

# Sustainable Entrepreneurship and green schemes

## Topics; Green key Label and Green Tourism-Eco Label

### Green Key (mr. Eric van Dijk)

Green key is part of the FEE-organisation (Foundation for Environmental Education). 64 countries involved.

Green Key is an Eco-label. There are 10 criteria to receive a label (Gold-Silver-Bronze)

Examples of Criteria are:

- Safe Water
- Cleaning products
- Waste management
- Energy
- Fair Trade, Regional and Biological Products
- Environmental purchasing
- Staff commitment

In De Biesbosch there are/were 20 Green Key participants!

What's the profit for National Parc De Biesbosch to stimulate the Green Key participation of Entrepreneurs in NP De Biesbosch?

- NP wishes to receive the ECO-label for EU-Parcs and one of the criteria is to have a number of Green Key entrepreneurs in the NP. NP succeeded to receive the ECO Label!
- Image!
- NP took the initiative to introduce the Green Key in the NP De Biesbosch.
- Entrepreneurs pay for Green Key certification. Green Key receives no governmental funding

### Eco Label (mrs. Andrea Nicholas)

Eco-Label is part of "Green Tourism". Green Tourism has ca. 2.300 members (mostly in UK, Ireland and Canada). There are 10 criteria to receive a label (Good-Excellent and Outstanding). Criteria are more or less the same as for the Green Key Label. The ECO-label is a Marketing Tool!!

What is the benefit for the companies to be a member of the "Green Tourism Eco-Label":

- Marketing and Promotional support
- Site assessment and advice
- Newsletter
- Supplier discount
- website support

There are a few Green Tourism initiatives in The Broads:

- Green Boat Mark
- Broads by Bike
- King Line Cottages

What's in it for The Broads to stimulate Green Tourism-Eco label initiatives?

- The Broads have initiated the 'Love the Broads' fund. Visitors contribute voluntary for managing the NP.
- involvement of entrepreneurs stimulates 'good entrepreneurship' and improves repeat visitors!

Recent Research shows the increasing 'importance of green' for visitors:

2 years ago visitors appreciated 'green' with a 5 (out of 10)

Now visitors appreciate 'green' with a 6-10

Visitors think 'green' is more and more important and visitors are more aware of 'green' now!