



Sustainability programme of Swiss tourism.

Manual sustainability credentials.

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Contact

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1 INTRODUCTION

To participate in levels II – engaged or 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 on the potential future development of their sustainability efforts.

It explains what is meant by proof of sustainability, the differences between the various forms of proof and the requirements for recognition. The forms of recognised proof are also presented together with details on categories of service provider 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 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 on the basis of 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.

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.

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.

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).

4.1 Recognised forms of proof for level III – leading

(in alphabetical order)

Proof	Brief description	Service supplier category	Main areas	Duration	Recognized by
Biosphere Tourism	Biosphere has developed an independent certification system based on the principles of sustainability and continuous improvement. Following registration, the requirements are implemented within a business and compliance with these criteria and planned continuous improvement measures reviewed by means of an external audit.	Tourism businesses	Sustainability	3 years	GSTC
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	Sustainability	3 years	GSTC Sustainable Living
EcoCook (level III and higher)	EcoCook certification is a sustainability certification for gastronomy businesses (restaurants and caterers) with different requirements and certification levels.	Gastronomy	Sustainability	3 years	
EcoEntreprise	The EcoEntreprise programme supports companies in setting up a management system, carrying out the diagnostic work of the business and identifying the potential for improvement in the areas of sustainable development and corporate social responsibility (as per ISO 26000). Based on the standards of	General	Sustainability, social responsibility	3 years	Sustainable Living

	EcoEntreprise, benchmark certification can be gained after an independent audit by an accredited body.				
Entreprise Citoyenne / Sustainable Company	The Sustainable Company label is awarded on the basis of prior certification pursuant to the standards ISO 9001 Quality Management System and ISO 14001 Environmental Management System. It also necessitates compliance with a series of additional requirements, derived from the provisions of ISO 26000, in the core areas of organisational governance, human rights, labour practices, the environment, fair operating practices, consumer issues as well as community involvement and development.	General	Quality management, environmental management, social responsibility	3 years	
GEO Certified Golf	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. Following registration, there are various steps to take before achieving the (highest) certification of GEO Certified®.	Golf courses	Environment, supply chain, community	3 years	
Green Globe	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. To retain certification, 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.	Accommodation Tourism businesses	Sustainability	1 year	GSTC Sustainable Living

<p>Green Key (FEE)</p>	<p>The Green Key award is a standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This eco-label represents a commitment by businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education (FEE). Compliance with these environmental standards is maintained through rigorous documentation and frequent audits.</p>	<p>Accommodation</p>	<p>Environmental management, sustainability</p>	<p>3 years</p>	<p>GSTC Green Living</p>
<p>Green Sign</p>	<p>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.</p>	<p>Accommodation</p>	<p>Sustainability</p>	<p>3 years</p>	<p>GSTC</p>
<p>Hostelling International's Quality and Sustainability Standard</p>	<p>In line with its internationally adopted Sustainability Charter, Hostelling International has developed the Hostelling International Quality & Sustainability Standard, a label that stands for a commitment to provide an experience of high quality, with a positive effect on the local economy, communities, and the environment. HI-Q&S is a long-term programme of continuous improvement that allows hostels and associations to advance their quality and sustainability practices.</p>	<p>Accommodation</p>	<p>Quality, sustainability</p>	<p>3 years</p>	<p>GSTC</p>
<p>ibex fairstay</p>	<p>ibex fairstay supports hospitality businesses as they develop sustainable management practices. It recognises hotels, hostels and clinics that approach their responsibilities with regard to sustainable action with more than average seriousness. End-to-end support covers the five dimensions of management, ecology, regionality, social responsibility and finance. This</p>	<p>Accommodation</p>	<p>Sustainability</p>	<p>3 years</p>	<p>Sustainable Living</p>

	industry solution sheds light on practical ways to improve on the basis of a catalogue of measures, as well as supported calculations and analyses. Depending on their sustainability performance, businesses are awarded ibex fairstay bronze, silver, gold or platinum.				
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 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 with regard to environmental aspects. Both standards are reviewed by independent auditors on site. Combined, this certification is recognised for the Swisstainable Programme.	General	Quality management, environmental management	3 years	Green Living
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.	Event organisations	Sustainability	3 years	
Preferred by Nature Sustainable Tourism	Preferred by Nature offers hotels, inbound and outbound tour operators and other tourism businesses certification and services to help them improve and promote their environmental, social and economic practices. Specific criteria must be met and subjected to an external audit. In addition to support for training and audits, Preferred by Nature also helps with marketing.	Accommodation Tour operators	Sustainability	1 year	GSTC
Swiss parks label	All companies on the perimeter of parks can become partner companies. They carry out a self-assessment on the basis of a	Park organisations	Environment	10 years	

	set of criteria and then have an evaluation discussion with a coach. Improvement measures will be derived on the basis of this analysis.				
THQSE-Suisse	The THQSE® Suisse label (standing for “Très Haute Qualité Sociétale-Sociale-Sanitaire et Environnementale”, i.e. Very High Societal, Social, Health and Environmental Quality) seeks to support tourism, cultural and medical facilities through a social responsibility process that culminates in the awarding of a label. It is based on ISO standards 26000 and 14001, the UN’s SDGs and the Paris Agreement. The standard involves 100 questions and 35 indicators (plus 10 additional questions specific to the tourism sector). It is awarded for three years by an international third-party certifying body, and annual checks are carried out.	Tourism businesses	Sustainability, social responsibility	3 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	Sustainability	3 years	GSTC Sustainable Living
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 Tour operators Travel providers	Sustainability	3 years	GSTC Sustainable Living
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 economic contexts. To gain the UNESCO	Organisation	Sustainability	10 years	

	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.	General	Quality management, environmental management	3 years	Green Living

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

(in alphabetical order)

Proof	Brief description	Service supplier category	Main areas	Duration	Recognized by
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 on the basis of documentation submitted for the assessment and review calls.	General	Sustainability	3 years	
Bio Hotels	Bio Hotels is a label for honouring organic quality and environmental aspects. The criteria include various environmental aspects, ranging from 100% organic food, 100% green energy and certified organic cosmetics to eco cleaning products and the use of recycled consumables. It also covers ecological construction and facilities as well as a regular carbon footprint assessment (every 2 years). Each certified Bio Hotel is audited twice per year by an independent body. Alongside the organic inspection pursuant to the EU regulation for gastronomy, specific Bio Hotels standards are verified at the same time.	Accommodation	Environment	1 year	Green Living
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	Accommodation	Sustainability	6 years	

	and committed to working with the park for the sustainable development of the region.				
Certified Green Hotel	A Certified Green Hotel is managed in a sustainable and future-oriented manner. This encompasses a responsible and sustainable use of resources and the fair treatment of staff and suppliers. Food and drink options should also be regional and seasonal. Certification is verified by external experts.	Accommodation	Environment	3 years	Green Living
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.	Camping	Environment	3 years	
EcoCook (Level I & Level II)	EcoCook certification is a sustainability certification for gastronomy businesses (restaurants and caterers) with different requirements and certification levels.	Gastronomy	Sustainability	3 years	
EMAS	The EU Eco-Management and Audit Scheme (EMAS) is a premium management instrument developed by the European Commission for companies and other organisations to evaluate, report and improve their environmental performance. EMAS goes beyond the requirements of ISO 14001 certification, spans all economic and service sectors and is applicable worldwide.	General	Environment	3 years	Green Living
EU Ecolabel Tourist Accommodation	The EU Ecolabel is the voluntary environmental scheme of the European Union. This label of environmental excellence is awarded to products and services meeting high environmental standards throughout their life cycle: from raw material extraction to production, distribution, and disposal. An EU Ecolabelled tourist accommodation has limited energy, water, and waste production, favours the use of renewable resources and less hazardous	Accommodation Camping	Environment	3 years	Green Living

	substances, and promotes environmental education and communication.				
FAIR'N GREEN	FAIR'N GREEN is the seal of sustainable viticulture. It helps winegrowers to objectively measure and verify sustainability goals (e.g. reduction of CO2 emissions, higher biodiversity, social commitment) and to achieve them collectively. Certified wineries must set up processes to steadily improve their overall management, work in the vineyard, cellar management and marketing as part of a holistic sustainability approach.	Vineyards, wine cellars	Sustainability	5 years (with annual improvements)	
Good Travel Seal (3-Star)	The Good Travel Seal certification is part of the Good Travel Guide's sustainable travel platform, which promotes travel destinations and businesses to responsible travellers looking for a green holiday. The certification is awarded to tourism businesses for their commitment in the fields of environmentally friendly management, social responsibility, and health and safety. To achieve 3-Star certification, at least 95% of the points in the audit must be met.	General	Sustainability	2 years	
Goût Mieux	The Swiss Goût Mieux label is awarded to catering enterprises that commit to sourcing and processing more than half of the foods they use from ethologically and environmentally sound production (i.e. organic, regional, Fairtrade). To receive the Goût Mieux label, restaurant operators must meet the Goût Mieux standards, ensure staff understand and receive training on the standards and communicate the standards/importance of Goût Mieux to guests (menus, website, etc.). Operators are tightly audited for their compliance with the standards through regular controls and inspections.	Gastronomy	Regional origin, organic	2-3 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	General	Environmental management, quality, CIP	3 years	Green Living

	<p>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 of the standards, document relevant processes and undergo an external audit.</p>				
<p>Planet 21 by Accor (Gold & Platinum levels)</p>	<p>Planet 21 is Accor's Corporate Social Responsibility (CSR) programme, which is implemented in all hotels/brands worldwide. The programme involves mandatory actions for achieving Bronze level and voluntary measures that are awarded additional points. At least 80 points are required for Gold level, and at least 110 for Platinum.</p>	Accommodation	Sustainability	3-5 years	
<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>	Office	Sustainability	6 years	
<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>	General	Sustainability	3 years	

4.3 Recognised forms of credentials for level II – engaged (at least two forms of credentials combined)

(in alphabetical order)

Proof	Brief description	Service supplier category	Main 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	Regionality	2 years
Barrierefreie Schweiz (OK:GO)	The aim of OK:GO is for tourism service suppliers to systematically compile and communicate up-to-date information on the accessibility of their offers. This information should clearly outline the accessibility of tourism offers. This initiative is purely about conveying information. It is open to all tourism service suppliers. Proof <i>cannot</i> be combined with: Pro Infirmis verified, Claire & George Hotelpartner, Accessibility Switzerland or ENAT Code of Conduct.	Tourism businesses	Accessibility	
Blaue Schwalbe	The Blaue Schwalbe certification is awarded after self-assessment, which is then verified by phone, on the basis of 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	Environment	
Cause We Care (myclimate)	myclimate Cause We Care is the initiative for climate protection and sustainable tourism in Switzerland. Cause We Care participants offer their customers or guests the opportunity to voluntarily invest a small amount in	Tourism businesses	Climate, environment	

	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 fund. Half of 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.			
Claire & George Hotelpartner	Claire & George 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, Hotel Accessibility Switzerland or ENAT Code of Conduct.	Accommodation	Accessibility	1 year
ClimateActions 4 Companies	Within the framework of the ClimateActions 4 Companies programme of My Blue Planet, 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.	Tourism businesses	Climate	10 years
Climate neutral company	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.	General	Climate	1 year
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. For this, the regio-garantie criteria must be met as regards the regional origin of the products and corresponding dishes offered. Compliance with the requirements is	Gastronomy	Regionality	2 years

	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.			
DGNB Schweiz (SGNI)	The DGNB certification system takes into account all of the key aspects of sustainable building. It covers seven key areas: environmental, economic, sociocultural and functional aspects, design, technology, processes and site. The assessments are always based on the entire life cycle of a building. Certification is awarded by the Swiss Sustainable Building Council (SGNI).	General	Buildings	unlimited
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.	General	Resource efficiency	1 year
Echt Entlebuch Gastropartner	Catering businesses in Entlebuch can be recognised as Echt Entlebuch Gastropartner if they fulfil the criteria of regio.garantie, the national quality label for regional products. For this, the regio.garantie criteria must be met as regards the regional origin of the products and 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 in relation to public food service.	Gastronomy	Regionality	2 years
EcoCook (Initial Audit)	EcoCook certification is a sustainability certification for gastronomy businesses (restaurants and caterers) with different requirements and certification levels.	Gastronomy	Sustainability	1 year
EFQM	The EFQM Model is a globally recognised management framework that helps organisations manage change and improve performance. By using the EFQM model, users gain a holistic perspective on the organisation as a whole.	General	Sustainability	2 years
ENAT Code of Conduct	The ENAT Code of Conduct is a commitment label and certification scheme for public and private companies and organisations, recognising their	Tourism businesses	Accessibility	1 year

	<p>efforts to promote accessible travel and tourism. The Code has eight guiding principles, which can help to make travel and tourism accessible for all visitors. Organisations that have signed must be members of the European Network for Accessible Tourism (ENAT) and are authorised to use the label in their marketing and publicity.</p> <p>Proof <i>cannot</i> be combined with: Pro Infirmis verified, Claire & George Hotelpartner, OK:GO, Hotel Accessibility Switzerland.</p>			
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 <p>Employees' perception of their company's practices on equal treatment</p>	General	Salary parity, equality	3 years
Europarc Charter Sustainable Destination	<p>Europarc is the umbrella organisation of Europe's Protected Areas, dedicated to nature protection in practice and the principles of sustainable development. Europarc has developed the European Charter for Sustainable Tourism in Protected Areas as a practical management tool. Park destinations wishing to become a Europarc Sustainable Destination must be a member of the Europarc Federation and submit a comprehensive application portfolio with an action plan. The European Charter for Sustainable Tourism in Protected Areas is an ongoing process of continuous development.</p>	Park organisations	Sustainability	5 years
Fait Maison	<p>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.</p>	Gastronomy	Homemade cuisine	1 year
Fourchette verte	<p>Fourchette verte is a label for balanced and sustainable nutrition. The Fourchette verte criteria are based on recommendations of the Swiss food</p>	Gastronomy	Healthy nutrition	1 year

	pyramid. In particular, the include specific plate models for perfectly balanced meals. In the course of the certification process, businesses are supported and assessed by a nutritional consultant. Depending on the establishment and category, test meals can take place with prior warning or unannounced. The decision to award the label is made by an external certification commission comprising several members.			
Good Travel Seal (2-Star)	The Good Travel Seal certification is part of the Good Travel Guide's sustainable travel platform, which promotes travel destinations and businesses to responsible travellers looking for a green holiday. The certification is awarded to tourism businesses for their commitment in the fields of environmentally friendly management, social responsibility, and health and safety. To achieve 2-Star certification, at least 75% of the points in the audit must be met.	General	Sustainability	2 years
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 responsibility	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 with regard to reducing CO2. 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	Energy	
Hotel Accessibility Switzerland	Businesses that have been officially inspected by Pro Infirmis for accessibility as part of the Innotour Hotel Accessibility Switzerland project (2017). Proof of compliance <i>cannot</i> be combined with: ENAT Code of Conduct, Pro Infirmis verified, Claire & George Hotelpartner, OK:GO.	Accommodation	Accessibility	6 years

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.	General	Quality, management	3 years
Kultur inklusiv	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).	Cultural institutions	Accessibility, inclusion	
LEED	LEED (Leadership in Energy and Environmental Design) is a green building certification label used worldwide. Successful LEED certification provides third-party verification (Green Building Certification Institute) of measurable green building design, construction, operations and maintenance solutions.	General	Buildings, energy, environment	unlimited
LGBTI Label	The Swiss LGBTI Label is awarded to organisations that have, in the context of holistic diversity management, firmly embedded systematic measures to embrace the diversity of sexual orientations, gender identities and gender characteristics and ensure openness and inclusivity are part of everyday company culture.	General	Diversity, inclusion	3 years
Minergie / Minergie P / Minergie A / Minergie Eco	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.	General	Buildings, quality, energy	unlimited
Out Now	Switzerland Tourism offers an LGBT programme in partnership with the LGBT specialist consultant Out Now. Those taking part in the programme	Accommodation	Diversity, LGBT	1 year

	will receive LGBT awareness training for team members, Out Now 2020 certification for their hotel and valuable LGBT advertising opportunities. Partner hotels of Switzerland Tourism can benefit from free LGBT travel training. With Out Now certification, businesses have demonstrated that their team will welcome LGBT guests and provide a discrimination-free environment for their visit.			
Partner Swiss Parks	All companies on the perimeter of parks can become partner companies. They carry out a self-assessment on the basis of a set of criteria and then have an evaluation discussion with a coach. Improvement measures will be derived on the basis of this analysis.	Tourism businesses in nature parks	Values, sustainability	
Partner Businesses in Mountaineering Villages	Mountaineering villages are typified by their small size and tranquillity, cultural values and traditions, alpine heritage, and expertise in nature-based tourism, as well as the outstanding quality of the landscape and environment. They practice the principles of the Alpine Convention: balancing careful management of the mountain environment against sustainable economic development, with local value creation playing a central role. Partner businesses make this philosophy part of the guest experience and meet quality criteria in the fields of the environment, local value creation, quality and offerings, and mountaineering expertise.	General	Sustainability	1 year
Pays Gourmand (Restaurants)	Pays Gourmand is based on the criteria of regio.garantie, the national quality label for regional products. The label can be secured by businesses in Western Switzerland. For this, the regio.garantie criteria must be met as regards the regional origin of the products and 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 in relation to public food service.	Gastronomy	Regionality	2 years
Planet 21 by Accor (Bronze & Silver level)	Planet 21 is Accor's Corporate Social Responsibility (CSR) programme, which is implemented in all hotels/brands worldwide. The programme involves mandatory actions for achieving Bronze level and voluntary	Accommodation	Sustainability	3-5 years

	measures that are awarded additional points. At least 40 points are required for Silver level.			
Pro Infirmis verified	The digital accessibility data compiled by Pro Infirmis offers reliable, transparent information on the accessibility of public buildings. Pro Infirmis prepares the information on the basis of on-the-ground accessibility assessments, adding graphics and further information as required. This detailed information is published on the websites of partners such as tourism offices, OK:GO, Claire & George and others. Proof <i>cannot</i> be combined with: OK:GO, Claire & George Hotelpartner, Hotel Accessibility Switzerland or ENAT Code of Conduct.	Tourism businesses	Accessibility	
Reisen für Alle	Reisen für Alle (holidays for everyone) is an information and advice system for Germany (and neighbouring countries), which allows visitors to assess the suitability of an offer for their own particular requirements. Visitors can review the usability and openness of tourism offers based on detailed information before they travel, enabling them to choose and book those specifically suited to their needs. The label of “Accessibility verified” indicates that detailed and verified information on accessibility for all groups is available and means that quality criteria for certain groups have been met in part or in full.	Accommodation, Tourism businesses	Accessibility	3 years
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.	General	Buildings	unlimited
Sustainable Company	This label is aimed at exhibition companies and the communications sector. Using a set of criteria comprising 11 areas, companies are examined in all aspects of sustainability (energy, waste, employee responsibility, etc.). Fulfilling of the criteria must be documented. Once the audit has been passed, companies can carry the Sustainable Company label.	General Event organisations	Sustainability	2 years

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.	Cable cars, mountain railways Ski resorts Tourism businesses	Sustainability	3 years
Targets agreed at cantonal level (KZV)	Targets agreed at cantonal level (KZV) for reducing CO2 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”.	General	Energy, CO2 emissions	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.	Businesses in the luxury segment	Sustainability	2 years
TourCert Qualified	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.	Tourism businesses	Sustainability	1 year
Tourism Declares	Tourism Declares is an initiative that supports tourism businesses, organisations and individuals in declaring a climate emergency and taking purposeful action to reduce their carbon emission. Requirements include committing to developing a Climate Action Plan, sharing the commitment and progress publicly, cutting carbon emissions and delivering transparent information on emissions from travel and services being offered.	Tourism businesses	Climate	
Voluntary target agreement with the SFOE and/or the FOEN	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)	General	Energy, CO2 emissions	Generally 10 years

	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. Voluntary targets of this kind are recognised as proof of sustainability in combination with Level II.			
Waste Warrior Brands (WAW Brands)	WAW Brands stands for Waste Warrior Brands and is an association of companies combating food waste with the support of Too Good To Go. The businesses are developing their strategy against food waste by making employees and customers more aware of the issue and taking additional measures to combat food waste.	Gastronomy	Food Waste	
100% Valposchiavo	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.	Tourism businesses	Regionality, sustainability	3 years

4.4 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.

5 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: general) 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”. You can find in-depth information on the individual forms of proof by clicking on the respective web links.

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