



Process for a Hotel to Become Green-Star Hotel-Certified

Introduction

The Green Star Hotel (GSH) Certificate for tourist accommodation businesses is awarded to tourist accommodations in Egypt for their commitment in the field of environmentally friendly management and social responsibility. It is a national certification and capacity-building programme under the patronage of the Egyptian Ministry of Tourism. It has been developed as a public-private project between the key stakeholders from the German and Egyptian tourism market, the Egyptian tourism authorities and the German International Cooperation to enhance the quality and environmental awareness and raise the competitiveness and the sustainability performance of the Egyptian tourist accommodation industry. Since 2013, the GSH Standard is one of the officially recognized standards by the Global Sustainable Tourism Council (<http://www.gstcouncil.org/sustainable-tourism-gstc-criteria/gstc-recognized-standards.html>).

GSH-Certified Means that a hotel

- has passed the GSH Capacity-building Programme
- complies with the Green Star Hotel Criteria
- shows a high-level environmental performance

Once a hotel in Egypt is officially Green Star Hotel Certified, it can be marketed as a 'Green Star Hotel' and can use the Green Star Hotel Logo in its letterhead, email signature, etc.

Benefits

- A Green Star Hotel will be featured as part of strong marketing and promotion activities carried out by the national and international project partners.
- As a Green Star Hotel, you will be part of a marketing and promotion network, with direct access to the source markets of Egypt.
- Through the support of international tourism organizations and projects, the programme and its certified hotels are also presented prominently in conferences, trade shows, international workshops and on several web portals.
- Market your hotel and its environmental activities by using the Green Star Hotel brand and marketing tools.



Gain a competitive market advantage and promote to a wide audience

- By being a **Green Star Hotel**, you have your own share in the active contribution to protect Egypt's natural environment and to reduce the impact of your hotel operation on the environment and become an active supporter of more sustainability within the Egyptian tourism industry.

Protect Egypt's nature

- Protecting the attractions that bring more visitors to your destination helps ensure the long-term sustainability of your business.
- By implementing the Green Star Hotel criteria system, which also includes complex staff training measures, your hotel can reduce operating costs (e.g. reduction of water and energy consumption) and increase operational efficiency.

Saving money

- By applying the GSH Standard, it is demonstrated that a tourist accommodation can not only have a positive impact on the environment and enhance environmental protection measures, but also do so while supporting the social and cultural and economic make-up of the destination – and save costs at the same time (eg. with regard to water and energy consumption).



Description of Application to Certification

The Green Star Hotel certification process was developed for the Egyptian tourist accommodation sector and incorporates five steps.



STEP 1: GSH Programme Application and Registration

Each hotel interested to become a certified Green Star Hotel has to fill in the GSH Application Form and return it to the Green Star Hotel Programme Office via Email: info@greenstarhotel.org

or to the Green Star Hotel Programme Office Fax:
+2 0237611333

The hotel will then get officially registered for the GSH process.

STEP 2: GSH Subscription

Once the Green Star Hotel Programme Office has received the filled in application, the hotel will receive a quote to subscribe, along with a GSH Information Package for the hotel management.



STEP 3: Participation in the GSH Training Programme

Once the hotel has successfully subscribed to the GSH programme, it is invited to participate in a tailor-made GSH Training Programme. Time schedules for such programmes will be announced by the Green Star Hotel Programme Office. The training programme is obligatory to achieve certification. The GSH Training Workshops are organised according to the "regional destination" approach for hotels in key tourism destinations. During the Training Workshop, the GSH Criteria, GSH Ringbinder and GSH Training Manual will be handed over.

STEP 4: GSH Audit on-site

After successfully passing the first three steps, the hotel has to register and successfully pass the GSH Audit on-site.

The audit procedures are organized by the Green Star Hotel Programme Office.

STEP 5: Certification

If the hotel successfully passed the audit and complies with all Green Star Hotel requirements according to the GSH Standard, the certification can be processed.

The hotel has to sign the GSH License Agreement and thereby acquires the right to carry and use the GSH Trademark for two years, receives the GSH Plate and the GSH Certificate.

Timelines

The time required from application to certification should not be more than 6-8 months. Timeline changes will depend on logistical issues (availability of international auditors), political circumstances (travel security) and the demand from the hotel side.

The GSH Certification is valid for two years and needs a renewal by a GSH Re-Audit after two years.



Fees

The following fees are requested from hotels depending on the number of rooms.

GSH – GROUPS	No. of rooms	Audit fee ¹ (€)	License fee For 2 years(€)	Total Annual fee² (€)	Example: No. of rooms	Example: Annual fee/room (€)
CATEGORY 1*	< 50	100	100	100	41	2.44
CATEGORY 2*	< 100	240	240	240	64	3.75
CATEGORY 3*	< 200	600	600	600	132	4.55
CATEGORY 4*	< 300	800	800	800	283	2.83
CATEGORY 5*	>300	1.000	1.000	1,000	430	2.33

¹ The audit fee will only be paid once.

² Including license and audit fee.

Payments

All payments should be made via cheque to:

Green Star Hotel Certification Programme
 c/o Egyptian Hotel Association
 8, El Sad El Aly St. Dokki Giza, 1st floor Cairo, Egypt

For wire transfer information, please contact: info@greenstarhotel.org