



GREEN KEY GLOBAL

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September 14, 2016

Dear Green Key Global Member,

The [Green Key Eco-Rating Program](#) has gained international status as one of the world's leading green lodging certification programs. With participating properties in over 20 countries and a notable mix of branded and independent members Green Key continues to be a global leader in the environmental certification of hotels, motels and resorts.

We are excited to announce that the Green Key Eco-Rating Program has achieved the esteemed **Recognition Status** from the [Global Sustainable Research Council \(GSTC\)](#). The GSTC establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders. It is a non-profit organization that represents a diverse and global membership, including UN agencies, leading travel companies, hotels, country tourism boards, tour operators, individuals and communities - all striving to achieve best practices in sustainable tourism.

In order to maintain the value of the program and your property's membership in it we believe we have an ongoing obligation to keep content relevant and in line with current sustainability standards and practices. As such the Green Key Eco-Rating Program has undergone an extensive review and an updated version (V3) is now available.

**To access the updated assessment simply log into the [member login area](#) of the Green Key Global website. Rest assured, there are no additional costs to completing V3 of the Green Key Eco-Rating Program.**

Green Key Global's objective remains the same - to assist our members develop sustainable initiatives and enhance competitiveness while achieving a return on investment. The Green Key Eco-Rating GSTC Recognition status strengthens these goals by propelling you, our member into an elite group of sustainable properties recognized worldwide for your commitment to sustainable lodging.

#### **WHAT HAS CHANGED?**

Most of the existing questions within the assessment remain untouched while others have been modified to provide new answer options, reflect changing technologies and include new standards. Additionally, in accordance with the GSTC Recognition Status, some questions that were not mandatory in previous versions are now required. In these cases we have provided easy-to-use templates and toolkits to assist you in completing the assessment.

At the present time the updated assessment is in English only but rest assured the French assessment and corresponding documents will be available in the coming weeks. Expect to hear from us shortly.



### **WHAT YOU NEED TO DO**

To complete the updated assessment [login](#), select Green Key Self-Assessment under Programs and the RETAKE ASSESSMENT button.

In an effort to simplify the transition to the updated assessment, your version 2 answers have been uploaded into the revised version where possible. Because of the nature of some changes though, it is not feasible to pull all the answers over.

### **WILL YOUR RATING BE AFFECTED?**

All the questions within the assessment have a point value associated with them which contributes to your final score and ultimately determines your Green Key rating. While we have made every effort to ensure that the alteration of current questions and the addition/removal of others do not adversely impact current Key Ratings we recognize that there may be some instances where a change in rating may occur.

### **HOW GREEN KEY CAN HELP**

All the resources needed to complete the updated assessment can be found within the Members' Area of the Green Key Global website, along with FAQs and promotional and marketing templates. Be assured that the team at Green Key Global is available to assist should you have any questions with respect to this process and will be offering "How To" webinars in the coming months.

**Contact Member Services at:  
613-237-7149 x107 or [Administration@greenkeyglobal.com](mailto:Administration@greenkeyglobal.com)**

### **TIMELINE FOR UPDATING YOUR ONLINE ASSESSMENT TO THE NEW VERSION**

Green Key Global's goal is to see a complete conversion by the end of 2017. We believe this will provide members ample opportunity to review the changes and review their own initiatives (perhaps even implement some new ones) prior to completing the updated assessment. Failure to complete the new assessment will result in termination from the program.

We hope that you join Green Key Global in recognizing the benefit to maintaining a certification program that is in line with current international standards and practices, and that ultimately this transition to the updated version will result in an even stronger program, an increase in your property's score with greater visibility and ROI for our members.

Thank you to our growing list of members and tourism partners for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Linda Hartwell". The signature is written in a cursive, flowing style.

Linda Hartwell  
Director, Marketing Communications & Program Management  
Hotel Association of Canada & Green Key Global