



Easy climate
protection,
**double
the impact**



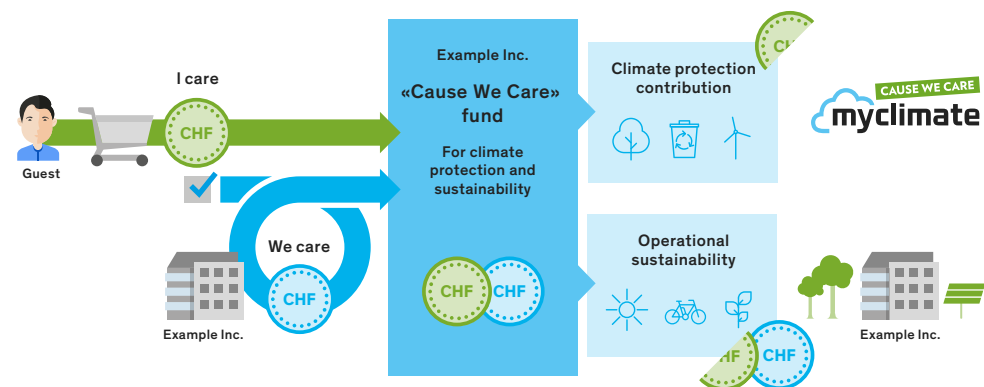
The programme for
climate protection and
sustainability in tourism

**Become a part of
«Cause We Care»**

Easy climate protection with double the impact! This is how myclimate «Cause We Care» works in a nutshell. Everyone is involved: you, your business, your guests and customers. Because together you can make a big impact, globally and locally.

Implement the «Cause We Care» mechanism in your company and give your customers the chance to push forward climate protection and sustainability together with you.

How «Cause We Care» works



Your customers' contribution

As a Cause We Care partner, you give your customers the option of making a voluntary contribution to climate protection during their booking. With this contribution to climate protection, you enable your customers to take responsibility for the emissions generated by the activity they are booking and actively contribute to reducing their environmental footprint in a simple way: a myclimate climate protection project will be financed to an extent that equates to their emissions. Your customers' climate protection contribution is channelled into your company or institution's dedicated Cause We Care fund.

half of the customer contributions go towards high-quality myclimate climate protection projects. The other half remains available to you to provide additional financial support for your company or institution's own sustainability measures. With this allowance and your contribution to the fund, you can finance measures of your own, implement existing projects and support ones currently being planned.

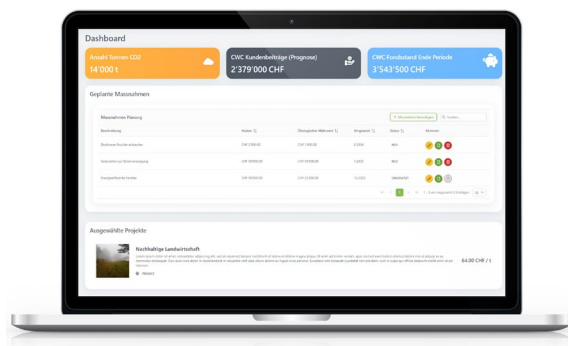
Small means with a big impact

Effective climate protection often starts with small projects and can develop into pioneering large-scale ones. Cause We Care gives you the means to do so. This benefits you, your guests and the climate – meaning that future generations will still be able to enjoy our breathtaking natural landscapes.

You match the amount

At the same time, you match the amount, which also goes into the Cause We Care fund. This fund enables climate protection both globally and on a tangible local level:

We created a simple solution for climate protection – so you don't have to!



Easy set-up

Dynamic dashboard

User-friendly interface

Why 150+ partners have joined, and you should too:

- + **Inclusive participation:**
Company of all sizes can easily engage in climate protection
- + **Increased efficiency:**
Sustainable action planning reduces emissions and saves costs
- + **Automated Processes:**
Streamline management, administrative and marketing tasks

Explore our new digital platform for managing your climate efforts, offering a guided **carbon footprint calculation**, directory of feasible sustainability **measures**, personalized **communication material** and **educational webinars**.



Services

	Mini CHF 960 1 location/small business	Basic CHF 2'800 >1 location, >20 EEs	More CHF 5'800 >7 locations, >150 EEs
High-level assessment of carbon footprint of 1 location	✓	✓	✓
Action planning for reducing internal carbon emissions	✓	✓	✓
Boilerplate text for sustainability messaging	✓	✓	✓
2 hrs/year advice and support (online)	✓	✓	✓
Climate protection financing in project portfolios	✓	✓	✓
Cash inflow through client contributions	✓	✓	✓
Carbon footprint calculations for up to 6 locations	✗	✓	✓
Regional, national and international projects	✗	✓	✓
Branded communication material	✗	✓	✓
Employee training on climate protection and sustainability 0.75 hrs/year (online)	✗	✓	✓
Consulting: 4 hrs/year on "Cause We Care" communication, measures, climate protection, development and implementation	✗	✓	✓
10 % discount on corporate carbon footprint calculation (Advanced CCF) incl. mobility survey	✗	✓	✓
Employee training and awareness-raising on corporate climate protection and sustainability 1.5 hrs/year (on-site)	✗	✗	✓
Customised employee training materials on "Cause We Care"/corporate climate protection and sustainability	✗	✗	✓
Consulting: 6 hrs/year of regular, in-person meetings on implementation, sustainability messaging, measures & advice	✗	✗	✓
Training options for your business	✗	✗	✓

Advantages for your company or institution

- + Concrete sustainability instrument
- + Cash inflow for you company or institution's own measures
- + Strong positioning
- + Vessel for innovation and product development
- + Attractive guest and customer loyalty tool
- + Your entire range of services can be booked with a climate protection contribution
- + Access to an attractive, growing partner network

Use «Cause We Care» to fund:

- A transition to renewable energy sources
- An efficient building envelope, improved infrastructure and facilities
- Local product development with a sustainable focus
- The installation of an EV and e-bike charging station and the promotion of public transport
- Sustainability training for your employees
- Raising public awareness

Get active now

Get in touch with us and arrange a free consultation. Together, we'll discuss the various ways we can work together and show you how you can make a difference:

- find the best way to implement myclimate Cause We Care in your company or institution
- utilise your resources efficiently and profitably
- take on a pioneering role together with your customers and guests

Register now



Foundation myclimate

«Cause We Care»

Pfingstweidstrasse 10
8005 Zurich, Switzerland

Phone: +41 44 500 43 50

www.causewecare.ch

causewecare@myclimate.org

An initiative from:



In cooperation with:



swi⁺zerland

STV, FST
Schweizer Tourismusverband
Fédération suisse du tourisme
Federazione Svizzera del Turismo
Federazione Svizzera del Turismo

hotelleriesuisse
Swiss Hotel Association

Sellbahnen Schweiz
Réseaux Mécaniques Suisses
Funivia Svizzera
Pendiculares Svierras

innovation
tourism