



# COMMUNICATING RESPONSIBILITY WITH TRAVELERS

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# **ITALY WORKING GROUP: destinations & industries**

- Sustainability it is a must**
- Collaborate to find a common solution**

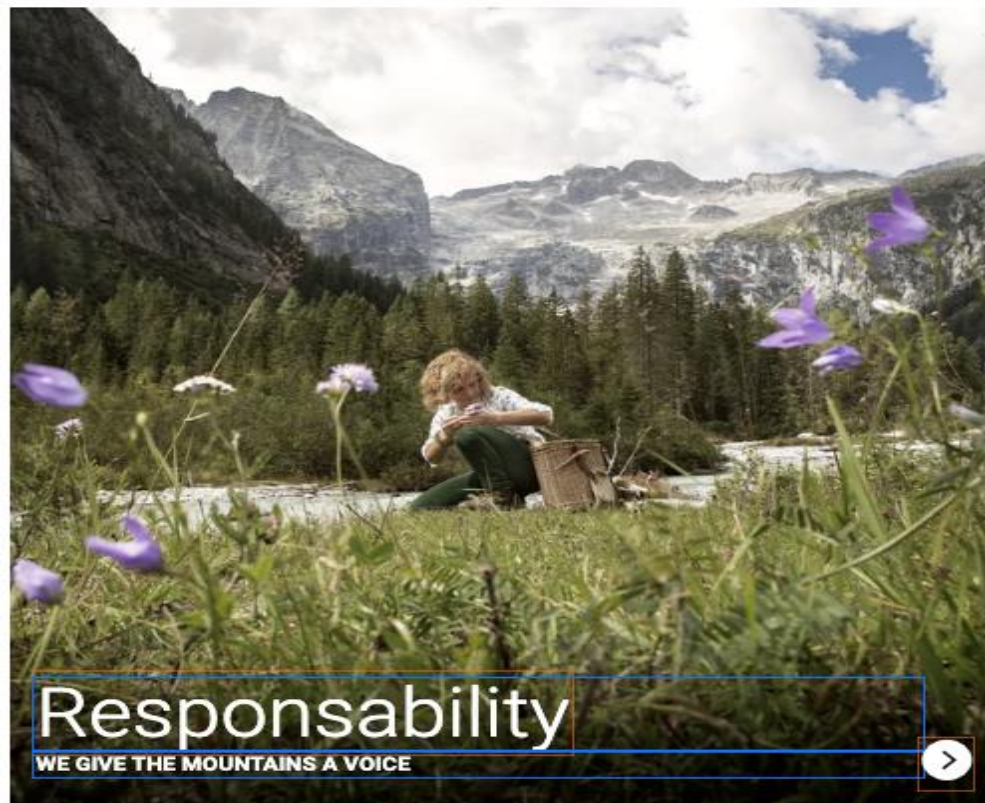


## Our nature

### Trentino: past, present, and future

Perhaps more than ever, the word "**authenticity**" demands justice. *Authentic*—meaning unaltered, unadorned, not reconstructed or polished. *Authentic*, as in something that stands on its own, that simply is. To speak of the authenticity of the mountains and their people is to look deeply and see the essence of things, at the very heart of their homes.

An unsustainable mountain is an unwelcoming mountain, where life withers and disappears. This is why Trentino is a land that is **sustainable by nature, by culture, and by principle**. Beyond metaphor, nothing in the mountains can survive without care—for our environment, our land, our neighbors, and our guests. Here, we strive to share the story of how *we take care*. Together, let us preserve these places—for us, for you, and for generations to come.



# NATURE IS NOT A PLACE TO VISIT. IT IS HOME.

GARY SNYDER



Nel Garda Trentino ci crediamo fermamente e scegliamo ogni giorno di prenderci cura della nostra destinazione. È una scelta necessaria, per rendere il territorio in cui viviamo un luogo bello da vivere, a lungo termine o solo per qualche giorno, oggi e in futuro.

Vuoi aiutarci anche tu?

**BASTA POCO PER FARE LA DIFFERENZA.**

Im Garda Trentino glauben wir fest daran und entscheiden uns jeden Tag dafür, uns um unsere Destination zu kümmern. Diese Entscheidung ist notwendig, um die Region, in der wir leben, zu einem schönen, lebenswerten Ort zu machen - heute und auch in Zukunft. Egal, man länger oder nur ein paar Tage hier verweilt.

Möchtest du uns auch helfen?  
**ES BRAUCHT NICHT VIEL,  
UM ETWAS ZU BEWEGEN.**

We firmly believe this, here in Garda Trentino, and we work hard every day to take care of our region. It is a necessary choice to make the place where we live as beautiful as possible so that it can be enjoyed all life long or even just for a few days, now and in the future.

Would you like to help us, too?  
**IT TAKES LITTLE TO MAKE  
A DIFFERENCE.**

[gardatrentino.it/makethedifference](https://gardatrentino.it/makethedifference)



### **Porta a casa i tuoi rifiuti e gettali nei contenitori differenziati**

Lass deinen Müll nicht unterwegs liegen, sondern wirf ihn - ordnungsgemäß getrennt - in die Abfallbehälter.

Take your waste home and throw it in separate collection bins.



### **Riduci la plastica: ci sono tante alternative più sostenibili**

Reduziere deinen Plastikkonsum: es gibt viele nachhaltigere Alternativen.

Reduce plastic: there are many more sustainable alternatives now.



### **Se puoi, spostati a piedi o in bicicletta. Noterai tante cose che in macchina sfuggono!**

Gehe so oft wie möglich zu Fuß oder fahre mit dem Fahrrad. Du wirst viele Dinge bemerken, die du im Auto nicht wahrnimmst!

If you can, get around on foot or by bike. You'll notice many more details that you would miss when travelling by car!



### **Osserva gli animali da lontano. Il Garda Trentino è anche casa loro.**

Beobachte die Tiere aus der Ferne. Schließlich ist das Garda Trentino auch ihr Zuhause.

Watch wildlife from afar. Garda Trentino is their home too.



### **Lascia fiori, sassi e frammenti di storia al loro posto: anche chi verrà dopo di te ne potrà godere.**

Lasse Blumen, Steine und Geschichtsrelikte an ihrem Platz: So haben auch diejenigen, die nach dir kommen, etwas davon.

Leave flowers, stones and fragments of history in their place: those who come after you will enjoy them too.



### **Immergiti nella realtà locale e informati sulle tradizioni, sulla cucina e sui prodotti tipici. C'è un universo a km 0 da scoprire.**

Tauche ein in das Alltagsleben vor Ort und informiere dich über Traditionen, Küche und typische Produkte. Es gibt ein regionales Universum zu entdecken.

Immerse yourself in the local life and learn about traditions, cuisine and typical products. There's a whole local world to discover.



### **Quando esci, spegni la luce e l'aria condizionata e chiudi i rubinetti: energia e acqua sono risorse preziose.**

Wenn du nach draußen gehst, schalte das Licht und die Klimaanlage aus und schließe immer die Wasserhähne: Strom und Wasser sind kostbare Ressourcen.

When you leave, turn off the lights and the air conditioning and close the taps: energy and water are precious resources.

# ACTIVE ENGAGEMENT OF TOURISTS

## A matter of collaboration

IT

### Riduzione di rifiuti

Abbandonare rifiuti nell'ambiente causa molti impatti negativi. Non solo si va a perdere il valore estetico di un territorio, ma la dispersione delle sostanze di cui sono composti danneggia l'ambiente e gli animali che lo abitano. Durante le vostre camminate ed escursioni, portate sempre con voi tutti i rifiuti che producite (confezioni di plastica, bucce di frutta, ecc...) e smaltiteli presso il vostro alloggio. La cosa più importante, però, è agire alla radice. Evitando di acquistare oggetti superflui, produrrete meno scarto e, forse, scoprirete una forma di vacanza più vera ed essenziale!

DE

### Müll vermeiden

Müll achtlos in der Umwelt zurückzulassen hat viele negative Auswirkungen. Neben dem Verschandeln der Natur, schaden die Abfälle und ihre schädlichen Stoffe der Umwelt und den Tieren. Daher gilt: Das, was ihr an Abfällen mit auf den Berg nehmt (Plastikverpackungen, Obstschalen usw.), bringt ihr bitte auch wieder runter – und entsorgt es dann ordnungsgemäß in eurer Unterkunft. Noch besser ist es, das Problem an der Wurzel anzupacken: Indem ihr auf den Kauf überflüssiger Dinge verzichtet, verursacht ihr weniger Müll und entdeckt so womöglich eine wahrhaftigere und ursprünglichere Form des Urlaubens!

EN

### Waste reduction

Carelessly leaving litter in the environment has many negative effects. As well as being a blight on the landscape, waste and the harmful substances it is made from can harm the environment and wildlife. For this reason, it is important to ensure that anything that you take onto the

mountain with you (plastic packaging, fruit peel etc.) is taken back down again and properly disposed of at your accommodation. Better still is to deal with the problem at the source by refraining from buying unnecessary items, this causing less waste and in the process discovering a more authentic kind of holiday!

**Rifiuto abbandonato, rifiuto mangiato. Ogni rifiuto che abbandoni nell'ambiente inquinerà alla fine anche te stesso.**

**Der Müll, den wir achtlos wegwerfen, kommt zu uns zurück – im Wasser und in der Nahrung. Denn schaden wir der Natur, schaden wir letztendlich uns selbst.**

**The waste that we carelessly throw away comes back to us – in our water and in our food. If we harm nature, ultimately we harm ourselves.**

5  
Lattina  
Dose  
Can



450



Plastica  
Plastik  
Plastic

50000



Vetro  
Glas  
Glass



3-10  
Carta  
Papier  
Paper



2  
Buccia di banar  
Bananeschale  
Banana peel

Questi sono gli anni di cui la foresta ha bisogno per eliminare i rifiuti.

So viele Jahre braucht der Wald, um den Müll wieder loszuwerden.

This is how long it takes for the forest to eliminate waste.



Achtsam am Berg  
Rispetta la montagna  
Respect the mountain



Vireo  
Certifications of Sustainability

IT

### Plogging, la raccolta divertente

Per preservare la bella natura che ci circonda tutto l'aiuto è ben accetto! Da qualche anno si sta diffondendo l'abitudine di portare con sé, durante le escursioni, un sacchetto e dei guanti con cui raccogliere eventuali rifiuti che si trovassero abbandonati. Per chi volesse partecipare a questa bella iniziativa, l'ufficio turistico mette a disposizione un kit per plogging e un piccolo gadget come ringraziamento.

**INIZIATIVA SPONSORIZZATA DA VIREO, ENTE DI CERTIFICAZIONE GSTC PER SAN VIGILIO DOLOMITES**

DE

### Plogging: Wandern und der Umwelt Gutes tun

Um die schöne Natur, die uns umgibt, zu erhalten, ist jede Hilfe willkommen! Seit einigen Jahren ist es üblich, auf Wanderungen eine Tasche und Handschuhe mitzunehmen, um den hinterlassenen Müll aufzusammeln. Für diejenigen, die sich an dieser schönen Initiative beteiligen möchten, stellt das Tourismusbüro als Dankeschön ein Plogging-Set und ein kleines Gadget zur Verfügung.

**DIESE INITIATIVE WIRD VON VIREO UNTERSTÜTZT, DIE ZERTIFIZIERUNGSTELLE DER GSTC FÜR SAN VIGILIO DOLOMITES**

EN

### Plogging – helping the environment as you hike

Any helping hand that is offered will be gratefully accepted when it comes to preserving our beautiful surroundings! In recent years, "plogging" has become an increasingly popular sport whose fans go hiking equipped with a rubbish bag and gloves, picking up any litter that they find along the wayside. Anyone wishing to take part in this praiseworthy initiative can obtain a plogging kit and a small gadget as a thank you from the tourist information office.

**INITIATIVE SPONSORED BY VIREO, THE GSTC CERTIFICATION BODY FOR SAN VIGILIO DOLOMITES.**



# ACTIVE ENGAGEMENT OF TOURISTS

a matter of collaboration



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# Surprise your hosts

Tree ticketing



**ARTESELLA**  
THE CONTEMPORARY  
MOUNTAIN







[Home](#) . [Our work](#) . [Sustainability](#) . [Sustainability Communication Toolbox](#)

# Tips and tools for your accommodation facility

How and where can you inform guests about your commitment to sustainability? This platform offers a comprehensive set of tools for successful sustainability communications.

Together with stakeholders, companies, and agencies, IDM Alto Adige has developed a series of tips and tools to help you communicate sustainability to guests. Practical tips, images and videos, graphics, text modules, and best practice examples are ideal for helping you inform guests about your sustainability efforts.

Good sustainability communication gives you a clear competitive advantage and justifies a higher price. It allows you to reach new target groups, build long-term loyalty among guests and employees, and improve your image with partners, suppliers, and neighbors.

## Communication tools

Practical tips, images and videos, graphic elements, text modules and best practice examples on the following topics:



Mobility



Catering



Accommodation



Infrastructure



# THANK YOU!

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<https://www.gstc.org/italy-working-group/>