



Schweiz.



Switzerland.

Swisstainable - Switzerland's National Strategy Using Existing Standards.

7 December 2021
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Switzerland Tourism is a marketing organization.
It's our job to be loud and attract our audience!





And we get support by the best!





Surf on the sustainability wave.

A scenic view of a Swiss lake, likely Lake Lucerne, with a Swiss flag in the foreground. The flag is red with a white cross, and it is waving in the wind. The lake is a vibrant turquoise color, and the surrounding mountains are lush green with dense forests. A small village with traditional Swiss architecture is visible on the shore. The sky is blue with scattered white clouds.

We needed a common flag that sums up everything that Switzerland has to offer as a sustainable travel destination.

One brand that stands for sustainability in Switzerland.



But only talking about sustainable tourism means walking on thin ice.



A scenic view of a mountain valley. On the left, a dark wooden cabin with a grey tiled roof is visible. The cabin has a window with red and white striped shutters. A white banner with black text hangs from the cabin. In the foreground, four red items of clothing are hanging on a line. The background shows rolling green hills and a valley with a stream.

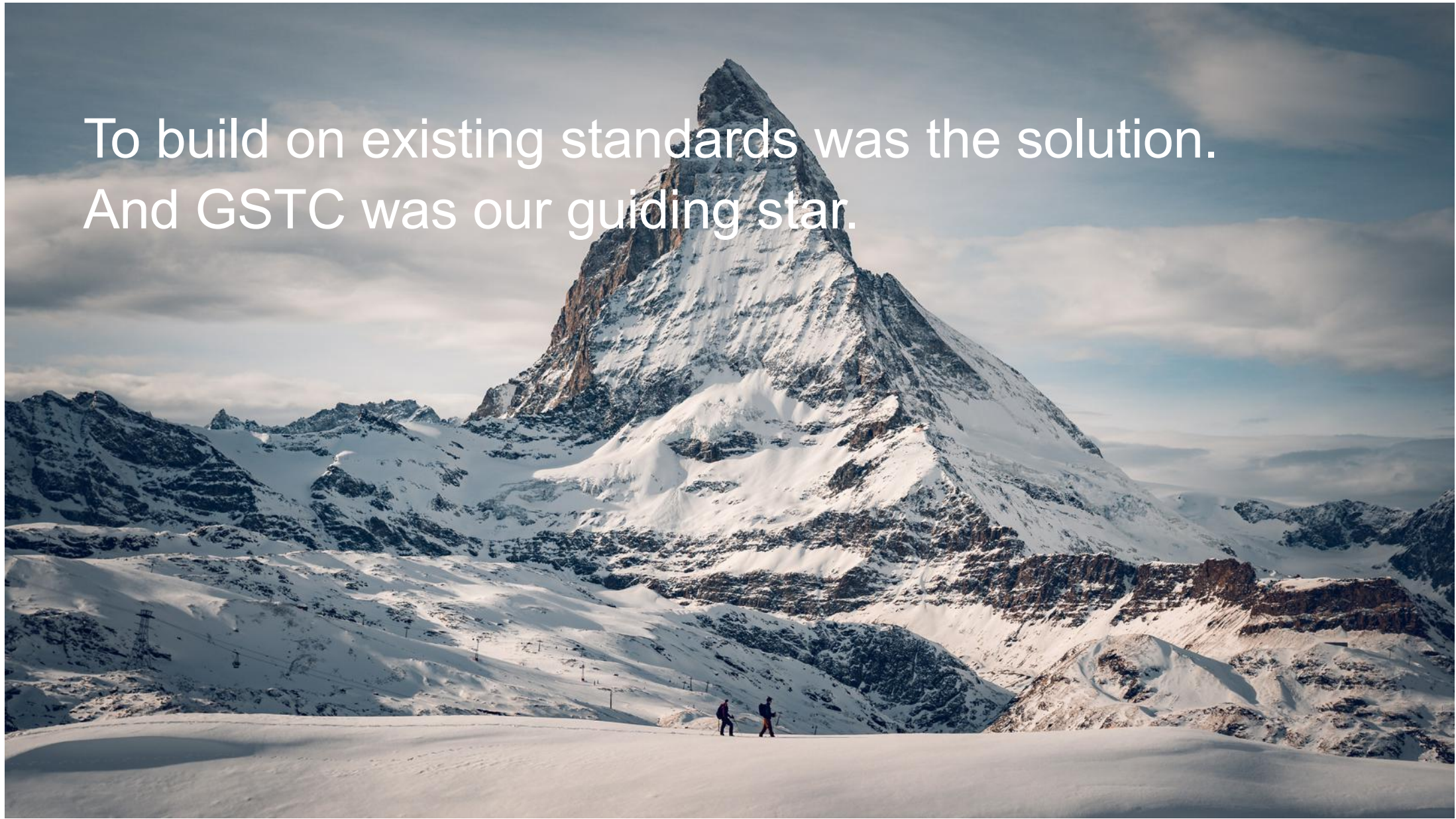
We needed more than “just” a great marketing campaign.

Rest-Glatt-Alp



And we knew that our guests will ask us:
“Hey, what is sustainable travelling at all?”

To build on existing standards was the solution.
And GSTC was our guiding star.





But we also wanted to get everybody on board.

A photograph of three mountain goats in a high-altitude, rocky landscape. One goat is perched on a steep, dark rock face on the left. Another goat is visible further up the rock face. A third goat stands on a grassy ridge in the foreground on the right, looking towards the viewer. The background shows a vast mountain valley with green slopes and distant peaks under a bright blue sky with scattered white clouds.

The Swisstainable programme.

Swiss tourism providers become Swisstainable.



Level I – committed

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



Level II – engaged

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



Level III – leading

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



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Work closely with our key stakeholders.

Project initiated by

Switzerland Tourism.



Partners

STV FST

Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione svizzera del turismo
Federaziun svizra dal turissem

GASTRO SUISSE

HotellerieSuisse

**Parahotellerie
Schweiz**

Academic partner

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business
Institute of Tourism and Mobility
ITM

RDK

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



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

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

SWISS SNOWSPORTS

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

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

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

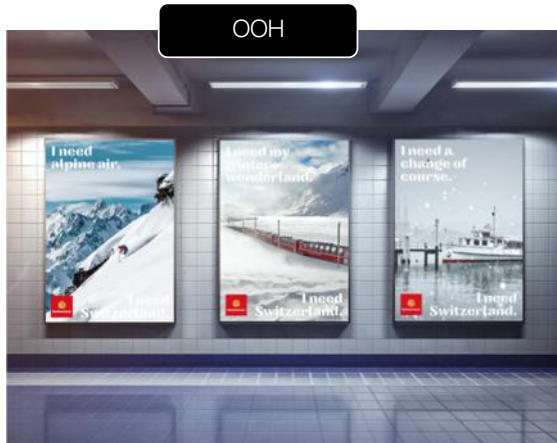
An aerial photograph of a mountain peak rising above a thick layer of white clouds. The mountain's surface is a mix of dark green coniferous forests and patches of yellowish-green grass. In the distance, a range of snow-capped mountains stretches across the horizon under a clear blue sky. The clouds below the mountain create a sea of white, with some darker patches where shadows are cast.

But we still need to
stand out to be seen.

3 year communication plan – start with coining the term Swisstainable.



Digital Push



OOH

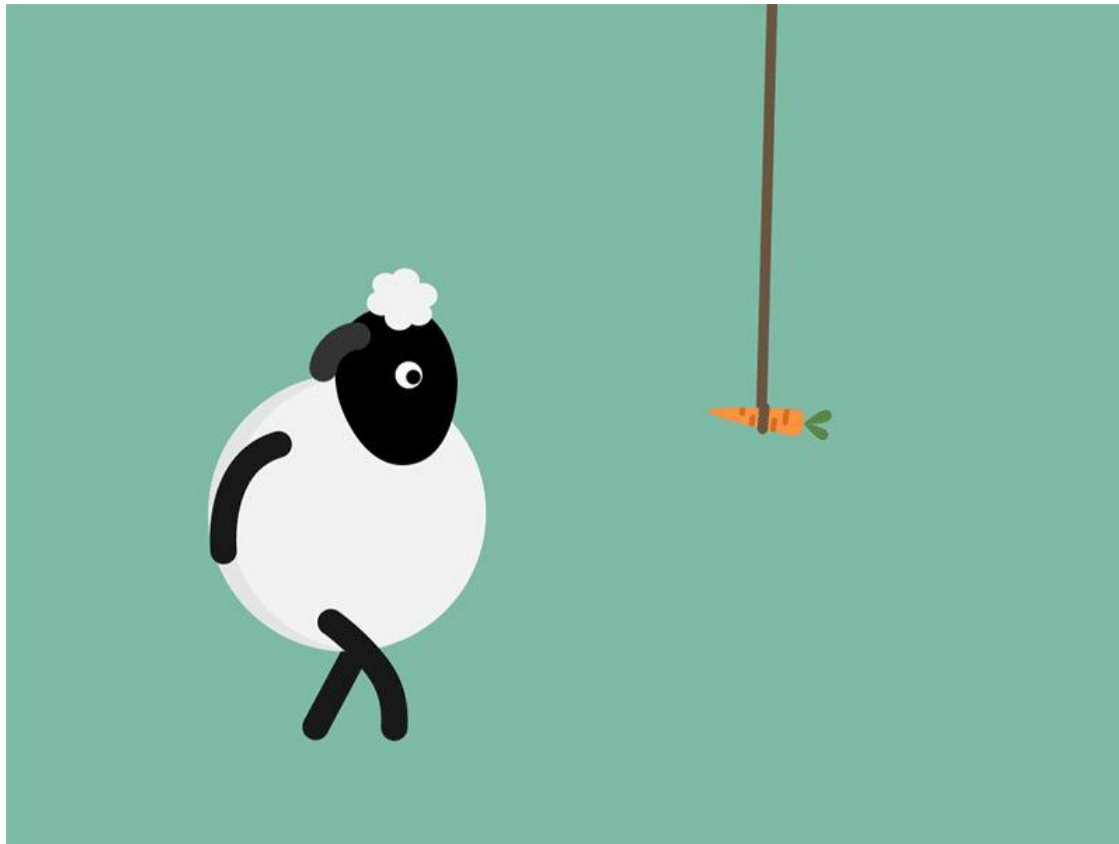


Media Partner



Performance Ads

Swisstainable campaign serves as “the carrot on the stick” for the service providers to participate.



A mountain biker wearing a red long-sleeved shirt, black shorts, a blue backpack, and a multi-colored helmet is sitting on a red mountain bike. The biker is positioned on a grassy ridge, looking back over their shoulder towards a vast mountain range under a cloudy sky. The foreground is filled with tall, golden-brown grasses. The background shows a series of mountain peaks, some with patches of snow or light-colored rock, and a valley with a winding road or path. The lighting suggests late afternoon or early morning, with a warm, golden glow.

Happy looking back at the first months and what we have achieved so far.

A photograph capturing a moment of traditional dance. A young woman in the foreground is dressed in a white blouse with lace sleeves and a dark vest adorned with vibrant floral embroidery. She wears a decorative headpiece and has her eyes closed in concentration. Her right arm is raised, holding the hand of a man in a dark blue suit jacket with colorful floral embroidery on the sleeve. The man is wearing a black hat with a red ribbon and is seen from the back, his right arm raised. The background is a blurred outdoor setting with wooden structures and other people, suggesting a festival or public event. The lighting is bright, casting soft shadows.

It's an ongoing dance.

What is the role of destinations?



A scenic view of a cable car on a mountain peak overlooking a valley and a lake. The cable car is red and white, suspended from a steel tower. The mountain is rocky and covered in green moss. In the background, there is a large lake and a valley with green fields and forests. The sky is blue with some clouds.

Sustainability is the way forward and upwards for tourism in Switzerland.

Danke. Merci. Grazie. Grazia.

Any question?





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