

Actionplan
Tourist Cooperative Alta Badia

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1. Purpose of the document

The purpose of this action plan is to establish future measures on various topics. This will help us formulate concrete actions that can be implemented in the future as well. To achieve this, we will create a specific plan and set deadlines. The document will be updated based on various discussions, meetings, and feedback from the Green Team, employees, members, guests, etc.

2. Budget

Being sustainable also means implementing concrete measures to achieve results. As Alta Badia, we have been on this path for over 2 years. Sustainability officers have already been appointed, and there have been many changes, even in small sustainable actions, with further activities planned in the future. However, it remains challenging to estimate a detailed budget.

In 2022, the first concrete measure after certification was an increased workload for the staff, leading to the introduction of a new role between SCTAB and ABB responsible for overseeing all sustainability projects, regularly reviewing GSTC documentation, and integrating sustainable principles into daily activities and tasks. Both SCTAB and ABB have introduced the position of a full-time sustainability manager. In terms of figures, we already know that a minimum budget of €50,000.00 is required to manage the initial cost increase due to the appointment of officers. Furthermore, significant decisions have been made, such as producing advertising materials on 100% recycled paper for all printed materials, increasing budgets for local associations, activating concrete initiatives like the EGA project, and considering costly sustainability events and conferences. Therefore, we can expect that in the coming years, the annual budget for sustainability-related projects between SCTAB and ABB will be increased to €75,000.00/€100,000.00. This includes activities and communication measures.

3. Macro Objectives of the Action Plan

Management area:

The purpose of this document is to establish future actions on various topics. This will help us formulate concrete measures that can be implemented in the future. To achieve this, we will create a specific plan and set deadlines. The document will be updated based on discussions, meetings, and feedback from the Green Team, employees, members, guests, etc.

Socio-economic Area:

We aim to involve the local population, especially the younger generation, more strongly in the visions and strategies of the area through internship programs and participation in decision-making processes at all levels. Together with other stakeholders, we have the desire to create accessible infrastructures and programs for all population groups. Inclusion, hospitality, and appreciation of each individual have always been pillars of the area.

Culture:

The Ladin culture is the most valuable aspect of our area. It is an inherent value, a source of pride and belonging present in all valley residents, and increasingly important, especially among young people. Measures to support and protect the language and culture have been a cornerstone of the political, tourist, and social strategy for years. The goal is to continuously strengthen and honor this heritage.

Ecological Sustainability:

We are aware that we are custodians of a fragile area visited by numerous people from around the world every year. The aim is to raise awareness among both locals and visitors about a sustainable approach and make them aware of the issues associated with such a sensitive environment. Through our own initiatives and in collaboration with institutions, we aspire to create projects and infrastructure to reduce the impact of tourism and other activities on the area.

4. Future action plan

Climate impact and vulnerability of the destination

Goal	Alta Badia as a destination must be aware of the risks associated with climate change. It needs to understand which issues can particularly affect the destination and how to address these types of problems. Sustainability topics must be integrated into its strategy, and corresponding actions must be taken.
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Action	<ol style="list-style-type: none"> 1. Stakeholder awareness (Brandtrust 2030 project) 2. Guest awareness of sustainability topics 3. Expansion of sustainable projects (ETIFOR) and products 4. Fostering the innovation spirit of future generations regarding sustainability 5. Reducing the risk to protective forests (e.g., Vaia) through initiatives like WOWNature 6. Alta Badia Climate Positive 7. EGA project 8. Project and infrastructure plans in collaboration with the province and municipalities until 2030
Deadline	By 2030
Concrete approach	<ul style="list-style-type: none"> • Organizing workshops with the 3 municipalities and Etifor for urban reforestation projects • Participating in an Interreg project with multiple destinations focusing on sustainability topics

Promotion of tourism education

Goal	All employees throughout the area must be informed about sustainable topics and projects, especially in relation to GSTC certification, and they should pass on this information to guests, interest groups, and locals.
Aktion	<ol style="list-style-type: none"> 1. Organizing internal training programs on sustainability 2. Online and in-person training on specific environmental topics 3. Participating in training organized by other institutions (IDM, HGV, etc.) 4. Projects to support establishments (GSTC)
Deadline	By 2024
Concrete approach	<ul style="list-style-type: none"> • Every new employee is required to participate in the GSTC course. • The goal is to reach 10 establishments with GSTC certification.

Reducing energy waste

Goal	The destination of Alta Badia must be aware of the amount of energy required for internal and external processes in order to optimize electricity consumption.
Action	<ol style="list-style-type: none"> 1. Measures for energy savings must be defined and integrated into the entire organization. 2. Saving electricity through small gestures communicated to all employees, such as: <ul style="list-style-type: none"> - Turning off computers when not in use - Utilizing natural daylight whenever possible - And more. 3. Raising awareness among members and partners to do the same and providing support. 4. Assessing and monitoring the required energy consumption for all events and activities throughout the different seasons. 5.
Deadline	By 2024
Concrete approach	<ul style="list-style-type: none"> • Detailed measurement of energy consumption in CTAB and ABB facilities. • Conducting a minimum of 5 events annually that are completely "energy-free."

Reducing water consumption

Goal	The tourism cooperative must take measures to achieve a continuous reduction in water consumption in its operations. Concrete actions need to be defined and communicated to all employees. The affiliated businesses must be involved and informed when implementing important activities or procedures.
Action	<ol style="list-style-type: none"> 1. Conduct a water audit for the organization: Utilize online tools such as https://www.co2online.de/energie-sparen/heizenergie-sparen/warmwasser/wasser-sparen-kaltwasser/ 2. Encourage affiliated businesses to do the same. 3. Install a rainwater system for plant irrigation to enhance the local landscape. 4. Develop initiatives to inform and raise awareness among stakeholders about water consumption (e.g., EGA project).
Deadline	By 2024

Concrete approach	<ul style="list-style-type: none"> • Aim to have a minimum of 30 participating establishments in the EGA project. • Develop an activity (excursion) that aims to raise awareness about the use of spring water.
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CO2 consumption

Goal	ABB and SCTAB need to continuously collect and monitor data on the sources of emissions from their activities. This information must also be communicated to partner companies. The company itself can develop sustainable products and business models, as well as appropriate concepts for product take-back and disposal.
Action	<ol style="list-style-type: none"> 1. Collaboration with ETIFOR: <ul style="list-style-type: none"> - Calculating the CO2 emissions for the entire destination - Calculating the CO2 emissions for partner companies - Developing new events with a focus on reducing CO2 emissions 2. Promoting cycling events to discourage the use of cars and other means of transportation 3. Alta Badia goes green 4. Developing an internal green code for events 5. Regularly reviewing the achieved status quo
Deadline	By 2030
Concrete approach	Making at least 50% of planned events carbon-neutral

Avoiding light pollution

Goal	The goal is to reduce both internal and external light pollution. For this purpose, the company needs to establish clear measures and communicate them.
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Aktion	<ol style="list-style-type: none"> 1. Creating a policy for the use and reduction of light pollution for ABB and SCTAB, as well as for affiliated companies. 2. Promoting small measures to reduce light pollution in everyday life. 3. Using energy-efficient lighting methods such as LED lamps and similar options. 4. Developing an action plan for events and activities throughout all seasons.
Deadline	By 2024
Concrete approach	Based on the consumption table of Christmas decorations, we aim to achieve a reduction in energy consumption of approximately 5%.

Supporting local culture

Goal	The goal is to support and promote all cultural activities on-site that are related to the Ladin language or local traditions. This support can be of a financial nature, through organizational collaboration, as well as in terms of communication and appreciation.
Action	<ol style="list-style-type: none"> 1. Include an annual budget plan for financial support. 2. Promote new initiatives in collaboration with local associations. 3. Involve the associations in tourist events or in the organization of tourism throughout the year. 4. Communicate the Ladin culture through targeted communication campaigns on official channels and platforms.
Deadline	By 2024
Concrete approach	Confirm the budget of 100,000 euros with the aim of increasing it by 5%.