Swisstainable - Switzerland’s National Strategy Using Existing Standards.

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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!
WHAT I STAND FOR
THERE IS NO B!
IT'S TIME TO ACT NOW!
THE CLIMATE IS CHANGING.
WHY AREN'T WE?
Surf on the sustainability wave.
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.
We needed more than “just” a great marketing campaign.
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.
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.
Work closely with our key stakeholders.
But we still need to stand out to be seen.
3 year communication plan – start with coining the term Swisstainable.
Swisstainable campaign serves as “the carrot on the stick” for the service providers to participate.
Happy looking back at the first months and what we have achieved so far.
It’s an ongoing dance.
What is the role of destinations?
Sustainability is the way forward and upwards for tourism in Switzerland.
Any question?
Schweiz.