing organisations", and "Certification Bodies". A vertical sidebar on the right contains the text "My Tour 2030".

Going Green Maps for clustering sustainable tourism certification

Filter by Keyword: Filter by SDG: Filter by country: Zoom to location:

Show organisation types

- Government & Administrations
- Education, Research, Consultancy
- NGOs, Partnerships, Networks, Projects
- Destinations
- Businesses
- Individuals

Show market place organisations

- Certified Green: Tour operators, Travel agents, Intermediaries
- Certified Green: Travel Packages
- Certified Green: Transport & Mobility Services
- Certified Green: Accommodation Providers
- Certified Green: Camping
- Certified Green: Restaurants & Catering Services
- Certified Green: Attractions
- Certified Green: Activities
- Certified Green: Shopping
- Certified Green: Destinations

Show going green organisations

- Going Green: Tour operators, Travel agents, Intermediaries
- Going Green: Travel Packages
- Going Green: Transport & Mobility Services
- Going Green: Accommodation Providers
- Going Green: Camping
- Going Green: Restaurants & Catering Services
- Going Green: Attractions
- Going Green: Activities
- Going Green: Shopping
- Going Green: Destinations

Show market solutions

- Certificates
- Research, Training
- Best Practice Destinations
- Best Practice Businesses

Displaying 1 location(s).

Karte Satellit



Google

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Going Green Toolkit for Businesses & Destinations



Certification
Quickfinder

Travel Green ...
Maps



Going  Green



Going Green Check
for Businesses

Going Green Maps
for Destinations



200+ environmental & sustainability certificates worldwide



Global Certification QuickFinder

A tool to help tourism businesses and destinations to find those certificates which are available to them in their country and to compare their offers

CERTIFICATION QUICKFINDER

Which certificates for Sustainable Tourism?

The Global Certification Quickfinder helps tourism businesses, destinations and tour operators to find those certificates which are available to them in their country and which meet their expectations on the coverage of sustainability issues, the credibility level, the visibility of their certified tourism on the global Travel Green Map and other services for their applicants and members.

You offer a Certificate? Benefit from the Tourism2030 - Free Service Agreement.



The global map of certificates: 10 Categories ...

... with filters for sustainability, credibility and services ...

... to your choice!

Labelguide 2023: 35 recommended certificates

TOP10 Certificates

NOTE: The global list of environmental and sustainability certificates for tourism is currently being revised and updated by ECOTRANS. You will soon find more certificates on this map. For further information please contact the administrator Herbert Hamel/ ECOTRANS: herbert.hamel@ecotrans.de

Filter by Keyword: Category: Filter by country of operation: Zoom to location:

Operational level: Sustainability: Credibility: Services:

Displaying 85 location(s). View as list • Link to portal map • Link to this filtered map • Export GeoRSS

Karte Satellit

1,000+ awarded good practice examples



Good Practice Browser

A tool to help you make evidenced based decisions during your tourism business's green transition process

GOOD PRACTICE BROWSER

The Tourism2030 Good Practice Browser allows you to search and filter outstanding examples of businesses and destinations all over the world. The Browser so far shows the locations of about 1,000 finalists and winners of environmental and sustainability awards and good practice collections by international projects.

If you are an awarding organisations or publisher of outstanding examples for tourism sustainability in businesses or destinations you are invited to submit their locations on the Good Practice Browser map and link them to further information.

Contact: ecotrans.de



See and search the map below with (e.g.)

-  900 examples of excellence which have been collected by ECOTRANS in collaboration with partners in Europe and other global regions since 2020,
-  90 good practices in destinations who have been awarded and presented as a Destinations in Europe Collection in 2014,
-  70 tourism businesses for the SDGs selected through the ETGC2030 project in 2021.

Filter by (GSDC for destinations and GSDC for industry are mutually exclusive):

Keyword	Country	Categories	GSDC for destinations	GSDC for industry
<input type="text" value="Enter keyword"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>

Displaying 1341 locations! [View as list](#) [Link to portal map](#) [Link to this filtered map](#)

Karte Satellit

© 2022 Google

Access to experts to coach SMEs in Going Green



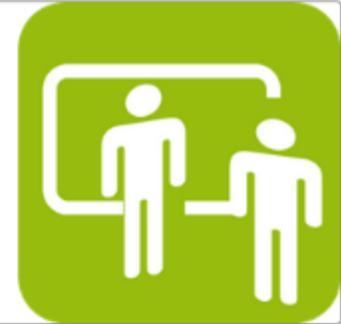
Tourism Sustainability Support Services

Find organisations and experts in your country working for making tourism more sustainable

Expert Pool [Limited access]

Welcome to the Going Green2030 Pool of Experts who are ready to help your SME in the transition phases towards sustainability that you will need to undertake.

Check the list to see if you can find an expert in your region or country who has been accredited as a Going Green 2030 Coach. If not, contact: goinggreen@ecotrans.de



Going Green 2030 accredited experts help SMEs to get ready for certification in following countries:

- Austria
- Bulgaria
- Croatia
- Germany

My profile		
	<p>Dr. Peter Zimmer Germany Contact: peter.zimmer@futour.com http://www.futour.com</p>	<p>After studying tourism and business administration, I worked for several travel companies (Studiosus, ADAC) and have been self-employed since 1991 with the FUTOUR tourism and environmental consultancy with six offices in Germany. With over 30 years of expertise in sustainable tourism in Germany and Europe, I work, among other things, as an accredited consultant and auditor (Green Globe 2009-2014, TourCert since 2009, Green Key since 2019) as well as an auditor and trainer for EMAS eco-auditors in the tourism and transport sector (since 1996). My special areas are consulting and auditing of tour operators, accommodation providers, congress centers and destinations.</p>
- Italy
- Romania

Global Travel Green Maps for promotion and market access



Travel Green Planet Market-Place gives you access to 20,000 certified businesses, destinations and tour operators listed by over 40 leading tourism sustainability certifications on the local to global Travel Green... Maps

TRAVEL GREEN ... MAPS

The global Travel Green ... Maps with its services for certificates and destinations support the visibility of tourism businesses, destinations and tour operators that demonstrably contribute to an environmentally friendly and socially compatible tourism.

- Search the global map below with more than 20,000 locations
- Filter the choices: You can select 10 categories of certified tourism.

NEWS: TOP10 Certificates 2023



10 categories to select on the Green Travel Maps

Filter by Keyword: Filter by country: Filter by Certificate:

Selected categories:

- Accommodation Providers
- Restaurants & Catering Services
- Transportation
- Attractions
- Activities
- Shopping
- Destinations

24329 locations. View as list - Link to portal map - Link to this filtered map - Export GeoRSS



Promotion and Marketing Partners

The Travel Green Planet maps uses the listings from the certification programmes (data providers) to give certified tourism and their underlying certificates global visibility and to support their access to promotion and marketing organisations (data users).
An ECOTRANS team of experts oversees the categories and quality levels of the Certification Quickfinder and the Travel Green Maps. FAIRWEG as technology partner is aggregating, completing and optimizing the data export to B2B partners, such as tour operators, travel agencies and distributions systems, according to their technical needs and offers solutions for integrations into their technical infrastructure.



Promotion and Marketing Partners (data users)

	<p>TravelPort</p> <p>TravelPort uses the listings of Travel Green Planet maps for identifying and promoting accommodations with their green certificate in the GDS booking system used in 1,500 travel agencies.</p> <p>See: https://www.travelport.com/ccts/sustainability</p> <p>Symbol: "Travelport eye" </p>
	<p>FAIRWEG</p> <p>The German sustainable online and offline travel agency chain FAIRWEG uses the listings of Travel Green Planet maps for identifying and promoting certified sustainable accommodations. Apart from this, FAIRWEG serves as B2B solution provider for sustainability data management.</p> <p>See: https://fairweg.de/en/b2b/</p> <p>Symbol: "FAIRWEG Score" </p>
	<p>Germany Travel</p> <p>The German National Tourism Board uses the listings of the Travel Green Germany map for their "Feel Good" campaign to promote accommodations with their green certificate.</p> <p>See: https://www.germany.travel/de/feel-good/ueberraschungen.html</p>
	<p>Travellife</p> <p>Travellife for Tour Operators and Travel Agencies uses the listings of the Travel Green Planet Maps of certified accommodation providers on their website and displays them as map and country lists, which are supporting the Travellife members in the greening of their travel offer.</p>

The „Going Green Check“ for SMEs

Going  Green

An integrated tool for tourism SMEs
to self assess their sustainability level and
to find an appropriate certificate

Login & Language choice



Herbert Michael Hamele

Logout

English

Home

My space

Assessment & Reporting

TOURISM 2030 GOING GREEN CHECK

WELCOME

Welcome to the TOURISM 2030 Going Green Check

(Pilot application in Germany Mai-June 2024)

The Going Green Check for tourism businesses has been designed as a self check to assess your compliance with the Global Sustainable Tourism Council (GSTC) industry criteria, which are recognised worldwide as the minimum standards for tourism businesses and which many certification programmes use as guidance for their own national or international standards.

The Going Green Check allows you to

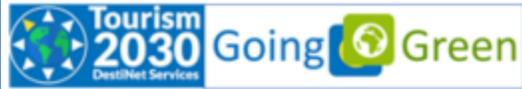
- 1) **START:** self assess your sustainability performance in complying with the general GSTC criteria, then
- 2) **COMPARE:** to see how far different certification standards for your business cover your performance, and
- 3) **DECIDE:** choose and complete the self assessment with one or several certification standards for your business, download your compliance report(s) - and decide to go green with the most appropriate certification programme..

Through completion of the chosen standard and achieving **certification** your business actively contributes to the climate and biodiversity and other Sustainable Development Goals of your destination and will be published as credibly certified business on the global [Travel Green Maps](#)



<https://tourism2030.travelife.info>

MY SPACE: Fill out your profile



Herbert Hamele

Logout

English

Home

My space

Assessment & Reporting

TOURISM 2030 GOING GREEN CHECK

My Profile My staff

MY PROFILE

Organization

Contact person

Change password

Logo

Documents

Auditor/Advisor

Experts

Organization

Official name

Country

Language

Save

STEP1:

self-assess your sustainability performance in complying with the general GSTC criteria

The screenshot shows a web application interface for 'Resort Gerdi'. The top left corner features the 'Tourism 2030' and 'Going Green' logos. The top right corner displays the text 'Planning and reporting'. A blue navigation bar contains the breadcrumb 'HOME \ PLANNING AND REPORTING \ GOINGGREEN CHECK \ RESORT GERDI'. The main content area is titled 'Resort Gerdi' and includes an 'Admin' link. The 'Overview' section contains a table with the following items:

Open reports	View	Sustainability report (PDF)	Audit report (PDF)	Sustainability certificate
GSTC Industry Standard				

The 'GSTC Industry Standard' link and its associated document icon are highlighted with a red rectangular box.

STEP1:

self-assess your sustainability performance in complying with the general GSTC criteria

The screenshot shows a web interface for 'Planning and reporting' for Hotel Silvia-PKF. The breadcrumb trail is: HOME \ PLANNING AND REPORTING \ GOINGGREEN CHECK \ HOTEL SILVIA-PKF \ GSTC INDUSTRY STANDARD. The left sidebar contains navigation options: 'Planning and reporting' (checked), 'Sustainability report', 'Compare compliance', and 'Overview.'. The main content area is titled 'GSTC Industry Standard' and lists 14 criteria. The first criterion, '1. Demonstrate effective sustainable management', is expanded to show a list of sub-themes. The 'Sustainability management system' sub-theme is highlighted with a red box. To the right of the list are four control panels: 'Status' (This report is: editable, Audit report: not released), 'View' (All subthemes: shown, Available languages: UK flag), 'Progress' (Reporting progress: shown, Audit progress: hidden), and 'Remarks' (Coach questions: shown, Internal remarks: shown).

Tourism 2030 Going Green

HOME \ PLANNING AND REPORTING \ GOINGGREEN CHECK \ HOTEL SILVIA-PKF \ GSTC INDUSTRY STANDARD

Hotel Silvia-PKF

- ✓ Planning and reporting
- ☰ Sustainability report
- 📄 Compare compliance
- 📄 Overview.

GSTC Industry Standard

1. Demonstrate effective sustainable management

Sustainability management system	1	
Legal compliance	2	
Reporting and communication	3	
Staff engagement	4	
Customer experience	5	
Accurate promotion	6	
Buildings and infrastructure	7	
Compliance	8	
Impact and integrity	9	
Sustainable practices and materials	10	
Access for all	11	
Land water and property rights	12	
Information and interpretation	13	
Destination engagement	14	

Status

This report is editable

Audit report not released

View

All subthemes shown

Available languages

Progress

Reporting progress shown

Audit progress hidden

Remarks

Coach questions shown

Internal remarks shown

STEP1:

self-assess your sustainability performance in complying with the general GSTC criteria

The screenshot shows the 'Planning and reporting' section of the GSTC Industry Standard self-assessment tool. The interface includes a navigation bar with 'HOME \ PLANNING AND REPORTING \ TEST-III \ GSTC INDUSTRY STANDARD' and a dropdown menu for 'GSTC Industry Standard'. A sidebar on the left lists four criteria, each with a checkmark: 1. Demonstrate effective sustainable management, 2. Local employment, 3. Maximize benefits to cultural heritage and minimize negative impacts, and 4. Wildlife harvesting and trade. A red box highlights the sidebar and a summary box for criterion 4. The summary box shows 'Completed', a 100% progress bar, and 'Your score: 53%'. The main content area displays five sub-criteria: 1.1 Sustainability management system, 1.2 Legal compliance, 1.3 Reporting and communication, 1.4 Staff engagement, and 1.5 Customer experience. Each sub-criterion has a 'Yes' and 'No' button. A red box highlights the 'Yes' and 'No' buttons for 1.1 Sustainability management system.

Tourism 2030 Going Green

HOME \ PLANNING AND REPORTING \ TEST-III \ GSTC INDUSTRY STANDARD

GSTC Industry Standard

1. Demonstrate effective sustainable management ✓

2. Local employment. ✓

3. Maximize benefits to cultural heritage and minimize negative impacts. ✓

4. Wildlife harvesting and trade. ✓

Completed

100%

Your score: 53%
The report is completed. You comply in 53 %

Theme overview

1.1 Sustainability management system Yes No

The organization has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.

1.2 Legal compliance Yes No

The organization is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects

1.3 Reporting and communication Yes No

The organization communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.

1.4 Staff engagement Yes No

Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.

1.5 Customer experience Yes No

Customer satisfaction, including aspects of sustainability, is monitored and

STEP2: COMPARE COMPLIANCE

with standards for sustainability certification

Tourism 2030 Going Green

HOME \ PLANNING AND REPORTING \ TEST-HH \ GSTC INDUSTRY STANDARD

GSTC Industry Standard

TEST-HH

- ✓ Planning and reporting
- Sustainability report
- Compare compliance**
- Overview

GSTC Industry Standard

1. Demonstrate effective sustainable management		
43% 57%		
Sustainability management system	1	
Legal compliance	2	
Reporting and communication	3	
Staff engagement	4	
Customer experience	5	
Accurate promotion	6	
Buildings and infrastructure	7	
Compliance	8	
Impact and integrity	9	
Sustainable practices and materials	10	
Access for all	11	
Land water and property rights	12	
Information and interpretation	13	
Destination engagement	14	

2. Maximize social and economic benefits to the local community and minimize negative impacts		
67% 33%		
Community support	1	

Status

This report is not editable

Audit report not released

View

All subthemes shown

Available languages

Progress

Reporting progress shown

Audit progress hidden

Remarks

Coach questions shown

Internal remarks shown

Auditor remarks shown

STEP2: COMPARE COMPLIANCE

See the compliance level and choose a standard for more details

Resort Herbert

- ✓ Planning and reporting
- Sustainability report
- Remarks report
- Audit report
- All documents

Available standards

Standard Logo	Description	Compliance Level
	ECCOCAMPING is a European sustainability management system for environmental and nature protection, safety, and quality at campsites.	COMPLIANCE
	The official European Union eco-label is awarded to accommodation establishments and companies in the tourism sector. It is assessed and awarded by national partner organisations, e.g. environmental ministries.	COMPLIANCE
	The German Travel Management Association (VRD) rewards hotels in various European countries for their effective environmental management and socially responsible initiatives.	COMPLIANCE
	The Good Travel certification focuses on practical requirements that are easy to manage for smaller businesses. There are five levels of the Good Travel Seal, up to the meeting of the full GSTC Industry Standard.	COMPLIANCE
	Green Globe is the global certification for sustainable tourism. Membership is reserved for companies and organizations who are committed to making positive contributions to people and planet. The label is active since 1999.	COMPLIANCE

GREENSIGN GreenSign is the internationally recognised and market-leading sustainability certification for hotels, offices, and spa establishments throughout Germany. **COMPLIANCE**

BIOSPHERE Biosphere is the international sustainability management, recognition and certification system of the Responsible Tourism Institute (RTI), based on the 17 SDGs and 169 United Nations targets. **COMPLIANCE**

Green Key Green Key is a voluntary eco-certification programme and the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. **COMPLIANCE**

Travelife Travelife for accommodation providers is a global sustainability management system and certification, developed by and for the tourism industry. **COMPLIANCE**

TourCert The TourCert certification is granted to tour operators, accommodations, destinations and other tourism businesses with high economical, ecological and social responsibility. **COMPLIANCE**

STEP2: COMPARE COMPLIANCE

See the certification's profile: services, map of certified tourism, cost, application ...

Green Key



Green Key

Green Key is a voluntary eco-certification programme and the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. The high sustainability standards expected of Green Key certified establishments are maintained through a strict set of criteria, rigorous documentation, frequent on-site audits, and third-party verification. Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants, and attractions. The Green Key programme is managed by the Foundation for Environmental Education (FEE) and its national member organisations. The programme has been recognised by the World Tourism Organization (UNWTO) and UN Environment (UNEP), and the Green Key criteria are internationally recognised.

Certifying Organisation

Foundation for Environmental Education (FEE)

Partner Organisation/s

UNEP, UNESCO, UNWTO

License Period (years)

1 Year, with on-site audits in year 1,2 and every 3rd year

Certified Tourism (nr)



Over 5000

Services

- Certified Tourism mapped on Tourism2030
- Standards published for free
- Self-check online
- Training, advice
- Transparent pricing policy
- Green Key Toolbox (Carbon, water, waste, best practice)
- Newsletter
- International orientation
- Internship for students
- Consumer Communication
- Complaint Management
- Good Practices

Online application



STEP2: COMPARE COMPLIANCE

View the chosen standard's assessment

2030 Going Green

48 (A)

Planning and reporting

HOME \ PLANNING AND REPORTING \ RESORT HERBERT \

Resort Herbert

- ✓ Planning and reporting
- Sustainability report
- Remarks report
- Audit report
- All documents

Available standards

Standard Logo	Description	Compliance Status	Actions
	ECCAMPING is a European sustainability management system for environmental and nature protection, safety, and quality at campsites.	COMPLIANCE	Certification profile View assessment
	The official European Union eco-label is awarded to accommodation establishments and campsites in the tourism sector. It is assessed and awarded by national partner organisations, e.g. environmental ministries.	COMPLIANCE	Certification profile View assessment
	The German Travel Management Association (VTD) rewards hotels in various European countries for their effective environmental management and socially responsible initiatives.	COMPLIANCE	Certification profile Compare compliance
	The Good Travel certification focuses on practical requirements that are easy to manage for smaller businesses. There are five levels of the Good Travel Seal, up to the meeting of the full GSTC Industry Standard.	COMPLIANCE	Certification profile View assessment
	Green Globe is the global certification for sustainable tourism. Membership is reserved for companies and organizations who are committed to making positive contributions to people and planet. The label is active since 1999.	COMPLIANCE	Certification profile View assessment

	GreenSign is the internationally recognised and market-leading sustainability certification for hotels, offices, and spa establishments throughout Germany.	COMPLIANCE	Certification profile View assessment
	Biosphere is the international sustainability management, recognition and certification system of the Responsible Tourism Institute (RTI), based on the 17 SDGs and 169 United Nations targets.	COMPLIANCE	Certification profile View assessment
	Green Key is a voluntary eco-certification programme and the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.	COMPLIANCE	Certification profile View assessment
	Travelife for accommodation providers is a global sustainability management system and certification, developed by and for the tourism industry.	COMPLIANCE	Certification profile View assessment
	The TourCert certification is granted to tour operators, accommodations, destinations and other tourism businesses with high economical, ecological and social responsibility.	COMPLIANCE	Certification profile View assessment

STEP3: Complete the self-assessment

Check and complete the self-assessment

Tourism 2030 Going Green

HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY Green Key

TEST-HH

- ✓ Planning and reporting
- Action plans
- Sustainability report
- Remarks report
- Publish report
- Share report
- All documents
- Overview

Green Key

1 ENVIRONMENTAL MANAGEMENT	78%	11%
Environmental management	1-9	
2 STAFF INVOLVEMENT	100%	
Staff involvement	1-6	
3 GUEST INFORMATION	86%	
Guest information	1-7	
4 WATER	91%	
Water	1-11	
5 WASHING AND CLEANING	33%	
Washing and cleaning	1-12	
6 WASTE	68%	

Status

This report is **editable**

Audit report **not released**

View

All subthemes **shown**

Available languages

Progress

Reporting progress **shown**

Audit progress **hidden**

Remarks

Coach questions **shown**

Internal remarks **shown**

Auditor remarks **shown**

STEP3: Complete the self-assessment

Check the certification criteria one by one

  Planning and reporting

HOME \ PLANNING AND REPORTING \ RESORT HERBERT \ GREEN KEY Green Key

4. WATER

Water

Criteria   

- 4.1** The total water consumption must be registered at least once a month. (I)  
- 4.2** Newly purchased toilets have a 3/6 litres dual flush. (I)  
- 4.3** The staff must have a system in place to regularly check for dripping taps and leaky toilets as well as leaky swimming pools. (I)  
- 4.4** Water flow in at least 75%  

4.2 Newly purchased toilets have a 3/6 litres dual flush. (I)

Reporting Guidance Remarks Action plan Best practices How to audit

Reporting

Yes No

Save Previous Next

STEP3: Complete the self-assessment

View the self-assessment of the chosen certification standard



TEST-HH

✓ Planning and reporting

📅 Action plans

☰ Sustainability report

☰ Remarks report

☑ Publish report

🔗 Share report

📁 All documents

📄 Overview

Overview

Open reports	View	Sustainability report (PDF)	Audit report (PDF)	Sustainability certificate
GSTC Industry Standard				
Ecocamping				
Green Sign				
Green Key				
Green Globe				
EU Ecolabel				

STEP3: Complete the self-assessment

View the self-assessment of the chosen certification standard

2030 Going Green

48

Planning and reporting

HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY

Green Key

TEST-HH

- ✓ Planning and reporting
- Action plans
- Sustainability report
- Remarks report
- Publish report
- Share report
- All documents
- Overview

Green Key

1. ENVIRONMENTAL MANAGEMENT	70%	11%
Environmental management	1-8	
2. STAFF INVOLVEMENT	100%	
Staff involvement	1-8	
3. GUEST INFORMATION	89%	
Guest information	1-7	
4. WATER	91%	
Water	1-11	
5. WASHING AND CLEANING	33%	
Washing and cleaning	1-12	
6. WASTE	60%	
Waste	1-18	
7. ENERGY	45%	
Energy	1-20	
8. FOOD AND BEVERAGE	18%	
Food and beverage	1-11	
9. INDOOR ENVIRONMENT	17%	
Indoor environment	1-6	
10. GREEN AREAS	33%	17%
Green areas	1-8	

Status

This report is **editable**

Audit report **not released**

View

All subthemes **shown**

Available languages

Progress

Reporting progress **shown**

Audit progress **hidden**

Remarks

Coach questions **shown**

Internal remarks **shown**

Auditor remarks **shown**

STEP3: Complete the self-assessment

Download your self-assessment result of the chosen certification standard



TEST-HH

Planning and reporting

Action plans

Sustainability report

Remarks report

Publish report

Share report

All documents

Overview

Overview

Open reports	View	Sustainability report (PDF)	Audit report (PDF)	Sustainability certificate
GSTC Industry Standard				
Ecocamping				
Green Sign				
Green Key				
Green Globe				
EU Ecolabel				

STEP3: Complete the self-assessment

Download your self-assessment report of the chosen certification standard

Nachhaltigkeitsbericht - 2024

Resort Herbert

Green Key



Content

Reporting context	3
General information	4
Assessment overview	5
Detailed overview	7

STEP3: Complete the self-assessment

View your self-assessment report overview

Assessment overview

Main theme	Criteria	Completed
1. ENVIRONMENTAL MANAGEMENT	9	7 / 9
2. STAFF INVOLVEMENT	6	6 / 6
3. GUEST INFORMATION	7	6 / 7

Your self-assessment along the GSTC Industry criteria demonstrates that your company is likely to comply with 76 out of 144 **Green Key** compulsory criteria. Your company has demonstrated that you would meet **52.78%** of the **Green Key** criteria. Your company needs to address **68** number of the **Green Key** compulsory criteria to be fully compliant with the **Green Key** requirements. You can verify and obtain a more detailed analysis by filling in the complete set of **Green Key** criteria and producing the full sustainability self-check report.

RESPONSIBILITY	Criteria	Completed
12. GREEN ACTIVITIES	5	3 / 5
13. ADMINISTRATION	12	2 / 12

Sustainability Check Results. From your own information input:

Your self-assessment along the GSTC Industry criteria demonstrates that your company is likely to comply with 76 out of 144 **Green Key** compulsory criteria. Your company has demonstrated that you would meet **52.78%** of the **Green Key** criteria. Your company needs to address **68** number of the **Green Key** compulsory criteria to be fully compliant with the **Green Key** requirements. You can verify and obtain a more detailed analysis by filling in the complete set of **Green Key** criteria and producing the full sustainability self-check report.

STEP3: Complete the self-assessment

View your self-assessment report with details

Detailed overview

- ✓ Compulsory criterion answered with YES
- ✗ Compulsory criterion answered with NO
- Non compulsory criterion answered with YES
- Non compulsory criterion answered with NO
- No answer given

- ✓ Compulsory criterion answered with YES
- ✗ Compulsory criterion answered with NO
- Non compulsory criterion answered with YES
- Non compulsory criterion answered with NO
- No answer given

1. ENVIRONMENTAL MANAGEMENT



Environmental management



Action	IE	✓
The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)	✓	✓
The establishment must formulate a sustainability policy. (I)	✓	✓
The establishment must formulate objectives and an annual action plan for continuous improvement. (I)	✓	✓

OPTION: ASK EXPERT

Need help? Ask expert for external verification, action plan and pre-audit

The screenshot displays the user interface for the 'Tourism 2030 Going Green' system. At the top left, there is a logo for 'Tourism 2030 Going Green' with 'DestiNet Services' underneath. To the right of the logo, the user's name 'Herbert Michael Hamele' is shown, along with a 'Logout' button and a language selector set to 'English'. Below this, a navigation bar contains 'Home', 'My space' (which is highlighted in green), and 'Assessment & Reporting'. A green banner below the navigation bar reads 'TOURISM 2030 GOING GREEN CHECK' on the left and 'My Profile My staff' on the right. The main content area is titled 'MY PROFILE' and features a horizontal menu with tabs: 'Organization', 'Contact person', 'Change password', 'Logo', 'Documents', 'Auditor/Advisor', and 'Experts'. The 'Experts' tab is highlighted with a red rectangular box. Below the menu, there are three input fields: 'Organization' containing 'TEST-HH', 'Official name' containing 'Herbert Test', and 'Country' set to 'Germany'. To the right of the 'Country' field is a 'Language' dropdown menu set to 'English'. At the bottom left of the form area is a green 'Save' button.

Tourism 2030 Going Green
DestiNet Services

Herbert Michael Hamele Logout English

Home **My space** Assessment & Reporting

TOURISM 2030 GOING GREEN CHECK My Profile My staff

MY PROFILE

Organization Contact person Change password Logo Documents Auditor/Advisor **Experts**

Organization TEST-HH

Official name Herbert Test

Country Germany Language English

Save

OPTION: ASK EXPERT

Need help? Ask expert for external verification, action plan, best practices and pre-audit

The screenshot displays the 'Tourism 2030 Going Green' web application. The page title is 'Planning and reporting'. The breadcrumb trail is 'HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY'. A dropdown menu shows 'Green Key'. The main heading is '1. ENVIRONMENTAL MANAGEMENT'. The left sidebar is titled 'Environmental management' and lists five criteria, each with two green checkmarks:

- 1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)
- 1.2 The establishment must formulate a sustainability policy. (I)
- 1.3 The establishment must formulate objectives and an annual action plan for continuous improvement. (I)
- 1.4 All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I)
- 1.5 The establishment

The main content area shows the details for criterion 1.1: '1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)'. Below this, there are five tabs: 'Reporting', 'Guidance', 'Remarks', 'Action plan', and 'Best practices'. The 'Guidance' tab is highlighted with a red box. Under the 'Reporting' tab, there is a 'Reporting' section with a 'Yes' checkbox checked and a 'No' checkbox unchecked. At the bottom right of the main content area, there are 'Save', 'Previous', and 'Next' buttons.

OPTION: ASK EXPERT

Need help? Ask expert for external verification, action plan, best practices and pre-audit

The screenshot displays the 'Tourism 2030 Going Green' web application. The breadcrumb trail is 'HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY'. The page title is 'Planning and reporting'. The main heading is '1. ENVIRONMENTAL MANAGEMENT'. The left sidebar shows 'Environmental management' with a list of criteria, each with a status of two green checkmarks. The main content area shows criterion 1.1: '1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)'. Below this, there are five tabs: 'Reporting', 'Guidance', 'Remarks', 'Action plan', and 'Best practices'. The 'Reporting' tab is active and contains a 'Reporting' section with a 'Yes' radio button selected and a 'No' radio button unselected. At the bottom right of the form are 'Save', 'Previous', and 'Next' buttons.

HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY Green Key

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria

- 1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I) ✓ ✓
- 1.2 The establishment must formulate a sustainability policy. (I) ✓ ✓
- 1.3 The establishment must formulate objectives and an annual action plan for continuous improvement. (I) ✓ ✓
- 1.4 All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I) ✓ ✓
- 1.5 The establishment ✓ ✓

1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)

Reporting Guidance Remarks Action plan Best practices

Reporting

Yes No

Save Previous Next

OPTION: ASK EXPERT

Need help? Ask expert for external verification, action plan, best practices and pre-audit

The screenshot displays the 'Tourism 2030 Going Green' web application. The page title is 'Planning and reporting'. The breadcrumb trail is 'HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY'. A dropdown menu shows 'Green Key'. The main heading is '1. ENVIRONMENTAL MANAGEMENT'. The left sidebar is titled 'Environmental management' and lists five criteria, each with two green checkmarks. The first criterion, '1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)', is highlighted in blue. The main content area shows the 'Action plan' tab selected, with a red box around it. Below the tabs, the 'Reporting' section has a 'Yes' checkbox checked and a 'No' checkbox unchecked. At the bottom right, there are 'Save', 'Previous', and 'Next' buttons.

Tourism 2030 Going Green

Planning and reporting

HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY

Green Key

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria

- 1.1** The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I) ✓ ✓
- 1.2** The establishment must formulate a sustainability policy. (I) ✓ ✓
- 1.3** The establishment must formulate objectives and an annual action plan for continuous improvement. (I) ✓ ✓
- 1.4** All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I) ✓ ✓
- 1.5** The establishment ✓ ✓

1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)

Reporting Guidance Remarks **Action plan** Best practices

Reporting

Yes No

Save Previous Next

OPTION: ASK EXPERT

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The image shows a web application interface for 'Tourism 2030 Going Green'. The main page is titled '1. ENVIRONMENTAL MANAGEMENT' and 'Environmental management'. A 'Criteria' section lists five items, each with a checkmark and a green checkmark icon. A modal window titled 'Add new task' is open, allowing users to create a new task. The modal includes fields for 'Title', 'Task', 'Responsible', 'Start', 'End', 'Financials', and 'Hours'. The 'Responsible' field has a dropdown menu with 'Herbert Michael Hamele' selected. The 'Start' field has a date picker, and the 'End' field has a date picker. The 'Financials' field has a currency selector set to 'EUR'. The 'Hours' field is a text input. The modal also has 'Unselect all' and 'Select all' buttons. At the bottom right of the modal are 'Close' and 'Save' buttons.

Tourism 2030 Going Green

HOME \ PLANNING AND REPORTING \ TEST-H

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria

- 1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I) ✓ ✓
- 1.2 The establishment must formulate a sustainability policy. (I) ✓ ✓
- 1.3 The establishment must formulate objectives and an annual action plan for continuous improvement. (I) ✓ ✓
- 1.4 All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I) ✓ ✓
- 1.5 The establishment

Add new task

Title

Task

Responsible

Staff selected

Select staff member

Start **End**

Financials **Hours**

EUR

OPTION: ASK EXPERT

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The screenshot displays the 'Tourism 2030 Going Green' web application. The page title is 'Planning and reporting'. The breadcrumb trail is 'HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY'. A dropdown menu shows 'Green Key'. The main heading is '1. ENVIRONMENTAL MANAGEMENT'. The left sidebar lists criteria for 'Environmental management', with the first criterion highlighted in blue. The main content area shows the selected criterion: '1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)'. Below this, there are tabs for 'Reporting', 'Guidance', 'Remarks', 'Action plan', and 'Best practices', with 'Best practices' highlighted by a red box. Under the 'Reporting' tab, there are radio buttons for 'Yes' (checked) and 'No'. At the bottom right, there are 'Save', 'Previous', and 'Next' buttons.

Tourism 2030 Going Green

Planning and reporting

HOME \ PLANNING AND REPORTING \ TEST-HH \ GREEN KEY Green Key

1. ENVIRONMENTAL MANAGEMENT

Environmental management

Criteria

- 1.1** The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I) ✓ ✓
- 1.2** The establishment must formulate a sustainability policy. (I) ✓ ✓
- 1.3** The establishment must formulate objectives and an annual action plan for continuous improvement. (I) ✓ ✓
- 1.4** All documentation concerning the Green Key must be kept and maintained in a binder ready for inspection. (I) ✓ ✓
- 1.5** The establishment ✓ ✓

1.1 The management must be involved and must appoint an environmental manager from amongst the staff of the establishment. (I)

Reporting Guidance Remarks Action plan **Best practices**

Reporting

Yes No

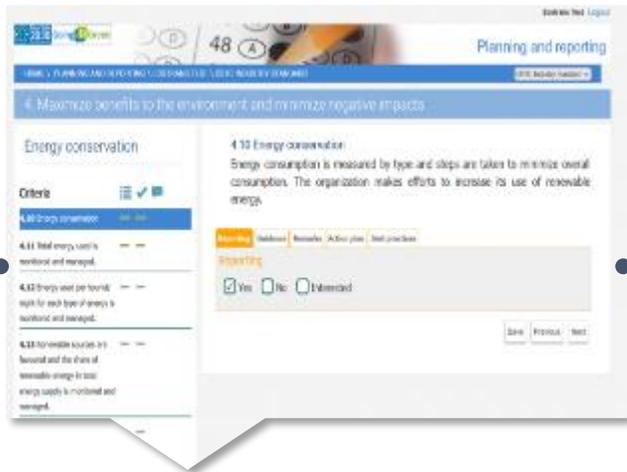
Save Previous Next

The 3 steps of the „Going Green Check“ (summary)

STEP 1: GSTC CHECK

Which of the GSTC criteria are already (partially) fulfilled or would the company want to fulfill in the future?

The GSTC criteria form the global reference framework for sustainability in tourism.



STEP 2: COMPARISON

Which certification standards with their special criteria do the GSTC CHECK results cover particularly well?

STEP 3: SELECTION

Which certification standards are most achievable? What does the certification organization offer and at what cost?



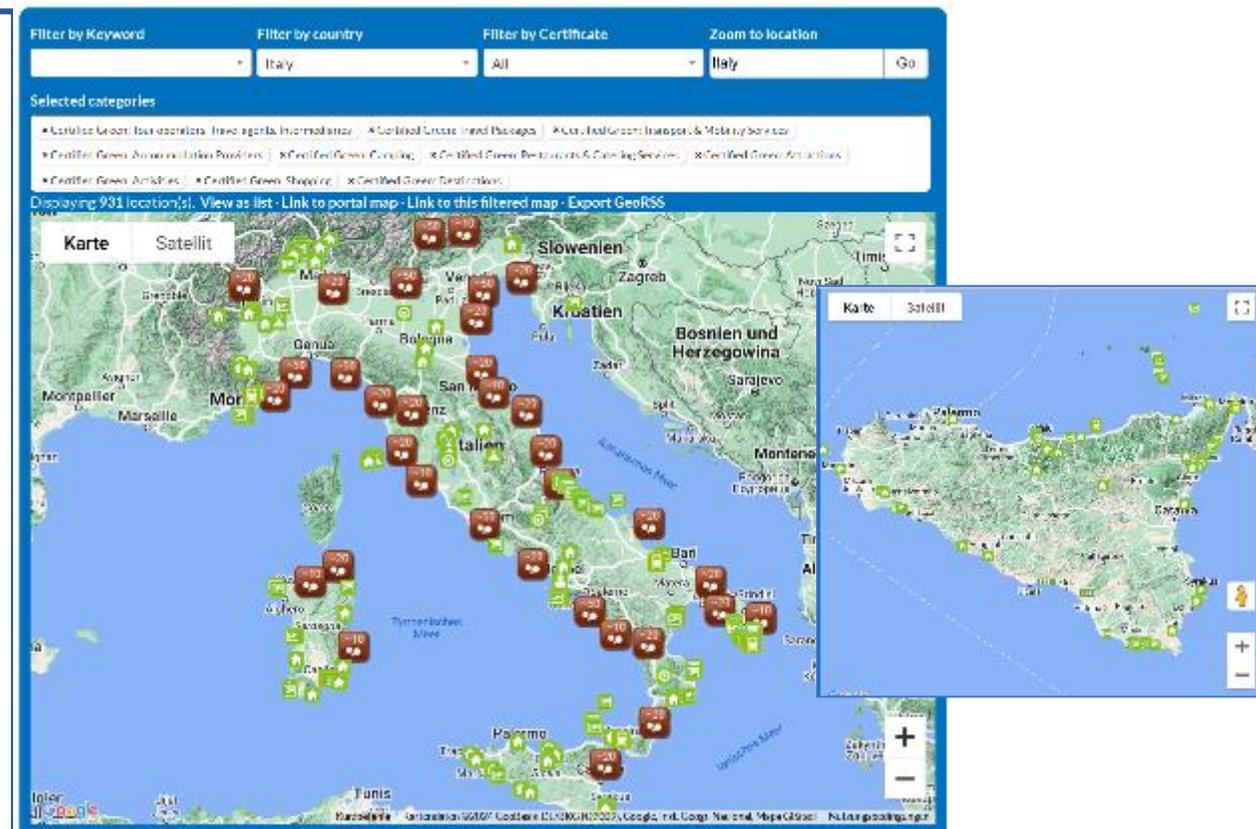
Going Green Check: An integrated tool for certification and market access



The Going Green Check can be expanded

- ❖ to further certification standards
- ❖ to further categories of tourism SMEs
- ❖ to further languages

and help to raise the market share of credibly certified sustainable tourism in your country and destinations.



Thank you for your attention!