



Sustainability programme Swisstainable.

Manual sustainability credentials.

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Contact

Swisstainable office
Swiss Tourism Federation
Finkenhubelweg 11
3012 Bern
+41 31 307 47 41
swisstainable@stv-fst.ch
[Swisstainable Website](#)



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Table of contents

| | | |
|-----|---|----|
| 1 | INTRODUCTION | 3 |
| 2 | WHAT IS PROOF OF SUSTAINABILITY? | 3 |
| 3 | WHAT ARE THE DIFFERENCES BETWEEN THE VARIOUS FORMS OF PROOF? | 3 |
| 4 | WHICH FORMS OF PROOF MIGHT BE APPLICABLE FOR MY BUSINESS? | 4 |
| 5 | WHICH FORMS OF PROOF ARE RECOGNISED? | 5 |
| 5.1 | Recognised forms of proof for level III – leading | 6 |
| 5.2 | Recognised forms of credentials for level II – engaged (individual credentials) | 11 |
| 5.3 | Recognised forms of credentials for level II – engaged (in combination) | 14 |
| 5.4 | Recognition of new credentials | 24 |

1 INTRODUCTION

To participate in level II – engaged or level III – leading of the Swisstainable programme, a business must demonstrate that it possesses recognised proof of sustainability. This manual provides brief descriptions of the various forms of recognised proof. The intention is to give service providers ideas about the potential future development of their sustainability efforts.

It explains what proof of sustainability means, the differences between the various forms of proof, which forms of proof are applicable for which business and the requirements for recognition. The forms of recognised proof are also presented together with details on categories of service provider, thematic areas, duration, and a link to relevant websites containing more in-depth information.

2 WHAT IS PROOF OF SUSTAINABILITY?

The sustainability programme is not a new certification scheme. To boost visibility of the industry's commitment to sustainability, existing forms of proof are being integrated and recognised. Sustainability efforts are measured using a wide range of different labels, quality seals, standards, certifications, initiatives, programmes and awards. These are summarised in the Swisstainable programme as various forms of “proof of sustainability”.

Recognising existing forms of proof allows us to consider the many positive developments without having to establish our own time-consuming control system.

3 WHAT ARE THE DIFFERENCES BETWEEN THE VARIOUS FORMS OF PROOF?

The various forms of proof are highly heterogeneous. Areas of difference include the level of ambition, thematic diversity, binding nature, processes and evaluation. In addition, the ease and transparency with which information about requirements and processes can be accessed is not the same across the board.

The differing characteristics of the various forms of proof mean that they are not all automatically recognised for the Swisstainable programme. Proof of sustainability must satisfy certain minimum requirements, while the list of recognised forms of proof may be amended or supplemented as required.

4 WHICH FORMS OF PROOF MIGHT BE APPLICABLE FOR MY BUSINESS?

The “right” form of proof is dependent on various factors including strategic considerations and goals, the business’s existing commitment to sustainability and the areas in which improvements are needed as a priority. While most forms of proof are not industry-specific (category: all businesses) or can be used for all types of tourism business (category: tourism businesses), there are also industry-specific forms of proof geared to specific categories such as accommodation, gastronomy, or other service providers. To check which forms of proof would theoretically be applicable for your business, you can filter the list of recognised forms of proof by «category of service provider».

The self-assessment with the [Swisstainable Sustainability Check](#) analyses the strengths and weaknesses of the company and highlights areas where action is needed. These topics and their overarching dimensions of sustainability are assigned to the proof of sustainability in this manual, depending on the area in which the proof specialises. Accordingly, the column «thematic areas» can help to find the appropriate sustainability proof for the fields of action developed by the company.

You can find in-depth information on the individual forms of proof by clicking on the respective web links.

5 WHICH FORMS OF PROOF ARE RECOGNISED?

Depending on the level, proof of sustainability must satisfy other requirements in order to be recognised. In principle, proof of sustainability will be recognised if it leads to clear improvements in one or more sustainability aspects that go beyond the legally stipulated level. Recognition is differentiated based on the following three aspects in particular:

- Thematic diversity: How broadly are the dimensions of sustainability covered?
- Aspiration level: How challenging are the requirements in terms of content?
- Process requirements: What requirements are there in terms of sustainability management and how is the proof of sustainability evaluated?

For **level III – leading**, proof of sustainability is generally recognised if it satisfies the following requirements.

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| Thematic diversity | All three dimensions of sustainability (environmental, social, economic) are covered. |
| Aspiration level | The proof of sustainability satisfies high standards in terms of sustainability intensity and is generally recognised by an official body (e.g. GSTC and/or HotellerieSuisse). |
| Process requirements | The proof of sustainability is based on certification and is evaluated by an external third party. |

For **level II – engaged**, proof of sustainability is **recognised directly as individual proof** if it satisfies the following requirements.

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| Thematic diversity | The proof covers several aspects of one sustainability dimension. |
| Aspiration level | The proof satisfies very challenging requirements in terms of content and is ideally recognised by an official body (e.g. GSTC and/or HotellerieSuisse). |
| Process requirements | The proof of sustainability is based on certification and evaluated by an external third party. |

For **level II – engaged**, combined proof of sustainability is recognised if it satisfies the following requirements. Combined means that there must be **at least two forms of proof**.

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| Thematic diversity | The combined proof generally covers one sub-aspect of one sustainability dimension. |
| Aspiration level | They satisfy challenging requirements in terms of content. |
| Process requirements | Certifications, self-declarations and participation in initiatives and programmes are recognised (although not simply memberships and registrations). |

5.1 Recognised forms of proof for level III – leading

(in alphabetical order)

| Proof | Brief description | Service supplier category | Thematic areas | Duration |
|--|--|---------------------------|---|----------|
| Biosphere Tourism | Biosphere has developed an independent certification system based on the principles of sustainability and continuous improvement. After the registration, the requirements are implemented within a business, and an external audit reviews the compliance with these criteria and the planned continuous improvement measures. | Tourism businesses | Environmental, social, economic | 3 years |
| EarthCheck | EarthCheck Certified is an environmental certification and benchmarking programme for the travel and tourism industry. The programme comprises benchmarking and certification. Based on a qualitative evaluation of environmental and social performance in comparison with baseline and best practice levels for the sector, certification is granted which verifies compliance with the EarthCheck standards by an independent auditor. | Tourism businesses | Environmental focus, social, economic | 3 years |
| EcoCook (level III to Platinum) | The EcoCook certification is a sustainability certification for catering businesses (restaurants and caterers) with different requirement and award levels. The certification criteria cover all aspects of the restaurant and are divided into eight categories. The certification programme enables participating businesses to improve their practices, reduce their environmental and social impact, cut costs, and differentiate themselves. The level classification starts with the Initial Audit followed by Level I to IV and Silver, Gold, and Platinum. | Gastronomy | Environmental focus, social, economic | 3 years |
| EcoEntreprise | The EcoEntreprise programme helps companies and all types of organisations to set up a management system, assess their activities and identify opportunities for improvement in all areas of sustainable development and corporate social responsibility (SD&CSR). | All businesses | Environmental, social focus, economic focus | 3 years |

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| | <p>EcoEntreprise certification addresses all the SD&CSR issues based on the international reference standard ISO 26000, and is validated by an external on-site audit carried out by an independent body.</p> <p>EcoEntreprise is therefore the only certification in Switzerland that can be used to obtain the international benchmark CSR label «Responsibility Europe» (Network of the best CSR certifications, www.responsibility-europe.org). EcoEntreprise certification is the benchmark for public procurement in Switzerland.</p> | | | |
| GEO Certified Golf | <p>The Swiss Golf Sustainability Programme aims to ensure Switzerland's golf clubs actively strive to achieve a measurable performance as regards sustainability. The digital tool OnCourse® is offered in collaboration with the Golf Environment Organisation (GEO) Foundation, helping golf organisations to pursue a path of sustainable development. After the registration there are various steps to take before achieving the (highest) certification of GEO Certified®.</p> | Golf courses | Environmental, social, economic | 3 years |
| Good Travel Seal (Level 3 Diamond) | <p>The Good Travel Seal is the certification programme for tourism businesses by Green Destinations, one of the largest international sustainable tourism networks and GSTC-accredited certification organisation for destinations. The programme especially supports SMEs and micro-enterprises in their continuous development towards more sustainability. It can be applied independently or is accompanied by an expert. The audit is carried out by independent assessors. For Level 3 Diamond recognition, at least 95% of the criteria based on GTS Standard V2 plus missing GSTC criteria must be met in the audit.</p> | All businesses | Environmental, social, economic | 2 years |
| Green Globe | <p>Internationale certification with a standard for the travel and tourism industry with three certification levels depending on criteria being met and years of membership: Certified Member, Gold Member, Platinum Member. Certified Member status is awarded to those that meet all requisite criteria and achieve at least 51% of the criteria's related indicators. Members must improve performance in the criteria/indicators each year. Assessments are carried out by an accredited, independent auditor both on-site and through desktop audits.</p> | Tourism businesses, Accommodation | Environmental, social, economic | 1 year |

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| Green Key (FEE) | Green Key is a voluntary eco-certification programme, and the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. The high sustainability standards expected of Green Key certified establishments are maintained through a strict set of criteria, rigorous documentation, frequent on-site audits, and third-party verification. Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants, and attractions. The Green Key programme is managed by the Foundation for Environmental Education (FEE) and its national member organisations. | Accommodation, gastronomy | Environmental focus, social, economic | 3 years |
| Green Sign | The Green Sign certification is an integrated verification system that structures, evaluates and documents ecological, social and economic aspects of hotel management in over 90 criteria. There are five levels of certification, with levels 4 and 5 recognised by the Swisstainable Programme. The hotel fills out a comprehensive certification catalogue and then undergoes an on-site inspection by an independent expert (audit). An interim audit is planned for each of the two following years of certification. The basis for this is a programme of measures individually determined by the hotel at the beginning of the certification process. | Accommodation | Environmental, social, economic | 3 years |
| ibex fairstay | ibex fairstay accompanies accommodation providers on their way to sustainable management. It awards hotels, hostels, campsites, and holiday apartment providers that fulfil their responsibility for sustainable action to an above-average degree. The holistic support includes the five dimensions of management, ecology, regionality, social affairs and finance & performance. With the help of an action plan catalogue as well as supported calculations and analyses, practical possibilities for improvement are identified. Depending on their sustainability performance, the businesses are awarded different rating levels. | Accommodation | Environmental, social, economic | 3 years |
| ISO 9001/14001 combined | ISO 9001:2015 is the standard that sets out the requirements for a comprehensive quality management system within an organisation. Organisations use the standard to demonstrate the ability to consistently provide products and services that meet customer and | All businesses | Environmental, economic, management | 3 years |

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| | applicable statutory and regulatory requirements and aims to enhance customer satisfaction. All the requirements are generic and are intended to be applicable to any organisation. Certification as per ISO 14001 supplements ISO 9001 regarding environmental aspects. Both standards are reviewed by independent auditors on site. | | | |
| ISO 20121 | ISO 20121:2012 was developed to help manage the sustainability of events and promote more responsible consumption. The standard can be applied to individuals as well as organisations of all types and sizes. The flexible approach of ISO 20121 means that it can be used for all types of events. ISO 20121 addresses all stages of an event's supply chain and provides guidance on monitoring and measurement. | Events | Environmental, social, economic | 3 years |
| Swiss parks label | All companies on the perimeter of parks can become partner companies. They carry out a self-assessment based on a set of criteria and then have an evaluation discussion with a coach. Improvement measures will be derived based on this analysis. | Park organisations | Environmental focus, social, economic | 10 years |
| TourCert | Internationally recognised consultancy and certification system with a label for sustainability and corporate responsibility in tourism. Tourism companies must prepare a sustainability report with adequate preliminary analyses of the current situation and a continuous improvement plan. The audit is conducted by an independent auditor and includes an on-site audit. Certifiability is ultimately decided by the TourCert Certification Council. | Accommodation, tourism businesses | Environmental, social, economic | 3 years |
| Travelife Gold Certification | Travelife Gold certification is an internationally recognised certification programme that helps its members improve their social, environmental, and economic impacts. Hospitality brands must meet 163 criteria for the Travelife Standard by self-assessment. This is then verified by an external audit. Travelife members have access to a suite of tools and resources that will help them comply with each criterion. | Accommodation, travel agent / tour operator | Environmental, social, economic | 3 years |
| UNESCO Biosphere | UNESCO Biosphere reserves promote solutions reconciling the conservation of biodiversity with its sustainable use. They are learning areas for sustainable development under diverse ecological, social, and | Tourism organisation / Tourist office | Environmental, social, economic | 10 years |

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| | economic contexts. To gain the UNESCO Biosphere status, reserves must be nominated by national governments and then undergo an extensive process. Compliance with the requirements is reviewed regularly. | | | |
| Valais Excellence | The Valais Excellence label was created to distinguish the dedicated companies that are implementing the principles of sustainable development and continuous improvement. The label is based on certification according to ISO 9001 Quality Management and ISO 14001 Environmental Management. Certification is open to all companies and organisations in the canton of Valais, in any sector and of any size. | All businesses | Environmental, economic | 3 years |

5.2 Recognised forms of credentials for level II – engaged (individual credentials)

(in alphabetical order)

| Proof | Brief description | Service supplier category | Thematic areas | Duration |
|---|--|-----------------------------------|---------------------------------|----------|
| B Corp | Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability. This includes a B Impact Assessment and certification. Fulfilment of the requirements is verified based on documentation submitted for the assessment and review calls. | All businesses | Environmental, social, economic | 3 years |
| Biosfera Partner Businesses | The aim of awarding companies with the Biosfera partner label is to strengthen the regional economy in the valley through positive networking and to specifically promote and support the focus on sustainability among businesses. Nature Park partner businesses are synonymous with regional brands, environmental awareness, and quality. They are competent ambassadors for the nature park and committed to working with the park for the sustainable development of the region. | Accommodation, gastronomy, guides | Environmental, social, economic | 6 years |
| ECOCAMPING | ECOCAMPING is a Europe-wide label for camping businesses displaying exemplary dedication to the protection of the environment and nature. Criteria include an action plan and records of annual consumption of electricity, heating, water, and waste volumes for the last three years, including the carbon footprint. Compliance with these criteria is verified on site by an ECOCAMPING auditor. | Accommodation | Environmental | 3 years |
| EcoCook (Level I & Level II) | The EcoCook certification is a sustainability certification for catering businesses (restaurants and caterers) with different requirement and award levels. The certification criteria cover all aspects of the restaurant and are divided into eight categories. The certification | Gastronomy | Environmental, social | 3 years |

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| | programme enables participating businesses to improve their practices, reduce their environmental and social impact, cut costs, and differentiate themselves. The level classification starts with the Initial Audit followed by Level I to IV and Silver, Gold, and Platinum. | | | |
| Esg2go – verified rating (minimum score footprint 65, with entry of financial data) | Esg2go is a rating and reporting system developed from SME practice. It offers a clear, fair, sector- and size-related scoring across the three sustainability dimensions. Esg2go shows SMEs the status of their sustainability (i.e. future viability) and where their development should be heading. Financial and non-financial data are taken into account. The rating provides solid benchmarking by making industry-specific sustainability performance quantitatively measurable and comparable and integrating internationally recognised reporting standards, such as GRI. | Tourism businesses | Environmental, social, economic | 2 years (starting from reporting date of rating) |
| Good Travel Seal (Level 2 Gold) | The Good Travel Seal is the certification programme for all types of tourism businesses by Green Destinations, one of the largest international sustainable tourism networks and GSTC-accredited certification organisation for destinations. The programme especially supports SMEs and micro-enterprises in their continuous development towards more sustainability. It can be applied independently or is accompanied by an expert. The audit is carried out by independent assessors. For Level 2 Gold recognition, at least 95% of the criteria based on GTS Standard V2 must be fulfilled in the audit. | All businesses | Environmental, social, economic | 2 years |
| ISO 14001 | The international standard for environmental management ISO 14001 sets out the criteria for an environmental management system recognised worldwide. The standard also requires that an organisation considers all issues relevant to its operations and stakeholders. Besides environmental protection, the standard aims to facilitate managing and controlling environmental responsibilities in such a way that contributes to the sustainable development of the ecological pillar. Companies must comply with all the standards, document relevant processes and undergo an external audit. | All businesses | Environmental | 3 years |

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| <p>Mountaineering villages partner</p> | <p>Appreciating and preserving the mountain world and life in the Alps. This is the common goal of the mountaineering villages – an initiative of the Alpine associations. It recognises small mountain villages with nature-oriented tourism offers. Mountaineering villages offer their guests a wide range of natural mountain sports opportunities in unspoilt landscapes. Careful treatment of the mountain environment and regional added value play a central role. Mountaineering villages partners make the philosophy described above tangible for guests and fulfil quality criteria in the areas of environmental awareness, regionality, quality and mountain sports expertise. Together, they strengthen regional value chains, for example by using local products, are committed to cooperation in the village and emphasise resource-conserving management and competent advice for guests.</p> | <p>All businesses</p> | <p>Environmental, social, economic</p> | <p>1 year</p> |
| <p>UNESCO World Heritage site</p> | <p>The UNESCO World Heritage sites around the world are committed to sustainable local development. There is a separate World Heritage office responsible for each World Heritage site. This central office is responsible for the preservation of the site and is usually part of a larger organisation.</p> | <p>Tourism organisation / Tourist office, culture</p> | <p>Environmental, social, economic</p> | <p>6 years</p> |
| <p>Valais brand label</p> | <p>«Commitment to excellence» promotes Valais companies that are embarking on a sustainable transformation in economic, social, and environmental terms. The Valais brand is now awarded at company level, which is based on a self-evaluation, definition of measures of improvement and an external audit. Certification is possible for all companies and organisations of all sectors and sizes located in the canton of Valais. This new procedure offers a lower-threshold alternative to the Valais Excellence label.</p> | <p>All businesses</p> | <p>Environmental, social, economic</p> | <p>3 years</p> |

5.3 Recognised forms of credentials for level II – engaged (in combination)

(in alphabetical order)

| Proof | Brief description | Service supplier category | Thematic areas | Duration |
|-----------------------|--|---------------------------|---------------------------------|-----------------|
| alpinavera | The alpinavera label is based on the criteria of regio.garantie, the national quality label for regional products. The label can be secured by partner businesses in Graubünden, Uri, Glarus, and Ticino. It is essentially a product label and is recognised if the entire catering business is certified. For this, the regio.garantie criteria must be met as regards the regional origin of the products and the number of corresponding dishes offered. Compliance with the requirements is regularly reviewed through checks. The criteria are set out in the sector-specific provisions of regio.garantie for the area of food and drink offerings or community catering. | Gastronomy | Social: people & culture | 2 years |
| Blaue Schwalbe | The Blaue Schwalbe certification is awarded after self-assessment, which is then verified by phone, based on brochures or with an on-site visit. The requirements include meeting the minimum criteria in the areas of food, transport, energy, water, waste and more. | Accommodation | Environmental | 1 calendar year |
| Carbon Fri | The foundation, which was established at the beginning of 2018, aims to reduce the CO ₂ emissions of Fribourg companies while also involving their employees. To achieve this, it awards the «Carbon Fri» label to companies that are committed to reducing their CO ₂ emissions and invest in the foundation for every CO ₂ tonne released into the atmosphere. All the money raised is then distributed back to the local economy by supporting local projects that are related to the foundation's purpose and cannot benefit from existing subsidy programmes. | Tourism businesses | Environmental: energy & climate | 1 year |

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| <p>Cause We Care (myclimate)</p> | <p>myclimate Cause We Care is the initiative for climate protection and sustainable tourism in Switzerland. Cause We Care participants offer their guests the opportunity to voluntarily invest a small amount in climate protection and sustainability when booking. Part of this contribution goes into a special-purpose fund and the product or service is thereby rendered climate-neutral. The company pays the same amount into that fund. Half of the customer contributions flow into high-quality climate protection projects from the myclimate foundation. The other half is given to the respective company as a “grant” for their own sustainability measures.</p> | <p>Tourism businesses</p> | <p>Environmental: energy & climate</p> | <p>Acc. validity on the certificate of proof</p> |
| <p>Claire & George Foundation – Barrier-free holidays in Switzerland</p> | <p>Claire & George Foundation – Barrier-free holidays in Switzerland is a private non-profit foundation. It arranges holidays with care and support services as required. It acts as a mediation platform between customers, the hotel industry and providers of care and support services. Hotel partners are marketed on various platforms with detailed information on their accessibility provisions. Proof <i>cannot</i> be combined with: Pro Infirmis verified, OK:GO.</p> | <p>Accommodation</p> | <p>Social: specific visitor requirements</p> | <p>1 year</p> |
| <p>ClimateActions 4 Companies</p> | <p>Within the framework of the ClimateActions 4 Companies programme of MYBLUEPLANET, tourism businesses implement concrete climate protection measures (Climate Actions) on the way towards net zero. In the process, they receive broad support reaching from analysis, planning and implementation to the monitoring of climate actions, as well as communication and employee engagement. Employees are directly involved, motivated and sensitised and thus actively contribute to climate protection.</p> | <p>Tourism businesses</p> | <p>Environmental</p> | <p>10 years</p> |
| <p>Climate neutral company</p> | <p>Various suppliers support companies in calculating their carbon footprint according to recognised standards and in reducing and offsetting their emissions. Finally, they issue a certificate to confirm the carbon neutrality of the company.</p> | <p>All businesses</p> | <p>Environmental: energy & climate</p> | <p>1 year</p> |
| <p>ClimatePartner</p> | <p>ClimatePartner certification confirms that a company has gone through all five steps of a climate protection strategy. Companies or</p> | <p>All businesses</p> | <p>Environmental: energy & climate</p> | <p>1 year</p> |

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| | products with the label «ClimatePartner- certified» have had their CO ₂ emissions calculated, reduction targets set, reductions implemented, and climate protection projects financed. In this way, a company contributes to global climate protection. The Climate-ID website of the certified companies provides full transparency of the climate protection strategy and ensures that consumers can follow each of the five steps in climate protection. | | | |
| Culinarium (Gelbe Krone) | The Culinarium label is based on the criteria of regio.garantie, the national quality label for regional products. The label can be secured by businesses in Eastern Switzerland. It is essentially a product label and is recognised if the whole food establishment is certified. The regio-garantie criteria concerning the regional origin of the products must be met and corresponding dishes must be offered. Compliance with the requirements is regularly reviewed through checks. The criteria are set out in the sector-specific provisions of regio.garantie for the area of food and drink in relation to public food service. | Gastronomy | Social: people & culture | 2 years |
| EarthCheck Evaluate Programme | EarthCheck Evaluate is EarthCheck's entry-level programme, which assesses an operator's economic, social, and environmental impact. The data collected is reviewed online, and the business then receives an overall assessment, which is updated annually. | All businesses | Environmental, social, economic | 1 year |
| EcoCook (Initial Audit) | The EcoCook certification is a sustainability certification for catering businesses (restaurants and caterers) with different requirement and award levels. The certification criteria cover all aspects of the restaurant and are divided into eight categories. The certification programme enables participating businesses to improve their practices, reduce their environmental and social impact, cut costs, and differentiate themselves. The level classification starts with the Initial Audit followed by Level I to IV and Silver, Gold, and Platinum. | Gastronomy | Environmental, social | 1 year |
| EFQM | The EFQM Model is a globally recognised management framework that helps organisations manage change and improve performance. | All businesses | Management | 3 years |

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| | By using the EFQM model, users gain a holistic perspective on the organisation. | | | |
| Equal Salary | <p>The Equal Salary certification analyses the pay gap between men and women performing equal work. The difference needs to be $\leq 5\%$ and the regression coefficient $\geq 90\%$. A PwC team performs an on-site visit to assess the following aspects:</p> <ul style="list-style-type: none"> • Management's commitment to equal treatment for men and women • Integration of equal pay and opportunity strategies in HR processes and policies • Employees' perception of their company's practices on equal treatment | All businesses | Social: working conditions & equal opportunities | 3 years |
| Fait Maison | The Fait Maison label (homemade) is awarded to restaurants that fully or mostly prepare their food in their own kitchens, without any convenience products or pre-prepared dishes. The requirements include signing a charter, designing the menu appropriately and an initial check by the label organisation. | Gastronomy | Social: people & culture | 1 year |
| Food Save Management | Food Save Management is an approach to reduce food waste according to established methods of environmental management. Participating businesses reduce their food waste with specific actions consisting of analysis, measurement, and continuous improvement. During the project period of one year, the businesses determine the actual state of their food waste, develop individual tips in a workshop with expert support, implement reduction measures and carry out a performance measurement after about one year. The effectiveness of the measures taken is analysed and evaluated with the company and experts in a second workshop based on the performance measurement. | Gastronomy | Environmental | 2 years |
| Good Travel Seal (Level 2 Silver) | The Good Travel Seal is the certification programme for all types of tourism businesses by Green Destinations, one of the largest international sustainable tourism networks and GSTC-accredited | General | Environmental, social, economic | 2 years |

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| | certification organisation for destinations. The programme especially supports SMEs and micro-enterprises in their continuous development towards more sustainability. It can be applied independently or is accompanied by an expert. The audit is carried out by independent assessors. For Level 2 Silver recognition, at least 75% of the points must be fulfilled in the audit. | | | |
| Green Pearls | Green Pearls is a communication and information platform that gives hotels which meet certain criteria a market presence and prominence. The requirements for members relate to the following areas: management plan, architecture, flora and fauna, water consumption, energy consumption, waste management, housekeeping, food, policies, employees, local communities, social projects, cultural commitment, and communication. | Accommodation | Environment, social | 1 year |
| HOTCO | The HOTCO Group was established by the Association romande des hôteliers (ARH) with the aim of enabling multiple hotels to agree on a common goal regarding reducing CO ₂ . Each hotel in the group is subject to an individual energy audit. The common goal agreement is monitored by EnAW. Proof of compliance cannot be combined with an EnAW certificate. | Accommodation | Environmental: energy & climate | Acc. validity on the certificate of proof |
| ISO 9001 | The ISO 9001:2015 standard specifies the requirements for a comprehensive operational quality management system. It applies to an organisation that needs to demonstrate its ability to provide products and services which meet the needs of its customers as well as the applicable legal and regulatory requirements, and that it aims to increase customer satisfaction. All requirements are generic and applicable to any organisation. | All businesses | Management | 3 years |
| ISO 50001 | ISO 50001 has been developed for organisations committed to addressing their impact, conserving resources, and improving the bottom line through efficient energy management. It is based on the management system model of continual improvement also used for other well-known standards such as ISO 9001 or ISO 14001. This | All businesses | Environmental | 3 years |

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| | <p>makes it easier for organisations to integrate energy management into their overall efforts to improve quality and environmental management.</p> | | | |
| Kultur inklusiv | <p>The Kultur inklusiv label is awarded to cultural institutions that are partnered with the Kultur inklusiv centre of Pro Infirmis. As a label partner cultural institutions commit themselves to be inclusive in thought and action, by working together with people with disabilities. They recognise the “Charter for cultural inclusion” and commit to implement measures in the five action areas of the label (cultural offering, accessibility of content, building accessibility, job opportunities, communication).</p> | Culture | Social: specific visitor requirements | Acc. validity on the certificate of proof |
| Minergie / Minergie P / Minergie A / Minergie Eco | <p>Minergie is a Swiss building label for new and refurbished buildings. Comfort is the central theme – the comfort of the users living or working in the building. This level of comfort is made possible by high-quality building envelopes and the systematic renewal of air. Furthermore, Minergie buildings distinguish themselves with a very low energy demand and a maximised share of renewable energies.</p> | All businesses | Environmental | unlimited |
| OK:GO Accessible Switzerland | <p>The aim of the OK:GO initiative is for tourism service providers to systematically record and communicate up-to-date information on the accessibility of their offers. The initiative is purely about providing information. It is open to all tourism service providers. The credential of OK:GO <i>cannot</i> be combined with: Pro Infirmis verified, Claire & George.</p> <p><i>Visualising accessibility is also the aim of the «Pro Infirmis verified» certificate. The detailed data from Pro Infirmis is published via interfaces on the websites of partner organisations such as tourism organisations, OK:GO, Claire & George and others. Tourist organisations that are audited by Pro Infirmis can publish the accessibility data on their website using the OK:GO emblem and thus make their accessibility data visible.</i></p> | Tourism businesses | Social: specific visitor requirements | unlimited |

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| Partner Swiss Parks | <p>All companies on the perimeter of parks can become partner companies. They carry out a self-assessment based on a set of criteria and then have an evaluation discussion with a coach. Improvement measures will be derived based on this analysis.</p> | <p>Tourism businesses</p> | <p>Environmental, social</p> | <p>Acc. validity on the certificate of proof</p> |
| Regional labels regio.garantie Romandie | <p>regio.garantie Romandie is the umbrella organisation for regional labels in French-speaking Switzerland. Hospitality businesses with such a regional label must offer a certain number of regional dishes and beverages. The following regional labels are recognised by Swisstainable: Ambassadeur du terroir genevois, La Bonne Adresse Terroir Juraregion, Neuchâtel Vins & Terroir, Saveurs du Valais and Restaurant agréé Terroir Fribourg.</p> | <p>Gastronomy</p> | <p>Social: people & culture</p> | <p>2 years</p> |
| SHe Travel Club | <p>SHe Label is the only international and independent label that certifies and grades hotels according to women's needs: safety, comfort, services & dining. Designed by hospitality experts, on the basis of exclusive survey conducted in 5 countries on 5000 women. The label is adapted to all categories of hotels with 3 level of certification: Silver, Gold & Platinum according to the number of criteria met by the hotel. It's a digital certification process with hotel's auto-diagnostic validated by female customers. With 500 certified hotels in 50 countries to ensure – women travel Safe & Happy everywhere (= SHe).</p> | <p>Accommodation</p> | <p>Social: specific visitor requirements</p> | <p>2 years</p> |
| Simplified Sustainability Report by the Chamber of Commerce of Canton Ticino | <p>The Chamber of Commerce and the Department of Finance and Economic Affairs of Canton Ticino, with the scientific support of the University of Applied Sciences and Arts of Southern Switzerland (SUPSI), have developed a simplified sustainability report that brings together the good practices of companies in the area of sustainable development to communicate them to shareholders, customers, suppliers, employees, the community, funding bodies, the public administration, local associations, the media, etc. A "Declaration of Compliance" can be obtained from the Chamber of Commerce.</p> | <p>Tourism businesses</p> | <p>Environmental, social, economic</p> | <p>1 year</p> |

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| SNBS Standard | The Swiss Sustainable Building Standard (SNBS) is an umbrella concept for sustainable construction. It covers the building itself and the location in the context of its surroundings. The standard allows the needs of society, business, and the environment to be included in the planning, construction, and operation as extensively as possible. The standard is recognised if the performance in sustainable construction has been verified by an independent auditor through certification. Minergie is the certification body. | All businesses | Environmental | unlimited |
| Sustainable Mountains | Sustainable Mountains is a sustainability programme by the Summit Foundation NGO. In annual action plans, measures relating to 13 criteria in the areas of responsible management, awareness-raising, waste management and restoration must be met. | Mountain railways | Environmental, social, economic | 3 years |
| Swiss-Climate-Label | The Swiss-Climate-Label is the leading seal of quality for holistic CO ₂ management in Switzerland. The label offers credibility, traceability and transparency in climate protection and is an effective means of communication for committed stakeholders. | All businesses | Environmental: energy & climate | 1 year |
| Swiss Triple Impact Programm | The Swiss Triple Impact Programme supports Swiss organisations in developing a clear sustainability strategy. Based on the 17 Sustainable Development Goals (SDGs), a clear and tailor-made sustainability strategy is defined in the three steps «prioritise», «plan» and «transform» - regardless of size and sector. | All businesses | Management | 1 year |
| Targets agreed at cantonal level (KZV) | Targets agreed at cantonal level (KZV) for reducing CO ₂ emissions and/or reducing energy consumption are recognised in the same way as the evidence of “Voluntary target agreements with the SFOE and/or the FOEN”. | All businesses | Environmental: energy & climate | Generally, 10 years |
| The Butterfly Mark (Positive Luxury) | The Butterfly Mark certification is an independent, globally respected trust mark awarded to luxury brands, retailers and suppliers that meet the highest standards of performance in the areas of environmental impact, social impact, governance, and innovation. The certification is awarded by a sustainability council made up of experts from over 22 leading global organisations. | All businesses | Environmental, social, economic | 2 years |

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| <p>The Foundation Nature & Economy</p> | <p>The Foundation Nature & Economy certifies companies that have already designed their company grounds to be near-natural. It also supports companies on their way to a nature-oriented site in planning and realisation and provides advice and assistance when it comes to the maintenance and use of the sites. The certification is open to companies and institutions from all sectors (including tertiary-level educational institutions) as soon as the relevant criteria have been met.</p> | <p>All businesses</p> | <p>Environmental</p> | <p>5 years</p> |
| <p>TourCert Qualified</p> | <p>TourCert Qualified offers a first step towards sustainability. Qualification with TourCert Qualified is recognised for one year. The prerequisite for continuation is a regular update of the self-check and the improvement program.</p> | <p>Tourism businesses</p> | <p>Environmental, social, economic</p> | <p>1 year</p> |
| <p>Voluntary target agreement with the SFOE and/or the FOEN</p> | <p>Target agreements with the Swiss Federal Office of Energy (SFOE) and/or with the Federal Office for the Environment (FOEN) are a mechanism for increasing energy efficiency and/or reducing CO₂ emissions. The conclusion of and compliance with a target agreement is one of the prerequisites for mandatory reductions in emissions (CO₂ tax exemption) and/or reimbursement of the network surcharge. Energy advisory agencies such as the Cleantech Agency Switzerland (act) or Energy Agency for Industry (EnAW), which are approved by the federal government, support companies in analysing potential savings and agreeing on specific, ambitious goals.</p> | <p>All businesses</p> | <p>Environmental: energy & climate</p> | <p>Generally, 10 years</p> |
| <p>WASSER FÜR WASSER (WfW) GREEN</p> | <p>WfW GREEN is a concept of WASSER FÜR WASSER (WATER FOR WATER), where gastronomic establishments do without branded water, serve only tap water with and without carbonation and donate at least 10% of the total water turnover to the WfW project work in Zambia and Mozambique. Doing without branded water protects the environment, saves space, reduces expenditures, and lowers costs of operations.</p> | <p>Gastronomy</p> | <p>Environmental, social</p> | <p>Acc. validity on the certificate of proof</p> |

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| <p>WASSER FÜR WASSER (WfW) GREEN HOTEL</p> | <p>WfW GREEN HOTEL is a concept of WATER FOR WATER, where hotels and other accommodation establishments do without branded water wherever reasonable and possible. The minimum requirement is that tap water is offered by the hotel's own food services and in the hotel rooms. At least 10% of the total water turnover and an overnight flat rate are donated to the WfW project work in Zambia and Mozambique. Doing without branded water protects the environment, saves space, reduces expenditures, and lowers costs of operations.</p> | <p>Accommodation</p> | <p>Environmental, social</p> | <p>Acc. validity on the certificate of proof</p> |
| <p>100% Valposchiavo</p> | <p>100% Valposchiavo aims at the sustainable development of the entire Valposchiavo region. The label is awarded by the Poschiavo Turismo tourism organisation to products that originate entirely from the region or to businesses that undertake to comply with certain conditions by signing the «100% Valposchiavo Charter». Once a year, the participating businesses provide a self-declaration of the quantities of 100% Valposchiavo-certified products they purchase. An independent inspection takes place every three years.</p> | <p>Tourism businesses</p> | <p>Social: people & culture</p> | <p>3 years</p> |

5.4 Recognition of new credentials

The list of recognised credentials is constantly being reviewed and updated as required. The Swisstainable office decides on the recognition of new credentials in cooperation with an external expert group.

Organisations (e.g. foundations) and businesses (e.g. hotel groups) with their own sustainability credentials that do not yet appear on the list of recognised credentials may submit an application for their programme to be recognised and included on the list. Please contact the office to submit an application.

Publisher

Swisstainable office
Swiss Tourism-Federation
Finkenhubelweg 11
3012 Bern
+41 31 307 47 41
swisstainable@stv-fst.ch
[Swisstainable Website](#)

 Follow us on LinkedIn

Concept | Authorship

Academic partners: Lucerne University of Applied Sciences
Prof. Dr. Fabian Weber, Prof. Dr. Jürg Stettler
Consulting expert
Prof. em. Dr. Hansruedi Müller, University of Bern
Switzerland Tourism
Letizia Elia | Samuel Wille | Helena Videtic

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Office

STV FST
Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione Svizzera del turismo
Federaziun svizra dal turissem

Conception & marketing

Switzerland Tourism. 

Academic partner

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CONFÉRENCE DES DIRECTEURS D'OFFICES DE TOURISME REGIONAUX DE SUISSE (CDR)
CONFÉRENZA DEI DIRETTORI DEGLI ENTI REGIONALI SVIZZERI DEL TURISMO (COTR)
CONFÉRENZA DALS DIRECTURS REGIONALS SVIZZERS DAL TURISSEM (CSR)

Schweizer Alpen-Club SAC
Club Alpin Suisse
Club Alpino Svizzero
Club Alpin Svizzer



**SWISS PARKS NETWORK
NETZWERK
RISSEAU
RETE**

SRV FSV



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

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

SWISS SNOWSPORTS


zoosuisse

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

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

 **VSTM/ASMT**
Verband Schweizer Tourismomanager:innen
Association Suisse des Managers en Tourisme
Associazione svizzera dei managers del turismo
Associazion svizra dals managers dal turissem