



## **Green Key's policy regarding the use of the Green Key Trademark by participating establishments**

### **A. INTRODUCTION**

This policy outlines the establishment's requirements when referring to Green Key during and after termination of the certification period.

This policy takes effect on 1 October 2026 and replaces all previous policies on the matter.

### **B. GREEN KEY DISPLAY DURING THE CERTIFICATION PERIOD**

All Green Key certified establishments receive the Green Key certificate and the Green Key logo in connection with certification. The establishments can also purchase the standardised Green Key plaque, flag and other material.

Establishments having received the Green Key certification must ensure that they follow the specific Green Key criteria and explanatory notes that outlines the required display and information during the entire certification period.

Where the Green Key criteria and explanatory notes encourage but do not require display and information, the establishment is encouraged to ensure the display and information during the entire certification period.

Establishments having received Green Key certification are also allowed, for the duration of the certification, to have the following display and information: a) the standardised Green Key plaque at the entrance to the establishment, b) the standardised Green Key certificate in other places of the establishment that fall within the scope of the certification, and c) the standardised Green Key flag outside the establishment.

All use of Green Key's name and logo must comply with the [Green Key Branding Guidelines](#).

### **C. REMOVAL OF THE GREEN KEY TRADEMARK WHEN THE GREEN KEY CERTIFICATION IS NOT VALID**





If a Green Key certified establishment chooses to terminate or not renew its participation in the Green Key programme, or if the establishment has its certification suspended or withdrawn by Green Key, the establishment must remove all references to Green Key, including:

- Certificate.
- Plaque (if purchased).
- Flag (if purchased).
- Information material about Green Key and any other Green Key material at the establishment directed towards guests, staff and third-party operated businesses.
- Reference to Green Key on the establishment's website.
- Any other use of the Green Key Trademark.

The references to Green Key must be removed within 30 days after the termination of the Green Key certification.

Green Key will actively ensure that the references to Green Key are removed. Green Key will request the relevant Green Key material to be returned to Green Key, and/or will do a spot-check of whether establishments, that are no longer Green Key certified, have removed their virtual or physical references to Green Key.

If it is discovered that an establishment that is no longer certified with Green Key still displays information about Green Key at its premises, material and website, the establishment will be requested to urgently remove the reference(s) within two weeks after notification. If the establishment still has not removed the reference(s) to Green Key after the two weeks' period, it will not be allowed to return to Green Key for six years, and legal recourse for misuse of trademark may be pursued.

