

ARE YOU IN?

**EASY CLIMATE PROTECTION.
DOUBLE THE IMPACT**



The programme for
climate protection and
sustainability in tourism

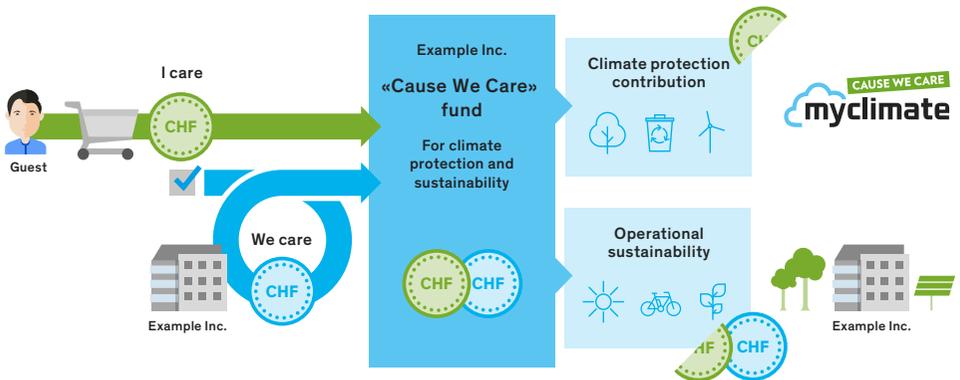
**Become a part of
«Cause We Care»**

myclimate
«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



As «Cause We Care» partners, you offer your customers the opportunity to make a voluntary contribution to climate protection with their booking. This contribution flows directly into your «Cause We Care» fund, which is earmarked for sustainability projects, and your guests receive a climate-neutral service offering. At the same time, you double the contribution to the fund.

The fund makes global and tangible, local climate protection possible: To offset the emissions associated with your service offering, half of the customer contributions are put towards a high-quality carbon offset project from myclimate. The other half is available to you as additional financial support for your own sustainability measures in your operations. This subsidy, coupled with your fund contribution, can be used to finance sustainability measures within your organisation or credited towards current, ongoing projects or those at the planning stage.

«Cause We Care» provides funding for:

- Conversion to renewable energy sources
- Realising efficient building shells, improved infrastructure and facilities
- Product development with a sustainable focus
- Installing e-car and e-bike charging stations and subsidising public transport
- Sustainability trainings for your employees
- Public awareness programmes

Effective climate protection starts with the smallest intentions and can develop into large, pioneering projects. «Cause We Care» gives you the funding you need. It's a win-win-win situation for you, your guests and the climate, and will ensure future generations can enjoy Switzerland's breathtaking natural environment.

Benefits for your organisation

- + Specific sustainability instrument
- + Additional funding for internal sustainability measures
- + Strong positioning
- + Channel for innovation and developing your service offering
- + Appealing guest- and customer-retention tool
- + Your entire range of services can be booked by guests on a climate-neutral basis
- + Access to an attractive, growing partner network

Take action now

Contact us and arrange a free consultation appointment. We will discuss the wide range of opportunities for working together and show you how you can:

- Optimally implement the myclimate «Cause We Care» programme within your business
- Profitably and efficiently make use of your resources

- Take on a pioneering role together with your guests and customers

We will gladly accompany you on your journey to becoming a sustainable company. Soon your customers will be able to make their first climate-neutral bookings thanks to «Cause We Care»!

Over 70 partners and organisations have joined «Cause We Care» and are integrating the programme into their operations. For examples of partner organisations, see below:

Destinations: Engadin Samnaun Val Müstair, Heildland, Zurich, Davos Klosters, MyLeukerbad
Hotel industry (and associated businesses): Swiss Youth Hostels, Reka-Ferien, Hotel Ambassador Zurich, Belvédère Hotels Scuol, Tschuggen Hotel Group, Sunstar Hotels, The Dolder Grand Zurich, Kartause Ittingen, Tradition Julen Hotels
Mountain railways: Niesenbahn, Pizolbahnen, Bergbahnen Scuol, Rigi Railways, Torrent-Bahnen Leukerbad
Leisure/Outdoor: Bogn Engiadina Scuol, Tamina Therme, Urbansurf, Swiss Snow Sports Initiative gosnow.ch, Leukerbad-Therme, World Nature Forum / Swiss Alps Jungfrau-Aletsch – UNESCO World Heritage Centre
Tour Operators: Thurgau Travel, Cruise & Ferry Center, GAST AG
Events: Swiss Wrestling and Alpine Festival (ESAF) 2019 Zug, Ski World Cup Adelboden, mrw events, IRONMAN Switzerland, Swiss Epic, Jungfrau Marathon

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

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An initiative from:



In cooperation with:

