

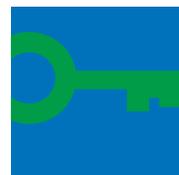
Green Key Eco-certification for the hospitality industry

BREAKFAST BRIEFING

8 NOVEMBER 2018
8:00-10:00AM

Allstate NI Belfast
10 Mays Meadow
Belfast, BT1 3PH

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GREEN KEY

Green Key Northern Ireland

An eco-certification for the hospitality industry

The Green Key award is the leading global standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

Currently operating in 57 countries with over 2900 establishments achieving award status in 2018, Green Key is a voluntary eco-label that visitors from all over the world will recognise and value. Green Key is managed by the Foundation for Environmental Education (FEE), and is recognised and supported by the United Nations World Tourism Organisation (UNWTO) and the United Nations Environment Programme (UNEP). Green Key criteria are recognised by the Global Sustainable Tourism Council.

You are invited to attend a breakfast briefing with Keep Northern Ireland Beautiful and Green Key Global to learn how this certification programme can benefit your business and the Northern Ireland tourism product as a whole.

Venue

The Breakfast Briefing will be hosted in the Allstate NI Belfast office which is located in Mays Meadow, within easy walking distance of the city centre, central station and other transport links.



Allstate NI Belfast

10 Mays Meadow, Belfast, BT1 3PH
Tel: 028 9067 8000

See more details [here](#).



Key note speaker
Finn Bolding Thomsen

Deputy CEO at
Foundation for
Environmental Education

Finn has worked for the Foundation for Environmental Education (FEE), an international environmental organisation with members in more than 75 countries, for over 20 years. In this role he has travelled all over the world. Prior to taking the position as Managing Director, he acquired extensive experience with programme management being the International Coordinator of the Blue Flag Programme, a sustainable tourism programme for beaches and marinas. He also held the position of National Coordinator of the Young Reporters for the Environment Programme, an environmental education and communication programme for secondary school students.

In his current position as International Green Key Director, he is in charge of the overall administrative management, as well as the strategic development of the Green Key programme. His work includes development of criteria and harmonisation of the programme reporting to the Green Key International Steering Committee and FEE Board of Directors. He also handles PR and communications to corporate, international hotel chain, web and institutional partners, conducting audits, as well as managing Green Key establishments in countries without a national operator.



RSVP:

Karina Robinson

PROJECT AND EVENTS OFFICER

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If you wish to discuss this proposal further please do not hesitate to contact:

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