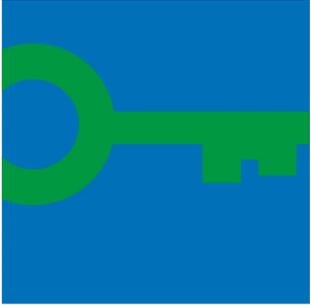


Green Key



الجمعية الملكية لحماية البيئة البحرية
THE ROYAL MARINE CONSERVATION SOCIETY OF JORDAN
JREDS

Green key Global Eco-Label
For Tourism Facilities



Green Key

The **Green Key** is an international eco-label designed for tourist facilities that aim to contribute to prevention of climate change and sustainable tourism by awarding and promoting good initiatives.

The **Green Key** aims to change the practices and behaviour of tourists and related associations including enterprises, authorities, guests and local communities. A major goal of the initiative is to involve these associations in increasing their feelings of responsibility towards the environment on which they depend.

The **Green Key** is an annual award. The philosophy of the program is encouraging environmental education and raising awareness within and around the candidate's facilities and surrounding areas.

Green Key is a voluntary eco-label awarded to more than 2,600 hotels and other establishments in 56 countries.



Green Key

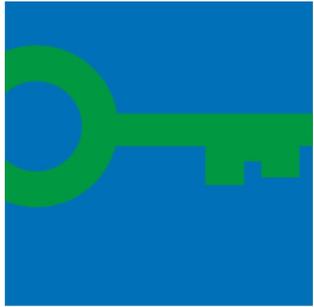


In Jordan, the demand on limited resources is becoming unmanageable due to increasing development projects, and recently, Immigration and emigration. Therefore, there is an urgent need for an Eco-labelling that has been proven globally to greatly contribute to conserving these resources while ensuring that premises adhere to environmental criteria and are ecologically conscious.

The Royal Marine Conservation Society of Jordan (JREDS) was selected to be the National Representative for the Foundation for Environmental Education (FEE) (non-profit/ governmental organization) to run three of five FEE programs; Green Key for tourism facilities, Blue Flag for beaches, marinas and boats, and Eco Schools.

FEE programs are currently running in more than 72 countries worldwide and are presenting eco-label awards to various facilities.

Green Key is running In Jordan since 2008.
Mövenpick Resort & Residences Aqaba is the first Green Key Hotel in the Region



Green Key



Awarded Hotels In Jordan

Aqaba, Amman, Petra and Dead Sea Hotels participated in GK implementation and, since 2009, 19 hotels were awarded the eco-label;

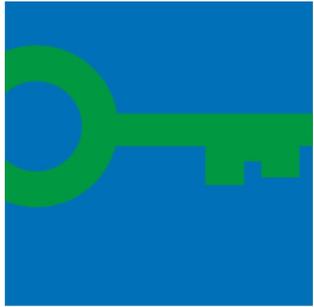
Aqaba Hotels are Mövenpick Resort & Residences Aqaba (the first GK hotel in the region), Mövenpick Resort & Spa Tala Bay Aqaba, Grand Swiss Belresort Tala Bay Aqaba, Marina Plaza Aqaba, InterContinental Aqaba Resort, Days Inn Suites and Hotels Aqaba, Jardaneh Hotel Apartments, Double Tree by Hilton, Golden Tulip Aqaba.

Amman Hotels are Intercontinental Jordan, Toledo Hotel Amman, Crowne Plaza Amman, Holiday Inn Amman, Le Meridien Amman, Sheraton Amman, Marriott Amman.

Dead Sea Hotels are Dead Sea Spa, Holiday Inn Resort Dead Sea and recently Crowne Plaza Resort Dead Sea.

Petra Hotel is Mövenpick Resort Petra

The Green Key Global Map: <http://www.greenkey.global/green-key-sites/>



Green Key

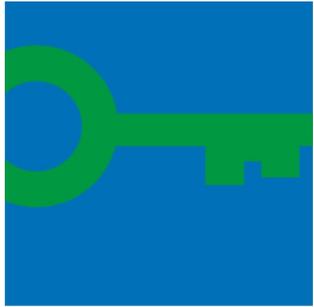


Green Key aims to

Raise the awareness of leisure establishment staff and clients,
Increase the use of sustainable methods of operation and technology,
Run ecologically sound and responsible businesses, and thereby,
Reduce water and energy usage and enhance the waste management,
Worldwide green image.

Foundation for Environmental Education is partnered by some of the world's foremost organizations in the fields of education and the environment.





Green Key



Facts

Jordan Hotels has saved average of 15% annual electricity consumption and 15% annual water consumption.

Jordan has the first Awarded Facilities in the region.

Green Key is an eco-label awarded to more than 2,600 hotels and other sites in 56 countries worldwide.

Intercontinental Group is the first in the region working toward adoption the Green Key Criteria within its facilities.

Starwood has made the eco-label as imperative requirement for its facilities worldwide.

The eco-label is considered as green symbol worldwide by tourists, where the tour operators are considering the trend of Green Tourism.

The Green Key Website: <http://www.greenkey.global/our-programme>



Green Key



Implementation Procedure

1. Fill the Green Key application form.
2. Followed by a visit from the Green Key National Operator to firm's management to present the Green Key program in details and discuss the forthcoming steps.
3. A "Walk-Through" auditing tour or an "on site" visit to the firm is mandatory to assess the current actual situation and review the main points that need to be addressed in the Green Key action plan.
4. Start applying the Jordan National Criteria. A minimum of four months is given for this step. The maximum expected period of time applying for the award depends on the firm/business readiness.
5. When the firm/business is ready they will contact the Green Key National Operator to submit their file to The National Green Key Jury. The Jury reviews their request and gives recommendations for Green Key award.
6. The International Steering Committee approves the National Jury recommendation.
7. The Green Key award ceremony.



Green Key

International Collaboration With Green Key Eco-Label

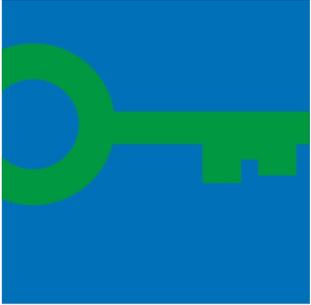
Green Key and TravGanic partner up.

www.greenkey.global/stories-news-1/2016/10/26/travganic-and-green-key-entering-into-a-collaboration-agreement

Green Key Ecolabel now recognized on “GreenHotelWorld”.

<http://destinet.eu/who-who/market-solutions/certificates/fo1442810/green-key/>

The Foundation for Environmental Education (FEE) has worked in developing collaborations with key Tour Operators and tour offices worldwide.



Green Key

Optional Services/ GHG tracking

The Royal Marine Conservation Society of Jordan has recently partnered with V4 Advisors in order to help firms/establishment tracking their footprint through Greenhouse Gas audit. The V4 advisors is based in Lebanon, but it is active all over the MENA region.

V4 Advisors is a leading consulting, advisory and project development company focusing on climate change, air pollution and emission reduction.

Based on the GHG Protocol Corporate Standard, V4 Advisors has developed a “Corporate Greenhouse Gas (GHG) Online Calculator” that is premeditated and designed to empower businesses in the MENA to manage, measure, and report their greenhouse gas emissions.

For more Information, please visit the company website: www.v4advisors.com



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Royal Marine Conservation Society (JREDS)

The Royal Marine Conservation Society of Jordan is a non- governmental and non-profit organization working toward conserving and protecting the eco-system in Gulf of Aqaba through three programs; Marine Conservation, outreach and Advocacy and sustainable development.

JREDS established and registered as the first NGO caring about marine in 1995. In 2008, JREDS was chosen to represent FEE on the national level and on regional level over 2010 – 2014.

For more information, please visit our website: www.jreds.org





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THE ROYAL MARINE CONSERVATION SOCIETY OF JORDAN
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