

Partners & Support

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

Includes a few examples of current partners/supporters

Enablers from the tourism industry

- Destination Management offices: Arosa Tourismus, Jungfrau Region, Montreux-Riviera Region, Ferienregion Lenzerheide, Engadin St. Moritz Tourismus
- Swisstainable

Trusted Sustainability experts and consultants

- Carbotech, EBP, Reffnet, energie 360°

Government bodies

- Federal Office for the Environment BAFU
- State Secretariat for Economic Affairs SECO (InnoTour)

Organizations focused on climate protection/action

- Foodwaste.ch
- Climate Reality Project
- BirdLife

Academic & research institutions

- Business School Lausanne
- HSLU
- ZHAW

Local & national media outlets

- Vaud Promotion

Employee unions/associations

- Unia

Activities

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

To successfully scale our program, we need to focus on the following key activities:

1. Outreach, Acquisition

Securing essential funding to expand our initiatives and reach more communities.

2. Effective Communications

Enhancing our outreach to raise awareness, engage stakeholders, and inspire action.

3. Planning and Monitoring of Climate Actions

Initiating and tracking impactful climate solutions and emissions reduction efforts.

By supporting these core activities, you can help us reach and engage 75 tourism companies.

Resources

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

- Network building
- Communications – Storytelling
- Expert collaboration (Research and experience exchange to continuously assure impactful, customized facilitation/support for SMEs)

Project

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

Our project, "**1000 ClimateActions above 1000 meters**," aims to preserve the Alps and make Alpine tourism sustainable.

Through our established **ClimateActions 4 Companies program**, we from **MYBLUEPLANET** have been guiding Swiss tourism businesses on their journey to becoming climate heroes.

Here's how it works: We help each company create a tailored plan to reduce their carbon footprint. But it's not just about the businesses - we involve their employees and guests, too. Everyone contributes to reaching our goal of 1000 climate actions in the Alpine region. These actions could be anything from installing solar panels to organizing eco-friendly activities for tourists or reusing hotel towels. It's a win-win: businesses cut costs and attract eco-conscious travellers, while actively protecting the environment they depend on.

48 businesses have already joined us, earning sustainable certifications along the way. Together, we're not just talking about climate change - we're taking action, one step at a time, to ensure the Alps remain a breathtaking destination for generations to come.

Relationship, Community

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

At our annual ERFA Day experience exchange events, ClimateActions 4 Companies community members are involved and engaged through active co-learning, discussions, workshops and collaborations.

Employees and travellers can access our climate actions app to support their ClimateActions and our movement.

A dedicated cockpit/platform allows participating businesses to manage their progress.

Through our communication channels we **share success stories and best practice examples with our community**.

Channels

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

- Through DMOs and their respective network.
- Targeted Ads on LinkedIn and tourism industry platforms.
- SoMe (Instagram, Facebook, LinkedIn)
- Website & Newsletter
- ClimateActions Mobile App

Target Groups

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

Swiss SMEs in the tourism sector and their employees

who aim to:

- actively reduce their environmental impact instead of resorting to compensation
- actively commit to climate protection to ensure economic viability
- meet growing consumer demand for sustainability and credibility
- position themselves as an attractive, committed and forward-thinking employer
- prepare for future climate-related regulations
- involve their employees and guests in climate action

Guests/travellers are indirectly targeted and are involved through the companies/their employees.

Budget 📊

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

- Cockpit platform development & maintenance for measurement – CHF 2'000
- Communication & marketing costs – CHF 9'000
- ERFA Days costs – CHF 8'000
- Team Costs – CHF 65'000

Total costs: CHF 74'000

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

1. ClimateActions 4 Companies uses an actionable approach effectively **reducing emissions and implementing sustainable practices within businesses**. It **enables climate action at both the business and the individual/personal level**, which has a greater impact and is urgently needed. Reaching 1000 ClimateActions in the Alps ultimately supports the protection of our climate and environment.

Our KPIs include:

- Number of companies and their employees joining the program and committing to climate actions/net-zero
- Employee engagement & implemented measures by company – qualitative & quantitative
- Number & status of climate actions related to clear goals and key topics (e.g. waste, electricity)
- Measured emission reduction where available
- Number of best-practice exchanges (e.g. one Experience Exchange Erfa Day per year in the last 3 years. 6 networks arranged between participating companies)
- Overall satisfaction survey

2. 48+ SMEs in the tourism sector have successfully contributed to climate protection through our program.

Goal: Reaching 75 tourism companies and 1000 ClimateActions with their employees and guests at Alpine hotels above 1000 meters.

The more businesses we can work with and the more employees and guests we can engage with, the greater the contribution to collectively reaching net-zero emissions and preserving the Alps and our environment.