



Our establishment has been awarded the Clé Verte label since 2019



Clef Verte

### **The main principles of Green Key certification**

The Green Key Label is the **1st sustainable tourism label** for tourist accommodation and restaurants.

#### **RESPECT FOR THE LAND**

The Green Key label criteria require respect for nature and people, in particular by controlling water and energy consumption, managing waste in an environmentally friendly way, providing leisure activities that do not harm nature, and promoting the region's players and natural assets.

#### **THE PLEASURE OF SUSTAINABLE TOURISM**

Choosing a Green Key establishment does not mean giving up pleasure or comfort - quite the contrary! They offer a healthier, more natural living environment, raise holidaymakers' awareness and encourage those who wish to do their bit for greener vacations and more responsible travel.

#### **AT THE SAME PRICE**

The Clé Verte label does not imply higher prices! It applies to all categories and types of restaurants and accommodation: camping or nature gîtes, eco-friendly hotels, youth hostels or responsible bed and breakfasts, tourist residences or sustainable vacation villages.



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## In 2024, the Green Key label means



**68** participating countries on **5** continents



**1,665** approved establishments in France



**44** million low-impact overnight stays



## PRESENTATION OF THE CLEF VERTE ECOLABEL

### AN INTERNATIONAL ENVIRONMENTAL LABEL

Every year in France, millions of holidaymakers and business travellers stay in tourist accommodation and visit restaurants. Today, they can **choose to reduce their environmental impact and assert their social responsibility** by choosing an establishment with the Clef Verte label in France, or the Green Key label in 60 other countries.

Present on five continents, the Ecolabel touristique Clef Verte / Green Key is **the leading international sustainable tourism label for tourist accommodation and restaurants.**

### THE 1ST ECOLABEL FOR TOURIST ACCOMMODATION AND RESTAURANTS

Hotels, campsites, self-catering cottages, furnished tourist accommodation, bed and breakfasts, tourist residences, vacation villages and centers, youth hostels and restaurants are all committed to **a high-performance environmental approach**, with the aim of constantly evolving towards the best practices recommended by the Clef Verte ecolabel.

Developed in France since 1998, the Clef Verte label is the leading ecolabel for tourist establishments in France, both in terms of the number of establishments awarded the label and its long history.

### ON THE ROAD TO SUSTAINABLE TOURISM!

Implementation of an environmental policy and a socially responsible approach, intelligent waste management (reduction at source, collection and recycling), control of energy and water consumption, responsible purchasing (in particular for food and maintenance), active customer awareness: these are all criteria of the Clef Verte label that are taken into account by certified establishments. The labeling process includes regular audits and the collection of evidence to attest to the seriousness of the establishments' approach.

The Clef Verte team is on hand all year round to support players in the tourism industry, exchanging best practices and advising them on how to develop **sustainable, ecologically virtuous and socially responsible tourism in France.**



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## CRITERIA FOR OBTAINING THE LABEL

The criteria for the Clef Verte / Green Key label are established at international level by the Foundation for Environmental Education and reviewed every 4 years to take account of technological advances and environmental issues. Each country uses the international criteria to develop its own criteria, which may not be less demanding than the **international standard**. Each country may, on the contrary, reinforce certain criteria, and must systematically obtain approval for any changes from the Green Key label's International Management.

Clef Verte criteria are **regularly re-evaluated** to ensure they remain ahead of the game and meet the new environmental requirements of the Fondation pour l'Education à l'Environnement (FEE) internationally and Teragir in France.

**The Clef Verte label is a guarantee of seriousness.** It certifies that the environmental approach of the tourist accommodation or restaurant meets over a hundred criteria in all areas of sustainable tourism management. These criteria enable establishments to reduce their environmental impact and make a commitment to achieving the UN's Sustainable Development Goals.



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## GREEN KEY CRITERIA THEMES

### ENVIRONMENTAL POLICY:

General environmental management, employee training, social responsibility



### ENVIRONMENTAL AWARENESS :

Information for guests, nature activities, display of eco-gestures



### WATER MANAGEMENT :

Resource management and sanitation, tap capacities, watering



### WASTE MANAGEMENT :

Waste sorting, volume reduction



### ENERGY MANAGEMENT :

Resource management, heating and cooling, household equipment, lighting



**RESPONSIBLE PURCHASING :**

Food, maintenance, stationery, furniture, other purchases



**LIVING ENVIRONMENT :**

Indoor environment, outdoor environment



Below are the 7 key points of our Approach:Politique environnementale

1. customer awareness of the environment
2. energy management
3. water management
4. waste management
5. responsible purchasing
6. living environment

Some key points of our Environmental Commitment



## LE SCHOENENBOURG

### RESTAURANT SEQUOIA



- ✓ Some of our electricity consumption comes from renewable energy sources.
- ✓ Your bedroom windows are equipped with sensors that stop the heating/air conditioning as soon as they are opened, to limit energy wastage.
- ✓ Your televisions are equipped with an energy-saving mode. This may explain the soft start.
- ✓ The flow of water from our taps is regularly monitored to avoid any wastage. Most of them are equipped with eco-flow regulators.
- ✓ To limit laundry pollution, we change your sheets and towels at your request or every 3 days
- ✓ To limit packaging waste, we have done away with disposable welcome products in the bathroom. Of course, they are still available at reception
- ✓ In the same spirit, breakfast products are not served in individual packaging wherever possible.
- ✓ We sort all our products (canned goods, cardboard, juice and milk cartons, paper, cardboard, batteries, light bulbs, glass, plastic packaging, etc.). Our glass bottles in the mini bar are returnable, so that they can be recycled by the producers.
- ✓ We prefer eco-labelled products, products that respect the environment throughout their life cycle: design, production, distribution, use and recycling at the end of the product's life.





We're all committed to this eco-responsible approach and invite you to find out how you can get involved!

**THANK YOU FOR YOUR HELP!**