



Easy climate  
protection,  
**double**  
**the impact**



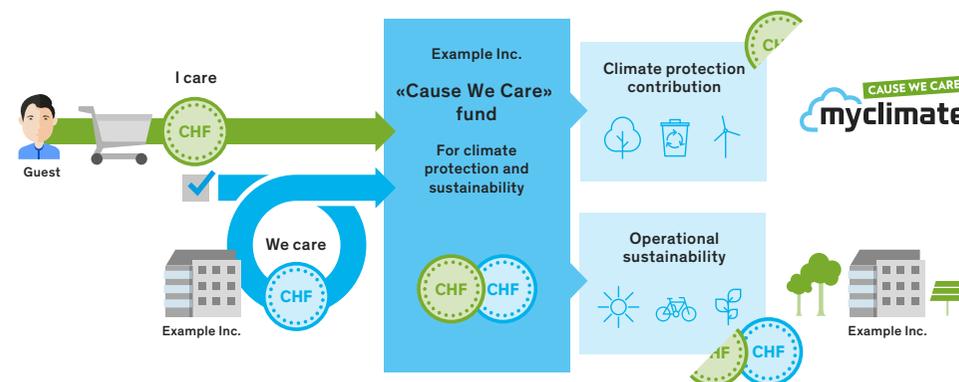
The programme for  
climate protection and  
sustainability in tourism

**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.

### 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:

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.

## 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

## 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

## 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

Over 150 partners and organisations have joined «Cause We Care» and are integrating the programme into their operations. For examples of partner organisations, see below:



The programme is also supported by Switzerland's official tourism associations and organisations, as well as numerous partner technology and service providers.

### Foundation myclimate

«Cause We Care»

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An initiative from:



In cooperation with:

