



GENEVA

VISIT. MEET. REPEAT.

Strategy for sustainable tourism

Actions in 2021

Action plan 2021 & results

PILLAR 1 :

ACCELERATING THE TRANSITION TO A CIRCULAR ECONOMY

Objective

Reduce waste in the tourism sector by 30% by 2025 by applying the principles of the circular economy (5Rs).

Action

Creation of a digital guide of good practices and alternatives to single use, for tourists & delegates attending conferences

Key indicator

> Provision and promotion of the guide



GENEVA TOURISM Protect. Change. Repeat.

LET'S PRESERVE GENEVA TOGETHER!

Aim for an eco-friendly stay and follow our 'green actions' guide.

- Footprint-free transport**
 - Use Geneva's efficient public transport network for your trips.
- Enjoy the Canton's heritage**
 - Make the most of Geneva, remember to observe its customs and habits.
 - Appreciate and respect the wildlife.
- Measure energy expenditure**
 - Find out what green measures your accommodation has put in place.
 - Geneva relies on 100% renewable electricity but be mindful of your consumption.
- Eat and drink local**
 - Favour local and seasonal products.
 - Enjoy the many drinking water fountains spread throughout the city.
- Shop responsibly from A to Z**
 - Want to take home some souvenirs? Go for local crafts!
 - Sort your waste.

Top Tip
Use the Geneva Transport Card: you'll get it free of charge when you check in.

- Geneva is a walkable city: discover it on foot.
- Explore Geneva by public bike "Velo Partage".

Consider offsetting your travel-related emissions.
myclimate.org

Tourist Information Centre
Quai du Mont-Blanc 2 | +41 22 909 70 00 | GENEVE.COM

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ENSEMBLE, PRÉSERVONS GENÈVE!

Placez votre séjour sous le signe de la durabilité en suivant le guide des bons gestes.

- Une mobilité qui ne laisse pas d'empreinte**
 - Privilégiez les réseaux des transports publics genevois pour vos déplacements: il est particulièrement performant!
- Un patrimoine à découvrir sans modération**
 - Pour profiter pleinement de Genève, observez ses us et coutumes.
 - Contemplez et respectez la faune et la flore.
- Des dépenses énergétiques mesurées**
 - Renseignez-vous sur les mesures écologiques mises en place par votre hébergement.
 - Genève repose sur une électricité 100% renouvelable, mais restez attentif à votre consommation.
- Une consommation locale, de l'assiette au verre**
 - Privilégiez les produits locaux et de saison.
 - Profitez des nombreuses fontaines d'eau potable réparties dans toute la ville.
- Des achats responsables, de A à Z**
 - Vous souhaitez rapporter quelques souvenirs? Privilégiez l'artisanat local!
 - Triez vos déchets.

Bon Plan
Profilin de la Geneva Transport Card: vous la recevez gratuitement au moment de votre check-in.

- Genève est une ville à taille humaine: découvrez-la à pied.
- Explorez Genève grâce aux vélos en libre-service «Velo Partage».

Prévoyez de compenser les émissions liées à votre voyage.
myclimate.org

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Action plan 2021 & results

PILLAR 2

ACCELERATING THE TRANSITION TO A POST-CARBON ECONOMY

Objective

Reduce GHG emissions by 60%
by 2030 compared to 1990.

Action

Organization of an awareness-raising workshop
for tourism partners on the theme of local food.

Key indicator

- > Number of participants in the workshop
- > Overall satisfaction rate

Results

- > 5 chefs (hotel restaurants)
- > Overall satisfaction rate 90%



Action plan 2021 & results

PILLAR 3

PROMOTING LOCAL INITIATIVES

Objective

Encourage, promote and support local events, products, crafts and know-how.

Action

Regular promotion of Geneva events and local initiatives on our social media.

Key indicator

>Number of publications on our social media (minimum 12) : twelve publications have been posted on our social media (Instagram or Facebook) every 3rd Thursday of the month.



Action plan 2021 & results

PILLAR 4 :

FOSTERING A SOCIAL AND COLLECTIVE IMPACT ON THE DESTINATION

Objective

Working on accessibility and inclusion for all.

Action

Implementation of incentives for hotel partners in the OK:GO initiative and provision of content on the geneve.com website to facilitate accessibility for all.

Key indicator

> Number of hotel partners that have signed up to the OK:GO initiative: minimum 20%, i.e. 27 hotels.

Results

- > 13 hotels registered for the initiative out of 135 (including hotel residences and B&Bs) = approx. 10%.
- > Target not reached as we had set 20%.



Action plan 2021 & results

PILLAR 5 : ACTION 1

STRENGTHENING COLLABORATION BETWEEN TOURISM STAKEHOLDERS

Objective

Increase by 50% the number of companies with an internal sustainable development policy.

Action

Introduction of incentives for partners to join the Switzerland Tourism “Swisstainable” programme.

Key indicator

> Number of partners who have signed up to the programme:
minimum 15 partners.

Results

> In 2021, 22 partners have joined the programme, including 14 hotels.
> The target has therefore almost been reached.



Action plan 2021 & results

PILLAR 5 : ACTION 2

STRENGTHENING COLLABORATION BETWEEN TOURISM STAKEHOLDERS

Objective

Increase by 50% the number of companies with an internal sustainable development policy.

Action

Organization of a "Best practices aperitif" for hotels.

Key indicator

> 1 aperitif during the year with at least 15 participants.

Results

- > 15 participants at the aperitif on 22 June 2021.
- > Target reached.



Don't forget to
repeat



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