

GREEN CERTIFICATIONS



THIS FACT SHEET PROVIDES THE MOST RELEVANT AND WIDELY USED CERTIFICATIONS FOR SUSTAINABLE BUILDINGS, GREEN HOSPITALITY, AND SUSTAINABLE SYSTEM CERTIFICATIONS (ISO), IN ADDITION TO CARBON OFFSETTING STANDARDS. CERTIFICATION AND OFFSETTING CAN BE USED AS PART OF CARBON FOOTPRINT REDUCTION POLICIES.

GREEN BUILDING CERTIFICATIONS

The building certifications were predominantly selected based on their popularity, in addition to the quality of their assessment guidelines. For example, BREEAM, LEED, and HQE use similar guidelines to assess the degree to which a building is sustainable. BREEAM and LEED, the certifications provided by the UK Green Building Council and the United States Green Building Council, respectively, are presently market leaders. A more comprehensive list of national certifications can be found below.



GREEN HOSPITALITY CERTIFICATIONS

The green hospitality certifications were chosen based on their popularity. These certifications often cover not only hotels but also conference centres and other buildings which house events, including theatres and cultural buildings. A plethora of other micro-certifications exist, which can all be found in a more comprehensive list below.

BREEAM

• Based in the United Kingdom,
with national seats in:
Spain, Netherlands, Germany,
Norway, Sweden

LEED

Based in USA

HQE

Based in France

DGNB

Based in Germany

GBC

Based in Italy

Green Key

e.g. Sofuset Conference Center

Green Globe

e.g. Filharmonie Filderstadt

Tripadvisor Green Leaders

Supported by the UNEP

Green Tourism

Mainly in the UK/USA
e.g. 15 Hatfields

[Comprehensive list of Green Building certifications](#)

[Comprehensive list of Green Hospitality certifications](#)

SYSTEM CERTIFICATIONS



While the previous sections covered buildings and single venues, these ISO certifications are intended to certify sustainable processes. ISO therefore takes on a more holistic approach.

ISO 14001

Environmental Management
e.g. Balélec Music festival,
Glasgow Caledonian University

ISO 20121

Sustainable Events
e.g. Aeronef

ISO 50001

Sustainable Energy Management
e.g. University College Cork

CULTURAL CERTIFICATIONS



Only a few certifications in the cultural field pertain to sustainability. Cultural actors tend to use specific certifications, often focusing on buildings or event management. The only cultural organisation which offers certifications is Julie's Bicycle, called Creative Green. More common is for an organisation to give out awards. COAL or A Greener Festival, for example, organise yearly awards to celebrate best practice example in terms of sustainability in the cultural field.

A Greener Festival

Sustainable Festivals
e.g. DGTL, Roskilde, Glastonbury

Creative Green

Creative Institutions
e.g. BRIT Awards, Royal Albert Hall

CARBON OFFSET STANDARDS



The offsetting industry uses offsetting standards to verify whether the projects funded to capture CO₂ (e.g., planting trees) have an actual measurable impact. These standards are issued by the intermediaries listed below. A distinction should be made between two offsetting markets. Projects in the Voluntary emission reduction market are more common, as guidelines are looser and their carbon pricing lower. Projects following Certified Carbon credits, on the other hand, are Kyoto compliant, meaning that they are bound to follow the Paris Agreement and a stricter carbon pricing mechanism.

Verified Carbon Standard (VCS)

• Voluntary emission reduction

Gold Standard

• Voluntary emission reduction

Plan Vivo

• Voluntary emission reduction
• Funds smaller projects

Clean Development Mechanism (CDM)

• Kyoto compliant; uses Certified Carbon credits

Green-e

• Voluntary emission reduction
• United States of America

This fact sheet has been created by [ELIA](#) a globally connected network for higher arts education, as output for the environmental sustainability strand of the [SHIFT - Shared Initiatives for Training](#) project, which focuses on the United Nations' Sustainable Development Goal (SDG) 13: Climate Action. SHIFT, an Erasmus+ partnership project, looks at how cultural networks, organisations, leaders and professionals can embed environmental sustainability into practices and collaborations. Other themes tackled by SHIFT are cultural leadership, gender and power-relations and inclusion.

We would like to acknowledge the contributions of the SHIFT partners (ECA-EC, EMC, EMCY, FACE, IETM, IMC, OTM, TEH) and the ELIA core team leading SHIFT's Intellectual Output on Environmental Sustainability: Irene Garofalo, Maria Hansen, Lea Myllykallio.

THE SHIFT PROJECT
IS CO-FUNDED BY:



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which solely reflect the views of the authors, and the commission cannot be held responsible for any use which may be made of the information contained herein.

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International license.

Published: June 2021

Copy-editing: Dutton Hauhart, [Reitz Ink](#) Design: [Linus Rudolph](#)

