



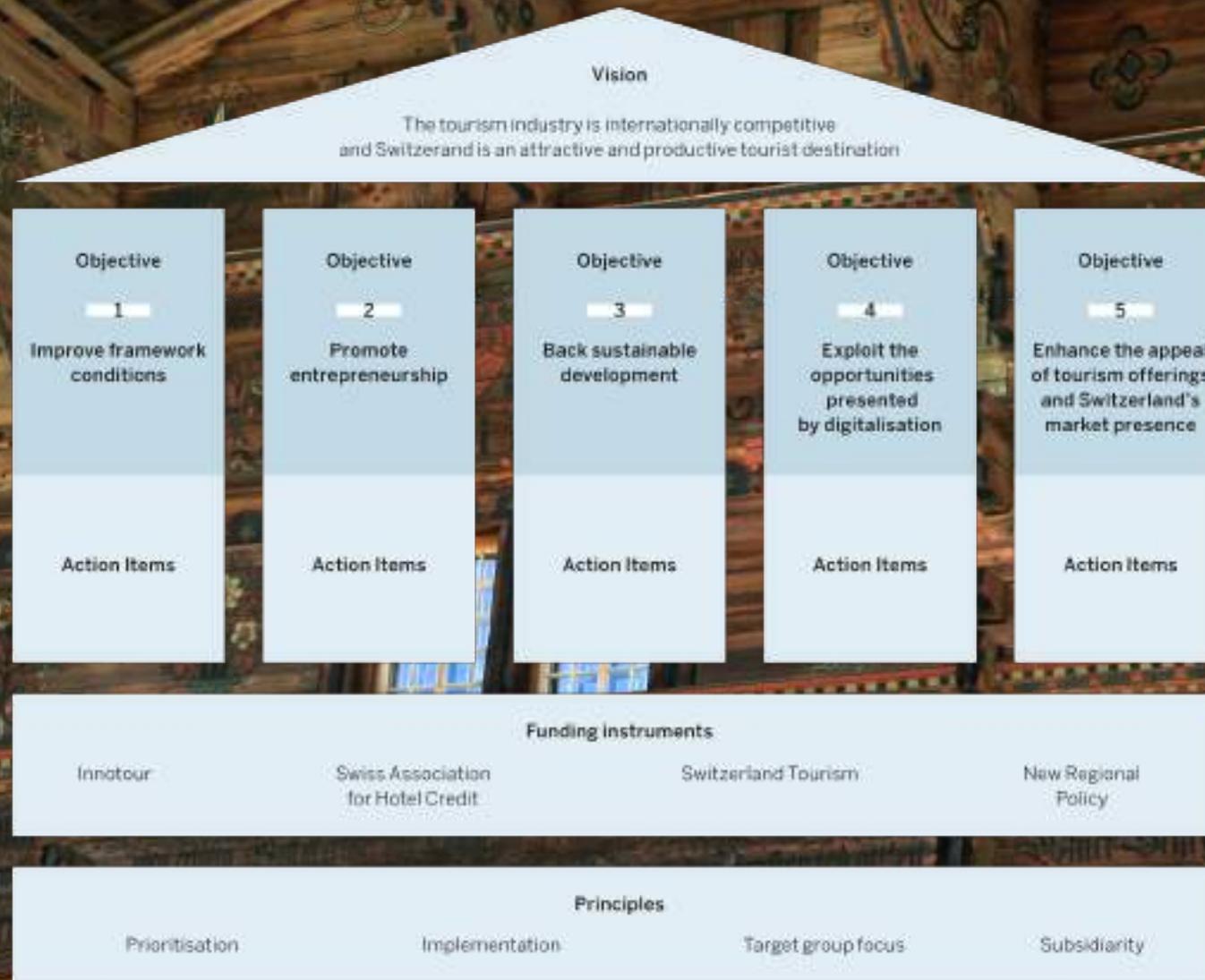
Swisstainable Programme.

GSTC Conference

December, 13th, 2022

Helena Videtic, Switzerland Tourism

Political context: Tourism Strategy of the Swiss Confederation





Our strategy for a sustainable tourism.



The three-levels approach.



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.

The requirements per level.

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



The role of recognised sustainability credentials.

The sponsorship: a whole industry.

Project initiated by

Switzerland Tourism.



Partners

STV FST

Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione Svizzera del Turismo
Federaziun svizra dal turissem

GASTRO SUISSE

HotellerieSuisse

Parahotellerie
Schweiz

Academic partner

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE
LUZERN

Business
Institute of Tourism and Mobility
ITM

RDK

KOMPETENZ DER REGIONALLEN TOURISMUSKOMMISSIONEN DER SCHWEIZ (RDK)
CONFÉRENCE DES DIRECTEURS D'OFFICES DE TOURISME REGIONAUX DE SUISSE (COR)
CONFERENZA DEI DIRETTORI SPEDIZI ONTO REGIONALI SVIZZERE DEL TURISMO (COT)
CONFERENZA SALS DIRECTURS TURISMAIS SVIZZERS DAL TURISSEM (COT)

SWISS
NETZWERK
RESEAU
RETE

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 Verkehrs
Union des transports publics
Unione dei trasporti pubblici

VESU
AESH
Verband Schweizer Seilbahn- und
Remontées Mécaniques Suisses
Federazione Svizzera delle
Pendicularas Svizras

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

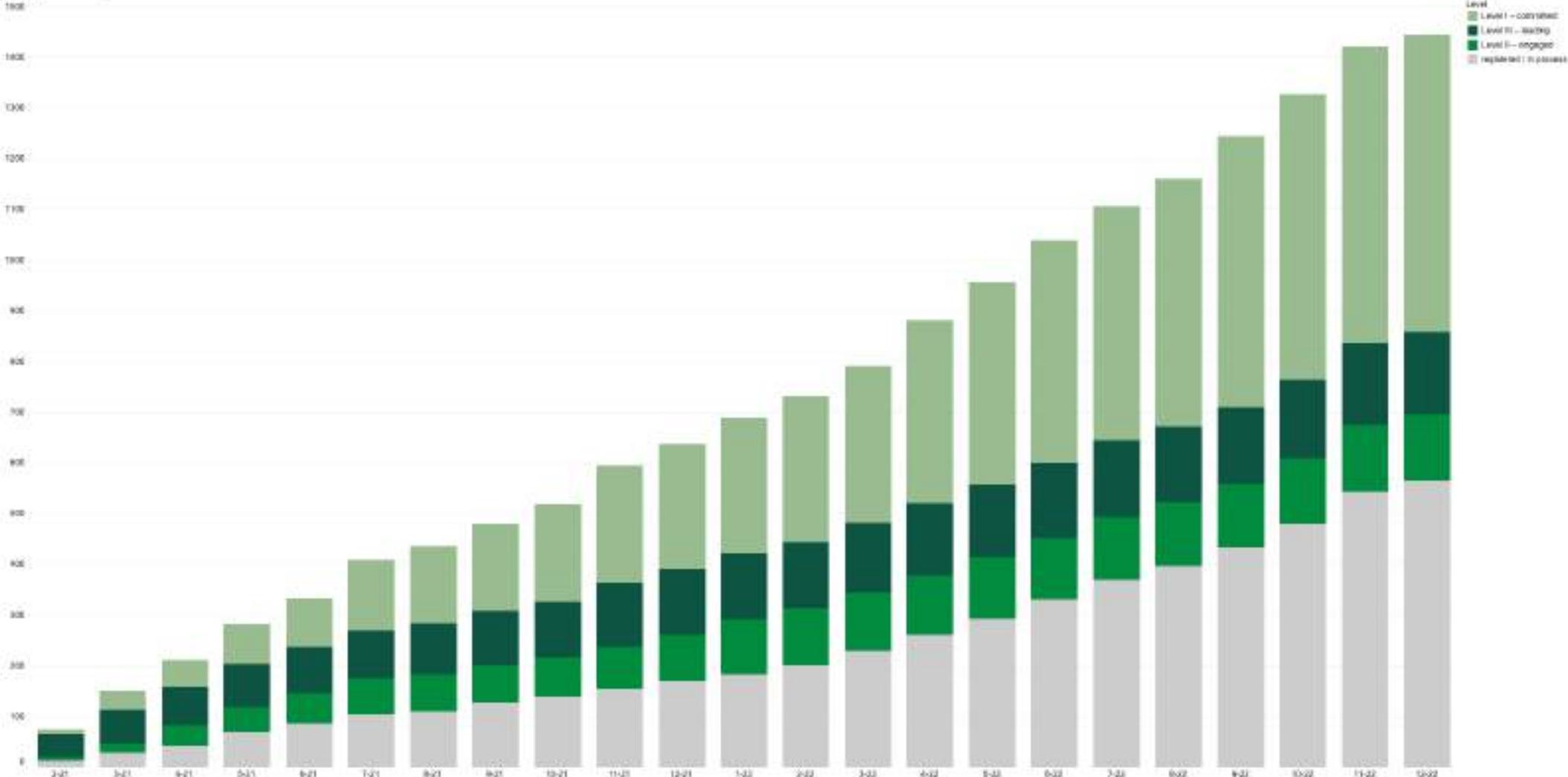


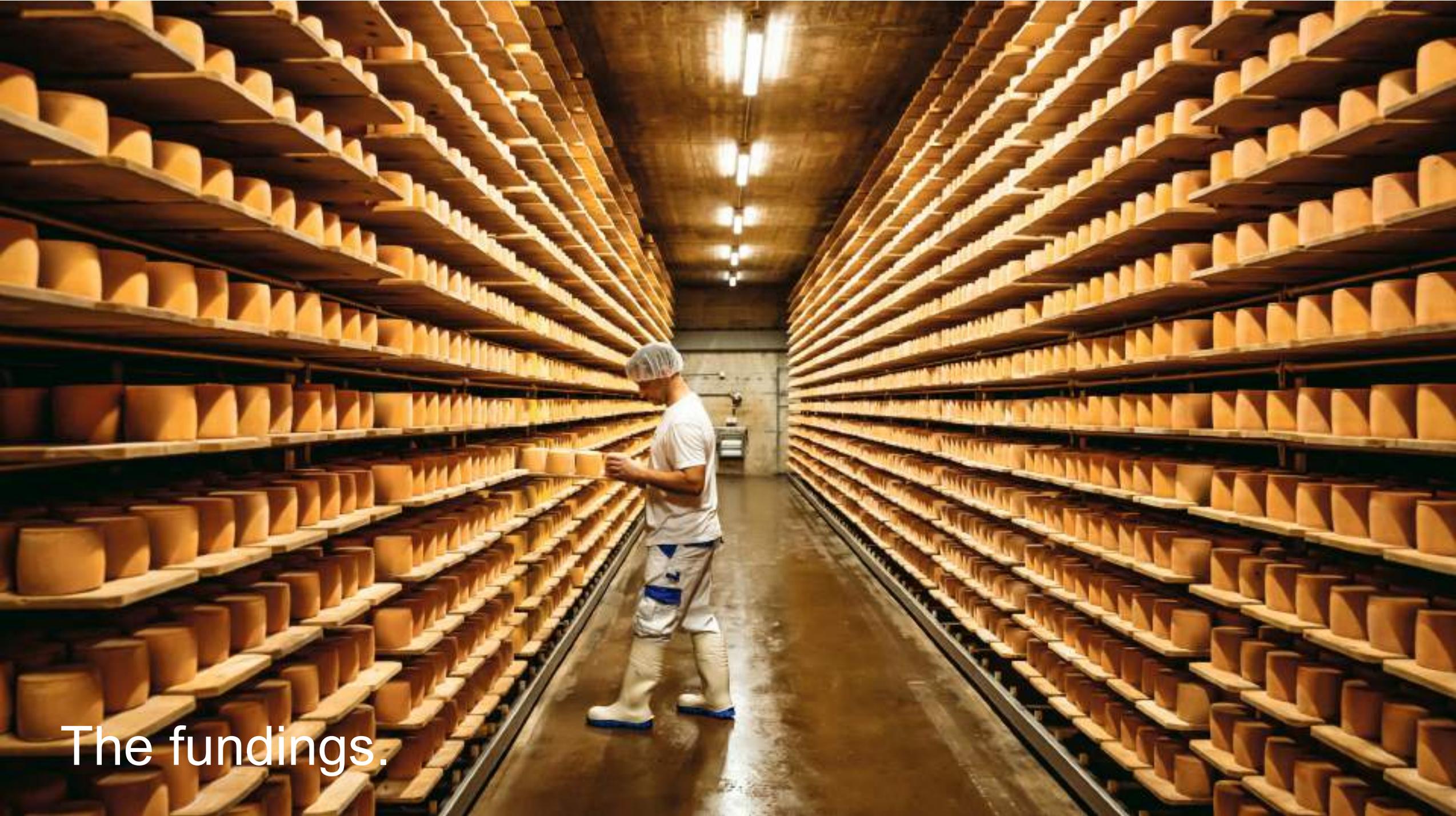
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Current registration status.



Development of registration





The fundings.

Sectoral solution.

Small-scale businesses.

Roles.

Time & Process.



Thank you for spreading the  word.



Danke. Merci. Grazie. Grazia.



Swiss
tainable

