

Mission Model Canvas

Project title:

ArosaAkademie

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Partners & Support

Which persons and organizations can support your project and act as intermediaries?

- Arosa Tourism
- Workforce
- Marketing
- Coordination
- Course provider / knowledge carrier
- Give lectures
- Leading excursions
- Leading courses

Who are our key suppliers What key resources do we acquire from partners?

- Local suppliers of sustainable products and services
- Environmental organisations
- Local educational institutions and universities

Acquired key resources

- Knowledge and skills
- Venues and infrastructure
- Outreach and publicising of the offer

What are the main activities carried out by partners?

- Planning and implementation of courses, excursions and lectures
- Communication, andministratio and coordination

Activities

What are the three main activities needed to create/realize your project?

- Planning and organising courses, excursions and lectures with experts
- Marketing and public relations
- Networking and cooperation with local, regional and national partners

Ressources

Which three skills and resources are central to the implementation of your idea?

- Qualified speakers
- Financing subsidies and from course income
- IT platform for registration and communication

Project

How do you explain your project to a stranger in 1 minute?

The Arosa Academy was established by Arosa Tourism as part of the "Arosa 2030" sustainability strategy. Tourism was launched. With the aim of providing knowledge and experience for German-speaking individual travellers and small groups. Our programme passes on sustainable knowledge in an attractive and tangible way. In this way, we encourage sustainable thinking and action. We want to provide people with an effective platform for sustainable topics.

We do this through a broad portfolio of courses, workshops and experiences. This creates a holistic awareness for a sustainable future. All facets of sustainability should be tangible for visitors, whether locals or guests, old or young.

Relationship, Community Target Groups

How do you actively involve your community in your project (beyond just looking/listening)?

Anyone can take part in the programme or offer their own knowledge. For example, the local fishing association offers a guided tour and shows what work they do to promote the ecosystem.

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

- Environmentally conscious tourists and locals
- Educational institutions and students
- Local people and businesses

Channels

What channels will you use to reach your community? How will the target group find out about your project?

- Website Arosa Tourism and ArosaAkademie
- Social media
- Local and regional media partnerships
- Flyers and brochures
- Advertisements and articles in magazines with specific interest

Budget

What costs do you expect to incur to realize your idea?
What are the costs?

Impact

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

Knowledge transfer
Showing solutions
Create understanding

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

The more numerous and varied the offers become, the more people take part and talk about their experiences.