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GREEN KEY- CERTIFICATE APPLICATION PROCESS: CASE
HOTEL KALLIOHOVI AND HOTEL RAUMANLINNA

Degree Programme in Business Management and Entrepreneurship
2018

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Degree Programme in Business Management and Entrepreneurship

December 2018

Supervisor: Blue, Riitta

Number of pages: 55

Appendices: 3

Keywords: hotel, ecolabelling, Green Key, sustainable development, sustainable tourism

The purpose of the thesis was to achieve the Green Key award for Hotel Raumanlinna and to get the application started for Hotel Kalliohoivi. The Hotel Management wanted to pursue the Green Key award after Hotel Raumanlinna and Hotel Kalliohoivi detached from the Best Western chain and started operating as independent hotels. The management saw it as an important aspect to promote sustainability and a few key customers demanded an ecolabel from the hotel in order to continue cooperation with the hotel. The author of this thesis was asked to conduct the application process and this thesis by the Hotel Manager.

The objectives of the thesis were to find out: 1) how to apply for the Green Key award, 2) how does the application process proceed and 3) what are the needed measures to be taken in Hotel Raumanlinna in order to achieve the Green Key award. The application process guided the entire thesis project and created the boundaries for the study. The application process was conducted in the end of 2017.

Sustainable development, sustainable marketing, sustainable tourism and ecolabelling were discussed in the theory part of this thesis. First the definitions of the subjects were clarified, and the history of the subjects was discussed. In addition, the ecolabels in Finland for hotels were introduced. Furthermore, the Green Key award and its application process were discussed in the theory part. The theory part relies on professional literature and recent information on websites.

This thesis was an action study and observation and documents were the main data collection methods. The Green Key application process influenced highly on the research methods of this thesis, because the application required observing different aspects of the premises and practices and developing them. In the empirical part of the thesis, the theory of the Green Key application process was conducted in practise in Hotel Raumanlinna and the stages of an action study were reflected to this thesis.

In this thesis, it was examined, what were the criteria of the Green Key award in each Green Key area and it was presented how Hotel Raumanlinna fulfilled those criteria. In addition, it was explained how many possible guideline points were in each area and what guideline points Hotel Raumanlinna gained and how.

The result of this action study was, that Hotel Raumanlinna achieved the Green Key award and Hotel Kalliohoivi's application process has started by utilizing the documents made for Hotel Raumanlinna.

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1 INTRODUCTION

The purpose of this thesis is to achieve the Green Key award for Hotel Raumanlinna and start the application process for Hotel Kalliohovi. Both hotels are operated by Rauman Hovi Oy.

Green Key award promotes sustainable tourism and sustainable development. The awarded establishments are able to utilize the Green Key label in their communication (Website of Green Key Finland, 2018). The definitions of sustainable development, sustainable marketing and sustainable tourism are discussed in this thesis. The main emphasis is on the hospitality sector, and the topics are discussed focusing on the impacts of sustainable development, sustainable marketing and sustainable tourism on the hospitality sector and especially in hotels. In addition, the definition and history of ecolabelling are discussed in this thesis. The emphasis is kept on the tourism sector. Furthermore, the ecolabels awarded to hotels in Finland are discussed in the thesis, especially, the Green Key, its history, structure and the application process are reviewed. The theoretical framework is described in Figure 1.



Figure 1. Theoretical framework

The practical part of this thesis is the application process of Hotel Raumanlinna. All the needed measures, which need to be taken and all the observations needed for the application, and for the award, are discussed in chapter nine.

2 PURPOSE AND OBJECTIVES

2.1 Purpose and background

The hotel management of Hotel Raumanlinna and Hotel Kalliohoivi is interested in sustainable development and sustainable business. Hotel Raumanlinna used to have the Nordic Swan Ecolabel, but it was a difficult and expensive label to maintain. Additionally, the hotels were a part of the Best Western chain and consequently, they had an acknowledged environmental programme. When the hotels detached from the chain, they wanted to pursue an ecolabelling award in order to reach and maintain customers. Thus, the hotels have a few key customers, which require, that the hotels have a third party acknowledged environmental programme. Green Key programme was chosen, because it is specially designed for the hospitality sector. (Ignatius, personal communication on 9.4.2018.)

The Hotel Manager, Iiro Ignatius, requested the author of this thesis to conduct this study. The author of this thesis has been working in Hotel Raumanlinna since 2005. She has worked as a receptionist, housekeeper, housekeeping manager and since 2016 as a Guest Service Manager.

2.2 Research objectives

The main objective for this thesis is to gain the Green Key award for Hotel Raumanlinna. The secondary goal is to get the application process started for Hotel Kalliohoivi.

The main research questions for this thesis are:

- How to apply for the Green Key award?
- How does the application process proceed?
- What are the needed measures to be taken in Hotel Raumanlinna in order to get the Green Key award?

3 HOTEL KALLIOHOVI AND HOTEL RAUMANLINNA

Hotel Kalliohoivi and Hotel Raumanlinna are both operated by the company called Rauman Hovi Oy. Both hotels were a part of the Best Western hotel chain, but they detached from the chain in September 2017 and are currently independent hotels. There are currently 14 receptionists working in the hotels. Most of the receptionists work in both hotels, some only in Hotel Kalliohoivi or Hotel Raumanlinna. Hotel Manager Iiro Ignatius is responsible for the operational management in both hotels. There are two Guest Service Managers, that are superiors of the receptionists. Housekeeping in the hotels is outsourced to Kaiku Siivouspalvelut Oy. In Hotel Raumanlinna, breakfast is also outsourced to Kaiku Siivouspalvelut Oy. (Ignatius, personal communication on 9.4.2018.)

3.1 Hotel Kalliohoivi

Hotel Kalliohoivi has operated in Rauma since 1988. The hotel operation started, when Rauman Kauppaseura built the hotel in their premises. Hotel Kalliohoivi was renovated in year 2012. Hotel Kalliohoivi has 46 rooms, from which 13 are business rooms and one suite of 60 square metres. Hotel Kalliohoivi is located near the city centre, about 400 metres from the centre. Hotel Kalliohoivi has two big sauna areas, which are reserved for hotel guests from Monday to Friday. Sauna 1 is suitable for maximum of ten persons and Sauna 2 for maximum of 25 persons. In addition, there are three meeting rooms called Johtokunta, Hallitus and Poseidon in Hotel Kalliohoivi. In the hotel, there is a restaurant called Ravintola Kapteeninhuone, where also breakfast is served for the hotel customers. Ravintola Kapteeninhuone offers lunch and á la carte in the evenings. (Ignatius, personal communication on 9.4.2018.)

According to Hotel Manager Iiro Ignatius, Hotel Kalliohoivi is a small and peaceful hotel and it wants to serve all customers traveling for business or leisure providing small personal luxury. Hotel Kalliohoivi's mission is that, the quality is solid as a rock and the service is like in the royal court. Hotel Kalliohoivi's aim is to be the best hotel in town now and in the future. Hotel Kalliohoivi wants to be a trustworthy and pleasant partner to companies. For the customers travelling for leisure, Hotel Kalliohoivi aims

to be the most peaceful hotel in Rauma close to the city centre and services. (Ignatius, personal communication on 9.4.2018.)

3.2 Hotel Raumanlinna

Hotel Raumanlinna is located right in the centre of the Rauma. It has operated since 1933 but has been a part of Rauman Hovi Oy only since 2000. There are 71 rooms in Hotel Raumanlinna and 55 of those rooms are standard rooms, 12 business rooms and 4 superior rooms with sauna. Hotel Raumanlinna is currently being renovated. The fifth floor was renovated in 2016, the sixth floor in 2017 and the third floor in 2018. Sauna for hotel guests has been renovated in May 2018. The floors two and four will be renovated in the end of 2018 and in the beginning of 2019. On the same premises as Hotel Raumanlinna, there are the restaurant Mr Jones and the nightclub Domino, which are operated by Bistromax Oy. (Ignatius, personal communication on 17.5.2018.)

Hotel Linnanpiha operates next to the Hotel Raumanlinna. The reception services and breakfast are offered in Hotel Raumanlinna, but Hotel Linnanpiha is physically located about 20 metres from Hotel Raumanlinna. (Ignatius, personal communication on 17.5.2018.)

Hotel Raumanlinna's location in the centre of the city is essential and the newly renovated rooms are suitable for all customers. The majority of the guests are travelling for business, but especially in the summer time Hotel Raumanlinna is popular among tourists. Hotel Raumanlinna has many suitable rooms for families and many sport teams stay at Hotel Raumanlinna. (Ignatius, personal communication on 17.5.2018.)

3.3 Rauman Hovi Oy

Rauman Hovi Oy is a family operated company in Rauma founded in the year 1992. There are currently 83 employees in Rauman Hovi Oy. The company provides accommodation and catering services and in addition has restaurants. Rauman Hovi used to operate nationally, now it has focused on the Rauma region, however, the operation

expanded to Pori in October 2018, when Rauman Hovi Oy started to operate Hotel Bepop and the restaurant in the same premises. Rauman Hovi Oy is owned by Juhani Ignatius. Rauman Hovi Oy has three hotels in Rauma, Hotel Kalliohovi, Hotel Raumanlinna and Hotel Linnanpiha. Restaurant Byssa in Rauma offers lunch and conference operations. Oras Eatery Kraana also offers lunch in Rauma. In Eurajoki, OL3 Eatery is located in the nuclear power plant construction site, providing lunch. There is also Luoto Restaurant operating in the nuclear power plant area providing lunch and catering solutions. In addition, Rauman Hovi Oy has two restaurants to be hired for special occasions, restaurant Juhlahovi and Juhlatalo Johtola. There are also accommodation services available in Juhlatalo Johtola. It currently has five rooms. Juhlahovi Catering offers catering services. Hovi Sales is responsible for the sales and marketing. Rauman Hovi Oy uses the name ‘Hovi Sales’ in marketing its services. Sales of Rauman Hovi Oy mainly come from accommodation services and lunch (Figure 2). 95 percent of the revenue is from business customers. (Ignatius, personal communication on 9.4.2018.)

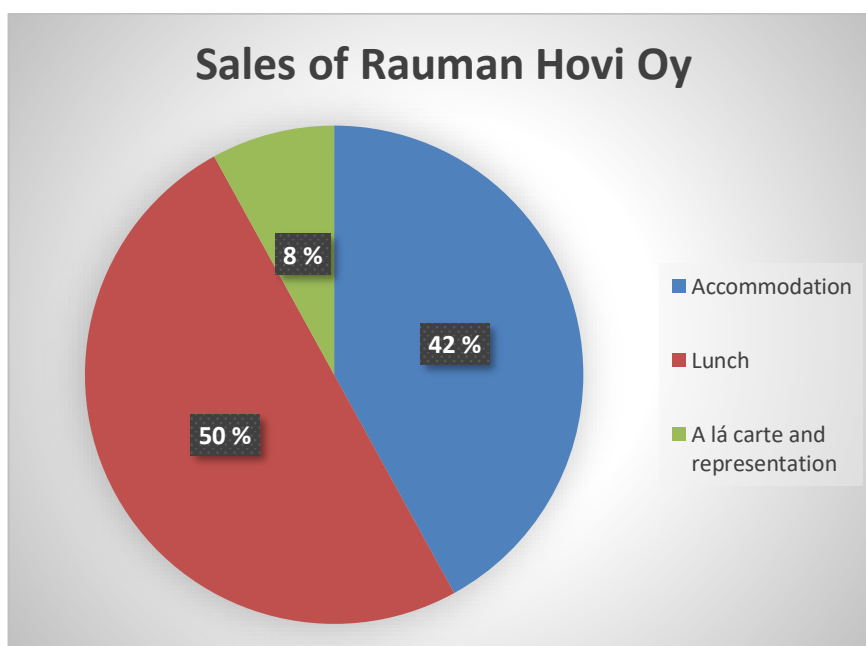


Figure 2. Sales of Rauman Hovi Oy (Ignatius, personal communication on 9.4.2018).

Rauman Hovi Oy’s Managing Director is Anne Ignatius-Helander. The board of directors of Rauman Hovi Oy consists of four persons, which are mostly family members. Rauman Hovi Oy has renewed its organization chart in 2018 (Figure 3.).

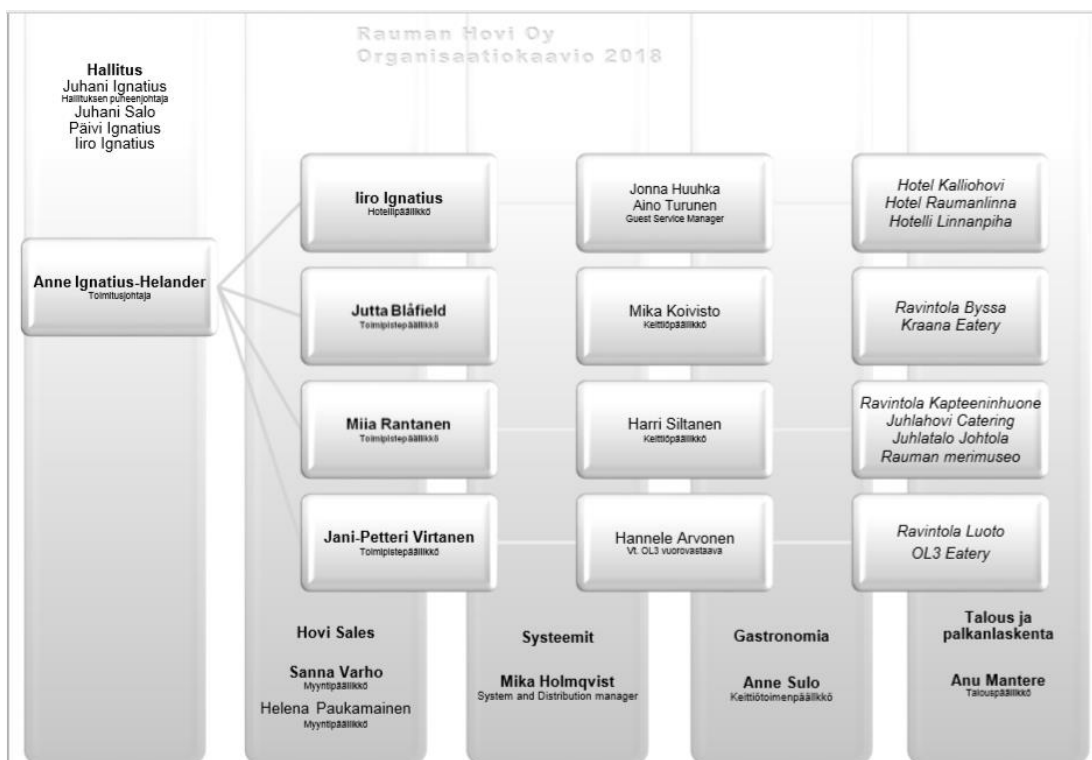


Figure 3. The organization chart of Rauman Hovi Oy

4 SUSTAINABLE DEVELOPMENT

4.1 What is sustainable development?

The concept of sustainability started around 1980's and it has evolved substantially since that. Sustainability is a concept, that focuses on Earth and the condition of the environment. Saving natural resources is a key issue of sustainability, but it is not the only issue and the entire concept of sustainability. Sustainability is finding a balance with Earth so that Earth can support the human population and economic growth without causing too much damage to the health of humans, animals and plants. Many of the concepts of sustainability originate from the United Nation's World Commission on Environment and Development in 1987. The commission divided sustainability in three equal elements, which are environment, economy and equity. The basic idea is that, sustainability can be achieved by protecting the environment, conserving economic growth and supporting equity. The concept is, that all of the elements must be

preserved and valued, and one element must not be sacrificed in order to achieve another element. This means, that for example economic growth cannot be reached without sacrificing the environment or equity. All of the three elements, environment, economy and equity, must go hand-in-hand (Figure 4). (Portney 2015, 4-7.)

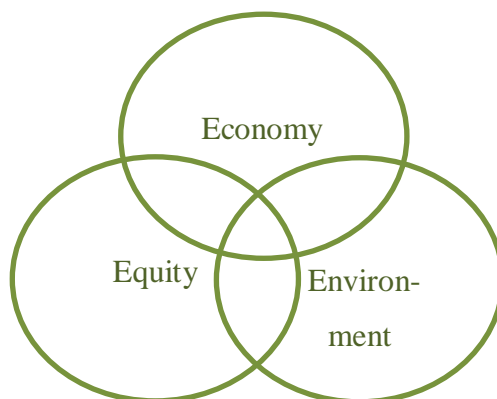


Figure 4. Three elements of sustainability

Sustainable development is development carried out in a way to meet the needs of the present without forgetting to ensure, that the future generation will be able to meet their needs (Sloan, Legrand & Chen 2013, 363). On the other hand, according to Portney (2015, 17) sustainable development focuses on whether and how much there is a compromise between economic growth and environmental protection. Sustainable development should demonstrate, that the environment and the ecological services describe important factors of economic production. Portney (20015, 17) also discloses, that the concept, that decreasing natural resources would weaken economic growth, is not accepted by all economics.

Sustainable development in business can be divided in three different dimensions; the environmental dimension, the economic dimension and the social dimension. The environmental dimension covers the organization's operations', facilities' and finished products' impact on the environment. The economic dimension addresses the fact, that operators must make profit in order to operate. The operators can save costs in energy and water consumption and increase the profitability. The social dimension focuses on the impact on the society in which an organization operates on. The operator must consider, how they can positively impact on the lives of the local community in the present and in the future. (Sloan, Legrand & Chen 2013, 25-27.)

Companies have multiple reasons (Table 1), why they are getting more interested in sustainability and want to apply sustainable concepts into their daily operations (Weybrecht 2013, 24-28).

Table 1. The reasons for companies to pursue sustainable concepts.

To reduce costs	Costs are saved by using less resources, making processes more effective and reducing waste.
To preserve resources	The raw elements of the products are limited, and companies are dependent on the raw elements.
To follow the legislation	Standards and regulations on environmental issues are increasing.
To promote reputation	Ignoring the environmental issues can cause extensive harm to the company's reputation.
To differentiate	Sustainability can attract new customers and guarantee the loyalty of current customers. New markets can be found for sustainable products.
To get qualified staff	Employees are aware of the environmental issues and want to work for a company, that have considered to environmental effects.
To satisfy the needs of customers	Customers are more environmental conscious than before.
To fulfil stakeholder's expectations	The stakeholders are expecting companies to operate sustainably.
To gain capital investment	Sustainable companies are more likely to attract investors.
To profit from new opportunities	Sustainable operations and actions can create new opportunities and markets.
To build up transparency	Customers, investors and stakeholders want to know and see, what sustainable actions are made in the company.

4.2 The 2030 Agenda for sustainable development

On September 2015 the countries of the United Nations adopted 17 different development goals and 169 targets (Picture 1). The economic, social and environmental dimensions strive for to end poverty, hunger, disease, fear and violence, increase and ensure education, healthcare, social protection, sanitation, safety, sustainable habitats and energy. These goals were all documented, and the documentation is known as “The 2030 Agenda”. All of the goals and targets are to be reached in the next 15 years. The targets came into effect in the year 2016 and they apply to all countries, including Finland. (The 2030 Agenda for sustainable development. 2015. A/RES/70/1.)

Picture 1. The goals of 2030 Agenda



The first goal is to end poverty in all of its forms everywhere. The second goal is to end hunger, achieve food security and improve nutrition and promote sustainable agriculture. The third goal is to ensure healthy lives and promote the well-being for all at all ages. The fourth goal is to ensure inclusive and quality education for all and promote lifelong learning. The fifth goal deals to achieve gender equality and empower all women and girls. The sixth goal is to ensure access to water and sanitation for everybody. The seventh goal is to ensure access to affordable, reliable, sustainable and modern energy for everybody. The eight goal is to promote inclusive and sustainable economic growth, employment and decent work for all. The ninth goal is to build strong infrastructure, promote sustainable industrialization and foster innovation. The

tenth goal is to reduce inequality within and between countries. The eleventh goal is to make cities safe, strong and sustainable. The twelfth goal is to ensure sustainable consumption and sustainable production. The thirteenth goal is to urgently fight against the climate change and its impacts. The fourteenth goal is to conserve and sustainably use the oceans, seas and marine resources. The fifteenth goal is to sustainably manage forests, fight against desertification, stop and reverse land degradation and stop the biodiversity loss. The sixteenth goal is to promote fair, peaceful and comprehensive societies. The seventeenth and the final goal is to support more strongly the global partnership for sustainable development. (The 2030 Agenda for sustainable development. 2015. A/RES/70/1.)

5 SUSTAINABLE MARKETING

Marketing has a lot of influences on the environment. In addition, it has social impacts. Marketing plays an important role in developing a corporate strategy and “corporate” and “marketing” strategies are often considered to be blurred. Sustainable marketing uses traditional marketing methods in order to understand the potential customer and his values, emotions and buying behavior and creating a sustainable relationship with him. Sustainable marketing means, that customer relationships are taken care of in a way, that keeps in mind the future generations and their ability to meet their own objectives. Sustainable marketing is an approach to marketing, where all impacts are taken into consideration. Sustainable marketing is often considered to be responsible marketing and there is no clear boundary between them. (Sloan, Legrand & Chen 2013, 194-195.)

Responsible marketing is more than the traditional approaches of marketing. Responsible marketing focuses on the ethical approach considering the whole lifecycle of the product taking into consideration the context in which the product is produced. Responsible marketing means, that information about the product, service and providers is provided to the consumers, as well as advise how to use the product and dispose the product. Consumers are becoming more responsible, therefore responsible marketing is answering to their needs by providing a better consumption of the product. When

talking about responsible marketing, other factors, beside marketing, must be taken into consideration. The company must be committed to sustainable development and develop a corporate social responsibility policy. (Sloan, Legrand & Chen 2013, 199-200.)

Marketing and marketers are involved in the lifecycle of a product and sustainability can be involved in marketing. There are few key concepts, that are essential in marketing. Firstly, the customers need to be identified, because they are the people buying the product. Consumers are more and more conscious of the environmental impacts and respond well to products and services, which have considered the environmental aspects. Secondly, the product, that answers to the needs of the customer, needs to be identified. A sustainable product has environmental, social and economic benefits throughout its lifecycle. Companies can either develop existing products to a more sustainable direction or create new products, which are more sustainable. Thirdly, the marketers and companies must determine, what is the price of the product/service. A sustainable choice must have the price right, like other products. If the price is too high, it won't reach the mainstream markets, but if the price is too low, the product may seem to be of a lower quality. Fourthly, a correct place to sell the product/service is to be determined. Retailers have a great influence on the place, where the product is sold and their influence on the sustainability of the product is significant. Then, the packaging of the product is to be determined in order to present and protect the product. The packaging must be done in a sustainable way, that is, there is no excessive or unsustainable packaging. Finally, packaging the product, informing the consumer of the product, must not be forgotten. The consumer should be advised how to use the product, what it is made of and how to dispose it. (Weybrecht 2013, 220-242.)

Companies have a few options in addition to the traditional marketing tools. They can use social marketing or cause related marketing. With social marketing the awareness of important issues for the company can be increased. Social marketing is not aiming to sell a certain product or service, but to increase public awareness of sustainable behavior relating to the environment or society. Cause related marketing is used to help raise money for important issues to the stakeholders. Cause related marketing is not trying to change the behavior of people, like social marketing, it focuses on raising

awareness for a social issue. Cause related marketing is used as a way of differentiating or to enhance reputation. (Weybrecht 2013, 220-242.)

6 SUSTAINABLE TOURISM

6.1 What is sustainable tourism?

Sustainable tourism has many different definitions. All of the definitions have common features and similarities. Understanding of tourism's impacts on the natural, cultural, human and economic environment is encouraged in the definitions. The definitions of sustainable tourism emphasize that in developing and maintaining tourism, it must be ensured, that tourism does not damage the natural and built environment and the resources must be used in a sustainable way. Reducing overconsumption and waste is economically efficient and a part of sustainable tourism. Secondly, sustainable tourism should create employment and the local economy should benefit from it. The cultures and values of the people affected by the tourism should be aligned with tourism and the host community be involved in the development of tourism. All of the definitions underline, that the economic viability of a destination must be guaranteed without sacrificing the socio-cultural and natural environments. (Ali & Frew 2013, 44.) The World Tourism Organization (UNWTO), defines sustainable tourism as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (Website of World Tourism Organization 2018).

The guidelines and practices of sustainable tourism apply to all tourism destinations whether they are mass tourism destinations or small niche destinations. The principles of sustainable tourism refer to environmental, economic and socio-cultural dimensions and a suitable balance must be found between these three in order to guarantee long term sustainable tourism development. All stakeholders need to be informed and involved in sustainable tourism development. In order to ensure the participation of all stakeholders, strong political leadership is also needed. Sustainable tourism is a continuous process and to achieve it, constant monitoring of impacts is needed. It is also

necessary to introduce preventive measures and take immediate actions, if there seems to be a need for them. However, it always needs to be kept in mind, that tourists should still be satisfied and have a pleasant and a significant tourist experience, and sustainable tourism needs also to consider this fact. Sustainable tourism can inform the tourists about sustainable issues and help the tourists to adopt sustainable practices. (Website of World Tourism Organization 2018).

Sustainability in the tourism sector has had some importance only the past 40 years and it has been a major consideration in the tourism, hospitality and events sector only since the early 1990s (Hassanien & Dale 2013, 167). The travelling public has apparent growth of interest in the environment and it has motivated most operators in the tourism, hospitality and events sector to include sustainable design and management into the facilities (Hassanien & Dale 2013, 175). It is very clear, due to the increasing adoption of sustainable agendas by companies, that the trend will continue and become an essential part of tourism facilities. Furthermore, it is also clear, that the legislative and regulatory environment will compel companies to adopt sustainability into their business plans, regardless their commitment to sustainability. In addition, it is also seen, that facilities must adopt sustainable technologies to save on cost of energy, water and waste management. (Hassanien & Dale 2013, 177).

Tourism consumers are becoming more aware of the environment and their impacts on it. Consumers are beginning to embrace more environmentally friendly practices in everyday life and they are choosing holiday destinations, which are operating sustainably. Sustainability is becoming more and more important factor in consumer culture. It may be, that in the future the consumers will only visit those destinations, which are operating sustainably. (Ali & Frew 2013, 145.)

6.2 Sustainability in the hospitality sector

Sustainable hospitality operation is a hospitality operation managing the resources in a way, that economic, social and environmental benefits are maximized, and they meet the need of the present generation while securing the opportunities for the future generations. Sustainable hotel operations are targeting to reduce their impact on the

environment and society. (Sloan, Legrand & Chen 2013, 22.) Tourism, hospitality and events facilities consume a lot of natural resources and a lot of waste is generated, which can be prevented, reduced or recycled. Site selection, design and construction can affect the waste and energy management issues. (Hassanien & Dale 2013, 200).

The hospitality industry is one of the largest industries in the world and it causes a lot of environmental impacts. It has been shown, that all the various forms of accommodation, such as hotels and motels, have the highest negative influence on the environment of all commercial buildings. Hotels need to be aware of their impact on the environment and reduce it. Hotels face another closely linked challenge managing the ethical operation of their business. Ethical issues, such as supply chain, local community, the workplace and the customers are the ethical challenges hotels must consider and hotels need to show practical examples, how they have made a difference through them (Sloan, Legrand & Chen 2013, 14-17.)

Hotels and other accommodation providers have to make their business operations sustainable in areas such as energy usage, consumption, water usage, purchasing and waste. Hotels can take different measures to demonstrate commitment to sustainable tourism. Most widely used measures are codes of conduct, certification, adopting best practices, use of eco-friendly cleaning products and using low flush toilets. Hotels are still facing difficulties in developing their business to a more sustainable way. The energy consumption is remarkable and there is lot of waste and water consumption. Furthermore, the consumer behavior is crucial, and the behavior of consumers have started to change. Accommodation providers can educate the consumers and make them aware of the environmental policies of the property and the consumer's duty to the environment. Consumers can be made aware by putting easily accessible information on the business' website, booking confirmations and social media sites. Moreover, hotels and other accommodation providers have many ways to make the business more sustainable. For example, the use of systems to recycle grey water and waste disposal and energy management systems. They can use solar power, motion sensors for heat and light, green roofing and use environmentally friendly televisions, hair dryers, refrigerators and hot water distribution systems. (Ali & Frew 2013, 81-83.)

The hospitality industry can play an important role in encouraging awareness on the environment. Both the guests and the staff can be encouraged to limit environmental degradation. This could result to a culture whereby stakeholders would not see the environmentally friendly initiatives as a force but rather as an ethical obligation. (Hasanien & Dale, 2013, 193). In addition, one motivator towards sustainability in the tourism, hospitality and events sector are the legislative and regulatory factors (Hasanien & Dale 2013, 176).

7 ECOLABELLING

According to the Website of Global Ecolabelling Network (2018), ecolabelling is practiced around the world and it is a voluntary method of environmental performance certification. Ecolabelled products or services are proven to be environmentally preferable in a certain product or service category. On the other hand, the definition of ecolabelling is not clear. Ecolabelling is a widely used term, but there is no agreed definition for it. Ecolabels are often general statements and they may be verified or not. Nonetheless, a business receives a marketable logo or seal after successfully completing the certification process. (Ali & Frew 2013, 106-107.)

Ecolabels have certain characteristics, which can be found in all ecolabels. Firstly, the environmental performance of a product or service is measured. Secondly, the environmental performance of a product or service can be compared to other similar products and services and evaluate, if they meet the standards and criteria set by the certifying party. The third characteristic is, that a product or service is given a label/logo to be presented and it is showing, that the company or service has good environmental information and performance. (Sloan, Legrand & Chen 2013, 286.)

Ecolabels are voluntary and open for all companies. There are ecolabels, which allow a company to self-audit and certify with an ecolabel. This is called first-party certification. Second-party certification allows wholesalers to audit and certify suppliers' products and services. Third-party certification requires an independent certifier, who

will measure, assess and evaluate the company's results and decide, whether they are awarded with the ecolabel. (Sloan, Legrand & Chen 2013, 286.)

Ecolabels can be classified in different ways, but there is a concentration in the developed countries. In Europe, there is the largest number of ecolabels, especially in Germany, Austria and Scandinavia. (Font & Buckley 2001, 8.) Tourism ecolabels can be divided in two categories, which are: environmental quality labels for tourism destinations and environmental performance labels for tourism providers. (Font & Buckley 2001, 21.) On the other hand, Sloan, Legrand and Chen (2013, 290) divide ecolabels in two other categories. They call them process-based ecolabels and performance-based ecolabels. Furthermore, some ecolabels may be a combination of both categories. Process-based categories are based on environmental management systems and they focus on the operating processes. Performance-based categories are a combination of criteria, benchmarks and objectives, which the companies must complete to achieve the certification. The current trend is to create ecolabels, that are built on the two categories. (Sloan, Legrand & Chen 2013, 291-292.)

According to CREM (2000), an ecolabel can produce many benefits. With the help of ecolabels, tourism suppliers can identify critical issues and lead to effective ways of monitoring and reporting on environmental issues. In addition, ecolabels help to sell tourism products and also decrease the use of energy and water. Ecolabels can be used as a marketing tool and as an environmental management tool. With the help of ecolabels consumers can easily access environmental information and recognize which product has an ecolabel and base their decision on it. Moreover, ecolabels guarantee a third-party monitoring and public reporting. Furthermore, ecolabels raise the environmental awareness of stakeholders and promote good environmental practice in the tourist sector.

The world's first eco-label is the German Blue Angel, which was created in the 1970s. (Sloan, Legrand & Chen 2013, 286). Tourism ecolabels initiated operation in 1987, when the Foundation for Environmental Education in Europe awarded its first Blue Flag and the Federation of German Travel Agencies (Deutsche Reisebüro Verband) awarded 'International Ecolabel' for environmentally oriented individuals, organizations and destinations. (Font & Buckley 2001, 189.) The Blue Flag ecolabel was

awarded to those hospitality establishments, that were operating on the coast and working to preserve the beach and coast (Sloan, Legrand & Chen 2013, 286).

The Nordic Ecolabel is the first official multinational ecolabel for tourism services and the most common ecolabel of Sweden, Finland, Norway, Iceland and Denmark. The Nordic Ecolabel has concrete limits for the consumption of water, energy, cleaning and washing substances and in the production of unsorted waste. (Font & Buckley 2001, 182.) Thus, the quantity of ecolabels has increased in the last decades and there are now more than hundred different ecolabels for the global tourism sector. In Europe, there are 60 labels available for hotels and restaurants. (Sloan, Legrand & Chen 2013, 292.)

7.1 Ecolabelling in the Finnish hospitality sector

There are several different ecolabelling systems for establishments in the hospitality sector in Finland. Hotels in Finland have ecolabels from Nordic Swan Ecolabel, EU Ecolabel, EcoCompass and Green Key.

7.1.1 Nordic Swan Ecolabel

The Nordic Swan Ecolabel was established in 1989 and it is the official ecolabel of the Nordic Countries. The purpose of the Nordic Swan Ecolabel is to aim for a sustainable society, where the future generations have the same opportunities as the current generation has. The Swan logo proves, that a product is a good environmental choice. The Swan logo can be acquired for about 60 product groups and currently there are more than 25 000 products with the Nordic Swan Ecolabel. The labels are awarded for many different product groups from detergents to hotels. The products or services must fulfill a set of criteria in order to obtain the Nordic Swan Ecolabel. (Website of Nordic Ecolabel 2018.)

The Nordic Ecolabel is valid for three years. After that, the company must reapply for the label and the criteria are revised. There are multiple fees for the Nordic Swan

Ecolabel. The fees are varying from the product group. The fees are quite the same in all Nordic countries. (Website of Joutsenmerkki 2018.)

The Nordic Swan Ecolabel awarded hotels need to meet strict requirements and the environmental effects of the hotel must be comprehensively acknowledged. The staff of the hotel must actively work in order to decrease the environmental strain of the hotel. The strict criteria include energy consumption, water consumption and the amount of waste, which all need to be diminished. Important criteria of the Nordic Swan Ecolabel are also to reduce the use of chemical products and favour products, which have ecolabels. Currently there are 25 hotels in Finland with the Nordic Swan Ecolabel. (Website of Joutsenmerkki 2018.) In Finland Motiva Services Ltd's Ecolabelling unit governs the label (Website of Motiva 2018).

7.1.2 EU Ecolabel

The European Ecolabel was developed in 1992. The label is used in the European Union countries and in Iceland, Liechtenstein, Norway and Switzerland. There is an organization in every country to organize and supervise the label. In Finland the organization is Motiva Services Ltd's Ecolabelling unit. The label is awarded by an independent organization to those products and services, which follow all the ecological criteria in all stages of the product's life-cycle. The criteria are set by a panel consisting of many different stakeholders. The European Commission approves the criteria officially. (Website of EU-ympäristömerkki 2018.)

The EU Ecolabel has high standards. Accordingly, the products and services awarded with the label must be in the top of their own group in environmentally friendly actions. The aim for the label is, that only 10 – 20 percent of the product group can achieve the label. (Website of EU-ympäristömerkki 2018.)

The EU Ecolabel is valid for two to five years depending on the product group. After this time, the criteria are verified. The goal is always to keep the awarded products and services in the top percent. Currently there are two accommodation services in Finland

with the Eu Ecolabel: Hotel Ava in Helsinki and Youth Centre Metsäkartano in Rautavaara. (Website of EU-ympäristömerkki 2018.)

7.1.3 EcoCompass

EcoCompass has been developed in the Helsinki metropolitan area in co-operation with the municipalities of the area. It is a local program and has been implemented during 2008 – 2011. The objective of EcoCompass is to support and develop environmental work in small and medium enterprises in the Helsinki metropolitan area and in Hyvinkää. The label is suitable also for all events nationwide. EcoCompass is formed together with the company in question and it is suitable for all sectors. EcoCompass has ten criteria, which the company must fulfill. First, an audit will be made, and the certificate will be awarded to those, who fulfill the criteria. EcoCompass is based on international standards on environmental management. The cost of the label consists of two different fees. The first fee is from constructing and developing the programme and the second is the annual payment. Currently there are about 60 organizations at more than 150 premises with EcoCompass label. Within these 60 organizations there are two hotels: Airport Hotel Bonus Inn and Hotel Arthur. (Webpage of EcoCompass 2018.)

8 GREEN KEY

8.1 Green Key Global

The Green Key award is specially designed for the tourism industry. It encourages companies towards environmental responsibility and sustainable operation. If an establishment has the Green Key award, it represents a commitment to follow the criteria set by the Foundation for Environmental Education. A Green Key establishment promises to its guests, that they are making a difference on an environmental level. There are high environmental standards expected for the Green Key awarded hotels. Those standards are maintained through specific documentation and frequent audits. Green

Key is qualified for hotels, hostels, small accommodations, campsites, restaurants and attractions. Green Key is awarded to more than 2600 hotels and other establishments in 56 countries. (Website of Green Key Global 2017.)

Green Key focuses on informing and involving visitors in the establishments towards being more environmentally friendly and sustainable. Green Key ensures, that the staff of the establishment are informed and trained in environmental issues and sustainable tourism. Green Key is constantly looking for new ways to lower the use of energy, water and waste. Furthermore, the establishments gain by saving costs. In addition, Green Key award adds value to the awarded establishments, because environmental issues are becoming more and more important to customers. After receiving the Green Key award, the establishment can use it in their promotions in order to show the engagement in environmental and sustainability issues. (Website of Green Key Global 2017.)

Green Key aims to increase the environmentally friendly and sustainable methods in the establishments. By using these methods, the establishments can reduce the overall use of resources. Another important goal is to raise awareness and change the behavior of guest, staff and suppliers towards to a more environment conscious way. (Website of Green Key Global 2017.) There are goals, that the Green Key has set. The first goal is to pursue giving environmental education for the owners, the staff, the stakeholders and the client about sustainable development. The second goal is to reduce the impacts of the establishments. Third goal is fulfilled, when the establishment's costs are reduced, because of decreased consumption and this is considered in the economic management of the establishment. The fourth goal is to include promotion of the Green Key label in the establishment's marketing strategy. (Sloan, Legrand & Chen 2013, 294.)

The Green Key criteria are divided into two categories, which are the mandatory criteria, which all establishments must fulfill and the guidelines, which is a point system. On the first year it is enough for the establishments to fulfill the mandatory criteria, but on the becoming years, establishments must meet some guideline criteria. The international criteria will be revised every third years. (Sloan, Legrand & Chen 2013, 294-295.)

8.1.1 Structure and history of Green Key Global

Green Key programme is a part of the Foundation for Environmental Education (FEE). Green Key has an international administration in more than 40 countries. Green Key International is in charge for the overall administrative development of the programme, contacting the new Green Key establishments without a Green Key national operator and containing the existing and new international partners. (Website of Green Key Global 2017.)

Green Key programme is developed from a national initiative in Denmark. It was launched in Denmark by HORESTA (Association of the hotel, restaurant and tourist industry in Denmark), The Danish Outdoor Council and the Association of Danish Tourism Executives in 1994. Nowadays Green Key programme is the leading ecolabel for accommodation. (Website of Green Key Global 2017.)

8.1.2 Green Key contributing to the 2030 Agenda

Green Key goals are set in a way, that helps the establishments to do their part in achieving the 17 goals of 2030 Agenda. The document, that describes these efforts, is called “Sustainable Development Goals 2015 -2030” (Green Key and the Sustainable Development Goals 2015 – 2030, 2016).

Green Key tries to end poverty through job creation. The establishments are encouraged to employ locals from diverse backgrounds and with helping the local community the programme aims to reduce poverty. The programme encourages to use organic and ecolabelled food products and work actively to reduce food waste. This way, Green Key programme makes an effort to end hunger. Good health and well-being are considered in the programme by promoting employment, not using child labour and supporting initiatives for healthy community development and welfare of the local population. Green Key regards, that education, informing and training are essential in sustainable tourism. All Green Key establishments are committed to informing and training the staff and guests to take action with sustainable matters. Green Key wants to promote gender equality and all Green Key establishments are required to develop and

implement their own Corporate Social Responsibility. Green Key establishments are required to take actions to reduce water consumption and have proper sanitation. Saving energy and recommending the use of renewable energy sources are a part of the Green Key programme. The programme has considered the decent work and economic growth by encouraging the establishments to employ local staff. Green Key supports innovation in environmental management and in raising awareness of environmental issues. It promotes good sustainable practices and acts as an inspiration to other businesses. The Green Key programme supports the reduction of inequity by making the programme possible for all establishments all over the world and also in the local level by encouraging the establishments to actively engage the local community. Green Key establishments are obligated to ensure, that the premises and facilities are safe and sustainable, and building and renovation must be made by using environmentally friendly products. Sustainable consumption and production patterns are supported by Green Key. All establishments are required to develop and implement a policy and action plan, where environmental, social, cultural, economic, quality and health and safety issues are considered. Green Key considers the climate change as the biggest challenge of our time and it is one of the main elements of the Green Key programme. The establishments are recommended to practise a more sustainable management and educate and train staff of the climate change. Sustainable transport, reducing carbon emissions and promotion of eco-certified energy resources are a few examples of Green Key's efforts to make actions for the climate. Life below water is supported by the programme by sustainable use of water and raising awareness about water consumption. Life on land is protected by Green Key establishments by providing information about biodiversity, conservation and sustainable use of the local terrestrial environment. Green Key programme encourages sustainable development, co-operation and transparency and works towards peaceful and just societies. Green Key global involves partnerships between stakeholders, public and private sectors at various levels and these partnerships are essential in reaching the 17 Sustainable Development Goals. (Green Key and the Sustainable Development Goals 2015 – 2030 2016, 1-6.)

8.2 Green Key Finland

The national organization of Green Key Finland is administered by Suomen Ympäristökasvatus Oy, which is owned by FEE Suomi. Green Key Finland is a non-profitable organization, the revenues of the Green Key programme are targeted to environmental education. There are currently two employees in Green Key Finland; Head of Green Key Finland Marketta Viljasaari and Liaison Manager Elina Harju. The first Green Key certificates in Finland were awarded in the year 2015. There are currently 74 Green Key establishments in Finland. The yearly cost of the Green Key programme for one year for hotels is 1750€ + value added tax. (Website of Green Key Finland 2018.)

8.3 The application process and criteria of Green Key in Finland

The criteria of Green Key Finland for hotels and hostels is divided in 12 areas (Table 2). The criteria are for the period of 2016 – 2020 (Green Key kriteeristö 2016 – 2020 Hotellit). The criteria of corporate social responsibility are removed from Finland's criteria, because it is considered, that the establishments in Finland always meet the criteria of corporate social responsibility, because of the Finnish legislation. Most criteria of Green Key Finland are obligatory, that hotels and hostels must fulfill in order to earn the Green Key certificate. Other criteria are guidelines, that hotels and hostels must meet depending on the years, they have been a part of the Green Key programme (Table 3). The percentage of the fulfilled criteria is increasing every year. (Website of Green Key Finland 2018.) The application process begins, when an establishment contacts Green Key. Then the establishment sends the completed application and pays the participation fees. The application is sent electronically. Green Key Finland processes the application and then the hotel is audited. The purpose of the audit is to make sure, that the hotel is following the set criteria and also to plan the hotel's environmental work, it's visibility and development together with the auditor. The jury of Green Key Finland processes the application and the report of the audit and decides, whether the establishment is awarded with the Green Key label. (Green Key hotel criteria 2016 – 2020, 2016, 3.) The Jury consists of nine different representatives. The representatives are from FEE Finland, MaRa ry, Visit Finland, Haaga-Helia, Sitra, Suomen

Leirintäalueyhdistys ry, Ramboll Finland Oy and Mr. Leo Stranius. If the application is approved, the awarded hotel receives the Green Key plaque with sticker and the certificate. The award is valid for 12 months. Auditing is made on the first year and the second year and after that every third year. (Website of Green Key Finland 2018.)

Table 2. The different areas of the Green Key criteria

Area	Content
Environmental management	Managing and developing the environmental work of the hotel.
Staff involvement	Getting the staff involved into the programme.
Guest information	Increasing the environmental awareness of hotel guests.
Water	Decrease the water consumption in the hotel.
Energy	Decrease the energy consumption of the hotel.
Washing and cleaning	Environmentally friendly cleaning and washing.
Food and beverage	Increasing the use of local and environmentally friendly products.
Waste	Decreasing the amount of waste and focusing on recycling.
Administration	The purchases and stakeholders of the hotel.
Indoor environment	The indoor environment must be environmentally friendly.
Green areas	If the hotel has Green areas, they must be environmentally friendly.
Green activities	Informing the customers of the local nature activities.

Table 3. The guidelines of Green Key criteria

Year	Percentage	Number
1	0%	0
2	5%	6
3	10%	12
4	15%	18

5-9	20%	24
10	50%	59

9 THE METHODS OF THE STUDY

9.1 Action study

Sustainable development often makes people wanting a change and they want a strong research and evidences to provide solutions for sustainable development. Action research provides these needed solutions and evidences as it gives practical and sustainable change, planned interventions and it ensures the ongoing change. The values of sustainable development are similar with the values of action research. (Zuber-Skerritt 2012, 6.) The main goals of action research are to improve understanding and practice. Action research is, above all, practical. The results from action research guide to practical immediate improvements during the research process and also after the process. (Zuber-Skerritt 2012, 8.)

Action research aims for a change and the researcher is involved in the change. Often the researcher is a member of the organization. Action research requires, that the researcher has a lot information about the research problem, because the researcher must define the problem, find the needed measures to be taken and implement the change. (Kananen 2013, 41.) As the author of this thesis is a part of the hotel's organization, she is an appropriate researcher for this method.

Action research has four different phases or moments and those are: planning, acting, observing and reflecting. At the planning stage the problem and situation are analysed, and a strategic plan is developed. Implementing the plan is done in the acting stage. At the observation stage the action is evaluated using appropriate methods and finally at the reflecting stage, all the previous stages, action and research process and the results are reflected as well as the learning outcomes. (Zuber-Skerritt 2012, 10-11.)

As the purpose of this thesis, was to gain the Green Key certificate, which is an indication of sustainable development, and practical changes have been made during this study, action research was chosen as the research method for this thesis. The nature of the Green Key certificate application process guided to choose action study to be used in this thesis. The application process required many observations on processes and some of the processes had to be changed to a more environmentally friendly direction. The researcher was involved in every stage of the application process and she implemented the required changes. Furthermore, the Green Key certificate is an indication of sustainability and it aims for an ongoing change, therefore action study was a justifiable choice.

9.2 Qualitative research and data collection methods

Qualitative research is needed in every development research. In qualitative research words and sentences are used and the purpose is to describe phenomenon and give a rational interpretation. (Kananen 2013, 31-32.) In qualitative research the intention is to find out, what are the reasons and factors, which influence on the research problem. It also covers meanings and definitions of the described issue. Qualitative research is adjustable, because it allows the researcher different opportunities to discover the factors influencing on the research problem. Qualitative research, above all, is observing and reporting the observed material in words, not in a numeric-form as in quantitative research. (Kananen 2015, 70-73.)

The most important data collection methods of qualitative research are observation, theme interview and different documents. Observation as a data collection method is suitable for example, when a change process is involved. During the change process, some actions may be needed in order to gain the desired results. The researcher does observations every day and all the time. (Kananen 2013, 105.)

The purpose of this thesis is to gain the Green Key certificate and a change process needs to be done in order to gain the certificate. Observation as a data collection method is suitable for this thesis, as it is a change process and actions need to be done during the change process. In addition, documents are used in this thesis as a data

collection method. During the observations, the needed measures were collected to an observation journal (Appendix 1) and the required changes were made as soon as possible. The observations and the actions are explained in chapter 9. The documents used in data collection stage, were documents of energy and water consumption, waste management and procedures and reports, which had to be created for the application. All these documents are attached to the application form (Appendix 2). The research model of this thesis is described in Figure 5.

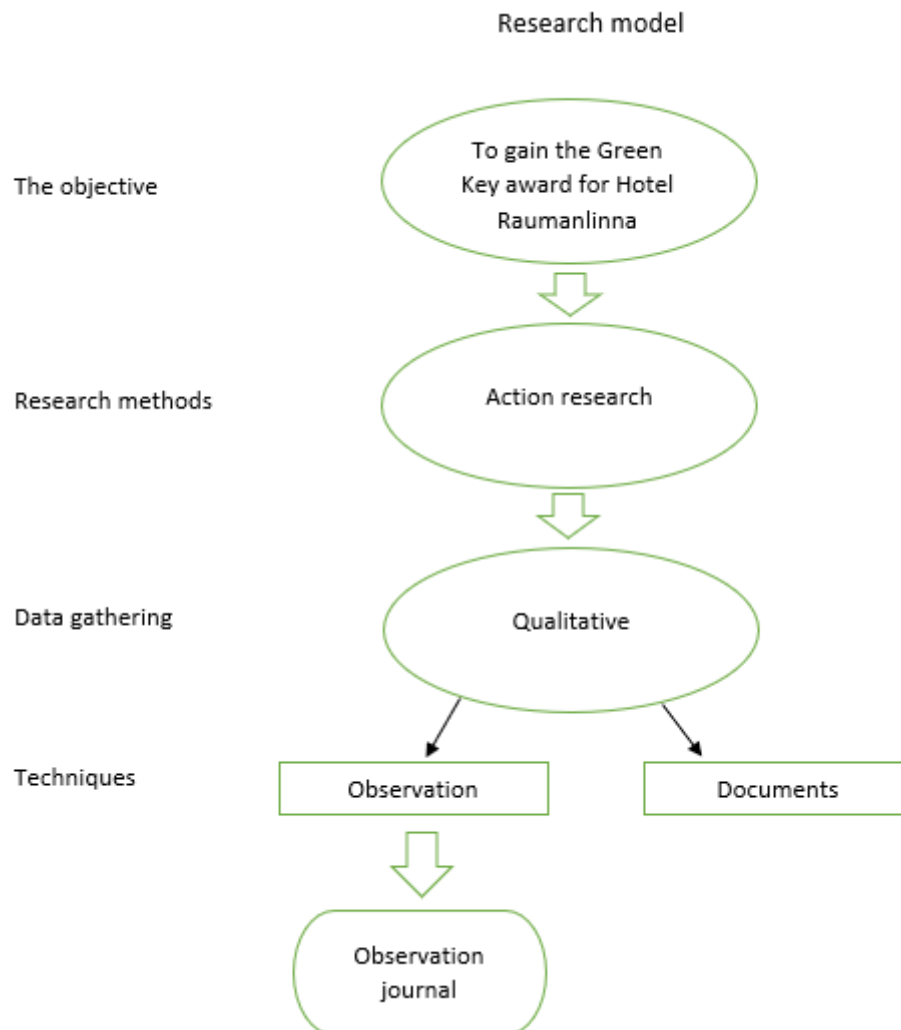


Figure 5. Research model of the thesis

9.3 Reliability and validity

Each research made must have the correct and credible results. Reliability and validity are terms used to describe the credibility of the research results. Reliability often is used to describe the quality of the work. In scientific research reliability is the

consistency of the research results or gaining the same results, if the research was to be replicated. Validity is that the correct issues have been researched. (Kananen 2013, 176-189.)

In qualitative research evaluating the credibility is more difficult than in quantitative research, because human being does not always perform in the same manner and might change his/her view. The credibility issues must be considered throughout the research, because improving credibility is not possible afterwards. (Kananen 2013, 189.)

The validity of the research is gained by the research methods and the research is considered authentic, when the participants recognize the results of the research (Zuber-Skerritt 2012, 8).

10 BUILDING GREEN KEY PROGRAMME IN HOTEL RAUMANLINNA

In this thesis at the planning stage it was decided to apply for a Green Key certificate and the Green Key Finland organization was contacted in order to clarify, what measures were needed to be taken. At the acting stage all the data and documents concerning the application for a Green Key award were collected and created. At the observation stage, an audit was made by a representative of the Green Key organization and the application process and the needed measures to be taken, were evaluated and more measures were taken. At the final stage, the Green Key award was achieved, and the learning outcomes were reported. The phases of the process are described in Figure 6.

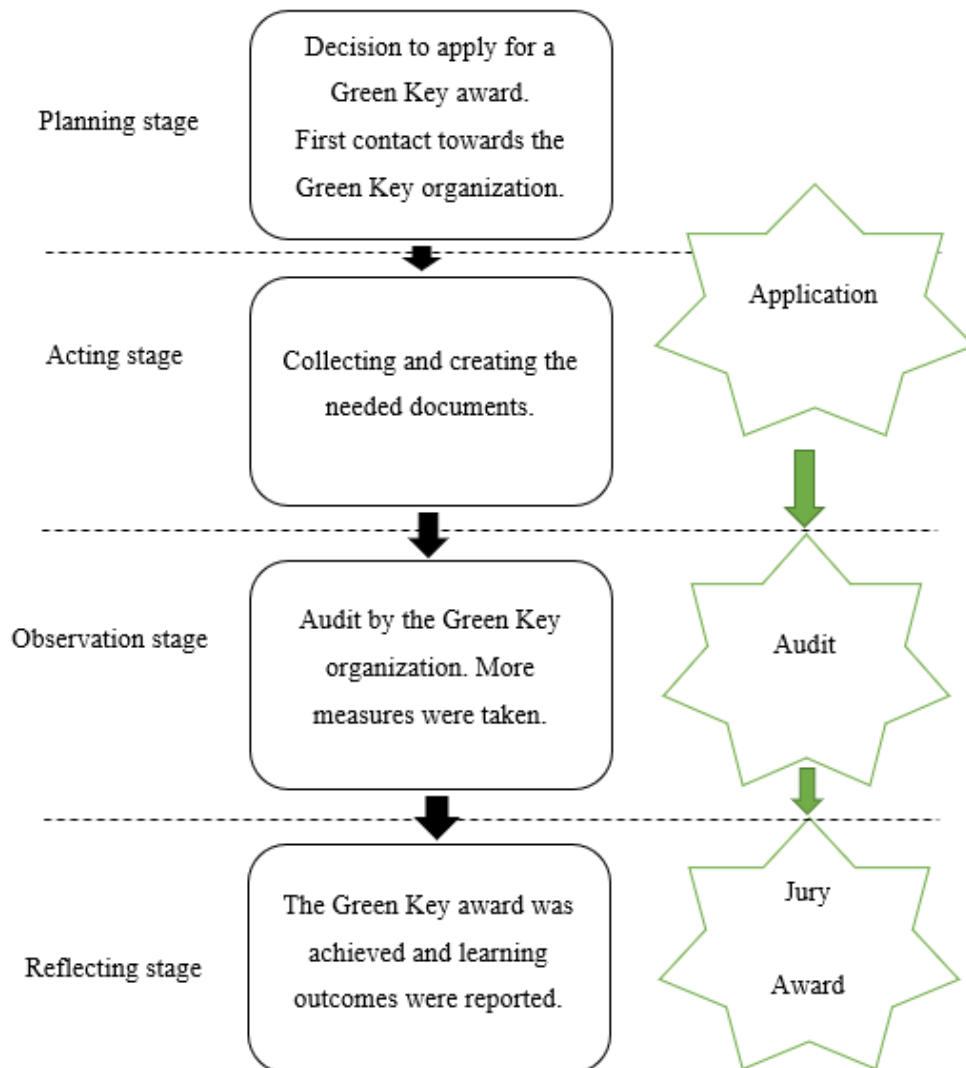


Figure 6. The phases of the process.

The Green Key application process is regulated by the Green Key organization and in this thesis the research process followed the guided procedure of the Green Key application process, which was discussed in the theory part of this thesis. The application process regulated, that there needed to be documents and files on the observed and required subjects and therefore there are quite many references in the research part of this thesis.

10.1 Application process

The application process for Green Key award was started in the spring of 2017, when the first contact towards Green Key Finland was made. The process started slow

escalating towards the end of the year. The Green Key Finland's contact persons were very active in contacting the hotels and reminding them of the application process. From Green Key Finland Liaison Manager Elina Harju came to visit Hotel Raumanlinna in the mid of November 2017 and the process went forward. The Green Key organization offered Hotel Raumanlinna the possibility to receive the certificate in the Matkamessut 2018 and the management wanted to pursue this opportunity in order to gain visibility and promotion. The management of Rauman Hovi Oy decided that Hotel Kalliohoivi's application process will be started in the fall of 2018. Hotel Raumanlinna had to make some adjustments to the water flows in the showers and taps in order to fill the Green Key criteria and the adjustments were made in the end of December. The application form was sent to the Green Key organization in the end of December 2017. The audit was made by Head of Green Key Finland Marketta Viljasaari on the 3rd of January 2018. The Green Key Jury decided on the 10th of January 2018, that Hotel Raumanlinna will receive the Green Key certificate and the certificate was awarded to the representatives of Hotel Raumanlinna on 19th of January 2018 on Matkamessut. The timetable of the application process for Hotel Raumanlinna is described in figure 7.

Contact towards Green Key Finland

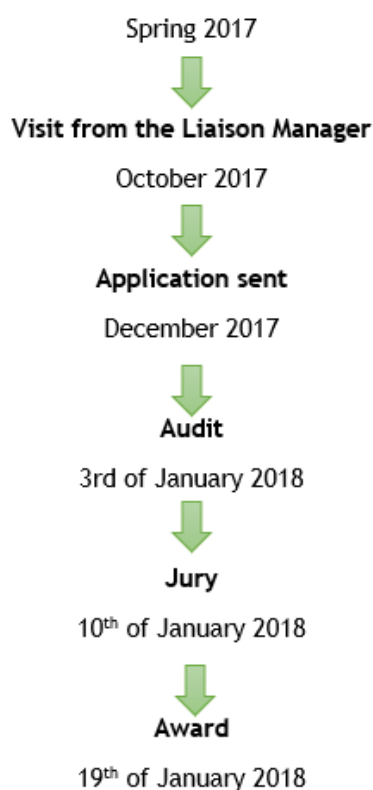


Figure 7. The timetable of Hotel Raumanlinna's application process

In the following chapters the application form is discussed, and the needed measures taken in Hotel Raumanlinna are described. The required documentation is a part of the application form, which is Appendix 2.

10.2 Environmental management

Environmental management describes how the hotel manages and develops its environmental work. The foundation for environmentally friendly work and atmosphere among the staff is created by the commitment and support of the management. The hotel must formulate an environmental policy, objectives and an annual action plan for improvement. The hotel must also appoint an environmental manager to ensure that the Green Key criteria are reviewed annually. In addition, the hotel must compose an environmental binder, which contains all documentation concerning the Green Key and this binder must be kept ready for inspection. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 4-7.)

There are seven obligatory criteria, that the establishments must fulfil in the environmental management area. This area makes sure, that the hotel obeys the Finnish legislation and the hotel actively follows the possible changes in the legislation. Hotels have six guidelines in this area to pursue. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 4-7.)

10.2.1 Environmental management in Hotel Raumanlinna

The first obligatory criterion is to ensure, that the hotel follows the environmental legislation and makes sure, that it is informed about the changes in the legislation. Hotel Raumanlinna follows the legislation and the Hotel Manager Iiro Ignatius has a wide network in the hotel industry, which makes sure, that the hotel is aware of all the coming changes. The second obligatory criterion is to make sure, that the management is committed to environmental work and that they have appointed an environmental manager. Hotel Raumanlinna appointed Guest Service Manager Jonna Huuhka as the environmental manager. The third obligatory criterion is to formulate an environmental

policy for the hotel. The author of this thesis formulated the environmental policy and it is attached to the application form (Appendix 2). The fourth criterion is to formulate environmental goals for the hotel. The author of this thesis formulated the environmental goals and they are attached to the application form (Appendix 2). The fifth criterion is to compose an environmental binder for the hotel, which includes all the necessary documents. The author of this thesis formulated the binder and it consists of the appendices of the application form (Appendix 2). The sixth goal is that the environmental manager ensures, that the annual goals are met, and he/she informs the management of the results. In Hotel Raumanlinna, the environmental manager is a part of the management team, therefore she can easily keep track of the goals and results and inform the others in the hotel's management team. The seventh criterion is about informing the stakeholders about the environmental work in the hotel and annually revise the Green Key actions in the hotel with the stakeholders. In Hotel Raumanlinna, the two most important stakeholders are Kaiku Siivouspalvelut Oy, which is responsible for the cleaning, housekeeping and breakfast in the hotel and Bistromax Oy, which operates the nightclub and restaurant in the same premises as Hotel Raumanlinna. Because these stakeholders work in the same premises as Hotel Raumanlinna and they share the same working environment, the Green Key actions are a part of their everyday work. For example, the waste management is the same for everyone and therefore these two stakeholders are kept informed about the Green Key actions on a daily basis. In addition, the environmental manager informs the stakeholders every year of the new Green Key criteria by email or training if needed.

Hotel Raumanlinna did not have to pursue any guideline criteria, but however they fulfilled the criteria of the hotel donating the unnecessary items to charity. Hotel Raumanlinna has given blankets, pillows and furniture to Rauman Katulähetys. These are documented in the application form (Appendix 2).

10.3 Staff involvement

For a long-term environmental work, cooperation of management and staff is vital. The support of management is important, in order that the staff can inform customers and have an active role in the environmental work in the hotel. The management must

have regular meetings with the staff of the environmental work in the hotel. In addition, the environmental manager must attend to the management team's meetings and he/she and the rest of the staff working with environmental issues, must have annual training in environmental issues. The staff must be able to tell the hotel guests of environmental issues. Furthermore, the housekeeping staff must have guidelines, when to change the linens and the towels and they can do these changes every three or four days. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 8-9.)

The establishments must fulfil five obligatory criteria in the staff involvement area. This area makes sure, that the hotel's management and the entire staff are committed to the environmental issues in the hotel and they have the required information on the issues. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 8-9.)

10.3.1 Staff involvement in Hotel Raumanlinna

The first obligatory criterion is that, the management has regular meetings with the staff, where the environmental work and future actions are reviewed. The management of Hotel Raumanlinna held a meeting on the 19th of December 2017 and the staff was informed about the environmental issues and the Green Key application process on the 2nd of January 2018. The transcript of the meeting is attached to the Green Key application form (Appendix 2). The second obligatory criterion is that, the environmental manager takes part at least twice a year in the management team's meetings and informs them about the environmental issues and development actions. In Hotel Raumanlinna the environmental manager is a part of the management team and she attends regular meetings with the management team at least ten times a year, and the environmental issues are dealt in the meetings at least twice a year. The third obligatory criterion is that, the environmental manager and the staff are trained annually on the environmental issues concerning their own work. In Hotel Raumanlinna, the environmental manager arranged training about waste management for the receptionists on 25th of May 2018 with a friendly quiz (Appendix 3). The fourth obligatory criterion is that, the staff has clear instructions on how and where the customers are informed about the environmental work in the hotel. In Hotel Raumanlinna the staff is well informed about the environmental work, because it was clarified to them on the meeting of 2nd of

January 2018. The fifth obligatory criterion is that, the housekeeping has the guidelines, that the towels and linen are changed only on demand or every third or fourth day and the housekeepers have written instructions on the subject. In Hotel Raumanlinna, the housekeepers use a programme called Serviator, which shows all the rooms to be cleaned. In the Serviator, it is programmed, that the linens and towels are changed every fourth day. There is also a written instruction for the housekeepers about the towels, which is attached to the Green Key application form (Appendix 2). The housekeepers are advised to change the towels according to the Serviator, but to change the towels, if the guest has left the towel on the floor.

Hotels can pursue two possible guidelines in staff involvement area. Hotel Raumanlinna did not have to pursue any guideline criteria, and in this area no points were pursued.

10.4 Guest information

Informing the guests of environmental impacts and environmental issues is a crucial part of the Green Key programme. Getting the guests involved in environmental work is one of the main goals of the programme. In hotels getting the guests involved is a central issue and by increasing their knowledge of the environment and getting them to take concrete actions for the environment, the hotels can get the guest committed in environmental work. In addition, the hotels must commit to display the Green Key award and sign on their premises. Furthermore, the hotels must display material of the Green Key programme for their guests and also on their website and social media channels. The reception staff is in a vital role to inform the guests and get them excited about the environment. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 10-12.)

Hotels must fulfil seven obligatory criteria in the guest information area. These criteria make sure, that the establishment informs the guests about the Green Key programme and also encourage the guests to take actions for the environment. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 10-12.)

10.4.1 Guest Information in Hotel Raumanlinna

The first obligatory criterion is that, the Green Key certificate and the Green Key sign are well displayed in the establishment. In Hotel Raumanlinna, the Green Key sign is on the front entrance of the hotel and the Green Key award is on the wall of the front desk. The placements of the sign and award are photographed and attached to the Green Key application form (Appendix 2). The second criterion is that, there is Green Key material available for the guests in the hotel. In Hotel Raumanlinna, hotel guests are allowed to use the computer in the hotel's lobby, which has links to Green Key material. The third criterion is that, the Green Key programme is mentioned and introduced in the hotel's website and in social media. The website of Hotel Raumanlinna is being renewed and further information about Green Key will be available on the renewed site in September 2018. The information to be found on the website is attached to the application form (Appendix 2). In addition, Hotel Raumanlinna has a Facebook page and an Instagram account and information about Green Key is published in the pages at least six times a year. This year there has been four social media updates about environmental issues and Green Key (Appendix 1). The fourth criterion is, that the staff informs the guests about environmental issues and inspires them to take action. In Hotel Raumanlinna the guests are encouraged to use the bicycles of the hotel and every hotel room has a television, which has information about how to save energy in the room. The tips on saving energy are attached to the application form (Appendix 2). The fifth criterion addresses that, the receptionists know the environmental goals and idea of the hotel and they are able to tell this information to the customers. Also, the hotel must present the environmental goals and the Green Key criteria to the customers. In Hotel Raumanlinna, the receptionists are informed about the goals and the criteria and the environmental goals are to be found on the computer available for the hotel guests in the lobby (Appendix 1). The sixth criterion is that, the receptionists are able to tell the customers about public transportation schedules. In Hotel Raumanlinna, the schedules are placed on the computer available for hotel customers in the lobby. The links for the schedules are created on the worktop of the computer (Appendix 1). The seventh criterion is that, the hotel displays clearly, what actions the staff and guests can take in order to save the environment. In Hotel Raumanlinna, there are signs in each bathroom, which encourage customers to use the same towel several days. There is also information on every room on the television,

how to save energy by for example turning the lights off, when leaving the room. The document of the possible actions is attached to the application form (Appendix 2).

Hotels have five possible guidelines in guest information to pursue. Hotel Raumanlinna did not have to pursue any guideline criteria, and in this area no points were pursued.

10.5 Green activities

The nature of Finland is one of the tourism attractions in Finland. The customers need to know how to take the environment in to consideration when travelling, but also introduce the local nature. Green Key awarded hotels offer the customers an easy way to familiarize with the local nature and to travel ecologically. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 14.)

The establishments must fulfil two obligatory criteria in the area of green activities. The criteria make sure, that hotels offer information about nearby parks and nature areas and also, that the hotels offer information to guests, where to borrow or rent bicycles. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 14.)

10.5.1 Green activities in Hotel Raumanlinna

The first obligatory criterion in green activities is that the guests can easily get information from the front desk about nature activities and parks. Hotel Raumanlinna has different brochures available for guests for example about Sammallahdenmäki, a UNESCO World Heritage site, which is a bronze age burial site. Plenty of other brochures of the Rauma region is displayed in the lobby area of Hotel Raumanlinna. Hotel guests are allowed to use the computer in the hotel's lobby, which has links to the nature attractions of Rauma (Appendix 1). The second obligatory criterion is that hotels provide information about biking routes and inform guests, where to borrow or rent bicycles. In Hotel Raumanlinna hotel guests can borrow bicycles from the hotel. The hotel has two bicycles for hotel guests. Information about biking routes can be

found on the computer in the lobby, which has a link to the local biking routes (Appendix 1).

Hotels can pursue six possible guideline points in green activities. Hotel Raumanlinna gained one point, because the hotel guests can borrow bicycles from the hotel.

10.6 Water

Hotels can decrease their water consumption and this way decrease their impact on the environment. By decreasing their water consumption, they also save on financial costs. Obtaining, cleansing and pumping water and cleaning the waste water all require chemicals and energy and by decreasing the usage of water, the use of energy and chemicals are decreased. When using less warm water, hotels save on energy costs, because less energy is needed for heating water. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 16-20.)

The hotels must fulfil nine obligatory criteria on water consumption area. The criteria ensure, that hotels monitor their water consumption, the leaking taps and toilets are fixed and the water flow from the showers and taps is adjusted according to the Green Key requirements. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 16-20.)

10.6.1 Water in Hotel Raumanlinna

The first obligatory criterion in the area of water is that, the hotels must register the total water consumption at least every month. The Managing Director of Rauman Hovi Oy has access to the water consumption numbers of Hotel Raumanlinna and she provides the information to the Environmental Manager of Hotel Raumanlinna. She has the access to the numbers, which are to be found on the website on Rauman Vesi. The monthly water consumption is attached to the application form (Appendix 2). The second obligatory criterion is that all newly purchased toilets are saving water and the waterflow is maximum of six litres per flush. Hotel Raumanlinna has not purchased new toilets in the last year (Appendix 1) but is committed to purchasing water saving toilets in future renovations. The third obligatory criterion is that, the staff regularly

checks, that there are not any leaking taps or toilets. In Hotel Raumanlinna, the house-keeping staff checks the taps and leaking toilets every time, when they clean the guest room. The housekeepers inform reception about any faults and report them into Serviator and the receptionists inform the management or maintenance (Appendix 1). The fourth obligatory criterion is that, the water flow in 75 per cent of the guest rooms in the showers does not exceed more than nine litres per minute. In Hotel Raumanlinna the water flow was measured by Sataservice Oy. They measured all the showers and adjusted the water flow of the whole hotel in order to fulfil the requirements. The measurements are attached to the application form (Appendix 2). The fifth obligatory criterion is that, the water flow from at least 75% of the taps in the guest room must not exceed eight litres per minute. In Hotel Raumanlinna, Sataservice Oy was responsible also for the measurements of the water flow in taps. The measurements are attached to the application form (Appendix 2). The sixth obligatory criterion is that the urinals in public areas are water saving devices. In Hotel Raumanlinna, there is only one urinal, in Restaurant Mr. Jones. The urinal is equipped with detection sensors (Appendix 1). The seventh obligatory criterion is that, all newly purchased dishwashers must not consume more water than 3.5 litres per basket. Hotel Raumanlinna has not purchased new dishwashers recently (Appendix 1) but is committed to buy a dishwasher filling the Green Key requirements, if a new dishwasher is needed. The eighth obligatory criterion is that, there are instructions for saving water and energy near the dishwasher. There are two dishwashers in Hotel Raumanlinna, one in the reception and one in the restaurant's kitchen. The instructions were devised in order to fulfil this criterion. The instructions are attached to the application form (Appendix 2). The ninth obligatory criterion is that, all wastewater is treated according to the national legislation. In Hotel Raumanlinna, the national legislation of wastewater is followed, because the hotel is connected to Rauma's sewerage system.

In the area of water, hotels can target 15 guidelines. Hotel Raumanlinna gained a point, because they inform guests, that the water from the tap is drinkable. It is mentioned in the Hotel Information- chart, which is in each guest room (Appendix 1).

10.7 Washing and cleaning

Housekeeping has a vital role in the daily environmental work in a Green Key establishment. In environmental cleaning the usage of chemicals, energy, materials and water is considered carefully. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 21-22.)

The four obligatory criteria make sure that, the establishments have ecolabelled paper towels, toilet paper, facial tissues and the daily used cleansers. Hotels must also inform the guests, that their towels are changed only on request. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 21-22.)

10.7.1 Washing and cleaning in Hotel Raumanlinna

The first obligatory criterion is, that there are signs in the guest rooms about towels to be changed only on request. Hotel Raumanlinna ordered a new sign to inform the guests about towel changes with the Green Key logo and the draft is attached to the application (Appendix 2). The second obligatory criterion is that, the cleansers used daily are ecolabelled. The cleansers in Hotel Raumanlinna were not ecolabelled, when the application process started, but the cleansers were changed to ecolabelled products. Housekeeping in Hotel Raumanlinna is outsourced and the Environmental Manager contacted the contact person of Kaiku Siivouspalvelut Oy and they agreed to change all the daily used cleansers to ecolabelled products. The cleansers are listed, and the list is attached to the application form (Appendix 2). The third obligatory criterion is that, disinfection substances are only to be used when necessary. The contact person of Kaiku Siivouspalvelut Oy informed the Environmental Manager, that they use disinfection substances only rarely, when it is required (Varjonen, personal information on 21.11.2017). The fourth obligatory criterion is that, toilets papers, facial tissues and paper towels are ecolabelled. All the soft papers in Hotel Raumanlinna are ecolabelled and they are listed in the application form (Appendix 2).

Hotels can pursue five possible guidelines in area of washing and cleaning. Hotel Raumanlinna gained a point, because fibre cloth is used in housekeeping to save water and chemicals (Appendix 1).

10.8 Waste

In Finland and in EU there is a five-step waste management system, which minimizes the amount of waste and encourages people to recycle. These steps include minimizing waste, reusing waste, recycling waste, utilizing the energy in waste and landfilling waste. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 23.)

Hotels must fulfil nine obligatory criteria on waste management. The criteria ensure, that the Green Key establishments recycle their waste, the staff has good knowledge in waste management, the guests are informed how to recycle, and no unnecessary disposables are used. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 23-24.)

10.8.1 Waste in Hotel Raumanlinna

The first obligatory criterion is, that the establishment must recycle their waste at least in five different categories, which are metal waste, glass waste, energy waste, paper waste and biowaste. In Hotel Raumanlinna waste is recycled in all of these categories (Appendix 1). The second obligatory criterion is that, the establishments make sure, that the separated waste is handled separately, and the further separation, recycling and disposal of waste is handled accordingly. In Hotel Raumanlinna, Lassila & Tikanoja Oyj is responsible for the recycling and disposal processes (Appendix 1). The third obligatory criterion is that, waste is transported according to the legislation and requirements. In Hotel Raumanlinna, Lassila & Tikanoja Oyj is responsible also for the transportation of waste. The fourth obligatory criterion is that, there are instructions available for staff and guests on how to separate and handle waste. In Hotel Raumanlinna, there are recycling instructions for the reception staff in the reception, house-keeping has instructions in their facilities, there are separate instructions for recycling breakfast items and the waste bins outside the premises have instructions. The instructions are attached to the application form (Appendix 2). The fifth obligatory criterion is that, disposable dishes are only used in exceptions and as a take away dishes. In Hotel Raumanlinna, there are only disposable coffee cups for take away coffee (Appendix 1). The sixth obligatory criterion is that, if the hotel has big events for over 500 people, all the disposable dishes must be made of recyclable material and there are

appropriate recycling bins for the dishes. In Hotel Raumanlinna, no such events are being held. The seventh obligatory criterion is that, hazardous waste is stored in separate bins and recycled accordingly. In Hotel Raumanlinna, batteries and light bulbs are stored at the reception and they are recycled. The eighth obligatory criterion is that, the hazardous waste is transported according to safety regulations and a document of the transportation is created. In Hotel Raumanlinna, hazardous waste is transported to the correct waste disposal unit. The only waste in Hotel Raumanlinna, that requires a transportation document (Jätelaki 646/2011), is the waste from the grease separation trap. Rauman Puhdistuspalvelu Oy is responsible for the grease transportation and they devise the transportation document (Appendix 1). The ninth obligatory criterion is that there is a waste bin in every bathroom of the guest rooms. In Hotel Raumanlinna there is a waste bin in every guest bathroom (Appendix 1).

In the area of waste, hotels have 13 possible guidelines to pursue. Hotel Raumanlinna gained a point, because they do not have any single dose packages for butter, cream, marmalade and other similar products offered at breakfast (Appendix 1).

10.9 Energy

Saving energy and energy efficient purchases are most important in reducing the establishments' load on the environment. By reducing the usage of energy, the hotels also gain savings on costs. There are a lot of new options developed for saving energy and Green Key establishments are encouraged to be forerunners in that field. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 27.)

The area of energy has 11 obligatory criteria. These criteria make sure, that the establishments are registering the consumption of energy, hotels use energy saving options, the energy equipment are maintained regularly and the possibility to use renewable energy is researched. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 27-29.)

10.9.1 Energy in Hotel Raumanlinna

The first obligatory criterion in the area of energy is that, the hotels register monthly the use of energy. In Hotel Raumanlinna, the Managing Director has the access for this information and she provides it to the Environmental Manager. The information is collected to a chart, which is attached to the application form (Appendix 2). The second obligatory criterion is that, the establishment has a policy for empty rooms and the heating, the air-conditioning and the ventilation. In Hotel Raumanlinna, the occupancy rate is at a level, that there are not empty rooms, which need actions. However, if the occupancy rate would decrease to a much lower level, a policy has been created (Appendix 1). The third obligatory criterion is that, at least 75% of the light bulbs are energy efficient. In Hotel Raumanlinna, all of the lights were calculated, and Hotel Raumanlinna filled the requirements. The calculations are attached to the application form (Appendix 2). The fourth obligatory criterion is that, the fat filters in the exhaust must be cleaned at least once a year. In Hotel Raumanlinna, the fat filters are cleaned once a year by Sataservice Oy (Appendix 1). The fifth obligatory criterion is that, the surfaces of the heating/cooling exchanger of the ventilation plant must be cleaned at least once a year. In Hotel Raumanlinna, the surfaces are cleaned once a year by Sataservice Oy (Appendix 1). The sixth obligatory criterion is that, the ventilation system must be checked at least once a year and repaired if necessary. In Hotel Raumanlinna, Sataservice Oy checks the ventilation system at least once a year (Appendix 1). There have been renovations in Hotel Raumanlinna since the year 2015 and in each renovation the ventilation is checked and adjusted. The ventilation is checked at least once a year. The seventh obligatory criterion is, that the draught excluders in the refrigerators, freezers and ovens are in order. In Hotel Raumanlinna, the draught excluders were checked by Olli Järvenkylä on 19th of December 2017 and all were in order (Appendix 1). The eighth obligatory criterion is that, newly purchased equipment for the hotel rooms are energy efficient. Hotel Raumanlinna has not made any new purchases but is committed to buying energy efficient equipment (Appendix 1). The ninth obligatory criterion is, that the hotel has a written procedure regarding electric devices in empty guest rooms. The occupancy rate in Hotel Raumanlinna is at a level, where there are no empty rooms in the hotel many days in a row. However, Hotel Raumanlinna is closed typically at Christmas time and there is a policy for closing the hotel. The policy is attached to the application form (Appendix 2). The tenth obligatory criterion is that,

the hotel has set a standard temperature for the guest rooms. In Hotel Raumanlinna the standard temperature is 21 Celsius (Appendix 1). The eleventh obligatory criterion is that, the possibility to use renewable energy is considered on a yearly basis. In Hotel Raumanlinna, the board of directors of Rauman Hovi Oy consider the renewable energy resources at least once a year.

In the area of energy, Hotel Raumanlinna pursued two points. In Hotel Raumanlinna, the sauna for hotel guests is heated only in the evenings on Monday to Thursday and on the weekends only on request. This policy gained a point for Hotel Raumanlinna. The second point was earned, because the juice dispenser is switched off outside the breakfast serving time (Appendix 1).

10.10 Food and beverage

The hotel's food selection of organic and local food shows the customers, that the hotel is environmentally aware. The customers are more and more interested in the local food and the origin of the food. About one third of impacts to the environment is due to the nutrition people eat. It is possible to minimize the impacts by decreasing the food loss and by favouring seasonal vegetarian foods. Furthermore, the Green Key establishments are encouraged to pay attention to the ethicality of food and to healthy choices. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 34-35.)

The three obligatory criteria in the food and beverage area make sure, that the hotels use local and organic products and the restaurant has a vegetarian option. The concept of organic production is to produce food and maintain the condition of the soil without chemical pesticides and fertilisers. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 34-35.)

10.10.1 Food and beverage in Hotel Raumanlinna

The first obligatory criterion is that, the hotel uses organic and local products. In Hotel Raumanlinna a local bakery, Kontion Konditoria, is used to deliver bread and croissants for breakfast. There are also organic rice cakes served at breakfast. The organic

and local products are listed, and the list is attached to the application form (Appendix 2). The second obligatory criterion is that, the number of local products is kept at the current level or is increased. Hotel Raumanlinna is committed to keeping the products and increasing local and organic products (Appendix 1). The third obligatory criterion is that, the restaurant in the hotel has a vegetarian option in their menu. The restaurant is outsourced in Hotel Raumanlinna to Bistoromax Oy. The restaurant, Mr Jones, has many vegetarian choices on their menu (Appendix 1).

Because Hotel Raumanlinna does not have an own restaurant, they did not pursue any guideline points.

10.11 Indoor environment

By using environmentally friendly products in renovations and constructions, the establishments improve the indoor environment and lower their environmental footprint. There is one obligatory criterion for hotels in the area of indoor environment. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 38.)

10.11.1 Indoor environment in Hotel Raumanlinna

The obligatory criterion in indoor environment is, that the establishment favors environmentally friendly materials and materials, which promote healthy air indoors. In Hotel Raumanlinna, the renovations have been made and are done by using new materials, which are safe for the indoor air. The hotel has done many renovations and changes in the ventilation systems in order to improve the air indoors and all renovation are being made by using environmentally friendly products, if possible. (Ignatius, personal communication on 11.11.2017.)

Hotels can pursue one possible guideline in the area of indoor environment. Hotel Raumanlinna did not want to pursue this guideline.

10.12 Green areas

Hotels with green areas have to make sure, that the green areas of the hotels are taken care by keeping the environment in mind and choosing environmentally friendly options. The criteria involve using pesticides only when needed, newly purchased lawnmowers being eco-friendly and the flowers in the green areas to be watered only in the mornings or late at night. If the hotel does not have green areas, these requirements do not have to be filled. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 39.)

10.12.1 Green areas in Hotel Raumanlinna

Hotel Raumanlinna does not have green areas, therefore no criteria needed to be filled. The hotels, which have green areas, can pursue nine possible guidelines in this area.

10.13 Administration

Green Key establishments must be committed to taking the environment into consideration in the administration level as well. The purchases of the Green Key establishments must be made by thinking the environment. Hotels must fulfil three obligatory criteria in the area of administration. (Green Key kriteeristö hotellit 2016 – 2020, 2016, 39.)

10.13.1 Administration in Hotel Raumanlinna

The first obligatory criterion is, that the hotel follows the same guidelines in staff areas as in the guest rooms. In Hotel Raumanlinna the lighting, water and energy consumption in the staff premises are the same as in the guest rooms. The water flow adjustments in Hotel Raumanlinna were made to cover the whole building and there are led lights and energy saving light bulbs in the staff premises (Appendix 1). The second obligatory criterion is that, the paper and the printable material in the offices are eco-labelled. Hotel Raumanlinna uses paper, which has the EU Flower and the printing house, Laine Direct, uses ecolabelled products. These labels and products are listed

and attached to the application form (Appendix 2). The third obligatory criterion is that, businesses located on the premises of the establishment must be informed about the Green Key programme and the environmental work in the establishment. In Hotel Raumanlinna, Kaiku Siivouspalvelut Oy is very well informed about the Green Key programme and the environmental work of the hotel, because they have had to make some changes in their policies, in order to Hotel Raumanlinna get the Green Key award. Restaurant Mr Jones and Nightclub Domino are also aware of the Green Key programme, because they operate in the same kitchen as Hotel Raumanlinna. For example, the waste sorting directions and water saving instructions for washing dishes are delivered to them.

11 THE RESULTS OF THE APPLICATION PROCESS

The application process for Hotel Raumanlinna proceeded fluently. Hotel Raumanlinna had a good basis in environmental work and the management was interested in the process. With the help of the management and good existing processes, the application process was smooth. Hotel Raumanlinna had to make only some small changes and actions in order to gain the Green Key award.

The application process was simple, and the required criteria were reasonable and achievable. The Green Key organization provided help if necessary and the visit of Liaison Manager Elina Harju was extremely helpful, and she offered concrete advises and practices to help in the application process. First Hotel Raumanlinna decided to get the application process started and slowly move on with the process, but when an opportunity was offered to receive the award on Matkamessut 2018, there was a hurry to take the needed measures and get the application form finished. The application form was clear, but a lot of documents had to be written and that took a lot of time. The biggest measure to be taken was the adjustment of water flow and the Directing Manager hired Sataservice Oy to do the adjustments, when the hotel was closed in the end of 2017.

The purpose of this thesis was to achieve the Green Key award and get the application process started for Hotel Kalliohoivi. Hotel Raumanlinna fulfilled all the obligatory criteria and achieved eight guideline points. The Green Key Jury decided on the 10th of January 2018, that Hotel Raumanlinna will receive the Green Key certificate and the certificate was awarded to Hotel Raumanlinna on 19th of January 2018. The application process for Hotel Kalliohoivi can be started on the fall of 2018 and for example some of the same documents for the application can be used as in Hotel Raumanlinna's application form. Because the goals of the thesis were achieved, the process and the result are successful.

12 CONCLUSIONS AND EVALUATION

This thesis was done in order to find out, how to apply for the Green Key award and what are the required criteria for the award. In the theory part of the thesis, the concepts and history of sustainable development, sustainable marketing and sustainable tourism were reviewed, because the Green Key award covers all of these concepts. The Green Key award is an indication of sustainability and the award ensures, that the awarded establishments have considered sustainable development, sustainable marketing and sustainable tourism in their actions. Green Key is contributing to the 2030 Agenda and therefore all the awarded premises are involved in reaching the 17 development goals. The Green Key award is the leading ecolabelling award and as a part of the Green Key programme, Hotel Raumanlinna is in the right path in order to operate in a sustainable way and to inform guests and stakeholders of sustainable actions.

This thesis was an action study and the main research method was observations. This research method was a practical choice for the thesis. However, the author of this thesis had some problems in making the needed observations, because she has worked in the hotel for many years, and she already knew the facts without having to make observations. Nevertheless, the author observed all the needed facts, in order to fill the requirements of the research method.

In the theory part of the thesis, the phases of action plan were explained and in the empirical part of this thesis, those stages were reflected to the Green Key application process in Hotel Raumanlinna. The Green Key application process was described also in the theoretical part and in the empirical part, the application process was gone through in Hotel Raumanlinna each area at the time.

Because the application process was executed in a faster schedule, than first intended, the process of this thesis was unconventional. The theory and the application process were conducted simultaneously, and, in some parts, the application process proceeded the theory. However, the author of this thesis did not see this as a problem, because the application form and the application process were very clear. Actually, the author of this thesis has made new realizations after the theory-part and some marketing aspects have been added to Hotel Raumanlinna's practices. For example, a Green Key logo has been added to confirmations and receipts after the author of this thesis realized, that these are missing, and now they add awareness of guests and customers. However, because the award and the main goal was achieved already in the beginning of 2018, it influenced in the writing process of the thesis. Gaining the award was the main goal for the hotel, therefore finishing the thesis was a secondary goal. If the process had proceeded conventionally, the thesis would have been ready in a faster schedule.

This thesis and the application were done, because the Hotel Manager requested the author of this thesis to execute the process. The goal was achieved and Hotel Raumanlinna gained the Green Key award and Hotel Kalliohovi is ready to proceed with their application. Hotel Raumanlinna is the first hotel in Rauma and the second hotel in Satakunta to gain the Green Key award. This thesis was extremely useful for Rauman Hovi Oy, because Hotel Raumanlinna gained the award and Hotel Kalliohovi already have some of the required documents ready and they can proceed in their application.

In this research, the research results were recognized by the Green Key representative. All of the research results were reported in the Green Key application and in the audit the representative inspected the reported results, and therefore we can state, that the research results were reliable and valid, because they were accepted by the third-party authorization.

Hotel Raumanlinna has the Green Key award valid for one year and in the end of the year 2018 they must reapply and get six guideline points. Already in the first application Hotel Raumanlinna gained eight guideline points, therefore they do not have to make changes for the next application, but every year the increasing number of fulfilled criteria must be kept in mind and prepare to achieve more criteria and develop the hotel's environmental work. As a development object for Hotel Raumanlinna the author of this thesis would suggest composing the future guideline points, which Hotel Raumanlinna will want to pursue. On the third year, Hotel Raumanlinna will have to fulfil 12 guideline points and they might require remarkable measures. The Green Key process in the future would be a lot easier, if the guideline points were predetermined and scheduled.

The second development object is the application process of Hotel Kalliohoivi. The documents required for the Green Key application are laborious and many observations are needed. The application process for Hotel Kalliohoivi needs to be started in the fall of 2018, but the documents which were devised for Hotel Raumanlinna, will provide a good basis and thus, the future application and observation process will be easier, because the author of this thesis will conduct the application process in Hotel Kalliohoivi as well. However, the application process might be easier in Hotel Kalliohoivi, because the application process is familiar to the researcher. On the other hand, Hotel Kalliohoivi has not had a recognized environmental programme before, therefore, more needed measures to be taken might occur. Therefore, the author of the thesis recommends, that the application process of Hotel Kalliohoivi should be forwarded as soon as possible.

The third development idea is to use and promote The Green Key award in a more effective way. Hotel Raumanlinna has not utilized the Green Key programme as well as it could have been. Green Key is only visibly to guest, but the author of the thesis sees more potential in obtaining new customers. As it was brought up in the theory part, consumers are more and more aware of sustainability and environmental issues influence in their choices. Hotel Raumanlinna could approach potential customers and offer an ecolabelled choice, because they are the only ecolabelled hotel in Rauma.

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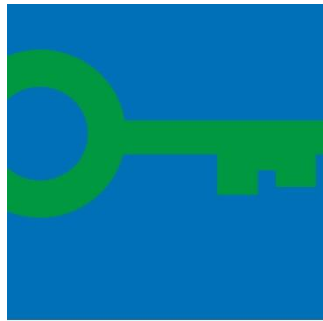
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APPENDIX 1

Observation journal

TASK <input type="text"/>	DATE <input type="text"/>	FURTHER INFORMATION <input type="text"/>
Green Key material available for hotel guests	22.11.2017	links on the computer for hotel guests in the lobby area
Social media updates on Green Key	1.1.2018, 19.1.2018, 25.5.2018, 6.6.2018	Facebook and Instagram
Environmental goals of the hotel presented	20.12.2017	on the computer for hotel guests in the lobby area
Information available about public transportation	21.12.2017	on the computer for hotel guests in the lobby area
Information available on parks and nature locations	29.12.2017	brochures in the lobby and links on the customer computer
Information available on biking routes	29.12.2017	links on the computer for hotel guests in the lobby area
Newly purchased toilets are water saving	22.11.2017	there are no newly purchased toilets according to the maintenance
Leaking taps are reported and fixed	29.12.2017	Serviator programme is used
Urinals are water saving	20.12.2017	Urinal in Mr Jones has detection sensors
Newly purchased dishwashers are water saving	29.12.2017	No new dishwashers are bought according to the hotel manager
Guest are informed, that the water is drinkable	20.12.2017	Hotel Information in each room contains information about drinkable water
Fiber cloth is used in housekeeping	29.12.2017	Housekeeping has fiber cloth in use
Waste is recycled in five categories	29.12.2017	metal waste, glass waste, energy waste, paper waste and biowaste
separated waste is handled separately	23.11.2017	Lassila & Tikanoja is responsible
waste is transported according to the legislation	23.11.2017	Lassila & Tikanoja transports the waste
disposable dishes are only used as a take away dishes	29.12.2017	used only for take away coffee
hazardous waste is stored in separate bins	23.11.2017	batteries and light bulbs are stored at the reception in separate bins
hazardous waste is transported according to safety regulations	23.11.2017	Rauman Puhdistuspalvelu Oy is responsible
There is a waste bin in every guest room	24.11.2017	in every room and in every bathroom
No single dose packages	29.12.2017	there are only big packages used in breakfast
Policy for empty rooms	24.11.2017	The management has a policy for empty rooms
Fat filters are cleaned regularly	29.12.2017	Fat filters are cleaned once a year by Sataservice Oy
Surfaces of the ventilation plant are cleaned at least once a year	29.12.2017	the ventilation is cleaned by Sataservice once a year
Ventilation system is checked at least once a year	29.12.2017	Ventilation system was checked in March, when the 3rd floor renovation was finished
Draught excluders in the refrigerators, freezers and ovens are in order	19.12.2017	checked by Olli Järvenkylä
Newly purchased equipment for the hotel rooms are energy efficient	19.12.2017	no new equipment has been purchased
Hotel rooms have a standard temperature	24.11.2017	According to the Hotel Manager, the temperature is 21 celsius
Possibility to use renewable energy is considered on a yearly basis	24.11.2017	The possibility is considered in the board of directors once a year
The juice dispenser is switched of, when not used	23.11.2017	The juice dispenser is closed outside the breakfast times
The number of local products is kept at the same level	15.5.2018	There are five local products at breakfast
The restaurant has a vegetarian food option	15.5.2018	Mr Jones has vegetarian salads, sandwiches, burgers and other dishes
Staff premises follow same guidelines as guest rooms	19.12.2017	There are led lights and energy saving light bulbs in the staff premises



Green Key

Green Key -hakemuslomake

Hotellikriteeristö 2016-2020

HAKIJAN TIEDOT

Hotellin nimi	Hotel Raumanlinna
Katuosoite	Valtakatu 5
Postiosoite	26100 Rauma
Puhelin	02 83221
Www	www.raumanlinna.fi
Sähköposti	raumanlinna@raumanlinna.fi
Ympäristövastaavan yhteystiedot:	
Nimi	Jonna Huuhka
Titteli	Guest Service Manager
Puhelin	██████████
Sähköposti	jonna.huuhka@raumanlinna.fi

Hotellinjohtajan yhteystiedot:	
Nimi	Iiro Ignatius
Titteli	Hotellipäällikkö
Puhelin	██████████
Sähköposti	iiro.ignatius@kalliohovi.fi
Laskutusosoite:	
Laskutettava yritys	Rauman Hovi Oy
y-tunnus	0957549-2
Verkkolaskuosoite	003709575492
Verkkolaskuoperaattori	Maventa
OVT-tunnus	003709575492
Hotellin perustiedot:	
Huoneiden lukumäärä	71
Vuodepaikkojen lukumäärä	109
Yöpymisten määrä/vuosi	17578 vuonna 2016
Henkilöstömäärä	8
<p>Lyhyt kuvaus hotellista (käytettäväksi Green Keyn kotisivuilla, suomenkielinen teksti n. 40 sanaa.)</p>	<p>1933 Suojeluskuntataloksi rakennettu Raumanlinna sijaitsee Rauman ydinkeskustassa, aivan Unescon maailmanperintökohde Vanhan Rauman tuntumassa. Hotel Raumanlinnan funkistyylinen rakennus on peruskorjattu 2000-luvulla. Yleiset tilat ja hotellihuoneet vastaavat tämän päivän majoittujien vaatimuksia.</p>
<p>Lyhyt kuvaus hotellista (käytettäväksi Green Keyn kotisivuilla, ruotsinkielinen teksti n. 40 sanaa.)</p>	<p>Raumanlinna ligger i hjärtat av Rauma, strax utanför UNESCOs världsarvslista i Old Rauma. Hotel Raumanlinnas funky-stil byggnad har renoverats under 2000-talet. De gemensamma utrymmena och hotellrummen uppfyller kraven för dagens gäster.</p>

<p>Lyhyt kuvaus hotellista (käytettäväksi Green Keyn kotisivuilla, englanninkielinen teksti n. 40 sanaa)</p>	<p>Raumanlinna, built as a civilian defence headquarters in 1933, is located in the very center of Rauma, just a walking distance away from the Unesco world heritage site of Old Rauma. Hotel Raumanlinna's functionalistic building has been fully renovated along the 21st century. The common areas and hotel rooms are up to date and for the expectations of a modern traveller.</p>
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1. YMPÄRISTÖJOHTAMINEN JA -VASTUULLISUUS

Pakolliset peruskriteerit	Kyllä (x)
<p>1.1. Hotelli noudattaa toiminnassaan Suomen ympäristölakeja ja -asetuksia, ja hotelli täyttää kaikki toimintaansa koskevat lakisääteiset velvoitteet. Hotelli on tietoinen omaa toimintaansa koskevista lakivelvoitteista ja johto seuraa systemaattisesti lakivelvoitteiden mahdollisia muutoksia.</p> <p>Kuua tähän lyhyesti miten lakivelvoitteita ja niiden mahdollisia muutoksia seurataan:</p> <p>Hotelli seuraa aktiivisesti lakimuutoksia alalla. Hotellipäällikkö Iiro Ignatius on verkostoitunut muiden alalla työskentelevien kanssa ja kouluttaa itseään hotellialalla ollakseen heti tietoinen muuttuvista lakivelvoitteista.</p>	x
<p>1.2. Johto on sitoutunut ympäristötyöhön ja nimittänyt hotelliin ympäristövastaavan. Ympäristövastaava toimii myös Green Key -yhteyshenkilönä.</p>	x
<p>1.3. Hotellilla on kirjallinen ympäristöpolitiikka. Ympäristöpolitiikka on hakemuksen liitteenä.</p> <p>(Lisää liite hakemuksen mukaan, lisää dokumentti myös Green Key -kansioon)</p>	x
<p>1.4. Hotelli tavoittelee ympäristötyössään jatkuvaa parantamista. Hotellilla on kirjatut, vähintään vuosittain tarkasteltavat, konkreettiset ympäristötavoitteet, joille on tavoiteaikataulu ja vastuuhenkilöt. (Liite hakemukseen mukaan, lisää myös Green Key -kansioon)</p>	x
<p>1.5. Green Key -ympäristöohjelman dokumentaatio on kerätty ympäristökansioksi. Kansio on Green Key:n edustajien saatavilla ja tarkastettavissa.</p>	x
<p>1.6. Ympäristövastaava varmistaa, että Green Key -kriteerien mukainen toiminta tarkastetaan vuosittain. Ympäristövastaava raportoi tilanteesta johdolle.</p>	x
<p>1.7. Hotelli tekee aktiivista ympäristöyhteistyötä yhden tai useamman tärkeäksi määrittelemänsä sidosryhmän kanssa. Green Key toimenpiteitä käsitellään vuorovaikutuksessa sidosryhmän kanssa vähintään kerran vuodessa.</p> <p>Tärkeimmät sidosryhmät: Kaiku Siivouspalvelut Oy ja Bistromax Oy</p>	x

Pistekriteerit	Kyllä (x)
<p>1.8. Hotelli mittaa oman hiilijalanjälkensä.</p> <p>Yksilöi mittaustyökalu:</p>	
<p>1.9. Hotelli tukee lähiyhteisössään ympäristön hyvinvointia edistävää toimintaa.</p> <p>Miten:</p>	

1.10. Hotelli toteuttaa toimissaan kulttuurisesti kestävästä matkailusta arvostaa ja suosii paikalliskulttuuria ja paikallista elämäntapaa sekä tukee alueen elinvoimaisuutta. (dokumentti Green Key -kansiossa)	
1.11. Hotelli ei myy eikä esittele tuotteita, jotka vaarantavat paikallisen luonnon tai kulttuurin säilymistä.	
1.12. Hotelli kerää ja lahjoittaa tarpeettomat tavarat ja materiaalit hyväntekeväisyyteen. Lahjoitukset tehdään harkitusti ja siten, että lahjoitus hyödyttää vastaanottajaa pitkäkestoisesti.	x
1.13. Hotelli on tehnyt Sitoumus 2050 – kestävän kehityksen toimenpidesitoumuksen.	

2. HENKILÖSTÖN OSALLISTAMINEN

Pakolliset peruskriteerit	Kyllä (x)
2.1. Johto pitää henkilökunnan kanssa säännöllisesti kokouksia jossa käydään läpi hotellin nykyinen ympäristötyö ja tulevat toimenpiteet. (Liite hakemukseen, lisää myös Green Key -kansioon)	x
2.2. Ympäristövastaava osallistuu säännöllisesti, vähintään kahdesti vuodessa, johtoryhmän tapaamisiin ja esittelee ympäristötoimenpiteiden tilanteen ja kehittämisen.	x
2.3. Ympäristövastaava ja muut ympäristökysymysten parissa työskentelevät (johtoryhmän jäsenet, kiinteistöhuolto, vahtimestarit, vastaanotto ja keittiö) saavat vuosittain koulutusta omaan työhönsä liittyvissä ympäristöasioissa. Mitä koulutusta: Jätteiden lajittelu	x
2.4. Henkilökunnalla on selkeät ohjeet miten ja missä tilanteissa asiakkaille kerrotaan ympäristötyöstä.	x
2.5. Huonesiivoushenkilökunnalla on toimintamallinaan, että hotellihuoneiden pyyhkeet ja lakanat vaihdetaan vain asiakkaiden pyynnöstä tai automaattisesti kolmen tai useamman vuorokauden välein. Siivoushenkilökunnalla on kirjalliset ohjeet tästä. (Liite, lisää myös Green Key -kansioon)	x
Pistekriteerit	Kyllä (x)

<i>Johto kannustaa henkilökuntaa kehittymiseen ja kehittämiseen ympäristökysymyksissä. Tämä voidaan toteuttaa esimerkiksi työpajoin, keskusteluin tai käytännön kokeiluin. (dokumentti Green Key -kansiossa)</i>	
<i>Johto kannustaa henkilökuntaa ympäristöystävällisyyteen työmatka- ja hyvinvointiliikumisessa.</i>	

3. ASIAKKAIDEN OSALLISTAMINEN

Pakolliset peruskriteerit	Kyllä (x)
3.1. Green Key -sertifikaatti ja -kyltti ovat näkyvästi esillä. (Liite, lisää myös Green Key -kansioon)	x
3.2. Green Key -materiaalia on asiakkaiden helposti saatavissa näkyvällä paikalla. Ensimmäinen Green Key -hakemus: suunnitelkaa/valmistelkaa sähköiset tai paperiset materiaalit, mutta laittakaa Green Key -logolla merkityt materiaalit esille vasta sitten kun merkki on myönnetty	x
3.3. Hotellin www-sivuilla, sosiaalisen median kanavissa ja muussa sähköisessä viestinnässä on tietoa Green Keystä ja hotellin ympäristötyöstä. Kts. yllä. Jo hakuvaiheessa voitte hyvin kertoa hakevanne Green Keytä.	x
3.4. Henkilökunta kertoo asiakkaille ympäristötyöstä ja innostaa heitä osallistumaan. Asiakkaita innostetaan osallistumaan seuraavasti: tarjoamalla polkupyöriä lainaksi, vastaanoton näytöllä on vaihtuvia ympäristövinkkejä asiakkaille	x
3.5. Vastaanoton henkilökunta osaa kertoa asiakkaille hotellin ympäristötavoitteista, ympäristötyön painopisteistä ja siitä miksi hotelli haluaa tehdä ympäristötyötä. Green Key -kriteerit ja hotellin ympäristötavoitteet ovat asiakkaiden nähtävillä.	x
3.6. Vastaanoton henkilökunta osaa neuvoa asiakkaita julkisen liikenteen käytössä. Aikataulut ja reittioppaat ovat asiakkaiden helposti saatavilla.	x
3.7. Hotelli viestii asiakkailleen näkyvästi ja selkeästi esim. kyltein miten henkilökunta ja asiakkaat voivat säästää energiaa ja vettä (esim. TV, valaistus, lämmitys ja puhtaanapito). (Liite, lisää myös Green Key -kansioon)	x

Pistekriteerit	Kyllä (x)
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3.8. Asiakkaille tarjotaan mahdollisuus arvioida hotellin ympäristötyötä. (Liite, lisää myös Green Key -kansioon)	
3.9. Hotelli viestii ympäristötekojen vaikutuksista (esim. vettä säästävien suihkujen merkitys, muovijätteen vähentäminen, lähiruoka) (Liite, lisää myös Green Key -kansioon)	
3.10. Hotelli on tehnyt näkyvän ympäristökampanjan asiakkaille. (Liitteeksi mallimateriaali ja tieto kohderyhmästä) (Liite, lisää myös Green Key -kansioon)	
3.11. Ympäristöviestintä on sisällytetty yrityksen viestinnän vuosisuunnitelmaan ja suunnitelmassa on huomioitu eri kohderyhmiä. (Liite, lisää myös Green Key -kansioon)	
3.12. Hotelli palkitsee asiakkaitaan ympäristöteoista. Miten:	

4. YMPÄRISTÖAKTIVITEETIT

Pakolliset peruskriteerit	Kyllä (x)
4.1. Vastaanotossa on helposti saatavilla tietoa läheisistä puistoista ja luontokohteista. Mm. seuraavista kohteista: sammallähdenmäki, Rauman luontokohteet	x
4.2. Hotelli tarjoaa asiakkaille tietoa pyöräreiteistä ja polkupyörien sekä muiden ekologisten liikkumisvälineiden vuokraus- ja lainausmahdollisuuksista. Pyöriä voi vuokrata tai lainata mm. :Hotellilla 2 omaa Jopo-pyörää, joita saa lainata. Pyörä-Nurmella pyörien vuokrausta.	x

Pistekriteerit	Kyllä (x)
4.3. Hotelli kannustaa asiakkaita liikkumaan ympäristöystävällisesti.	
4.4. Asiakkailla on mahdollisuus lainata tai vuokrata polkupyöriä tai muita ekologisia liikkumisvälineitä suoraan hotellista.	x

<p>4.5. Hotelli järjestää ympäristökasvatustoimintaa itse tai kumppanin kanssa eri kohde-ryhmille esimerkiksi yrityksille ja kokousvieraille, aikuisille, perheille, nuorille ja lapsille.</p> <p>(Liite, lisää myös Green Key -kansioon)</p>	
<p>4.6. Hotelli välittää tietoa alueen luontokouluista, -retkistä ja muista luontopalveluista.</p>	
<p>4.7. Hotelli kannustaa asiakkaita jatkamaan ympäristöystävällisiä käytäntöjä myös kotona tai työpaikalla.</p>	
<p>4.8. Hotelli tarjoaa asiakkailleen tietoa lähialueen Blue Flag -rannoista (toistaiseksi Suomessa vain Ahvenanmaalla)</p>	

5. VEDENSÄÄSTÖ

Pakolliset peruskriteerit	Kyllä (x)
5.1. Veden kokonaiskulutus mitataan vähintään kuukausittain. (Liite, lisää myös Green Key -kansioon)	x
5.2. Uudet wc-istuimet ovat vettä säästäviä (vedenkulutus max. 6 litraa huuhtelukerralla)	x
5.3. Henkilökunta tarkastaa säännöllisesti, etteivät vesihanat tai wc-säiliöt vuoda.	x
5.4. Vähintään 75%:ssa suihkuista virtaama on max. 9 ltr/min. Meriktse tähän mittaustulos hakemusvaiheessa väh. 5 huoneesta:	x
5.5. Vähintään 75%:ssa vesihanoista virtaama on max. 8 ltr/min. Merkitse tähän mittaustulos hakemusvaiheessa väh. 5 huoneesta:	x
5.6. Pisuaarit on varustettu sensoreilla, ne ovat vettä säästäviä tai vedettömiä.	x
5.7. Uudet astianpesukoneet ovat vettä säästäviä laitteita, joissa vedenkulutus on max. 3,5 ltr/kori.	x
5.8. Astianpesukoneiden läheisyydessä on ohjeet veden ja energian säästämiseksi. (Liite, lisää myös Green Key -kansioon)	x
5.9. Kaikki jätevesi puhdistetaan. Jätevesiä koskevia lakivaatimuksia noudatetaan.	x

Pistekriteerit	Kyllä (x)
5.10. Erilliset vesimittarit ovat käytössä alueilla, joissa vedenkulutus on runsasta. Missä:	
5.11. Uudet astianpesu- ja pyykinpesukoneet eivät ole kotikäyttöön tarkoitettuja koneita.	
5.12. Uudet wc-istuimet on varustettu kaksoishuuhtelulla: 3/6 litraa.	
5.13. Yleisten tilojen vesihanojen virtaama on alle 6 litraa minuutissa. Virtaama:	
5.14. Julkisten tilojen wc-istuimet kuluttavat vettä max. 6 l/huuhtelukerta.	
5.15. Yleisten tilojen vesihanat on varustettu sensoreilla.	
5.16. Ns. harmaata vettä tai piha-alueiden hulevettä kerätään ja hyödynnetään uudestaan turvallisesti (esimerkiksi piha-alueiden puhdistukseen).	
5.17. Ulkouima-altaat on katettu haihtumisen vähentämiseksi.	
5.18. Uima-altaat tarkastetaan säännöllisesti vuotojen varalta.	

5.19. Hotellissa on käytössä tunnistimet vesivahinkojen ja vuotojen havaitsemiseksi ja vianetsinnän helpottamiseksi.	
5.20. Hotellilla on käytössään lämmöntalteenotto vedestä.	
5.21. Asiakkaille on tarjolla konkreettiset ohjeet vedenkäytöstä ja mahdollisuuksista säästää vettä. Nämä ohjeet sisältävät myös tiedon vedensäästön ympäristövaikutuksista. (Liite, lisää myös Green Key -kansioon)	
5.22. Asiakkaille viestitään suomalaisen hanaveden juomakelpoisuudesta. (Liite, lisää myös Green Key -kansioon)	X
5.23. Hotellilla on erillinen vesipullojen täyttöpiste.	
5.24. Hotellihuoneissa on ainoastaan suihkut. Kylpy- ja muut ammeet vain sauna-, kylpylä- tms. osastolla.	

6. PUHTAANAPITO

Pakolliset peruskriteerit	Kyllä (x)
6.1. Hotellihuoneissa on kyltit, jotka kertovat, että pyyhkeet ja lakanat vaihdetaan vain asiakkaiden pyynnöstä tai automaattisesti kolmen tai useamman vuorokauden välein. (Liite, lisää myös Green Key -kansioon)	X
6.2. Hotellin päivittäisessä siivouskäytössä olevat puhdistus- ja pesuaineet ovat ympäristömerkittyjä. (Liite, lisää myös Green Key -kansioon)	X
6.3. Desinfiioivia puhdistusaineita ei käytetä päivittäisessä perussiivouksessa. Muulloin niitä käytetään harkitusti ja vain tarvittaessa tai vain määräysten edellyttämällä tavalla.	X
6.4. WC- ja talouspaperit sekä mahdolliset paperipyyhkeet ovat ympäristömerkittyjä tuotteita. (Liite, lisää myös Green Key -kansioon)	X

Pistekriteerit	Kyllä (x)
6.5. Hotellin käyttämät astianpesuaineet ja pyykinpesuaineet ovat ympäristömerkittyjä. Kriteeri koskee myös alihankintana tehtävää pesulapalvelua. (Liite, lisää myös Green Key -kansioon)	

6.6. Siivouksessa käytetään mikrokuituliinoja veden ja pesuaineiden ja kemikaalien säästämiseksi.	x
6.7. Hotelli välttää hajusteiden käyttöä puhtaanapidossa ja pyykinpesussa.	
6.8. Hotelli käyttää pesupalvelunaan samalla paikkakunnalla tai lähialueella sijaitsevaa pesulaa minimoidakseen kuljetusmatkan.	
6.9. Kaikki asiakkaiden käyttöön tarjottavat shampoot ja saippuat ovat ympäristömerkittyjä. (Liite, lisää myös Green Key -kansioon)	

7. JÄTTEEN VÄHENTÄMINEN, LAJITTELU JA KIERRÄTYS

Pakolliset peruskriteerit	Kyllä (x)
7.1. Hotelli huolehtii jätteiden asianmukaisesta lajittelusta jätelain ja kunnallisten jätehuoltomääräysten mukaisesti vähintään seuraaviin kategorioihin: metalli, lasi, energiajäte, paperi, biojäte. Mikäli jonkin jakeen kuljetusta ja käsittely ei ole paikkakunnalla järjestetty, voidaan se jättää pois.	x
7.2. Hotelli, heidän palveluntarjoajansa tai kiinteistöhuoltopalvelu huolehtii eri jakeiden jatkokuljetuksesta. Mikäli jätekuljetuksen hankinta on ulkoistettu, hotelli vastaa kriteerin toteutumisesta heidän puolestaan ja käy läpi toimintamallin esimerkiksi kiinteistöhuoltoyhtiön kanssa.	x
7.3. Hotelli huolehtii jätteiden kuljetuksista lakivaatimuksia ja jätehuoltomääräyksiä noudattaen.	x
7.4. Hotellin asiakkaille ja henkilökunnalle on selkeät ohjeet jätteiden lajittelusta ja käsittelystä. Tarvittaessa käytetään eri kielisiä versioita tai kuvasympboleja. (Liite, lisää myös Green Key -kansioon)	x
7.5. Kertakäyttöastioita käytetään vain poikkeustapauksissa esim. allasosastoilla, isoissa tapahtumissa, kuntosali- ja kylpylä alueilla sekä take away -annoksissa.	x
7.6. Mikäli hotellissa järjestetään suuria (yli 500 ihmisen) tilaisuuksia, joissa käytetään kertakäyttöastioita, tulee astiat valita kierrätettävistä tai biohajojavista materiaaleista sekä järjestää niille asianmukaiset kierrätyspisteet ja ohjeistaa asiakkaat käyttämään näitä kierrätyspisteitä.	x
7.7. Vaaralliseksi luokiteltavat jätteet säilytetään erillisissä astioissa ja kierrätetään asianmukaisesti (esim. paristot, lamput, maalit, kemikaalit ym.)	x
7.8. Vaaralliseksi luokiteltavat jätteet kuljetetaan turvamääräyksiä noudattaen asianmukaiseen käsittelylaitokseen ja kuljetuksesta tehdään jätelain edellyttämä siirtoasiakirja.	x
7.9. Jokaisessa kylpyhuoneessa ja wc:ssä on roskakori.	x

Pistekriteerit	Kyllä (x)
7.10. Hotelli mittaa jätemäärät jakeittain kuukausittain. Lisäksi hotellilla on toimintasuunnitelma jätemäärän pienentämiseksi. (Liite, lisää myös Green Key -kansioon)	
7.11. Asiakkailta on mahdollisuus lajitella jätteet vähintään seuraaviin jakeisiin: paperi, lasi, pullot, paristot, biojäte.	
7.12. SER-jätteen keräys ja kierrätys on huolehdittu.	
7.13. Hotellitekstiilit kierrätetään uusiokäyttöön.	
7.14. Hotellihuoneissa on lajitteluroskakorit.	
7.15. Jokaisessa wc:ssä on lajitteluroskakori.	
7.16. Kaikki asiakkaiden käyttöön tarjottavat shampoot ja saippuat ovat annostelijoissa yksittäispakkausten sijaan.	
7.17. Yksittäispakattua voita, kermaa, marmeladia tms. ei käytetä tai pakkaukset ovat kierrätettäviä tai biologisesti hajoavia	x
7.18. Hotellilla on sopimus pakkausmateriaalien käytöstä (erityisesti muovi), noudosta ja hävityksestä. Hotelli pyrkii käyttämään mahdollisimman paljon kestopakkauksia, jotka palautetaan paluukuljetuksia hyödyntäen.	
7.19. Mikäli kertakäyttöastioita käytetään, ne ovat biologisesti hajoavia.	
7.20. Kertakäyttöastioita ei käytetä lainkaan.	
7.21. Koko henkilökunta on saanut lajittelukoulutuksen.	
7.22. Orgaaninen jäte kompostoidaan tai toimitetaan eteenpäin asianmukaiseen käsittelylaitokseen edelleen käyttöön (esim. biokaasu).	

8. ENERGIANSÄÄSTÖ JA -HANKINTA

Pakolliset peruskriteerit	Kyllä (x)
8.1. Energiankulutus mitataan vähintään kerran kuukaudessa. (Liite, lisää myös Green Key -kansioon)	x
8.2. Hotellilla on käytössään toimintamalli tyhjillään olevien huoneiden lämmityksen, ilmanvaihdon ja ilmastonin säätämiseksi.	x
8.3. Vähintään 75% lamputa on energiansäästölamppuja tai LED-valaisimia. Muut lamput vaihdetaan mahdollisimman pian. Energiansäästö- ja ledlampujen osuus (%):	x
8.4. Keittiön ilmanvaihtolaitteen rasvasuodattimet puhdistetaan vähintään kerran vuodessa. Puhdistusykli:1/v	x
8.5. Lämmitys- ja viilennyslaitteiden pinnat puhdistetaan säännöllisesti (väh. 1 krt/v). Puhdistusykli: 1krt/v	x
8.6. Ilmanvaihtojärjestelmä mukaan lukien lämmitys- ja viilennyslaitteet tarkastetaan vähintään kerran vuodessa. Tarvittavat korjaustoimenpiteet tehdään energiatehokkaan toiminnan varmistamiseksi. Tarkastusykli:1/v	x
8.7. Jääkaappien, pakastimien, uunien ja muiden kuuma- ja kylmäsäilytystilojen tiivisteet ovat kunnossa. Tarkastettu (pvm): 19.12 Olli Järvenkylä	x
8.8. Uudet hankittavat hotellihuonevarusteet ovat energiatehokkaita.	x
8.9. Hotellilla on työhjeet koskien tyhjien huonetilojen laitteistojen (mm. TV, jääkaappi) sammuttamista. (Liite, lisää myös Green Key -kansioon)	x
8.10. Hotelli on määritellyt standardilämpötilan huonelämmölle. Lämpötila on: 21 astetta	x
8.11. Uusiutuvan energian hankintamahdollisuus kartoitetaan vuosittain.	x

Pistekriteerit	Kyllä (x)
8.12. Hotelli suorittaa energiakatselmuksen ulkopuolisen asiantuntijan avustamana joka viides vuosi.	

8.13. Hotellin hankkima sähköenergia on 50% uusiutuvaa energiaa. Energialähteet:	
8.14. Hotellin hankkima sähköenergia on 100% uusiutuvaa energiaa. Energialähteet:	
8.15. Hotellin hankkima sähköenergia on 100% uusiutuvaa energiaa ja täyttää kestävyyskriteerit (kestävä tuotanto on sertifioitu tai vastaavat kriteerit täyttävää) Energialähteet sekä selvitys kestävyyskriteereistä:	
8.16. Erilliset sähkömittarit on asennettu energiankulutuksen kannalta merkittäviin paikkoihin	
8.17. Hotellin ympärivuotisesti käytössä olevien tilojen ikkunoissa on tiivistetyt kolmi-kerroslasit. Tiivisteet ovat kunnossa ja ne tarkistetaan säännöllisesti.	
8.18. Hotellin ikkunoissa on selektiivilasit.	
8.19. Rakennuksen eristys ylittää uudis- ja korjausrakentamista koskevat kansalliset energiatehokkuuden minimivaatimukset.	
8.20. Hotellissa on lämmöntalteenottojärjestelmä mm. kylmälaitteiden, ilmastointilaitteiden, uima-altaiden tai jätevesien hukkalämmön hyödyntämiseksi.	
8.21. Hotellin käyttämä lämpöenergia tuotetaan uusiutuvilla polttoaineilla (ei turve) Lämpöenergianlähde:	
8.22. Hotellin käyttämä kaukolämpö ja kaukokylmä (myös koskikylmä) tuotetaan vähintään 75% uusiutuvilla energialähteillä (ei turve). Energialähteet:	
8.23. Hotelli tuottaa itse uusiutuvaa energiaa. (maalämpö, aurinko, tuuli, ilma)	
8.24. Hotelli on liittynyt elinkeinoelämän energiatehokkuussopimukseen (matkailu- ja ravintola-alan toimenpideohjelman kautta).	
8.25. Hotellin huoneissa, kokoustiloissa, keittiössä, pesulassa tms. käyttämät sähkölaitteet ovat energiatehokkaita. (A-A+++, EnergyStar, ympäristömerkki)	
8.26. Ilmanvaihtokoneisto on varustettu energiankäytön optimoivalla puhaltimella ja sen moottori on energiaa säästävä.	
8.27. Ilmastointi sammuu automaattisesti, kun ikkuna avataan.	
8.28. Hotellissa on avainkorttijärjestelmä tai muu automaattinen järjestelmä, joka varmistaa sähkölaitteiden ja valojen sammumisen huoneen ollessa tyhjillään.	
8.29. Käytävä- ja aulavaloissa on käytössä liikkeentunnistus.	
8.30. Yleisissä tiloissa on käytössä energiatehokas automatisoitu valaistus.	
8.31. Hotelli käyttää vain ledlampuja.	
8.32. Ulkovalaisimet ovat tarveohjattuja esim. liiketunnistimella ja ne sammuvat automaattisesti, kun niitä ei tarvita.	

8.33. Keittiön liesituulettimissa on infrapunatunnistin, jonka avulla liesituulettimien käyttö on mahdollisimman energiatehokasta.	
8.34. Keittiön kaasu- ja sähköuunit ja -liedet lämmitetään tarpeen mukaan.	
8.35. Saunat lämmitetään vain rajatun ajan aamuin illoin tai tilauksesta.	X
8.36. Juoma-, kahvi-, vesi- ja muut automaatit eivät ole päällä tarpeettomasti.	X
8.37. Tietokoneissa ja kopiokoneissa on virran automaattinen aikakatkaisu.	
8.38. Uudet tietokoneet, tulostimet, kopiokoneet ja muut toimistolaitteet ovat ympäristömerkittyjä tai laitteiden toimittajalla on ympäristösertifikaatti.	
8.39. Hotellilla on sähköauton latauspiste tai biokaasuauton tankkauspiste.	
8.40. Hotelli tarjoaa sähköauton vuokrauspalvelua/välitystä tai sähkötaksin käyttöä.	
8.41. Hotellin omassa käytössä olevista autoista vähintään puolet ovat sähköautoja, biokaasuautoja tai hybridautoja.	
8.42. Hotelli tarjoaa aurinkoenergiaa, muuta uusiutuvaa energiaa tai näihin liittyvää uutta teknologiaa näkyvästi asiakkaiden käyttöön.	

9. ELINTARVIKKEET

Pakolliset peruskriteerit	Kyllä (x)
9.1. Hotelli käyttää luomu- ja lähituotteita. (Vähintään viisi lähi- tai luomutuotetta käytössä.) (Liite, lisää myös Green Key -kansioon)	x
9.2. Lähi- ja luomutuotteiden ja ympäristömerkittyjen tuotteiden osuus säilyy tai kasvaa joka vuosi. Poikkeama tästä raportoidaan Green Keylle.	x
9.3. Ravintolan ruokalistalla on aina myös kasvisvaihtoehto.	x

Pistekriteerit	Kyllä (x)
9.4. Hotelli ei käytä uhanalaisia kalalajeja	
9.5. Hotelli hyödyntää valikoimassaan satokauden kasviksia.	
9.6. Hotellin ravintolan ja aamiaistarjoilun ruokalistoille ja tarjoilupöytiin on merkitty luomutuotteet, lähituotteet ja muut ympäristömerkityt tuotteet.	
9.7. Hotelli nostaa esille lähiruokatuotantoa ja tutustuttaa asiakkaat alueen lähiruokatuottajiin (esim: esittely ruokalistalla, retki lähiruokatilalle)	
9.8. Hotellilla on vuosittain kasvisruokateemapäivä esimerkiksi Maailman kasvisruokapäivänä 1.10.	
9.9. Hotellin ravintolan ruokalistalla on myös täysin vegaaninen ruokalaji ja maitojuoma.	
9.10. Hotelli vähentää aktiivisesti naudanlihan käyttöä. (Liite, lisää myös Green Key -kansioon)	
9.11. Hotelli mittaa ruokahävikin määrän ja toimii ruokahävikin minimoimiseksi. Keittiö- ja tarjoiluhenkilökunnalla on työohjeet tätä koskien. (Liite, lisää myös Green Key -kansioon)	
9.12. Kokoustiloissa ja ravintoloissa tarjoillaan ensisijaisesti vesijohtovettä pullotetun veden sijaan.	
9.13. Hotellilla on keittiöpuutarha.	
9.14. Hotellin keittiöpuutarhassa on kompostori, jonka multa käytetään hyödyksi keittiöpuutarhassa.	

10. SISÄTILAT

Pakolliset peruskriteerit	Kyllä (x)
10.1. Sisätiloja remontoitaessa suositetaan ympäristöystävällisiä ja terveellistä sisäilmaa edistäviä materiaaleja.	x

Pistekriteerit	Kyllä (x)
10.2. Hotellilla on henkilöstöpolitiikka koskien tupakointia työaikana. (Liite, lisää myös Green Key -kansioon)	

11. ULKOTILAT

Hotellilla ei piha-alueita (x): __x__

Pakolliset peruskriteerit	Kyllä (x)
11.1. Kemiallisia lannoitteita tai tuholaismyrkkyjä käytetään vain siinä tapauksessa, että vastaavaa luonnonmukaista vaihtoehtoa ei ole saatavilla.	
11.2. Uudet ruohonleikkurit ovat käsikäyttöisiä, sähkökäyttöisiä, käyttävät lyijytöntä bensiiniä, ovat varustettu katalysaattorilla tai ovat ympäristömerkityjä.	
11.3. Kukat ja puutarha kastellaan aikaisin aamulla tai myöhään illalla.	

Pistekriteerit	Kyllä (x)
11.4. Puutarhajäte kompostoidaan.	
11.5. Sadevettä kerätään ja käytetään kukkien ja puutarhan kastelussa.	
11.6. Uusia viheralueita perustettaessa käytetään kotimaisia tai kotoperäisiä lajikkeita.	
11.7. Lumenluonnissa käytettävä konekalusto on vähäpäästöistä.	
11.8. Autojen lämmitystolpissa on ajastimet.	
11.9. Hotelli hyödyntää kiinteistöstä kerättävää hukkalämpöä piha-alueiden kulkuväylien puhtaanpitoon lumesta/jäädästä tai kuivattamiseen (esimerkiksi vesikiertoisien lämmityksen avulla).	
11.10. Piha-alueiden puhtaanapidossa käytettävissä koneissa ja laitteissa käytetään biohajoavaa öljyä.	

11.11. Hotelliasiakkaiden käyttöön tarjottavat moottorikelkat tai muut moottorikäyttöiset kulkuvälineet esim. mönkijät (omat tai kumppanin) ovat vähäpäästöisiä (nelitahti?) tai sähkömoottorikäyttöisiä.	
11.12. Hotelli käy vuosittain läpi kuljetus- ja ohjelmapalveluyritysten ympäristötyön esim. kuljetuskaluston ja kulkuvälineiden suhteen ja kannustaa näitä ajantasaisen, vähäpäästöisen kaluston hankintaan ja käyttöön.	

12. HALLINTO JA HANKINNAT

Pakolliset peruskriteerit	Kyllä (x)
12.1. Henkilökunnan tilojen osalta noudatetaan samoja vaatimuksia kuin asiakastilojen suhteen.	x
12.2. Toimistossa käytettävät paperit ja painotuotteet ovat ympäristömerkityjä, ne on valmistettu kierrätyskuidusta tai toimittajalla on ympäristösertifikaatti. (Liite, lisää myös Green Key -kansioon)	x
12.3. Hotellin tiloissa toimiville palveluntarjoajille (esim. kampaamo tai kylpylä) kerrotaan hotellin Green Key-ohjelmasta ja ympäristötyöstä, ja heitä kannustetaan ympäristöystävällisyyteen toiminnassaan.	x

Pistekriteerit	Kyllä (x)
12.4. Hotelli kannustaa paperinkulutuksen vähentämiseen koko hotellissa mukaan lukien toimistot ja kokoustilat.	
12.5. Hotelli tiedottaa tavarantoimittajilleen ja muille kumppaneilleen Green Key -ympäristötyöstään ja kannustaa heitä ympäristöystävällisyyteen omassa toiminnassaan.	
12.6. Hotelli käyttämistä tavarantoimittajista ja muista kumppaneista vähintään 75%:lla on ympäristösertifikaatti, ympäristöpolitiikka tai kirjallinen kestävän kehityksen toimintatapa.	
12.7. Hotellille tapahtuma- ja oheispalveluja tuottavat yritykset ovat tietoisia hotellin Green Key -ympäristötyöstä ja osana yhteistyötä on sovittu miten he huomioivat tämän omassa työssään sekä tarjoamissaan palveluissa.	
12.8. Hotelli ostaa omaan käyttöönsä sekä jälleenmyyntiin (esim. matkamuistomyymälä) paikallisten käsityöläisten ja pienyritysten lähituotteita ja -palveluja.	

Vaihtoehtoisesti hotelli voi tarjota lähialueen tuottajille mahdollisuuden myydä suoraan hotellivieraille paikallista luontoa tai alueen historiaa tai kulttuuria ilmentäviä tuotteita.	
12.9. Hotellin viimeisen 12 kuukauden aikana ostamista kestokulutustuotteista vähintään 75 % on ympäristömerkittyjä tai niiden valmistajalla on ympäristösertifikaatti. (Lisää dokumentti Green Key -kansioon)	
12.10. Hotelli seuraa ja mittaa kertakäyttötuotteiden ja kulutustavaroiden hankintamäärää, ja etsii aktiivisesti keinoja kulutuksen vähentämiseen	
12.11. Hotelli on hankkinut kierrätettyjä kalusteita.	
12.12. Hotelli on kunnostanut vanhoja kalusteitaan uuden ostamisen sijaan	X

1.3 Rauman Hovi Oy:n ympäristöpolitiikka

Rauman Hovi Oy haluaa tarjota majoitusta visionsa mukaan; ollen ensimmäinen vaihtoehto asiakkaille majoitusta valitessa. Rauman Hovi Oy lupaa toimia noudattaen lainsäädäntöä ja muita yhteiskunnan asettamia vaatimuksia. Rauman Hovi Oy:n pääajatus on tarjota ensiluokkaista palvelua, myös omia työntekijöitään kohden. Kehittäessämme uusia palveluja otamme aina huomioon ympäristönäkökulmat. Visio ja pääajatus ovat mukana myös Rauman Hovi Oy:n ympäristöpolitiikassa.

Hotelli Raumanlinna tarjoaa majoitusta niin ulkomaisille kuin kotimaisille vapaa-ajan matkustajille tai työn puolesta matkustaville. Hotelli Raumanlinna on kaupungin keskustassa sijaitseva hotelli, joka on aivan linja-autoaseman vieressä.

Hotelli Raumanlinnan merkittävimmät ympäristövaikutukset ovat sähkön- ja vedenkulutus sekä majoitustoiminnasta syntyvät jätteet. Hotelli Raumanlinna on sitoutunut vähentämään sähkönkulutusta mm. siirtymällä led-lamppuihin tai energiansäästölamppuihin, ohjeistamalla siivoushenkilökuntaa sammuttamaan ilmastoinnit huonesiivouksen yhteydessä ja huolehtimalla ilmanvaihtojärjestelmien säännöllisestä puhdistamisesta ja korjaamisesta. Vedenkulutusta on pyritty vähentämään hankkimalla mahdollisen vähän vettä käyttäviä wc-istuinta ja tarkastamalla, että vesihanat tai wc-säiliöt eivät vuoda. Jätteen määrää on pyritty vähentämään kunnollisilla kierrätysohjeilla henkilökunnalle, suosimalla aamiaisella isoja pakkauskoja yksittäispakattujen tuotteiden sijaan ja välttämällä kertakäyttöastioiden käyttöä, take away-kahvia lukuun ottamatta. Rauman Hovi Oy kantaa vastuunsa ympäristöstä ja pitää huolta, että kierrätyksestä huolehditaan hotellissa niin Hotel Raumanlinnan toimesta kuten myös kiinteistössä toimivan ulkopuolisen ravintolatoimijan puolesta.

1.4 Ympäristötavoitteet Hotel Kalliohovi ja Hotel Raumanlinna

Hotellit ovat ottaneet muutaman konkreettisen tavoitteen, joiden toteutumista voidaan seurata.

Hotelli viestii henkilökunnalleen ympäristöasioista 1-2 kertaa vuodessa kirjallisesti. Viestinnässä voi kertoa henkilökunnalle tämän hetken tavoitteiden täyttymisestä, mahdollisista uusista tavoitteista ja hotellialan mahdollisista uusista ympäristösäännöksistä. Kirjallisessa viestinnässä henkilökunnalle on myös hyvä pyytää henkilökunnalta palautetta ja uusia ajatuksia ympäristöasioissa. Kun hotellit ovat saaneet Green Key-merkit, on saman vuoden aikana viestittävä ympäristöasioista kerran. Seuraavina vuosina kirjallinen viestintä ympäristöasioista vähintään kerran vuodessa.

Toinen tavoite koskee tulevia remonteja, joita hotelleissa tullaan tekemään. Tulevien remonttien yhteydessä otetaan ympäristöasiat huomioon ja esimerkiksi päivitetään kaikki valaisimet led-lamppuja tai energiansäästölamppuja käyttäviin. Sähkönkulutuksen vähentämisen lisäksi myös veden kulutuksen vähentämistä on ajateltava tulevilla remonteilla. Kun kylpyhuoneita uusitaan, etsitään vaihtoehtoja, joissa veden virtaama saadaan mahdollisimman pieneksi, unohtamatta kuitenkaan asiakasta ja hänen miellyttävää suihkukokemustaan.

Konkreettisia lyhyen ajan tavoitteita on lisätä Hotel Kalliohovin kokoustiloihin lajitteluroskikset. Nämä lajittelupisteet täytyy saada kokoustiloihin vuoden 2018 aikana. Toinen vuoden 2018 tavoitteista on lisätä aamiaiselle luomutuotteita.

Iso tavoite viestinnässä on lisätä ympäristötietoa yhteistyökumppaneille, esimerkiksi isojen yritysten kanssa. Kun hotellit solmivat uusia yritys sopimuksia ja hankkivat uusia asiakkaita, pitää uusille asiakkaille antaa tiedoksi, että Hotel Kalliohovissa ja Hotel Raumanlinnassa ympäristöasiat on otettu huomioon. Esimerkiksi sähköpostitse lähetettävän tarjouksen mukana pitää liitteeksi laittaa tieto, että hotelleilla on Green Key-merkki ja sen merkitykset hotelleille. Myös hotellien facebook-sivuille on saatava näkyville ympäristötyö. Tavoitteena on päivittää hotellien Facebook-sivuja ympäristöön liittyvissä asioissa 6 kertaa vuodessa.

Pitkän ajan tavoitteena on siirtää hotelleissa hyväksi havaittuja ympäristötekoja muihin Rauman Hovi Oy:n toimipisteisiin. Esimerkiksi Rauman Hovi Oy:llä on jo nyt 3 sähköautoa käytössään, joten Rauman Hovi Oy on hyvin omaksunut ympäristönäkökulman.

1.12 Lahjoitukset

Hotelli Raumanlinna lahjoitti huomattavan määrän kalusteita, valaisimia ja muuta hotelli-ir-taimistoa Rauman Seudun Katulähetys Ry:lle joulukuussa 2017. Hotelli antoi kaikki käyttökelpoiset sängyt, tuolit, valaisimet, peitot, tyynyt, päiväpeitteet ja suihkuverhot Rauman Seudun Katulähetykselle, kun 3. krs remontti alkoi. Lisäksi annettiin Best Western logollisia saippu-oita, parranajo-settejä ja kylpyvaahtoja.



Kuvia lahjoitetuista tavaroista.

2.1 Kokousmuistio 19.12.2017

Kokoukseen kutsuja: Jonna Huuhka (Guest service manager)

Kokoukseen osallistuivat: Iiro Ignatius (hotellipäällikkö) Aino Turunen (Guest Service manager) ja Mika Holmqvist (system and distribution manager)

Asialista

1. Green Key hakuprosessi
 2. Henkilökunnalle informoiminen
 3. Jatkotoimenpiteet
-
1. Jonna kertoi kokouksiin osallistujille hakuprosessin etenemisestä ja auditointipäivästä, tuomaroinnista ja mahdollisesta sertifikaatin saamisesta matkamessuilla. Muutamia kohtia pitää vielä ratkaista viimeisten päivien aikana, ennen kuin hakemus voidaan toimittaa. Hakemuksen toimittamisen jälkeen suoritetaan vielä vedenvirtaamien säätöä ja mittauksia sekä lamppujen vaihtoa. Näihin ollaan saatu lupa Green Key edustajilta suorittaa hakemuksen toimittamisen jälkeen. Lisäksi esim. pyyhekyltit ovat tilattu, mutta niitä joudutaan vielä odottamaan painosta.
 2. Henkilökuntaa pitää informoida hyvin Green Key prosessista ja ympäristöasioista. Henkilökunnan toimintaa ei ole jouduttu muuttamaan hakuprosessin takia, koska esim. lajitteluasiat ovat jo kunnossa ja ympäristöystävälliset käytännöt ovat olleet hotellissa käytössä jo vuosia Joutsenmerkki ajoilta lähtien. Kuitenkin henkilökuntaa on muistutettava käytännöistä ja varsinkin siitä, miten asiakkaille ympäristötyöstä viestitään. Vastaanotolla on palaveri 2.1, jossa käsitellään mm. ympäristöasioita. Palaveri on kaikille vastaanottovirkkailijoille pakollinen, joten kaikki saavat infon ja mahdollisuuden kertoa kehitysideoita. Kun auditointi on tehty, pitää myös hotellissa toimiville yhteistyökumppaneille tiedottaa enemmän Green Keystä. Kerrossii-
vius on jo hyvin perillä hakuprosessista, mutta ravintolatoimijalle pitää informoida asiaa enemmän.
 3. Jatkossa Jonna toimii Hotelli Raumanlinnan ympäristövastaavana ja huolehtii aktiivisesti Green Key kriteerien täyttymisestä. Henkilökuntaa sitoutetaan ympäristötyöhön kehitysehdotuksilla ja kiinnostuksen mukaan nimittämällä toinen ympäristövastaava. Jonna seuraa ympäristötyötä ja tekee muutoksia ja päättää hyvissä ajoin, mitkä pistekriteerit hotelli aikoo seuraavana vuonna toteuttaa. Tällä hetkellä pistekriteerit 1.2, 4.4, 6.6, 7.17, 8.35, 8.36 ja 12.12 täyttyvät, joten näiden kriteerien täyttyessä ensi vuonna on riittävä määrä kriteereitä täytettynä.

2.5 Huonesiivouksen työhohje pyyhkeiden ja lakanoiden vaihdosta

Huonesiivouksen suorittaa Kaiku Oy. Heillä on tieto, että lakanat ja pyyhkeet vaihdetaan Serviator-järjestelmän antaman rytmin mukaan. Serviator-sovellus ohjeistaa vaihtamaan lakanat ja pyyhkeet neljän päivän välein ja lakana- ja pyyhkevaihdolliset huoneet näkyvät automaattisesti järjestelmässä. Huoneissa on kyltti, joka ohjeistaa asiakkaita jättämään pyyhkeet lattialle, jos asiakas haluaa vaihtaa pyyhkeen useammin puhtaaseen. Tällaisessa tilanteessa huonesiivouksella on oikeus vaihtaa pyyhkeet, koska asiakas on vaihtoa pyytänyt.

Lisäliitteenä siivouslistat, joista selviää, miten lakanavaihdot näkyvät siivouslistoissa tällä hetkellä.

Alla ohje huonesiivoukselle:

Hei,

Lakanat ja pyyhkeet vaihdetaan jatkaviin huoneisiin Serviator-ohjelman merkintöjen mukaan. Tabletista näette automaattisesti, milloin jatkavaan huoneeseen kuuluu vaihtaa lakanat ja pyyhkeet. Jos asiakas on jättänyt pyyhkeen lattialle, pitää pyyhke vaihtaa aina silloin. Muussa tapauksessa, lakanoita tai pyyhkeitä ei vaihdeta.

Terkuin,

Jonna

Room Details

Room No	Room Type	Room Status	FO Status	AM Sect	PM Sect	Credits	Resv. Status	Next Resv Arr Time	TD	Arrival Time	Arr. e	Departur e	Dep. Time	VIP	Adl	Chl	Specials	Tasks / Room Instructions
201	TT	DI	OCC	2	2		Stayover			10.12.17	22:03	16.12.17	00:00			1		Tasks:LAKANA(Linen Change)
202	BUS	DI	OCC	2	2		Stayover			11.12.17	19:15	15.12.17	00:00			1		Tasks:JS
203	TT	DI	OCC	2	2		Stayover			12.12.17	21:50	16.12.17	00:00			2		Tasks:JS
204	BUS	DI	OCC	2	2		Stayover			12.12.17	21:51	16.12.17	00:00			3	LV	Tasks:JS
205	TT	DI	OCC	2	2		Stayover			12.12.17	21:51	16.12.17	00:00			2		Tasks:JS
207	TT	DI	OCC	2	2		Stayover			12.12.17	21:51	16.12.17	00:00			2		Tasks:JS
209	TT	DI	OCC	2	2		Stayover			11.12.17	18:02	15.12.17	00:00			1		Tasks:JS
210	TT	DI	OCC	2	2		Stayover			12.12.17	21:51	16.12.17	00:00			2		Tasks:JS

Total for Task Sheet

3.5 Valokuvat sertifikaatin ja kyltin suunnitelluista sijainneista

Sertifikaatti ja kyltti sijoitetaan vastaanottoon Raum-Rome-Paris-julisteen viereen.



We save water



As a Green Key establishment, we make special efforts to preserve the environment. We want to make it easy for you to reuse towels without diminishing your comfort. By leaving the towel in the rack you can tell us that you will use it for another day. This way we help save nature together.



Green Key

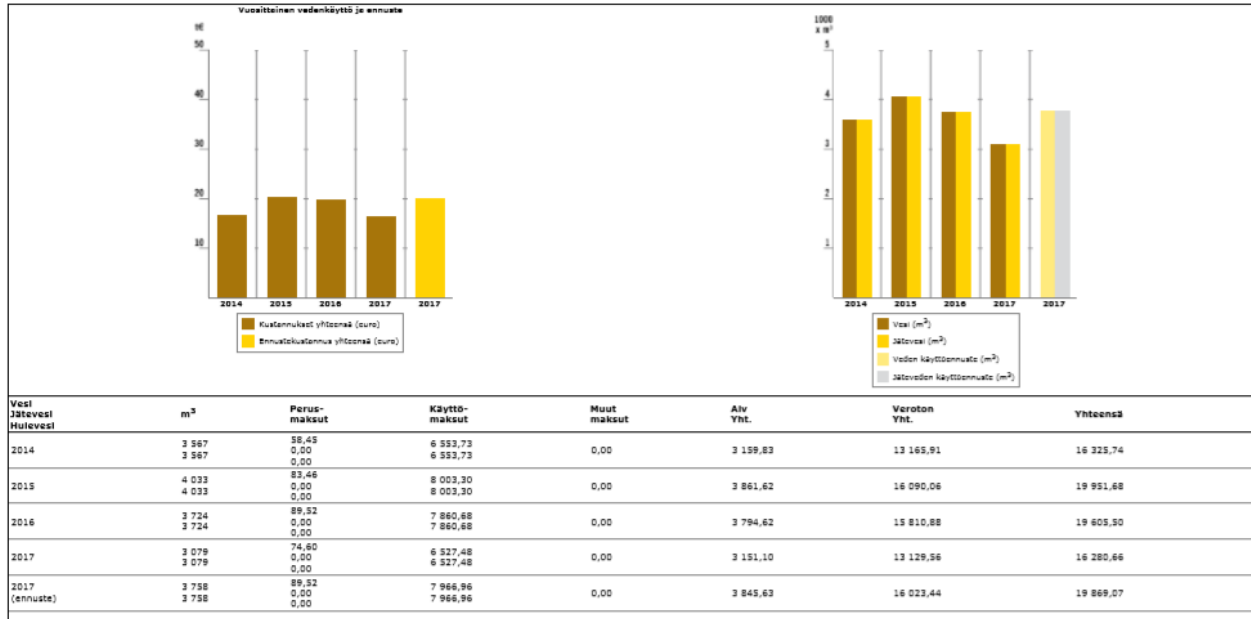
HOTEL
RAUMANLINNA
— 1933 —

5.1 Vedenkulutus

Asiakas
RAUMAN HOVI OY
KALLIOKATU 25
26100 RAUMA

Kulutuspaiste
20046
RAUMAN HOVI OY BEST WESTERN HOTEL RAUMANLINNA
VAIKKIKATU 1
26100 RAUMA

Mittari
5827
Vuosikäyttö: 3758 m³



5.22 Veden juomakelpoisuus

MUUT HOTELLIPALVELUT

ADAPTERI JA JATKOJOHTO lainattavissa vastaanotosta.

AIKATAULUT, lento-, bussi-, juna- ja laiva-aikatauluja saatavilla vastaanotosta.

AUTONVUOKRAUS, vastaanotto avustaa teitä tarvittaessa vuokra-auton hankinnassa.

AVAINKORTTI, pitääkää huoneenne avainkortti mukanaan koko oleskelunne ajan ja palauttakaa se vastaanottoon lähtöselvityksen yhteydessä.

HERÄTYS asetetaan TV:n kaukosäätimestä tai tilataan vastaanotosta.

HUONEPALVELU, tilaukset Ravintola Mr.Jonesista.

ILMAISET LISÄTARVIKKEET. Hygieniatarvikkeet, hammasharja ja -tahna, parranajovillineet, kampa, ompelutarvikkeet yms. saatavilla veloitusetta vastaanotosta 24h. Halutessanne toimitamme huoneeseenne veloitusetta myös lisäpeittoja, -tyynyjä, kylpy- sekä kasvopyyhkeitä. Huoneessanne on yksi lisätyyny.

JUOMAVESI, vesijohtovesi on Suomessa puhdasta ja juomakelpoista.

Pullotettua vettä minibaarissa.

JÄÄT saatavilla Mr.Jonesista vastaanotosta.

KAHVI, kaikissa huoneista on vedenkeitin sekä kahvin-, ja teenvalmistustarvikkeet käytettävissänne veloitusetta.

LUOTTOKORTIT, hyväksymme maksuvälisenä seuraavat kansainväliset luottokortit: Visa, Eurocard, Master Card, American Express, Diners Club.

KOKOUSTILOJEN varaukset Hovi Sales, 010 229 5210 tai sales@hovisales.fi.

LÄÄKÄRI, tarvitessanne lääkinpalvelua ottakaa yhteys vastaanottoon. Häätapauksissa soittakaa välittömästi 112 tai vastaanottoon.

MATKALUINFO, karttoja ja esitteitä saatavilla vastaanotosta.

MATKATAVARAT, tarvittaessa vastaanotto avustaa matkatavaroidenne kantamisessa klo 7.00-21.00. Matkatavaroiden maksuton säilytys vastaanotossa 24h.

MINIBAARI, tarjolla olutta, muita alkoholi- ja virvoitusjuomia sekä pientä syötävää. Ilmoittakaa nauttimanne tuotteet lähtöselvityksen yhteydessä.

PALAUTTEET, kerrothan meille majoituskokemuksestasi sivuilla www.raumanlinna.fi

PESULAPALVELU maanantaista perjantaihin. Ennen klo 9:ää

OTHER HOTEL SERVICES

ADAPTER AND ELECTRICAL EXTENSION CABLE, available in the reception.

CAR RENTAL, assistance for car rental is available at the reception.

COFFEE, a kettle for making coffee or tea is available in your room at no charge.

COMPLIMENTARY AMENITIES Toiletries, tooth brush and paste, shaving equipment, combs, sewing kit etc. are available from the reception at no charge. On request we can deliver to your room additional blankets, pillows, towels and face cloths free of charge. An extra pillow can be found in your room.

COMPUTER and PRINTER, available daily in the lobby 24h, free of charge.

CONFERENCE ROOM reservations Hovi Sales, 010 229 5210 or sales@hovisales.fi.

CREDIT CARDS, Visa, Eurocard, Master Card, American Express and Diners Club are accepted.

DRINKING WATER, the tap water in Finland is clean and safe for drinking. Bottled water is available from the minibar.

FAN, a fan can be brought to your room on request.

FEEDBACK, please let us know your opinion about the accommodation on www.raumanlinna.fi

ICE CUBES, available from Mr. Jones or the reception.

IRONING you can order the equipment from reception.

LAUNDRY from Monday to Friday. When handed in before 9 am at the reception it will be returned the same afternoon.

LUGGAGE HANDLING, your luggage can be taken to your room on request from 7 am to 9 pm. Luggage can be stored at the reception 24h.

MAILING, the mail can be sent by the reception. Post cards are sold at the reception.

MEDICAL EMERGENCY, if you need the medical help immediately call the reception. You can also call 112 for emergency medical help.

MESSAGES, reception will deliver messages by using the TV or they will be brought to your room.

MINIBAR, beer alcoholic drinks, soft drinks and snacks are available from the room's minibar.

MONEY EXCHANGE, foreign currency can be changed into the euros

5.8 Vinkkejä energian- ja vedenkulutuksen säästöön:

- Astianpesukonetta käytettäessä älä huuhtelee astioita ennakkoon, vaan kaavi irtotähteet roskikseen.
- Pese taloudellisesti. Jos peset astioita käsin, älä juoksuta vettä, vaan pese astiat tiskialtaassa olevassa vedessä. Astianpesukone käyttää vettä noin 20 l yhdellä pesukerralla. Vastaavan tiskin käsinpesu kuluttaa vettä 35–140 l pesuvasta riippuen.
- Astianpesukoneen oikeanlainen täyttäminen parantaa pesu- ja kuivaustehoa ja alentaa energiankulutusta.
- Vedessä maksaa muukin kuin itse vesi. Jopa kolmasosa rakennuksen vuotuisesta lämmitysenergiasta menee veden lämmitykseen. Myös jäteveden käsittely vaatii energiaa ja maksaa rahaa
- Uudet astian- ja pyykinpesukoneet kuluttavat vettä vain puolet verrattuna 15 vuotta vanhoihin koneisiin.

Mitä tiskaaminen maksaa?

Astianpesukone:

Sähkö / pesukerta: 12 snt

Vesi / pesukerta (12 l): 3 snt

Yhteensä: 15 snt

Käsin tiskaaminen:

Vesi (40-140 l): 10-38 snt

Veden lämmitys: 18-65 snt

Yhteensä: 28-103 snt

Lähde: Verto.fi

6.2 Hotel Raumanlinnassa päivittäisessä käytössä olevat puhdistusaineet (tieto saatu Siivouspalvelu Kaikulta):

Sprint Glass pur-eco. Ympäristömerkki: EU-kukkamerkki

Jontec 300 free. Ympäristömerkit: Joutsenmerkki ja EU-kukkamerkki

Sani cid pur-eco: Ympäristömerkki: Joutsenmerkki ja EU-kukkamerkki

6.4 Pehmopaperit

Käytössä on Torkin WC-paperit ja kasvopaperit. Molemmassa EU-kukka



7.4 Kuvat jätelajitteluohjeista

Kuvat vastaanotosta ja ulkoa. Ulos tilattu lajitteluohjeet Lassila & Tikanojasta, jotka luvanneet toimittaa pikaisesti ohjeet. Pitäisi olla auditointipäivänä lajitteluohjeet ulkonakin.



Vastaanoton lajitteluroskikset



Lajitteluroskikset ulkona. Näihin tilattu lajitteluohjeet Lassila & Tikanojalta.

8.1 Sähkö, VALTAKATU 5, 26100 RAUMA

Päivämäärä	Sähkönkulutus [kWh] 2016	Sähkönkulutus [kWh] 2017
tammikuu		45175,16
helmikuu	45474,65	41152,76
maaliskuu	38964,37	46973,40
huhtikuu	42736,15	45918,20
toukokuu	44807,95	49640,47
kesäkuu	45211,42	48890,65
heinäkuu	49043,90	49256,26
elokuu	46321,51	48057,24
syyskuu	46628,74	46144,48
lokakuu	48679,12	49226,79
marraskuu	46181,08	48550,29
joulukuu	46865,12	22677,27
Yhteensä	500914,01	541662,97

8.9 Kopio toimintaohjeesta kausisulkemisten ajaksi

Hotelli suljetaan joulun aikaan yleensä joko muutamaksi päiväksi tai mahdollisesti jopa useamman viikon ajaksi. Jos hotelli on kiinni vain joulun pyhien aikaan, ei erillisiin toimenpiteisiin ryhdytä. Jos hotelli on kiinni viikon tai kauemmin, hotellissa pitää tehdä alla olevat toimenpiteet:

- Varmistetaan, että jokaisessa huoneessa on ikkunat kiinni.
- Varmistetaan, että kaikissa huoneissa on valot pois päältä.
- Säädetään patterit keskiasentoon. Ei kokonaan pois, ettei huoneisiin tule liian kylmää ja vesijohdot jäädy. Eikä turhaan liian kuumalle, ettei energiaa kulu turhaan hukkaan.
- Otetaan käytävien valaistus pois päältä. 5. ja 6. krs. valaistus saadaan pois päältä 502 ja 602 vastapäätä olevista huoneista ja 2., 3. ja 4. krs käytävien alkupäässä olevista sähkökaapeista.
- Jos hotelli on kiinni yli 2 viikkoa, myös tv:t ja minibaarit kytketään pois päältä.

9.1 Lähituotteet:

Kontion Leipomon leivät ja croissantit.

-Grahamsämpylä

-Rokkisämpylä

-Aamiaisleipä

-Croissant tai joulutorttu

Luomutuotteet:

-Luomu Friggs riisikakut (näistä ei valitettavasti ole lähetysluettelo, koska nämä on tilattu jo niin kauan aikaa sitten, ettei löydy mistään enää lähetysluettelo. Tilaamme ne Meira Novalta.)

12.2 Toimistossa käytettävä kopiopaperi

Meillä on käytössä Kopiopaperi A4, joka on Paperipalvelu Koskimo ja Rännäli Oy:n. Paperilla on Eu-kukka ympäristömerkki.



1. Ympyröi YKSI oikea vaihtoehto

- Jätteiden polttaminen on
 - kierrätystä
 - hyötykäyttöä
 - uudelleenkäyttöä
- Metallipakkausten keräysastiaan saa viedä
 - metallipakkaukset ja pienet metalliesineet
 - metallipakkaukset ja sähkölaitteet
 - metallipakkaukset ja vaaralliset jätteet
- Muovipakkausten keräykseen saa laittaa
 - shampoo pullot
 - PVC-pakkaukset
 - likaiset muovipakkaukset
- Kartonkipakkausten keräykseen eivät kuulu
 - kopiopaperin kääreet
 - puhelinluettelot
 - pahvilaatikat
- Keräyspaperi voidaan kierrättää uusiksi paperituotteiksi
 - 5 - 6 kertaa
 - yhden kerran
 - keräyspaperia ei voida kierrättää
- Biojäteastiaan ei saa laittaa
 - kuihtuneita kukkia
 - perunankuoria
 - teepussia
- Pakkauskartongin keräykseen ei saa laittaa
 - mehutölkkejä joissa on alumiinivuoraus
 - likaisia kartonkipakkauksia
 - maitotölkkejä joissa on muovikorkit
- Metallia voi kierrättää
 - kerran
 - 5-6 kertaa
 - uudestaan ja uudestaan
- Pakkauslasinkeräykseen kuuluvat
 - lasipullot ja lasipurkit
 - ikkunalasi ja peililasi
 - juomalasit ja kahvikupit
- Muovipakkausten keräysastiaan ei saa laittaa
 - voirasioita
 - muovipusseja
 - leluja
- Muovipakkausten PVC-merkintä kertoo
 - että pakkaus on ympäristöystävällinen
 - että pakkausta ei saa laittaa muovinkeräykseen
 - että pakkaus on tehty Suomessa
- Sähkö- ja elektroniikkaromuun ei kuulu
 - jääkaappi
 - kännykän laturi
 - DVD-levy

