



THE ORIGINAL GREEN  
SEAL OF APPROVAL  
SINCE 1989

# Be Green. Be Certified.

Ten questions you  
should ask about  
green certification.

## Is green certification worth it?

*Travelers award credible green practices with their business. According to a study by the Travel Industry Association, 87% of travelers would be more likely to stay at a green property.<sup>1</sup> Yet, a majority of U.S. travelers (56%) are skeptical of what companies tell them about their green practices.<sup>2</sup> Third-party certification lends the credibility you need.*

## What are typical first steps to green certification?

*Get online. Get information. At [www.greenseal.org](http://www.greenseal.org), you can download the GS-33 standard to see how your property measures up. You can even apply online. Following application, an on-site inspection will verify compliance.*

## Who is involved with the development of the standard?

*Balanced input is the key to fair, effective standards, something Green Seal takes pride in. Our stakeholders are not just manufacturers. They are among a wide range of suppliers, scientists, product users, even other NGOs.*

## What is the certification based on?

*Green Seal certification is based on a standard developed by scientific research on the life-cycle of a product. It's stringent but achievable, and represents real reductions in environmental impact.*

## How do I avoid greenwashing?

*Greenwashing is making false or misleading claims about green practices. To avoid greenwashing consumers or being greenwashed yourself, rely on independent, third-party certification based on scientific analysis, and on-site inspections.*



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## ...more questions about green certification

### **What results can I expect from becoming green certified?**

*Certification by an independent, 3rd-party organization like Green Seal lends credibility and commitment to green practices. As travelers and meeting planners look for green properties, your certification proves you meet their requirements.*

### **Can anyone become green certified?**

*Anyone can claim they're green; not everyone can become Green Seal-certified. Our standards are stringent but fair and make a difference environmentally. A Green Seal® certification mark is a significant accomplishment.*

### **Who does the certifying?**

*Green Seal certification staff includes environmental scientists as well as professionally trained auditors. On-site verification is a strict requirement for certification.*

### **How do travelers know what I did to become certified?**

*Certified properties can proudly display the Green Seal certification mark. And transparency is power. Consumers can get online, download the standards and see what the requirements are to earn certification.*

### **How close am I to being certified right now?**

*It's easy to find out. Go to [www.greenseal.org](http://www.greenseal.org) and download the GS-33 standard for lodging properties. You may be closer than you think.*

**To find out more, call 202.872.6400 or email us at [certification@greenseal.org](mailto:certification@greenseal.org)**

<sup>1</sup> Travel Industry Association: [www.tia.org](http://www.tia.org)

<sup>2</sup> PhoCusWright's Going Green: The Business Impact of Environmental Awareness on Travel February 2009 <http://www.travelgreen.org/files/PhocusWright.pdf>