



Actionplan

Tourism Cooperative Alta Badia

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1. Purpose of the document

The purpose of this action plan is to define future actions on various issues. This should help us articulate concrete measures so that they can be implemented in the future. For this, we outline a concrete plan and set deadlines. The document is updated based on various discussions, meetings, and feedback from the Green Team, employees, members, guests, etc.

2. Budget

Being sustainable also means implementing concrete actions to achieve results. As Alta Badia, we have been on this path for over three years now. Sustainability managers have already been introduced, many changes have been made even in small things with a sustainable perspective, and more activities are planned in this direction for the future. Estimating a detailed budget remains challenging.

The consolidation of sustainability principles is ongoing and increasingly evident in every work environment. Sustainability is no longer perceived as an abstract and difficult-to-implement concept but as the concrete foundation from which every initiative arises and within the decision-making process.

In 2022, the first concrete action following the certification was the increase in work for the staff, leading to the introduction of a new department between the Tourism Cooperative Alta Badia (SCTAB) and Alta Badia Brand (ABB), tasked with overseeing all sustainability projects, periodically reviewing GSTC documentation, and implementing sustainable principles in daily actions and tasks. Both SCTAB and ABB have introduced the role of full-time green managers.

In 2023, the activities of the green managers expanded, supervising existing projects and developing new ones (e.g., ATIRA and Renasciüda). Reporting and analyzing what has been achieved is increasingly crucial for evaluating future decisions. Also significant is the support and advice to accommodation facilities engaged in their certification process.

In terms of numbers, we know that an annual budget of at least €50,000 is necessary to cover personnel costs. Furthermore, significant decisions have been made regarding the production of promotional materials on 100% recycled paper for all prints, increasing budgets allocated to local associations, and activating concrete initiatives like the EGA project. The organization of events and conferences dedicated to sustainability with substantial costs is

also being considered. We can therefore assume that in the coming years, the annual budget related to projects strictly linked to sustainability between SCTAB and ABB will increase to €75,000/100,000. This budget pertains to projects, activities, and communication actions.

Many projects and events that arise are based on sustainable and responsible dynamics. After four years of involvement with GSTC certification, many criteria, goals, and principles have been implemented in the strategy and thinking of the SCTAB and ABB teams.

The new website for Alta Badia is the best example of this. Its launch is scheduled for September 2024 and includes many sustainable themes. Examples of new (or renewed) projects are ATIRA, Renasciöda, the introduction of the Guest Card, and the Grup Dagní project at the stakeholder management level, where significant budget sums are invested.

The new website, online in the second half of 2024, will have a strong responsible connotation, deeply communicating the values and roots of the territory. Sustainability will play a key and transversal role. The goal is to inform and inspire users to experience the territory correctly, respecting its natural and social environment.

ATIRA is a series of meetings and excursions that take place periodically to raise awareness among locals and visitors on crucial issues for sustainable territorial development and important for the community.

Since 2023, we have also participated in an INTERREG project that we conduct together with other destinations, promoting the exchange of best practices and always working on sustainable themes. The introduction of the Guest Card is one of the most important steps taken so far. This card aims to promote the use of public transport throughout the province of Bolzano.

The Grup Dagní is a kind of think tank composed of stakeholders and local residents, with the goal of meeting periodically to discuss and develop crucial projects for the area in various fields. The guidelines for the group's work are the future vision developed in 2022 and the seven principles that form the basis of its implementation.

3. Macro Objectives of the Action Plan

Management Area:

The goal is to continuously strengthen the internal structure that deals with sustainable issues and to encourage collaboration and synergies among local stakeholders. For example, ABB already brings together SCTAB, CIFAB, and the two international events. The dialogue with municipalities and industry associations is ongoing to define a strategy and concrete, sustainable activities for the future.

The path of dialogue and shared initiatives, supported by essential working groups such as the "Green Team Alta Badia," whose composition from 2024 will strictly consist of "under 30s," and the "Grup Dagní," forms the basic and pronounced line for the future. In the past year, workshops with the agency Brand Trust have resumed to continue the strategic plan for Alta Badia, including external stakeholders (municipalities, hotel associations, local associations) in the discussion group.

As previously described, the roles of green managers are full-time (also performing additional tasks) in both ABB and SCTAB. An internal task force has also been created to support accommodation facilities interested in the GSTC certification process.

The goal is to make both the internal structure and external relationships increasingly consolidated and oriented towards a common sustainable path.

Socio-Economic Area

We want to increasingly include the population in the visions and strategy of the region, especially young people, through internship programs and participation in decision-making processes at all levels. There is a willingness, together with other stakeholders, to create accessible infrastructure and programs for all categories.

It is also worth highlighting the ongoing internship and training projects provided by both SCTAB and ABB. Annually, the two entities host about 10 to 15 students for periods ranging from one week to 4-5 months, from both high schools and universities. This availability supports local schools, which are always looking for entities that offer such opportunities.

One of the cornerstones of the region has always been inclusion, hospitality, and the appreciation of each individual.

The strategic plan explained in the previous point (Management) has the general objective of extending the vision and strategy to all external stakeholders. Additionally, in the past year, we started a collaboration with the local high school, developing a mentoring project in 10 modules for the 4th class throughout the second semester. The results were excellent, and we are convinced to continue this in the coming years. Through the project, the students met with tourism operators and others in their daily activities to understand the dynamics of their work and guide their future choices. We aim to expand this project to a larger group by involving a second class in various appointments.

Another important project involves producing a series of content published on official digital channels, dedicated to local non-profit associations, including the fire department, musical bands, and the "Patrones," the highest expression of local cooperation and support. Through these videos, we aim to give them the recognition they deserve, deeply communicating the roots and values of the place. The project will continue in 2024 with content dedicated to the Alpine Rescue, the local CAI section with a focus on their youth section, and the Ladin Institute.

Kultur:

Ladin culture is the most distinguishing value of our region. It is an innate element, a source of pride and belonging present in all the inhabitants of the valley, and it is becoming increasingly important, especially among the younger generations. Measures to support and protect the language and culture have been a cornerstone of political, tourism, and social strategies for years. The goal is to continuously strengthen and enhance this heritage.

Recently, we have tried to support local cultural activities as much as possible, with the musical "Ojöp da Oies" being a prime example. Ladin is also present in all communication campaigns for the region, as well as in almost all events and activities offered to guests. Among the five core values of our brand, it is undoubtedly the most important.

It is important to highlight the constant and solid collaboration with local institutions dedicated to the protection and promotion of the Ladin language and culture. The Ladin Institute and the Ladin Museum, at its two locations, are important partners for correctly and substantively developing tourism initiatives related to this field. They are also a constant source of inspiration and consultation for the region's tourism strategy. For example, the project "Nosc Lingaz, nosc tesur" originated from this collaboration, dedicating a week at the end of June entirely to Ladin culture.

Ecosustainability:

We are aware that we act as guardians of a fragile territory, visited annually by multitudes of people from all over the world. Our goal is to raise awareness among each local resident, but especially among visitors, about a sustainable approach, conscious of the issues related to such a sensitive environment. With our own initiatives and in collaboration with institutions, we aim to create projects and infrastructures to reduce the impact of activities, both tourist and non-tourist, on the territory.

The first concrete project we are evaluating with all stakeholders is the establishment of an internal mobility office. The goal is to create a competent office to handle all mobility issues in the area and to develop projects and concrete actions that help improve heavy traffic, especially during certain periods of the year.

In the spring of 2024, the introduction of the South Tyrol Guest Pass was confirmed by the Board of Directors of Alta Badia. Each guest will be entitled to the card during their stay, allowing them to use public transportation in South Tyrol for free. This step aims to further encourage the use of buses and trains in the province.

In this context, it is also worth mentioning the strategic and operational support plan designed for facilities aiming for GSTC certification and the EGA project, aimed at raising awareness and promoting the value of spring water. Together with Etifor, we will also seek to create new forest areas to be managed, and there is ongoing dialogue with the relevant organizations to try to combat the bark beetle problem. In this area, a weekly excursion dedicated to guests is planned to inform them about the issue.

Two important initiatives are planned for 2024. "Renasciüda," which means rebirth in Ladin, saw the planting of 1,000 trees in the Wow Nature area at Passo Campolongo on June 16. The event was organized with the support of Etifor and was attended by about 200 people. As part of the Renasciüta project, together with Musixmatch, a company active in the music market, the Music Forest was created, where each planted tree was linked to a song's lyrics and a playlist of about 130 songs was created.

4. Future Action Plan

1. Climatic Impacts and Vulnerability of the Destination

Objective	The Alta Badia destination must be aware of the risks associated with climate change. It needs to understand which issues can particularly affect the destination and how it can address these types of problems. The destination must absolutely include sustainability issues in its strategy and act accordingly.
Azioni	<ol style="list-style-type: none"> 1. Raising Awareness among Stakeholders (Progetto Brandtrust 2030 - Grup Dagní) 2. Raising Awareness among Guests on Sustainable Issues 3. Expansion of Projects (ETIFOR) and Sustainable Products 4. Innovative Spirit of Future Generations in Relation to Sustainability 5. Reducing the Risk to Protective Forests (e.g., Vaia) with Initiatives like WOWNature 6. EGA Project 7. Project and Infrastructure Plans together with the Province and Municipalities 8. Launching the New Website altabadia.org and strategy adaptation (Post Materials) 9. Optimization of Paper Materials Management and Corporate Identity of Alta Badia
Deadline	By 2025

Concrete interventions	<ul style="list-style-type: none"> • Organization of Workshops with the Three Municipalities and Etifor for Urban Reforestation Projects • Participation in the INTERREG Project together with Multiple Destinations, Focusing on Sustainability Issues
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2. Qualification Programs

Objective	All employees throughout the region must be informed about sustainable topics and projects, especially regarding GSTC certification, and convey this information primarily to guests, stakeholders, and local residents.
Action	<ol style="list-style-type: none"> 1. Organization of Internal Qualification Programs in the Field of Sustainability 2. Online and In-Person Training on Specific Environmental Topics 3. Internal Training on Sustainability Communication 4. Participation of Experts in Corporate Meetings, e.g., Lucio Brotto Etifor (04.06.24) 5. Participation in Training Organized by Other Entities (IDM, HGV...) 6. Support Projects for Facilities Intending to Certify (GSTC)
Deadline	By 2025
Concrete interventions	<ul style="list-style-type: none"> • Mandatory Participation in the GSTC Course for Every New Employee • Achievement of 10 GSTC-Certified Facilities

3. Promotion of Apprenticeships in Tourism

Objectives	Increase the attractiveness of apprenticeships in tourism together with associated companies. People need to be made aware of the importance of tourism for our region and the contribution they can make to it.
Actions	<ol style="list-style-type: none"> 1. Cooperation with hotel management schools for better marketing 2. Improved communication of apprenticeship opportunities in associated companies 3. Projects to involve young people directly in collaboration with schools (e.g., School and Tourism Project) 4. Audi Ski World Cup - Involvement of hotel management school students for hospitality 5. Ski Wine Ambassador - Training project for ski schools on food and wine themes, in collaboration with IDM and Consorzio Vini Alto Adige
Deadline	On-going
Concrete interventions	<ul style="list-style-type: none"> • Annual renewal of the School and Tourism project • Availability of four internship periods per year for local students

4. Reduction of Energy Waste

Objective	The Alta Badia destination must be aware of how much energy is required in internal and external processes to optimize electricity consumption. Energy-saving measures must be defined and integrated throughout the organization.
Actions	<ol style="list-style-type: none"> 1. Create guidelines to reduce energy consumption for each department. 2. Save electricity through small actions, communicated to all employees, such as: <ul style="list-style-type: none"> - Turning off the computer when not in use - Using natural sunlight whenever possible - Etc. 3. Raise awareness among members and partners to do the same by offering assistance. 4. Evaluate and monitor the necessary energy consumption for all events and activities proposed in the various seasons. 5. Monitor the energy consumption of offices.
Deadline	By 2024
Concrete interventions	<ul style="list-style-type: none"> • Detailed measurement of the energy consumption of CTAB and ABB facilities. • Annual implementation of at least five completely "energy-free" events.

5. Water Reduction

Objective	The tourism cooperative must work towards a constant reduction in the water used in its activities. Concrete measures must be defined and communicated to all employees. Associated companies must be involved and informed when important activities or procedures are implemented.
Actions	<ol style="list-style-type: none"> 1. Communicate to associated companies to do the same - Water Guide 2. Establish a rainwater collection point for plant irrigation to improve the village's appearance. 3. Develop initiatives to inform and raise awareness among stakeholders about water use (e.g., EGA Project 2023), with the goal of expanding year after year. 4. Event Dolodis - A week dedicated to Geology and specifically the importance of water in its evolution.
Deadline	By 2024
Concrete interventions	<ul style="list-style-type: none"> • We want to reach a minimum of 30 participating structures in the EGA Project. Design an activity (excursion) aimed at raising awareness about the use of spring water in DoloDis. Dolodis - I dis dla geologia

6. CO2 reduction

Objective	ABB and SCTAB must constantly collect and monitor data related to activities on emission sources to achieve emission reduction goals. This information should also be communicated to affiliated companies. The company itself can develop sustainable products and business models, as well as corresponding concepts for product withdrawal and disposal.
Action	<ol style="list-style-type: none"> 1. Initiative with ETIFOR: <ul style="list-style-type: none"> - Calculating the CO2 emissions for the entire destination. - Calculating CO2 emissions for associated companies. 2. Designing new events with CO2 emissions as a central theme. 3. Promoting bicycle events to avoid cars and other forms of transportation (Bike Hike). 4. Development of an internal green code for events and gatherings 5. Periodic checks on the achieved status quo
Deadline	By 2030 Carbon Footprint calculation (every 10 years): by 2032
Concrete interventions	<ul style="list-style-type: none"> • Creation and implementation of the Events Handbook Alta Badia - Summer 2024

7. Avoiding light pollution

Objective	The goal is to reduce light pollution both indoors and outdoors. To achieve this, the company must establish clear measures and communicate them effectively.
Action	<ol style="list-style-type: none"> 1. Definition of a guideline for the use and reduction of light pollution for ABB and SCTAB, as well as for associated companies: 2. Small actions to reduce light pollution in daily life should be reinforced. 3. Use of energy-saving measures for lights and lamps, such as LED lights and similar technologies. 4. Definition of an action plan for events and activities in all seasons.
Deadline	Entro 2024
Concrete interventions	<ul style="list-style-type: none"> • Based on the Christmas decoration consumption table, we aim to reduce consumption by approximately 5%.

8. Support for local culture

Objective	The goal is to support and encourage all cultural activities related to Ladin culture or local traditions. Support can be provided in terms of financial assistance, organizational collaboration, and through communication and promotion efforts to enhance their value.
Actions	<ol style="list-style-type: none">1. Annual budget allocation for financial support2. Promotion of new initiatives together with local associations3. Involvement of associations in tourist events or tourism organization throughout the year4. Communication of Ladin culture through communication campaigns on official channels and platforms5. New initiatives such as ATIRA, Nosc Lingaz, nosc tesur6. Production of photo and video content to enhance local culture
Deadline	By 2024
Concrete interventions	<ul style="list-style-type: none">• Confirmed budget of 100,000 euros with the objective of a 5% increase.