

Press Release

Davos wants to become Switzerland's first climate-neutral holiday resort by 2030

Davos, 24 August 2021. Davos is setting out to be Switzerland's first climate-neutral holiday resort by 2030. To this end, guests and businesses are joining up to fund the myclimate Climate Fund Davos, which supports climate projects in the town. It is run by the destination organisation, the municipality and Foundation myclimate.

With the Davos Climate 2030 project and the creation of the myclimate Climate Fund Davos, the world-famous holiday, leisure and convention resort of Davos is taking a big step towards sustainable tourism. On the initiative of the destination organisation, tourism providers, event organisers and the commercial sector are participating in an initiative that reduces and offsets the climate effects of their activities. It is financed by tourism and commercial providers and voluntary contributions from their guests and customers.

Fifty per cent of the funds raised will be invested in carbon offset projects in the Grisons, Switzerland and worldwide. Thirty-five per cent goes towards measures used by the participating companies make their businesses more sustainable, and 15 per cent flows into a new myclimate Climate Fund Davos. This fund finances local projects that reduce CO₂ emissions while at the same time strengthening local suppliers and businesses, conserving local resources and offering guests and customers high-quality experiences and products.

Guests demand sustainable thinking

"Especially in the Alpine region, the effects of climate change are already noticeable. At the same time, awareness for sustainability and responsibility for the climate has noticeably increased among our guests and service providers," Reto Branschi, Director/CEO of the destination Davos Klosters, told the media on Tuesday. The destination organisation, numerous companies and the municipality have already been committed to sustainability for years. "The *myclimate Climate Fund Davos* has created a vessel that all providers and guests can use to participate in the town's continued sustainable development."

The climate fund is fed equally by tourism providers, businesses and voluntary contributions from visitors to Davos who wish to make their stay climate-neutral: businesses that participate in the initiative contribute a small amount of their turnover to the fund. Their guests and customers can also make a voluntary contribution.

Leading the way for tourism in the Alpine region

“The willingness to actively do something for climate protection is constantly growing,” said Kai Landwehr, Press Officer of myclimate. “People often lack the concrete and simple opportunity to do so in everyday life. This initiative for a climate-neutral Davos creates such opportunities, and that makes it groundbreaking for tourism as a whole.”

The destination organisation is not alone in Davos with its sustainability initiative. The municipality, as the largest employer and an important provider of services, is pushing sustainability projects in various areas, emphasised Landamman Philipp Wilhelm:

“The municipality of Davos has been running an environmental office for over 30 years and this year, it celebrates its 20th anniversary as an energy town. It is great that this commitment is now being expanded and intensified with the Davos Climate 2030 project. This increased commitment to climate protection is particularly important for the mountain region.”

Another example of the sustainability strategy’s integration is the Davos Hockey Club, as Jacqueline Kühne, Head of Project Spengler Cup at HC Davos explained at the press conference: “The Spengler Cup has already been implementing sustainability measures for several years. Now we are working on a cross-company strategy for all of HC Davos. Participating in the DDO initiative gives us access to know-how and scientific support.”

The World Economic Forum is also a partner of the project. Since 2016, it has offset the CO₂ emissions of its annual meeting in Davos, including the travel of all participants. “For us, net zero means eliminating our emissions as much as possible and avoiding them as much as possible. We offset any remaining emissions in projects that actively and measurably remove CO₂ from the atmosphere,” explained Michele Mischler, Head of Swiss Public Affairs at the World Economic Forum.

The goal of making Davos a climate-neutral holiday and convention resort by 2030 is very ambitious, said Reto Branschi in conclusion. “But the time has come to put words into action, and more and more of our companies and their guests and customers see it that way.” It will now takes many, very small and many big steps to make the goal come true.

The destination itself demonstrated one small step with the media conference: it was held in the climate-neutral conference centre as a hybrid event in person and online simultaneously. This meant that numerous media representatives were able to save themselves the journey.