



Sustainability programme of
Swiss tourism.

One programme for all.

We are living in the age of sustainability, and the pandemic has increased our desire for authenticity, proximity to nature and considerate consumption. No other destination meets this need quite like Switzerland does. We have always taken care to strike a balance between the needs of our guests, the needs of the local population and the needs of the environment.

Our pristine nature and our high quality standards are the main reasons why people choose to visit Switzerland. Credible strategic positioning in the area of sustainability is a good match for Switzerland as a travel destination and offers lots of potential for differentiation. There are already numerous tourism providers in Switzerland that are committed to sustainable development. However, it is difficult for guests to determine the sustainability of the different offers available.

With the Swisstainable programme, Switzerland Tourism wants to launch an effective movement together with the entire Swiss tourism industry. Our aim is to motivate service suppliers to commit to a more sustainable development of Switzerland as a travel destination, and at the same time provide guidance for guests.

Goals.

1. A guest-centred approach

Gathering, bundling and communicating activities and offers from tourism service suppliers in the area of sustainability

2. Support for the industry

Assistance for service suppliers in the sustainable development of Swiss tourism

3. Positioning of Switzerland as a destination

International marketing of Switzerland as a sustainable travel destination

Overview.

All Swiss tourism service suppliers may participate in the sustainability programme. The programme is open to businesses that already have comprehensive sustainability certification as well as those that are only just starting out on this path.

The benefits of participation are manifold:

- Positive economic impact by attracting new target groups
- Review and further development of one's own sustainability
- Positioning as a responsible business or organisation
- Increased attractiveness as an employer
- Use of the Swisstainable emblem to position the company
- Presence on MySwitzerland.com
- Integration into specific Swisstainable marketing activities
- Contribution to the sustainable development of Switzerland as a travel destination

The three levels of the Swisstainable programme.

The sustainability programme is divided into three levels, which take into account the different requirements and corresponding levels of commitment.



Level I – committed

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



Level II – engaged

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



Level III – leading

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

Requirements at a glance.

Level I committed	Commitment to sustainability	Sustainability check	Sustainability measures	-
Level II engaged	Commitment to sustainability	Sustainability check	Sustainability measures	Sustainability credentials level II
Level III leading	Commitment to sustainability	-	-	Sustainability credentials level III
	↑ Commitment to sustainable development forms the basis for all three levels.	↑ For levels I and II, a sustainability check is carried out and at least three measures are planned for.		↑ Recognised credentials are also required for levels II and III.

Registration and further information:

→ STnet.ch/Swisstainable

Contact

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