

# ITB: Climate Protection Organisation Presents Tourism Awards for Sustainability

**Berlin, 9 March 2023 – For the first time since 2019, myclimate attended the ITB travel trade show in Berlin in person. As in previous years, the climate protection organisation presented the myclimate Tourism Awards to pioneers in tourism, honouring climate-friendly and economically successful tourism offerings and initiatives. This year, Davos, the island of Sylt and the Accor hotel group were recognised as pioneers for their achievements. At the awards ceremony, Fritz Lietsch, editor of the magazine *forum Nachhaltig Wirtschaften*; Christian Baumgartner, lecturer in tourism at the University of Applied Sciences of the Grisons; and Andreas Stoffel, deputy head of marketing and sales at Destination Davos Klosters, discussed the possibilities of avoiding and reducing emissions in the tourism industry with myclimate expert Cornelia Rutishauser.**

More and more travel providers want to bring climate protection together with tourism. There is growing pressure for tourism that is holistic and in harmony with ecological criteria. Increasing numbers of tourism destinations are pursuing comprehensive climate protection strategies together with their tourism service providers, developing concepts for environmentally compatible tourism or joining holistic initiatives and programmes.

To support these efforts and promote climate protection, advisers and climate experts from the non-profit climate protection organisation myclimate were present in person at this year's ITB for the first time in three years. The highlight was the presentation of the myclimate awards for particularly innovative and courageous pioneers of climate protection measures in the tourism sector. The non-profit organisation honoured one destination each from Germany and Switzerland, and an international company.

The climate protection pioneers include the destinations Sylt and Davos and the Accor hotel group.

The island of Sylt was recognised as a “pioneer of a more climate-friendly destination by means of CO<sub>2</sub> management and energy audits”. Part of the strategy is the creation of a staff position for sustainability management in addition to operational carbon footprinting. Furthermore, Sylt acts as an educator and integrates tourism service providers as ambassadors. The effort is rounded off with innovative climate protection programmes that also raise awareness of climate protection among employees and guests.

Destination Davos Klosters was recognised for being a “pioneer of sustainable tourism at the destination level”. With Davos 2030, the destination has chosen to pursue a net-zero strategy and has set up the “myclimate Climate Fund Davos”. Tourism businesses, guests and companies from trade and commerce, and the municipality itself are joining forces to make voluntary contributions to the Davos climate fund. In addition to a development fund, the programme enables the participating Davos businesses to generate additional income. This is used in turn for operational climate protection measures and includes climate protection project financing for unavoidable emissions. This innovative spirit was recognised with the award.

The international Accor hotel group was recognised as a “pioneer in encouraging guests for climate protection in tourism” for its ambitious climate protection targets. Back in 2011, Accor laid

the foundation for placing sustainable development at the centre of its activities. By establishing programmes such as “Planet 21” and “Acting Here” and taking part in the “Science-Based Targets” initiative, Accor has already set itself comprehensive targets in the area of climate protection and sustainability. The myclimate [Net Zero Carbon Calculator](#) also enables customers to calculate the emissions of their events and overnight stays and to take responsibility for unavoidable emissions at the same time.

The myclimate panel discussion during the award ceremony focused on the measurement of CO<sub>2</sub> emissions, reduction options for tourism businesses and carbon offset financing. Fritz Lietsch, editor-in-chief of the magazine *forum Nachhaltig Wirtschaften*; Christian Baumgartner, professor in sustainable tourism at the University of Applied Sciences of the Grisons; and Andreas Stoffel, deputy head of marketing and sales at Destination Davos Klosters spoke with Cornelia Rutishauser, Team Leader Corporate Partnerships at myclimate.

It is essential for companies – including those in the tourism industry – to calculate their carbon footprint in order to determine effective ways to reduce it. The complexity of different subsections in the tourism industry often makes this calculation a challenge. However, many businesses have already taken very effective measures, such as making it easier to travel by train, offering luggage services or frequently working with local suppliers. At the destination level, the calculation of CO<sub>2</sub> emissions is even more difficult. In this context, Baumgartner presented the joint “[KlimDest](#)” Innotour project by the University of Applied Sciences of the Grisons, myclimate and the destinations Davos, Arosa and Valposchiavo. This is the first time it has been possible to calculate the comprehensive climate footprint of a tourism destination so that targeted measures can be taken.

### **Tailor-made solutions for the tourism industry**

The Foundation myclimate has been committed to climate protection for over 20 years. For 15 years, it has also been specifically involved in the tourism and mobility sector. For this purpose, myclimate has created many solutions that are tailored to the needs of international and national tourism providers.

The Foundation myclimate offers the following services for partners in the tourism industry:

- Corporate carbon footprinting (CCF)
- Customised web calculator for events, MICE (meetings, incentives, conventions, events), airline industry, tour operators
- Customised analyses, IT solutions
- Resource management and mitigation consulting
- Climate strategy consulting
- SBTI consulting
- Employee sensitisation
- “Cause We Care” programme for climate protection and sustainability in tourism (only in Switzerland)

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**About myclimate**

myclimate is a partner for effective climate protection, globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

This international initiative with Swiss roots is one of the world's quality leaders in CO<sub>2</sub>-compensation measures. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in other countries such as Germany, Austria, Sweden or Norway.

The high-quality projects promote quantifiable climate protection and greater sustainability worldwide. myclimate has developed and supported 174 carbon offset projects in 45 countries around the world since its foundation in 2002. Here, emissions are reduced through replacement of fossil energy resources with renewable energies, storing of CO<sub>2</sub> in natural sinks (alternative: in nature-based projects) (such as local afforestation measures or renaturation of moorland), and implementation of energy-efficient technologies. myclimate climate protection projects meet the highest standards. International projects can gain certification according to the Gold Standard, Plan Vivo or VCS (incl. CCB and/or SD-VISta), and Swiss projects according to the guidelines from the Swiss Federal Office for the Environment (FOEN)/ Swiss Federal Office of Energy (SFOE) or the myclimate CH VER guidelines. The projects not only reduce greenhouse gases locally and regionally, but also make a positive contribution to the UN's Sustainable Development Goals (SDGs).

myclimate encourages everyone to make a contribution to our future through interactive and action-orientated educational programmes. With this aim in mind, myclimate has already reached more than 65,000 school children and 11,000 trainees in Switzerland, Germany and Liechtenstein and established a global network of 1,400 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO<sub>2</sub> and resource management, myclimate supports companies with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Our experienced advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the foundation was established, the myclimate climate protection projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least because of this, the German Federal Environment Agency is explicitly showcasing myclimate as a supplier for voluntary CO<sub>2</sub> compensation. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as "game-changing Climate Lighthouse Activities", which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. In addition, the myclimate education project "KlimaLokal" was awarded the Milestone Prize in 2012, the Swiss tourism industry's highest distinction. In May 2016, myclimate received the Swiss sustainability award PrixEco.

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