PRESS RELEASE

**ALTA BADIA GREEN**

**GUARDIANS OF A RESPONSIBLE MOUNTAIN**

**ATIRA, a series of meetings and excursions in the name of sustainability, is born in Alta Badia.** **The GSTC (Global Sustainable Tourism Council) certification obtained by Alta Badia was only the first step towards an increasingly sustainable resort from an environmental, cultural, socio-economic and management point of view.**

**Alta Badia (South Tyrolean Dolomites/Italy)** – ATIRA. When the inhabitants of this valley talk about sustainability, they use terms such as 'Amur' (love), 'Teritore' (territory), 'Insegnamënt' (education), 'Respet' (respect) and 'Ambiënt' (environment). ATIRA, which means 'immediately' in Ladin, was born out of this deep sense of responsibility. These words do not need translation, but rather actions, even small ones, concrete and immediate. ATIRA is a series of meetings and excursions that take place every Monday during the summer season, with the aim of making residents and visitors aware of issues that are crucial for the sustainable development of the territory and important for the community. Accompanied by local experts, the excursion participants will not only learn fascinating facts about the mountains, but also how to actively contribute to the protection of the territory. With ATIRA you become a guardian of the Dolomites.

**ALL EXCURSIONS AND ACTIVITIES OFFERED WITHIN ATIRA**

**THE BARK BEETLE: A TREE-EATING INSECT**

At the end of October 2018, the storm Vaia caused the destruction of millions of trees. One of the consequences of this event is the bark beetle, an insect that proliferates in forests and has found its ideal habitat among the felled trees, destroying entire areas of forest. The excursion with Roland, an experienced forest guide, will take place in the woods near the Campolongo Pass and will provide clear, practical and interesting information about this insect that has been plaguing the forests for some years. Participants will have the opportunity to observe first hand the effects of the storm on the forest and learn how the bark beetle's proliferation affects the forest ecosystem, finding ideal conditions to develop in the habitat of the felled trees. Being aware of what is happening is the first step towards finding effective solutions.

**MYCOLOGY: THE FOREST THROUGH THE EYES OF A MUSHROOM**

Andrea, a passionate mycologist, will take the participants on an adventure of discovery in the world of mushrooms, discovering their ecological role and their medicinal properties. With Andrea it will be possible to observe the forest from the point of view of the mushroom, which is not simply a fruit of the earth, but the mediator between all forms of life in the forest ecosystem. The walk takes place in the woods of La Val, which are home to a variety of mushrooms that go beyond the well-known porcini and chanterelles. Andrea turns the walk into a real sensory and cognitive journey, where each mushroom encountered is the pretext for a tale of ecology, biology and chemistry. You will discover the kingdom of mushrooms and their extraordinary medicinal properties, which have often anticipated the new frontiers of pharmacological research.

**THE FARMER: GUARDIAN OF THE MOUNTAIN PASTURES**

The afternoon includes a simple walk in the company of a young farmer, guardian of the Ladin agricultural tradition, who accompanies the participants on the meadows he cultivates. The farmer will show participants the art and science of mowing, explaining them the importance and necessity of this practice. He also explains the different methods used, the timing of mowing during the summer and how each type of cut affects the subsequent use of the hay. Thanks to the young farmer, it is easier to understand how the consequences of not taking care of mountain meadows and pastures can cause not only aesthetic damage, but above all environmental damage. The participants also understand the importance of respecting the meadows and appreciates the hard work of the farmers who, season after season, look after these spaces that are vital for the mountain ecosystem. The activity ends with a guided tour of the barn and hayloft. Here guests can get a closer look at the life of a mountain farmer, the animals, the tools used for mowing and managing the meadows, and discover how hay is harvested, stored and used.

**ALTA BADIA ECO-HIKER: GENTLE HIKING, SUPPORTING THE ENVIRONMENT**

The goal of "Alta Badia Eco-Hiker" is to sensitise hikers about environmental protection and the very fragile ecosystem of the Dolomites, because far too often waste and rubbish are scattered in nature. During the Alta Badia Eco-Hiker appointments, which will be held again in summer 2024, hikers will be given the opportunity to actively engage with nature: Accompanied by Alessia a local expert and ambassador of Alta Badia, participants will be equipped with gloves, tools, bio-bags and more to pick up the waste they find along their path across meadows and woods and take it back to the valley. The experience ends with a picnic, organised by Alessia, as a thank you for the commitment to the environment. Each guest will be given an environmentally friendly box, which will help reduce the use of packaging when snacking in the mountains.

Reservations for individual activities are compulsory and can be made online at [www.altabadia.org,](http://www.altabadia.org) or directly at the tourist offices in Alta Badia.

**DISCOVERING OTHER SUSTAINABLE ACTIVITIES**

**RENASCIÜDA: THE REBIRTH OF THE FOREST**

Renasciüda means rebirth in Ladin. On 16 June 2024, the rebirth of the forest near the Campolongo Pass, destroyed by the storm Vaia, will be celebrated. During this event, anyone who wants to can help heal the scars left by the terrible storm that ravaged an entire area in 2018, by helping to plant 1,000 trees together to restore this forest. The day will be divided into four time slots from 10am to 3.30pm. Participants can choose their preferred time slot. There will also be an opportunity to join a guided walk before each time slot to walk to the event site with a local guide. A contribution of €10 is required to participate (from 10 years old) and registration is compulsory online at [www.altabadia.org](http://www.altabadia.org) or directly at the information offices in Alta Badia.

**CARLESS: IN ALTA BADIA EVEN YOUR CAR ENJOYS A HOLIDAY**

The campaign Carless aims to encourage holiday guests in Alta Badia to explore the area without using their car. The idea: tourists who hand in the car key at the reception of their accommodation facility upon arrival and leave the car parked there receive a benefit card that offers interesting discounts on various services, such as: the use of taxis, the participation in excursions and events organised by the tourist offices in Alta Badia or the access to the Museum Ursus ladinicus and the Adventure Park in Colfosco. Participants in the initiative will also receive a gift from Alta Badia at the tourist offices.

**FOOD FOREST: ENJOY NATURE IN TOTAL RELAXATION**

Food Forests, also known as edible forests or forest gardens, are multifunctional cultivation systems consisting of trees, plants, medicinal and aromatic herbs, berries and other forest fruits. It is a food production system that continuously binds CO2, promotes biodiversity in the Alps and increases soil fertility. Together with Etifor, spin-off of the University of Padova, Alta Badia identified the Masisti forest at the Campolongo pass as the ideal place for the creation of a Food Forest. Thanks to the project "WOWnature Alta Badia", the reforestation of the forest was started four years ago as it was massively damaged by the storm Vaia. The forest offers a unique biodiversity and tasty surprises such as blueberries, raspberries, wild strawberries, juniper berries, elderberries and many other berries and fruits. In this forest, it will be possible to create your own self-guided tour. Information panels have been installed along the trail, providing the opportunity not only to walk but also to learn all the secrets of the surrounding forest.

**GREEN MOBILITY**

In terms of environmental protection, it is crucial to address the reduction of traffic-related CO2 emissions. In this context, the summer opening of the lifts should also be included, which represents a further possibility to travel in a sustainable way and allows to experience the mountains without a car. With the opening of the Borest cable car in summer, this service is further expanded – the ideal way to move car-free between Corvara and Colfosco as well. From the Colfosco cable car station, it is possible to proceed with the lifts in the direction of the valley called Valle Stella Alpina or with the Plans-Frara-lift to the Gardena pass, while the La Fraina and Bamby chairlifts connect the villages of La Villa and San Cassiano on the Piz Sorega and Piz La Ila plateaus.

Between June 15 and October 6, 2024, a total of 19 lifts will be available and can be used with the Alta Badia Summer Card, thus becoming an efficient tool for mobility. In this way it is possible to move freely in the area and enjoy all its diversity and beauty in a sustainable way.

New in 2024: from 1 May 2024, the Guest Card will be available, which allows all persons staying at an accommodation associated with the Alta Badia Tourist Cooperative free use of all regional public transport in South Tyrol.

**E-bike sharing at 2,000 m altitude: one further element of the sustainable mobility project**

E-bike sharing not only enables to easily cycle from one place to another and thus explore the most beautiful corners of this area, but also to reach the three Movimënt parks at an altitude of 2,000 m. The electric bikes, thanks to pedal assist, offer the opportunity to cycle without much effort – an outdoor activity that thus invites less active people to enjoy the landscape of the Dolomites to the full. The pick-up and drop-off stations for the bikes are located at the mountain stations of the Col Alto, Piz La Ila and Piz Sorega cable cars. Those interested in the latest e-bike model can also rent one at the local sports shops and bike rentals.

**THE WATER OF OUR MOUNTAINS**

Alta Badia aims to raise awareness among citizens and visitors to adopt environmentally friendly behaviour. One of the main themes of the project is drinking water. The consumption of water in plastic bottles leaves permanent traces and it is precisely for this reason that Alta Badia wants to encourage people to consume tap and fountain water, using reusable bottles and flasks. Alta Badia has in fact created a branded bottle, which can be used for this very purpose. The bottles can be purchased at the Alta Badia tourist information offices.

**SUSTAINABILITY, NOT ONLY ENVIRONMENTAL**

In addition to environmental sustainability, the GSTC certification criteria focus on three other fundamental concepts: socio-economic sustainability, cultural sustainability and sustainable management. In this sense, Alta Badia has created an internal 'green team', which works on sustainable projects in all areas on a daily basis. Thanks to the commitment of all local persons involved in tourism, cultural activities and initiatives, in addition to environmental ones, are being created that aim to achieve ever higher quality standards. During the summer and winter months, for example, the 'Nos Ladins-We Ladins' events are proposed, which provid a series of experiences to be lived with local people and which allow one to deepen one's cultural knowledge of the Ladin world. In addition, local producers and farmers are involved in the tourist initiatives, organising, for example, activities such as breakfasts on the farm, or Ladin cookery courses, thus also reinforcing socio-economic sustainability.

**For further information:** Alta Badia Tourist Information Offices – [www.altabadia.org](http://www.altabadia.org) – Tel.: +39 0471/836176-847037 – Email: [info@altabadia.org](mailto:info@altabadia.org)

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