

ECSITE ENVIRONMENT EMERGENCY ACTION (EEEEA)

Green Attraction

Kim Gladstone Herlev, CEO, Experimentarium

Ecsite Environment Emergency Action - Green Attraction

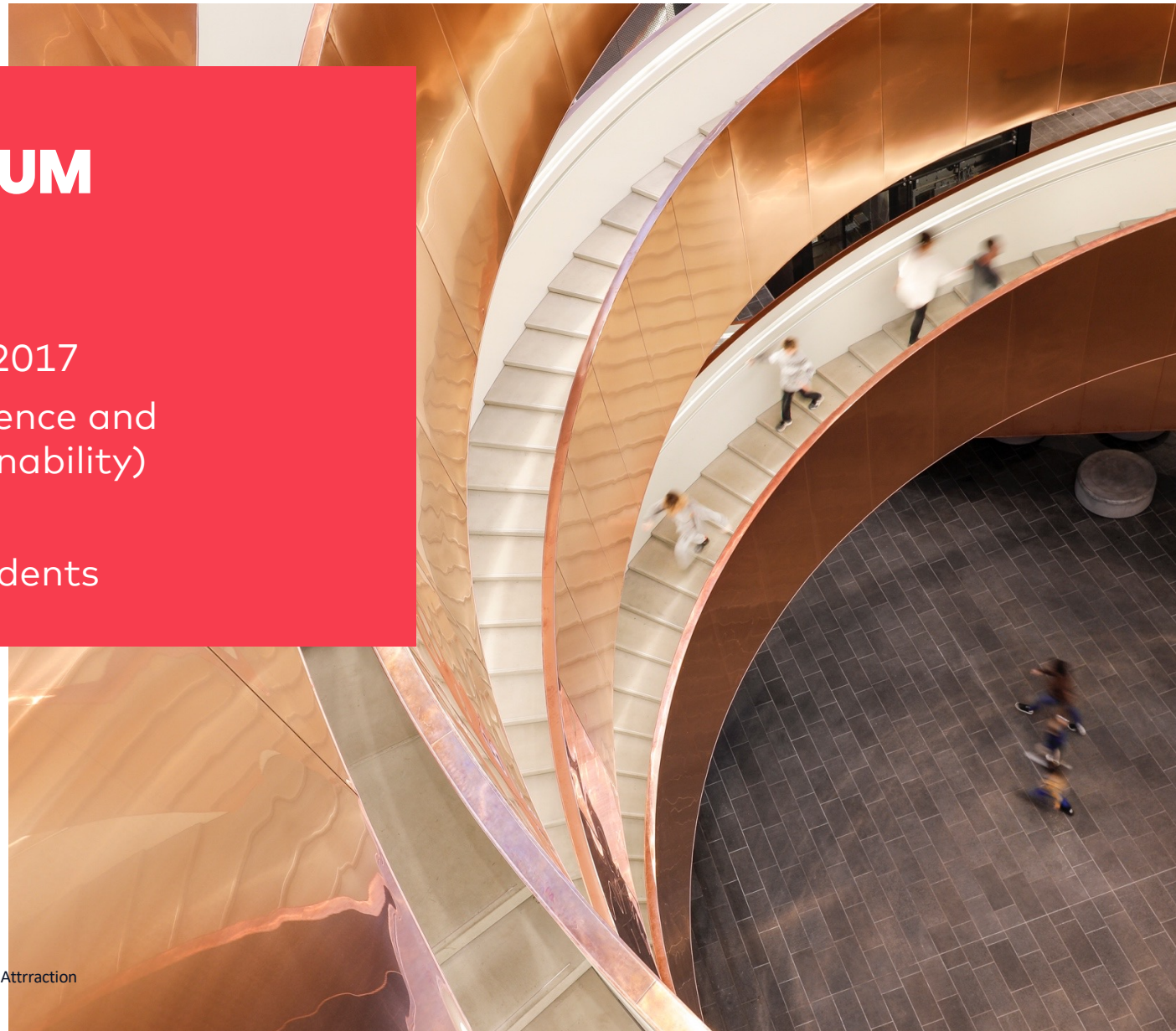
EXPERIMENTARIUM

- Private foundation
- Opened 1991
- Rebuild and reopened 2017
- Promote interest in science and technology (and sustainability)
- 450.000 visitors
- More than 100.000 students

TIME
WORLD'S
GREATEST PLACES
2018

**EXPERI
MENT
ARIUM**

Ecsite Environment Emergency Action - Green Attraction



GREEN ATTRACTION





Launched 29. august 2022 at Experimentarium



**EXPERI
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ARIUM**

WHAT IS GREEN ATTRACTION?

- A new ecolabel for sustainable attractions
- Originated from the Green Key label
- Worked out with representatives from science centres, museums, zoos and aquariums, amusement parks.
- 190 sustainable criteria that all attractions must decide on.

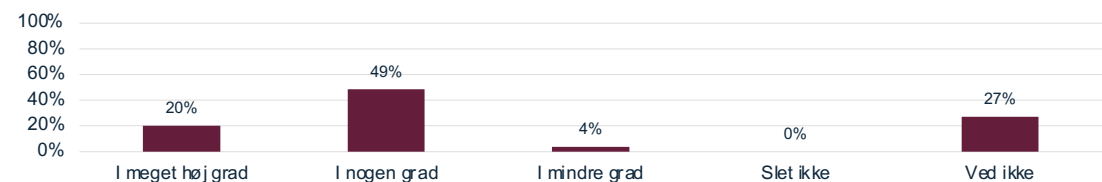
Background				
New				
Just launched				
Development				

WHY GREEN ATTRACTION AT EXPERIMENTARIUM?

- Core of our mission and strategy.
- Turning all attractions in a more sustainable direction.
- Branding.
- **Goal: The first Green Attraction in Denmark**



To what extent do you think that Experimentarium as a sustainable attraction?



ECOLABELS IN NEW NATIONAL TOURISM STRATEGY



Pejlemærke:

**GRØNNE OG
BÆREDYGTIGE
LØSNINGER MED MINDRE
MILJØ- OG KLIMAAFTRYK**

Indikatorer 2030:

- Alle offentlige turismeorganisationer skal være bæredygtigheds-certificeret.
- 70 pct. af alle overnatningssteder skal være bæredygtigheds-certificerede.
- Danmark skal ligge nummer 1 blandt landene i Nordeuropa i forhold til turisternes vurdering af landet som et miljøvenligt rejsemål.

CRITERIA

4

GREEN ATTRACTION MED MÅLRETTEDE KRAV

GREEN ATTRACTION har obligatoriske og pointkriterier, som gælder for alle typer attraktioner, men har også specifikke kriterier for henholdsvis:

- Museer og Videnscentre
- Forlystelsesparker
- Dyreparker og Akvarier

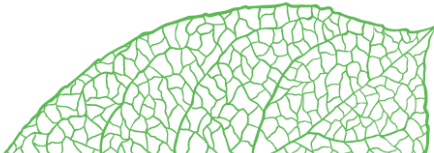
Nogle attraktioner er en blanding af ovenstående, og skal dermed opfylde kriterierne for flere typer

GREEN ATTRACTION WITH TARGETED REQUIREMENTS

GREEN ATTRACTION has mandatory criteria and point criteria that apply to all types of attractions, but also have has specific criteria for:

- Museums and Knowledge Centers
- Amusement parks
- Zoos and Aquariums

Some attractions are a mixture of the above, and thus must meet the criteria for several types.



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THE 13 AREAS

1. Environmental management
2. Staff involvement
3. Guest information
4. Watersaving
5. Washing and cleaning
6. Waste
7. Energy
8. Food
9. Building
10. Outdoor areas
11. Green activities
12. Administration
13. CSR

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ADDITIONAL CRITERIA FOR ATTRACTIONS

- 14. Shops
- 15. Museums/Knowledge parks
- 16. Zoological facilities & aquariums
- 17. Amusement parks
- 18. Water park



APPLICATION EXAMPLES...

Environmental Management	Environmental Management	Criteria type	p / m	Attraction type
	Company management has appointed two persons who are responsible for the environmental work. Companies with less than 10 employees (FTEs) need only one responsible person for the environmental work.	Mandatory	m	All
	The company must have an environmental policy signed by the management included in the application.	Mandatory	m	All
	The application to Green Attraction must include an environmental action plan with formulated objectives for continuous improvement. These should be revised and submitted annually.	Mandatory	m	All
	The company has an electronic folder with/or a company intranet site or app with relevant environmental and documentation material.	Mandatory	m	All
	The company must revisit the criteria for Green Attraction annually.	Mandatory	m	All
	The company informs and includes relevant partners in the environmental work.	Mandatory	m	All
	The company calculates its CO2 footprint with recognized calculation tool.	Points criterion 5 points	p	All
	The company sets goals to reduce its CO2 footprint.	Points criterion 3 points	p	All
	The company can document CO2 neutrality for minimum scope 1 and 2 in the Greenhouse Gas Protocol Standard.	Points criterion 5 points	p	All
	Guests are offered the option of CO2 compensation.	Points criterion 3 points	p	All
	The company demands CO2 calculations for the biggest suppliers.	Points criterion 3 points	p	All

APPLICATION EXAMPLES...

Involvement of employees	Involvement of employees	Type	p / m	Type
	The management holds at least four annual meetings with the responsible environmental employees and / or the environmental group.	Mandatory	m	All
	Every year, the company holds at least two motivational meetings about the environmental and Green Attraction work for all employees - either together or distributed in different work areas.	Mandatory	m	All
	The management and the responsible environmental employees continuously involve the employees in the environmental work and inform them about how they can make a difference.	Mandatory	m	All
	Current and new cleaning staff is familiar with the company's procedure for sorting waste.	Mandatory	m	All
	Employees are informed in work areas and through campaigns about sustainable behavior.	Mandatory	m	All
	The company gives its employees the opportunity to evaluate the internal environmental efforts.	Mandatory	m	All
	The company has established an environmental group with representatives from various departments. <i>Not relevant for companies with 10 employees (FTEs) or less.</i>	Mandatory	m	All
	The company offers its employees to participate in courses / continuing education in sustainable operations.	Points criterion 4 points	p	All
	Seasonal and freelance employees as well as volunteers will receive training by the start of employment on how they can take part in the environmental efforts.	Mandatory	m	All

APPLICATION EXAMPLES...

Guest Information	Guest Information	Type	p / m	Type
	The Green Attraction diploma and / or sign are hung visibly at the entrance.	Mandatory	m	All
	Green Attraction and environmental information must be visible to the guest.	Mandatory	m	All
	Information on Green Attraction and the company's environmental work must be available on the company website.	Mandatory	m	All
	The company informs about Green Attraction and environmental efforts such as how the guest reduces their negative impact on environment by reducing and sorting waste, reducing their consumption of water etc.	Mandatory	m	All
	The employees should be able to inform guests about Green Attraction.	Mandatory	m	All
	Guests must be able to get information about public transport.	Mandatory	m	All
	Guests have the opportunity to comment on the company's environmental work for example through a survey, link to website etc.	Points criterion 3 points	p	All

APPLICATION EXAMPLES...

Water	Water	Type	p / m	Type
	The total water consumption is monitored at least once a month.	Mandatory	m	All
	The company should have secondary water meters - especially for heavily water-consuming installations.	Points criterion 3 points	p	All
	Employees must constantly keep an eye on dripping faucets, leaky toilet cisterns and pipes.	Mandatory	m	All
	All water installations are reviewed regularly.	Mandatory	m	All
	Leaks must be repaired immediately.	Mandatory	m	All
	All new toilets must have a double flush function with a maximum of 3 and 6 l per flush.	Mandatory	m	All
	All frequently used and centrally located public toilets must have a double flush no later than 1 year after becoming certified.	Mandatory	m	All
	80% of all toilet cisterns have double flush function.	Points criterion 4 points	p	All
	Each toilet must have a waste bin or a garbage bag.	Mandatory	m	All
	Urinals must have an automatic time limit, sensor, push button or be waterless to avoid unnecessary water spillage.	Mandatory	m	All
	All company urinals are waterless.	Points criterion 3 points	p	All
	The water flow from new sink faucets must not exceed 4 liters per minute. The exception is cleaning rooms and a few places in the kitchen.	Mandatory	m	All
	The water flow from public sinks and faucets does not exceed 5 liters per minute.	Mandatory	m	All
	There are sensors on the often used and centrally located sinks in public toilets.	Points criterion 3 points	p	All
	Newly purchased hood and tunnel dishwashers may consume a maximum of 3.5 liters of water per tray.	Mandatory	m	All
	For large-scale washing, industrial dishwashers and washing machines are used.	Mandatory	m	All
	For dishwashers, signs must be set up on how to minimize water and energy consumption.	Mandatory	m	All
	New conventional dishwasher must have the highest energy label.	Mandatory	m	All
	Rainwater is collected and used as gray water for e.g. toilet cisterns, irrigation and similar.	Points criterion 3 points	p	All

CHALLENGES – ONE EXAMPLE

6.24	Postevand	Det er synligt muligt at tappe koldt postevand i gæsteområder	Obligatorisk	Ja	Madparken og i ammerum
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- Sustainability
- Service for the guests
- Commercial interests

PROCEDURE

- **Application**
 - Completed form
 - Documentation
 - Control visit
 - Follow up
- **Nomination for Jury**
- **Approval**
- **Annual report to the secretariat**
- **Control visit after one year and every 3. years**



10 GOOD REASONS WHY

- 1. It is necessary for the environment**
- 2. Future-proof the attraction**
- 3. Keep politicians away with bans and taxes**
- 4. Retain and attract guests**
- 5. Retain and attract good employees**
- 6. Possibility of support and funds**
- 7. Saves operating costs and green taxes**
- 8. Advice and part of a network**
- 9. Synergy with other Green schemes such as Green Key**
- 10. It is fun and make sense**

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<https://www.greenattraction.dk/en>