



Schweiz.



Switzerland.

#Ferientag

Schweizer Ferientag
Journée Suisse des Vacances
Giornata Svizzera delle Vacanze
Switzerland Vacation Day

2021

#Ferientag

Schweizer Ferientag
Journées Suisses des Vacances
Giornate Svizzera delle Vacanze
Nederlandse Vakantiedag
2021



Switzerland.

Let's do this!

Presenting Partner





Switzerland.

Swisstainable.

Workshop 48: From a «hidden champion» to a leader in sustainability.

Switzerland Vacation Day 2021 – virtual edition

May, 5th, 2021

Samuel Wille & Helena Videtic

The dawn of a new era.

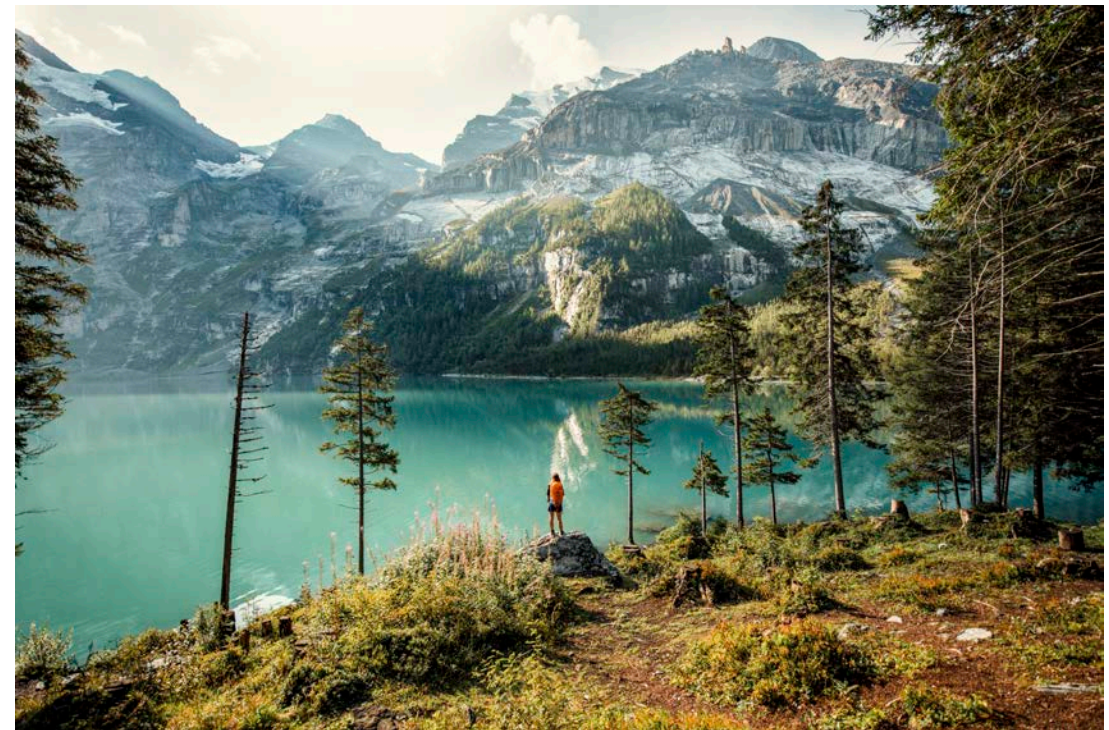




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Where we are today.

- 17 Sustainable Development Goals of the United Nations
- Swiss Federal Council commits to a climate-neutral Switzerland by 2050
- Sustainability takes on a central role in the federal government's new tourism strategy
- Numerous tourism providers, destinations and industry associations are already committed to sustainable development



No future without sustainability.



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- Travellers want to travel more sustainably
- Guests desire authenticity and closeness to nature
- Sustainability is no longer seen as a sacrifice
- Sustainability justifies a higher price level

From a «hidden champion» to a leader in sustainability.



Switzerland is number 1 in “environmental sustainability” in the Travel & Tourism Competitiveness Report, making it the global leader. However, this is still too little known.”

Sustainability has been shaping Switzerland for decades.

- Literally every Swiss town can be reached by public transport
- Switzerland invites guests to swim in the middle of its cities – a truly unique experience.
- Our forests are growing and the Swiss parks ensure biodiversity
- Climatic spa resorts with therapeutic benefits thanks to excellent air quality

Switzerland as a travel destination differentiates itself through sustainability.



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An aerial photograph of a rugged mountain peak, likely in the Swiss Alps, rising sharply above a thick, white sea of clouds. The mountain's slopes are a mix of dark green coniferous forests and patches of yellowish-brown grass. A small, white, cross-shaped structure, possibly a chapel or a weather vane, is visible on the summit. In the background, more mountain ranges are visible, partially obscured by the clouds. The sky is a clear, pale blue.

We need to stand out to be seen.

Swisstainable. Excellence in Sustainability.



Full communication speed ahead.



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But we as tourism industry need to follow up on this strong statement.



The Swisstainable programme.

Partners.

Project initiated by

Switzerland Tourism.



Academic partner

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business
Institute of Tourism and Mobility
ITM

Partners

STV FST

Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione svizzera del turismo
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GASTRO SUISSE

HotellerieSuisse

**Parahotellerie
Schweiz**

RDK

KONFERENZ DER REGIONALEN TOURISMUSDIREKTOREN DER SCHWEIZ (RDK)
CONFERENCE DES DIRECTEURS D'OFFICES DE TOURISME REGIONAUX DE SUISSE (CDR)
CONFERENZA DEI DIRETTORI DEGLI ENTI REGIONALI SVIZZERI DEL TURISMO (CDR)
CONFERENZA DALS DIRECTURS REGIONALS SVIZZERS DAL TURISSEM (CDR)



**Seilbahnen Schweiz
Remontées Mécaniques Suisses
Funivie Svizzere
Pendicularas Svizras**

**SRV
FSV** Schweizer Reise-Verband
Fédération Suisse du Voyage
Federazione Svizzera di Viaggi

SWISS SNOWSPORTS

VÖV UTP
Verband öffentlicher Verkehr
Union des transports publics
Unione dei trasporti pubblici

**VSSU
AESN
AASN**
Verband Schweizerischer Schifffahrtsunternehmen
Association des entreprises suisses de navigation
Associazione delle aziende svizzere di navigazione

**VERBAND SCHWEIZER TOURISMUSMANAGER
ASSOCIATION SUISSE DES MANAGERS EN TOURISME
ASSOCIAZIONE SVIZZERA DEI MANAGERS DEL TURISMO
ASSOCIAZIUN SVIZRA DALS MANAGERS DAL TURISSEM**

Swiss tourism industry becomes swisstainable.



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Level I – committed

The first level is aimed at businesses without certifications or other sustainability credentials that want to commit to sustainable business management and further develop their business towards sustainability.



Level II – engaged

The second level also requires a commitment to sustainable corporate management and ongoing further development. In addition, certification or another credential in at least one sustainability area is required to be awarded this level.












Level III – leading

This level is aimed at businesses that already have comprehensive and recognised sustainability certification. Consideration is given to certifications that cover all dimensions of sustainability and are regularly audited by third parties.



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Requirements per level at a glance.

	Tool 1	Tool 2	Tool 3	Tool 4
Level I committed	 Commitment to sustainability	 Sustainability check	 Sustainability measures	–
Level II engaged	 Commitment to sustainability	 Sustainability check	 Sustainability measures	 Sustainability credentials level II
Level III leading	 Commitment to sustainability	–	–	 Sustainability credentials level III



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Tool 1: Commitment.

Sustainability programme of Swiss tourism.



Commitment.

The shared commitment forms the basis of the Swisustainable programme. It describes values and responsibilities of the business/organisation. It also sets out the 12 aspects to be evaluated in the sustainability check.

Preamble

- We are aware of our business/organisation's responsibilities with regard to sustainable development, and are doing our utmost to ensure that our grandchildren will still be able to visit and experience Switzerland's fascinating beauty and diversity – for us, sustainable means "grandchild-compatible".
- In this way, we are playing our role in implementing the 17 Sustainable Development Goals (SDG) adopted by the UN and the Federal Council's 2030 Sustainable Development Strategy, and helping position Switzerland as a sustainable travel destination.
- We take environmental, social and economic aspects into account in all our decisions and control these through careful management.

Environment

1. Nature and scenery

We are aware of the key contribution of high-quality scenery and architecture to attractive tourism and take full advantage of these opportunities when developing and marketing offers. We respect sensitive natural habitats and protected areas, promote biodiversity, concentrate tourism projects in less sensitive areas and play our part in sustainable spatial planning.

2. Water, air and earth

We constantly improve resource efficiency, particularly in the use of natural resources such as water, air and earth.

3. Energy and climate

We optimise energy consumption through conscious procurement and investment decisions, promote renewable energy sources and reduce climate-damaging emissions.

4. Mobility

We support attractive multimodal, environmentally friendly mobility offerings designed to benefit visitors and reduce the burden on the environment.

5. Waste

We minimise waste through avoidance, reduction, recycling and separate disposal.

Society

6. People and culture

We help strengthen regional identity and regional cycles. We involve the local population in our projects, promote regional cultures and enable visitors to engage with local people.

7. Specific visitor requirements

We cater to specific visitor requirements, taking key aspects such as family-friendliness, accessibility and food intolerances into account, and improve our offerings on an ongoing basis.

8. Working conditions and equal opportunities

We offer fair working conditions, optimise employees' levels of employment, encourage employee participation and training, pay attention to equal opportunities and work-life balance, and help promote social and intercultural integration.

9. Visitor information and hospitality

We allow our visitors to experience sustainability, keep them informed about our efforts in this regard, encourage them to behave considerately and surprise them with our courteous hospitality.

Economy

10. Marketing

Our marketing takes the environmental impact of the journey to Switzerland into account. We are strengthening our short-haul markets and targeting a balanced mix of visitors.

11. Jobs and cooperations

We are actively committed to further developing tourism as a key livelihood. We offer attractive jobs, adhere to Collective Labour Agreements, act in a cooperative manner and maintain fair partnerships.

12. Innovation and profitability

We encourage sustainable innovation, generate sufficient profitability and take economic viability as well as environmental and social compatibility into account in our investments.

We identify with the commitment of Swiss tourism to sustainability, take sustainability aspects into account in all our decisions and comply with the following requirements:

- We explicitly embed our sustainability efforts in our corporate/business strategy, communicate them both internally and externally, develop them into concrete measures and implement them in a targeted manner.
- We comply with legal requirements in all areas.
- We have a sustainability officer and/or a sustainability team to ensure that our sustainability measures are implemented.
- We adhere to any specific requirements of umbrella organisations.

Place/Date

Signature of CEO, Director, Managing Director

.....

.....

Signature of sustainability officer or head of sustainability team

.....

Project initiated by

Switzerland Tourism.



Academic partner

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HOCHSCHULE LUZERN

Business Institute of Tourism and Mobility ITM

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St. Gallen Tourismusverband
Fédération suisse du tourisme
Fédération suisse des régions
Fédération suisse des cantons

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Parahotellerie Schweiz

RDK

Reisen und Dienstleistungen
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Schweiz Suisse Svizzera Svizzera

Parahotellerie Suisse
Parahotellerie Suisse
Parahotellerie Suisse
Parahotellerie Suisse

SWISS SNOWSPORTS

VÖV ÖVP

St. Gallen Tourismusverband
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Fédération suisse des régions
Fédération suisse des cantons

St. Gallen Tourismusverband
Fédération suisse du tourisme
Fédération suisse des régions
Fédération suisse des cantons

Tool 2: Sustainability check.



Sustainability programme of Swiss tourism.

Sustainability check.

	Thematic area	Commitment	Sustainability check	Level of fulfilment (mark with an x)								Ideas for improvement, comments
				not at all	1	2	3	4	5	6	7	
Environment	Nature & scenery	1. We assess the contribution of high-quality scenery and architectural assets to our overall benefit and take full advantage of these opportunities when developing and marketing offers. We respect sensitive areas and protect them, promote sustainability measures in our projects in the landscape and plan our part in sustainable planning.	1. We respect the uniqueness of our natural surroundings, scenery and architecture: design, structure and secure effective communication. 2. We regard scenic and architectural quality as a resource in our infrastructure projects and in the activities we offer. We consider them as a resource in our projects in the landscape and plan our part in sustainable planning.									
	Water, air & earth	2. We consider the resource efficiency, particularly the use of natural resources such as water, air and earth.	1. We consider the resource efficiency and the burden on natural resources such as water, air, earth and raw materials through conscious investment and procurement decisions in our infrastructure projects and in the activities we offer. 2. We consider the resource efficiency of our infrastructure projects and in the activities we offer.									
	Energy & climate	3. We consider energy consumption through conscious procurement and investment decisions, promote renewable energy sources and reduce emissions.	1. We consider energy consumption through energy-saving measures and in particular through conscious investment and procurement decisions in all new construction, transport, production facilities and services. 2. We consider the energy consumption of our infrastructure projects and in the activities we offer.									
	Mobility	4. We support sustainable mobility, environmentally friendly mobility offerings designed to benefit visitors and reduce the burden on the environment.	1. We consider the use of environmentally friendly transport options and opportunities between our offers and public transport or other environmentally friendly transport options. 2. We consider the use of environmentally friendly transport options in our infrastructure projects and in the activities we offer.									
	Waste	5. We consider waste through avoidance, reduction, recycling and separation.	1. We consider waste through targeted avoidance and reduction measures, particularly in regard to food waste and consumption of plastic, paper and materials, and avoid using materials that are not environmentally friendly. 2. We consider waste through targeted avoidance and reduction measures, particularly in regard to food waste and consumption of plastic, paper and materials, and avoid using materials that are not environmentally friendly.									
Society	People & culture	6. We help strengthen regional identity and regional pride. We involve the local population in our projects, promote regional culture and encourage engagement with local people.	1. We consider regional identity, identity and short transport routes in our purchasing decisions and use regional, environmentally friendly materials, products and services in all areas of our business. 2. We consider the needs of the local population into account, promote cultural heritage, pay attention to authenticity and promote regional culture.									
	Specific visitor requirements	7. We take specific visitor requirements, target groups such as families, seniors, accessibility and food intolerance into account, and integrate our offerings on an ongoing basis.	1. We consider the needs of different visitor groups, identify specific requirements and integrate them into our offerings. 2. We consider the needs of different visitor groups, identify specific requirements and integrate them into our offerings.									
	Working conditions & equal opportunities	8. We offer fair working conditions, optimise employee health of employees, encourage employee participation and training, pay attention to equal opportunities and work-life balance, and help promote social and intercultural integration.	1. We offer our employees fair working conditions, optimise their health of working conditions, support them in combining work and family life. 2. We generally implement equal opportunities measures, promote employee engagement and help promote social and intercultural integration.									
	Visitor information and hospitality	9. We make our visitors aware of sustainability, keep them informed about our efforts in this regard, encourage them to follow sustainability and support them in their sustainable travel.	1. We make our visitors aware of sustainability, keep them informed about our efforts in this regard, encourage them to follow sustainability and support them in their sustainable travel. 2. We make our visitors aware of sustainability, keep them informed about our efforts in this regard, encourage them to follow sustainability and support them in their sustainable travel.									
Economy	Marketing	10. Our marketing takes the environmental impact of the products we offer into account. We are strengthening our marketing efforts and targeting sustainable use of visitors.	1. We consider the environmental impact of the products we offer and take it into account in our marketing efforts. 2. Our marketing takes the environmental impact of the products we offer into account. We are strengthening our marketing efforts and targeting sustainable use of visitors.									
	Jobs & cooperations	11. We actively contribute to further developing tourism as a livelihood. We offer attractive jobs, encourage local labour, support local businesses, and help promote social and intercultural integration.	1. We actively contribute to further developing tourism as a livelihood. We offer attractive jobs, encourage local labour, support local businesses, and help promote social and intercultural integration. 2. We actively contribute to further developing tourism as a livelihood. We offer attractive jobs, encourage local labour, support local businesses, and help promote social and intercultural integration.									
	Innovation and profitability	12. We consider sustainability as a driver for innovation, profitability and economic viability as well as environmental and social compatibility in our investments.	1. We consider sustainability as a driver for innovation, profitability and economic viability as well as environmental and social compatibility in our investments. 2. We consider sustainability as a driver for innovation, profitability and economic viability as well as environmental and social compatibility in our investments.									

Overview

Nature & scenery	0
Water, air & earth	0
Energy & climate	0
Mobility	0
Waste	0
People & culture	0
Specific visitor requirements	0
Working conditions & equal opportunities	0
Visitor information and hospitality	0
Marketing	0
Jobs & cooperations	0
Innovation and profitability	0





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Tool 3: Action plan and measures.

Sustainability programme of Swiss tourism.

Overview of measures.



Company:

Start date:

End date (latest 2 years after start):

Measures	Sustainability area	Responsibility	Deadline	completed
1. Measure				
2. Measure				
3. Measure				



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Tool 4: Recognised credentials.

Credentials Level II individually	Credentials Level II combined	Credentials Level III
B Corp Bio Hotels Certified Green Hotel EMAS EU Ecolabel Tourist Accommodation Goût Mieux ISO 14001 Swiss parks label	act Cleantech Barrierefreie Schweiz (OK GO) Blaue Schwalbe Cause We Care Claire & George Hotelpartner Culinarium (Gelbe Krone) DGNB Schweiz (SGNI) Echt Entlebuch Gastropartner Ecocamping EcoCook ENAT Code of Conduct	Biosphere Tourism EarthCheck EcoEntreprise Entreprise Citoyenne / Sustainable Company Green Globe Green Key (FEE) GreenSign Hostelling International's Quality and Sustainability Standard ibex fairstay ISO 9001/14001 combined TourCert
Direct recognition on level II with an appropriate proof	Recognised credentials (combined), i.e. at least two of the listed credentials.	Direct recognition on level III with an appropriate proof

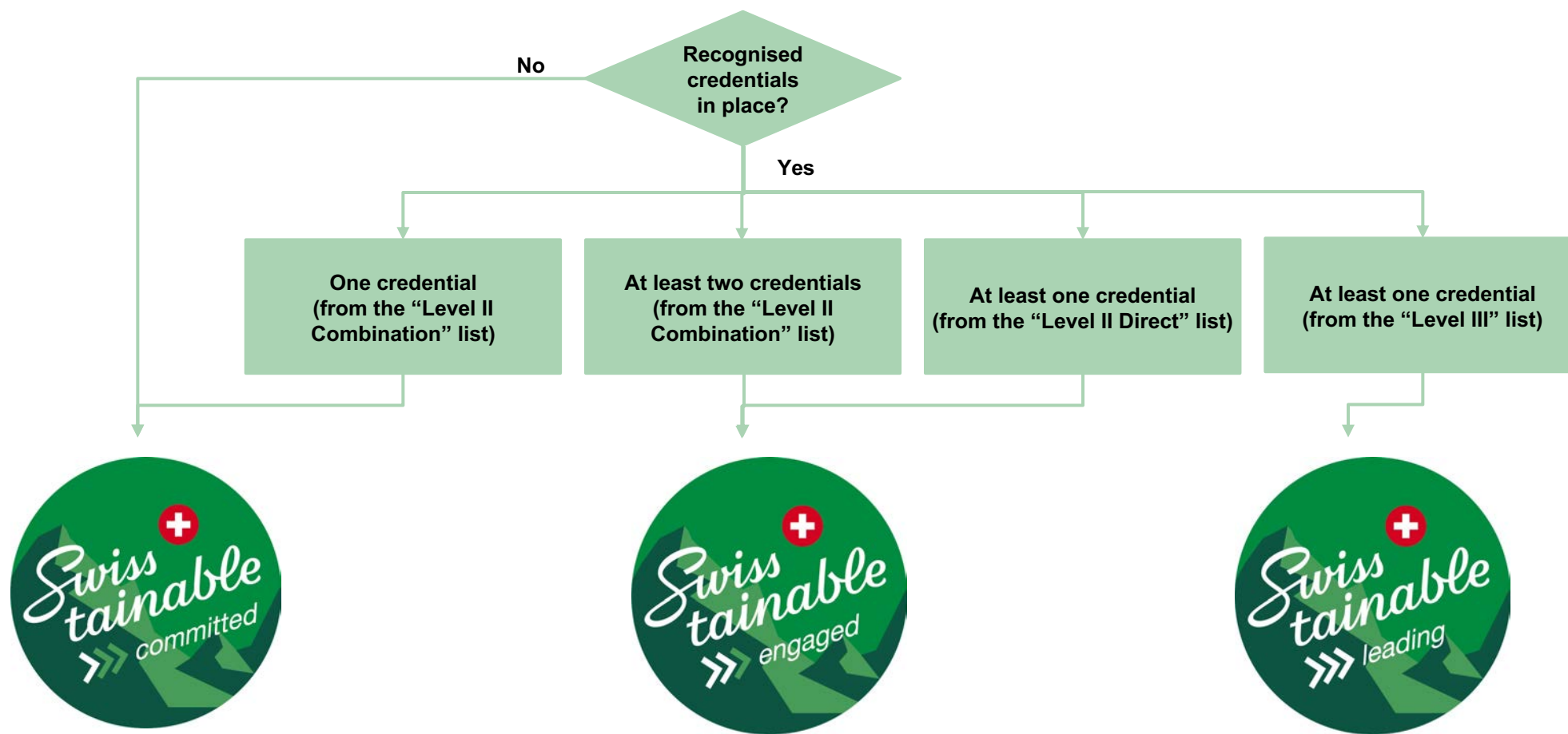
The list with all recognised credentials is available under the following link:

https://www.stnet.ch/app/uploads/2021/02/Swisstainable_ManualNachweise_E.pdf

Which level is the right one for my organisation?












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Requirements per level at a glance.

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Level III leading	 Commitment to sustainability	–	–	 Sustainability credentials level III



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Level I – committed

Example: Greulich Design & Lifestyle Hotel, Zurich

Where do they stand?

- No measures taken

What is needed?










- Sign commitment letter
- Self-assessment (check)
- Define at least measures
 - i.e. check the possible recognized credentials
 - i.e. check all the products for its regionality
 - i.e. gain additional local suppliers





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Requirements per level at a glance.

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Level III leading	 Commitment to sustainability	–	–	 Sustainability credentials level III



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Level II – engaged

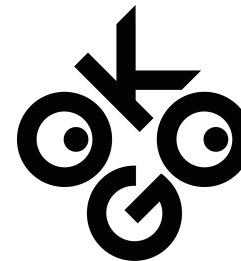
Example: Hotel Schweizerhof Bern & Spa*****

Where do they stand?

- Certain steps taken
 - MyClimate Cause we Care program
 - Barrier-free program (OK:GO)

What is needed?










- Sign commitment letter
- Self-assessment (check)
- Confirmation(s) of the credentials
- Define at least 3 measures
 - i.e. development and optimisation of a waste concept
 - i.e. organise a sustainable week
 - i.e. avoid single-use products





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Requirements per level at a glance.

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Level II engaged	 Commitment to sustainability	 Sustainability check	 Sustainability measures	 Sustainability credentials level II
Level III leading	 Commitment to sustainability	–	–	 Sustainability credentials level III



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Level III – leading

Example: Jugendherberge Pontresina

Where do they stand?

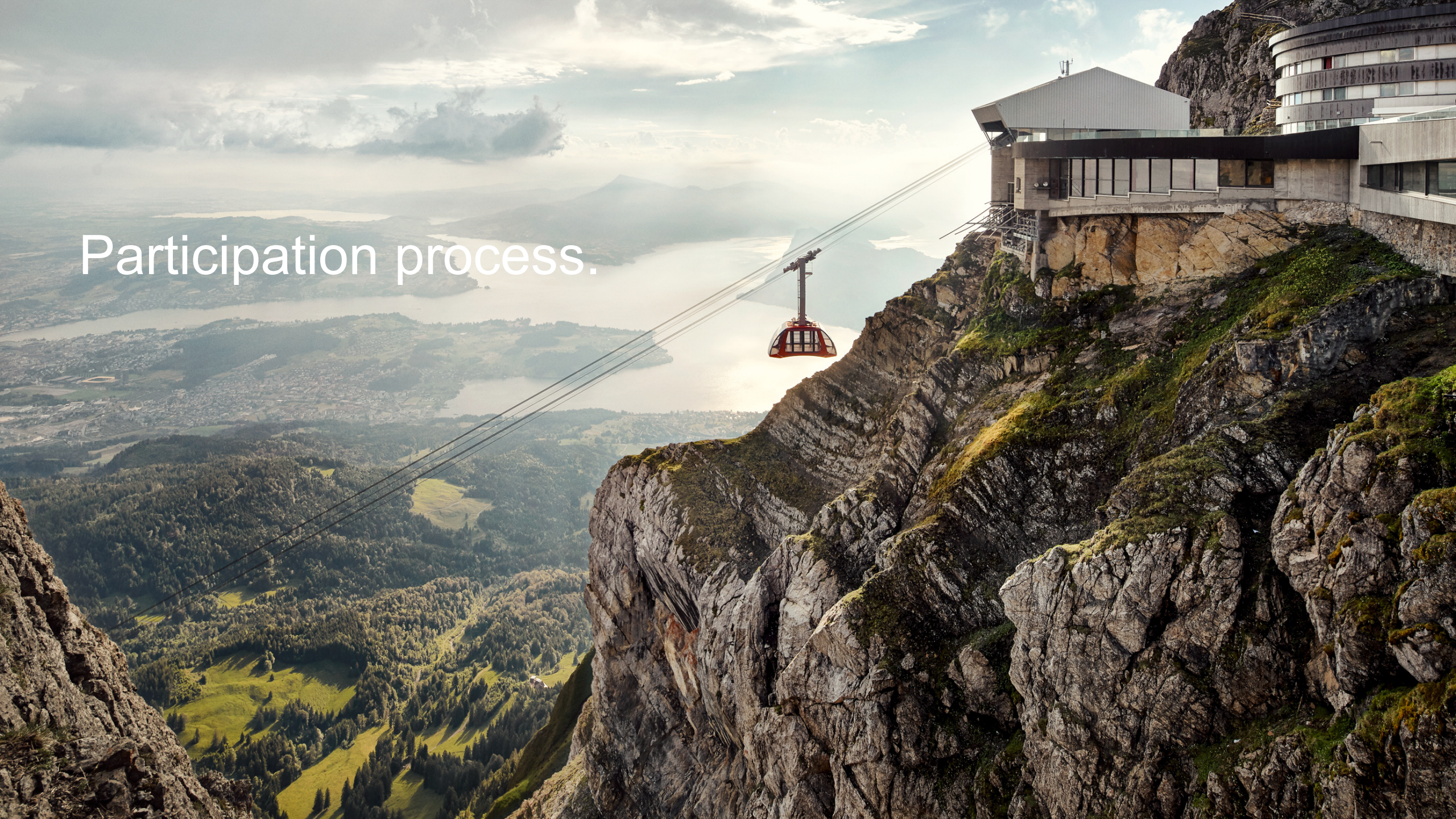
- Holistic sustainability certification implemented
 - ibex fairstay platinum certified

What is needed?

- Sign commitment letter
- Confirmation(s) of the credentials



Participation process.



Process.



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Registration

Which level is right for my business?

Level I – committed

Implementation

- Download and sign the commitment to sustainability
- Complete the sustainability check: Discussion and assessment, preferably as a team
- Developing and defining at least three measures

Upload:

- Signed commitment to sustainability
- Completed sustainability check
- Completed action sheet

Level II – engaged

Implementation

- Download and sign the commitment to sustainability
- Complete the sustainability check: Discussion and assessment, preferably as a team
- Documentation of the individual credential
- Developing and defining at least three measures

Upload:

- Signed commitment to sustainability
- Completed sustainability check
- Individual credential (Level II)
- Completed action sheet

Level III – leading

Implementation

- Download and sign the commitment to sustainability
- Document the sustainability certificate

Upload:

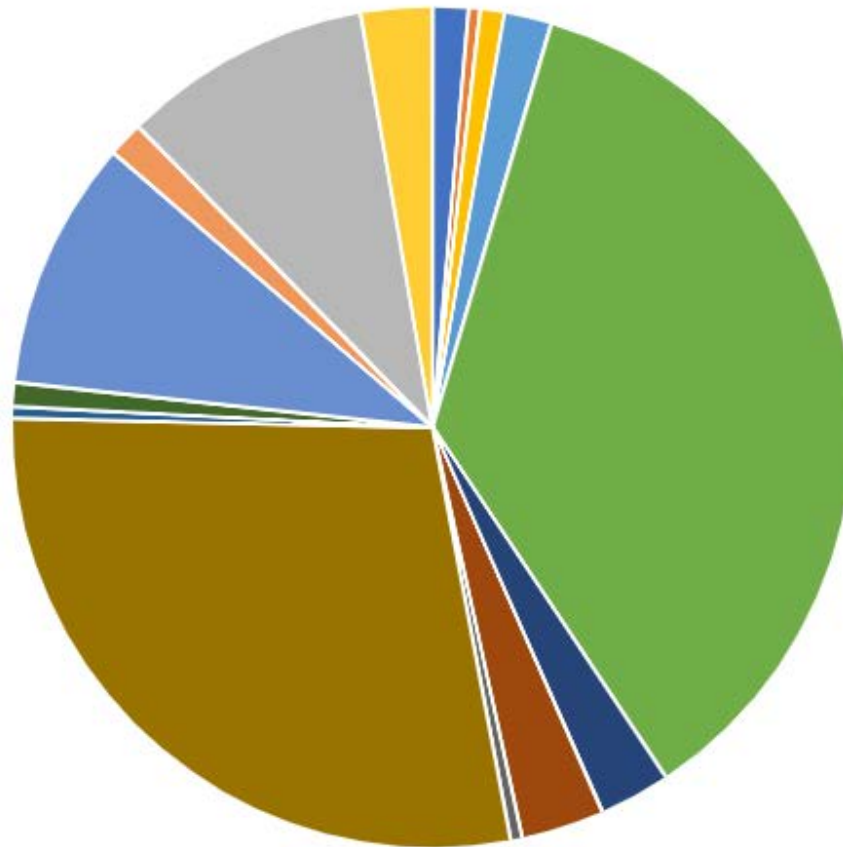
- Signed commitment to sustainability
- Valid Level III sustainability credential





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Over 220 registrations so far.

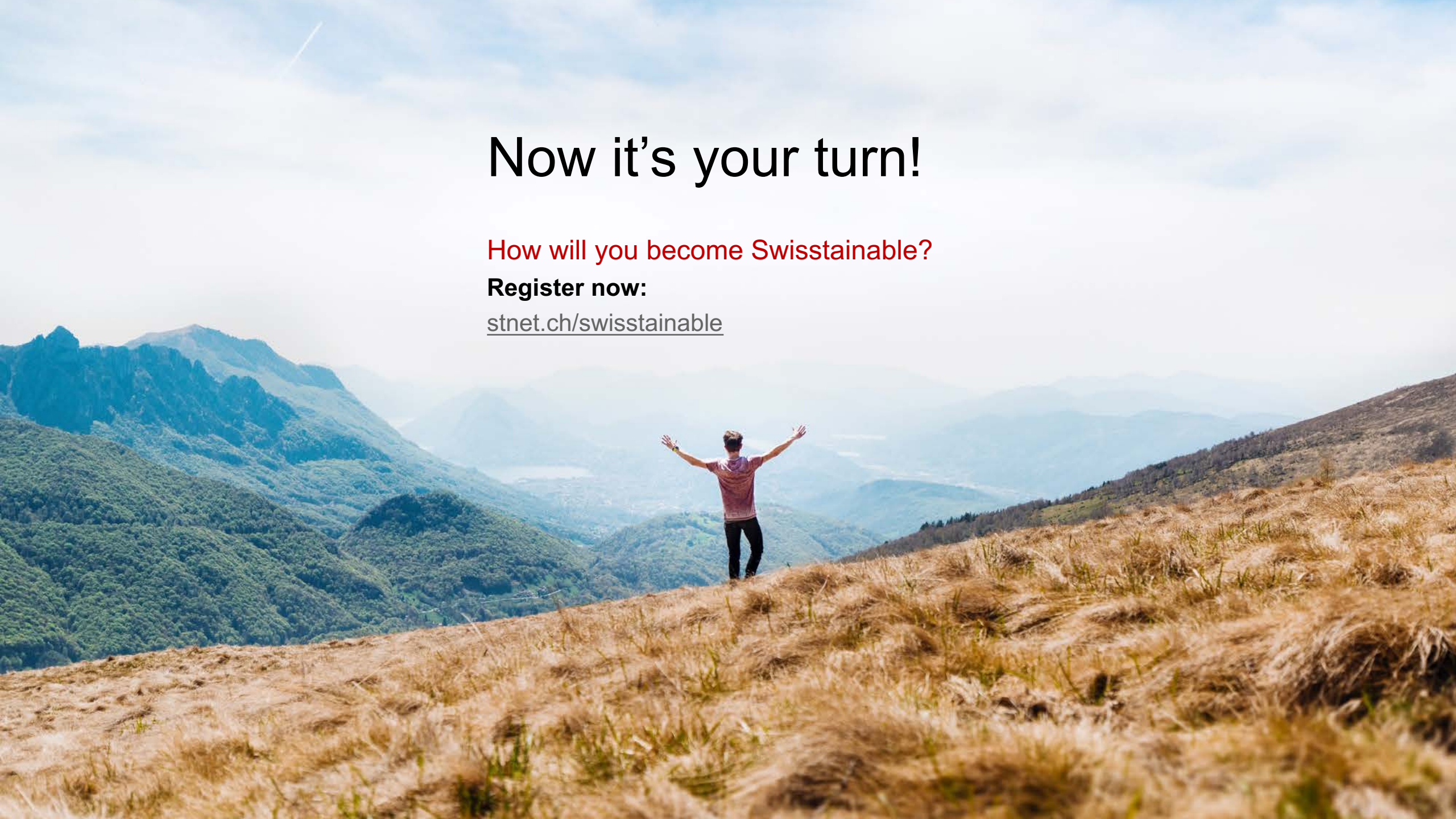


Now it's your turn!

How will you become Swisstainable?

Register now:

stnet.ch/swisstainable





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Your contact.



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Danke. Merci. Grazie. Grazia.



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