

“Zurich Takes Responsibility” Sustainability Strategy 2023 – 2030

Vision: Zurich is one of the most sustainable city destinations in the world by 2030.

Mission: Zürich Tourism strengthens the positive impacts of tourism in Zurich and reduces the negative ones to a minimum.



The strategy, “**Zurich Takes Responsibility**”, was developed in 2022 as the result of a comprehensive materiality analysis and with the involvement of all the relevant stakeholders. It has an active influence on strategic objective no. 2 of the overall business strategy, “Sustainable City Destination”. The ten ambitious focus topics are divided into three sustainability areas: economic, social, and ecological responsibility.

With this strategy, Zürich Tourism undertakes to make the greatest possible contribution to sustainable destination development and to avoid negative impacts of tourism wherever possible, minimize unavoidable negative impacts, and instead maximize positive ones. The strategy is based on the Sustainability Policy, which identifies current and socially relevant impacts of tourism within the destination. Furthermore, the Sustainability Guidelines serve to ensure and implement minimum social and environmental standards in daily operations (in procurement, in the organization of events or projects, as well as in terms of business travel). Zürich Tourism reports transparently on objectives, projects, measures, and progress on a regular basis. For this purpose, a sustainability report is published annually in accordance with the standards laid down by the Global Reporting Initiative (GRI).

External Framework Conditions

As a destination management organization, Zürich Tourism is impacted by various global, national, and local political framework conditions and objectives, which were taken into account in the development of the Sustainability Strategy.

Global	<ul style="list-style-type: none"> • Agenda 2030 (Sustainable Development Goals, SDGs) • Global Sustainability Tourism Council (GSTC) • UN Global Compact
National	<ul style="list-style-type: none"> • Tourism Strategy of the Swiss Confederation • Swisstainable Strategy of Switzerland Tourism
Local (Zurich)	<ul style="list-style-type: none"> • Zurich Strategies 2035 with 8 fields of action • Climate neutrality by 2040 (Net-Zero Walk) • Smart City Zurich • Long-term climate strategy of the Canton of Zurich
International Ratings	<ul style="list-style-type: none"> • Global Destination Sustainability Index (GDS) • IMD-SUTD Smart City Index (SCI)

Stakeholder Dialogue

In addition to employees, upstream and downstream stakeholders are also key to the success and implementation of the Sustainability Strategy. Zurich Tourism therefore organizes at least one direct and intensive exchange with representatives of the five most important interest groups several times a year. The various expectations and concerns are recorded and incorporated into the objectives and the measure planning process. The findings from the stakeholder dialogue are also reflected in the materiality analysis. A joint evaluation of the new Sustainability Strategy and the Multi-Year Objectives was conducted in 2022. Proposals for implementation measures in the individual topic areas are incorporated into the planning on an ongoing basis and stakeholders are informed transparently about decisions and measures.

Stakeholder		Communication Channels	
Interest Groups	Politics Business Science	Media Population Research	Soundingboards, media releases, media conference, public surveys, annual report, social media, newsletters, Tourist Information, city tours
Partner Organizations	Canton & City of Zurich (Key) partnerships Kinderregion.ch Zürcher Hotelier Verein (ZHV) & Hotels Partner events Gastro Zürich	Rapperswil Zürichsee Tourismus Regional partners Switzerland Tourism	Annual general meeting, Spirit Club, partner events, newsletters, partner news, partner briefings, annual report
Guests & Customers	Target markets Media Guest/tourists	Event meeting planners & tour operators	Website, social media, Tourist Information, Kinderregion, leisure offers and projects, experience on location

Network	Memberships Associations	GDS Index myclimate	MICE Days, Zürich Plus series of events, ZEC, Hotelfokus
Employees	Managing Board Board of Directors	Employees Tour guides	Team meetings, surveys, ZT Academy, Sustainability Circle, employee satisfaction, excursions, Yammer

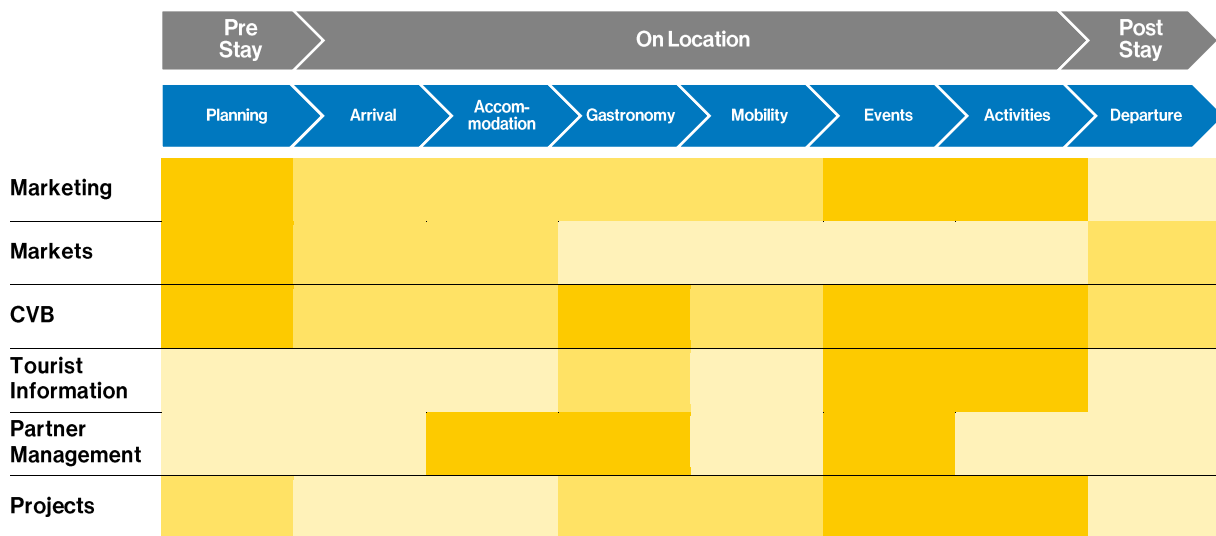
Table: The 5 Most Important Stakeholder Groups for Zürich Tourism and the Exchange Channels

Company Analysis

Zürich Tourism defines sustainability not only internally, but also at destination level so as to ensure a sustainable stay for all guests.

In order to develop the objectives and the implementation roadmap, a comprehensive relevance analysis is therefore conducted annually within the company and on the entire customer journey, and direct and indirect impacts are identified. If the relevance or impact of ZT's work is rated as medium (medium yellow) to strong (dark yellow), measures are implemented in the respective areas to strengthen the positive impact of our work on the economy, society, and the environment.

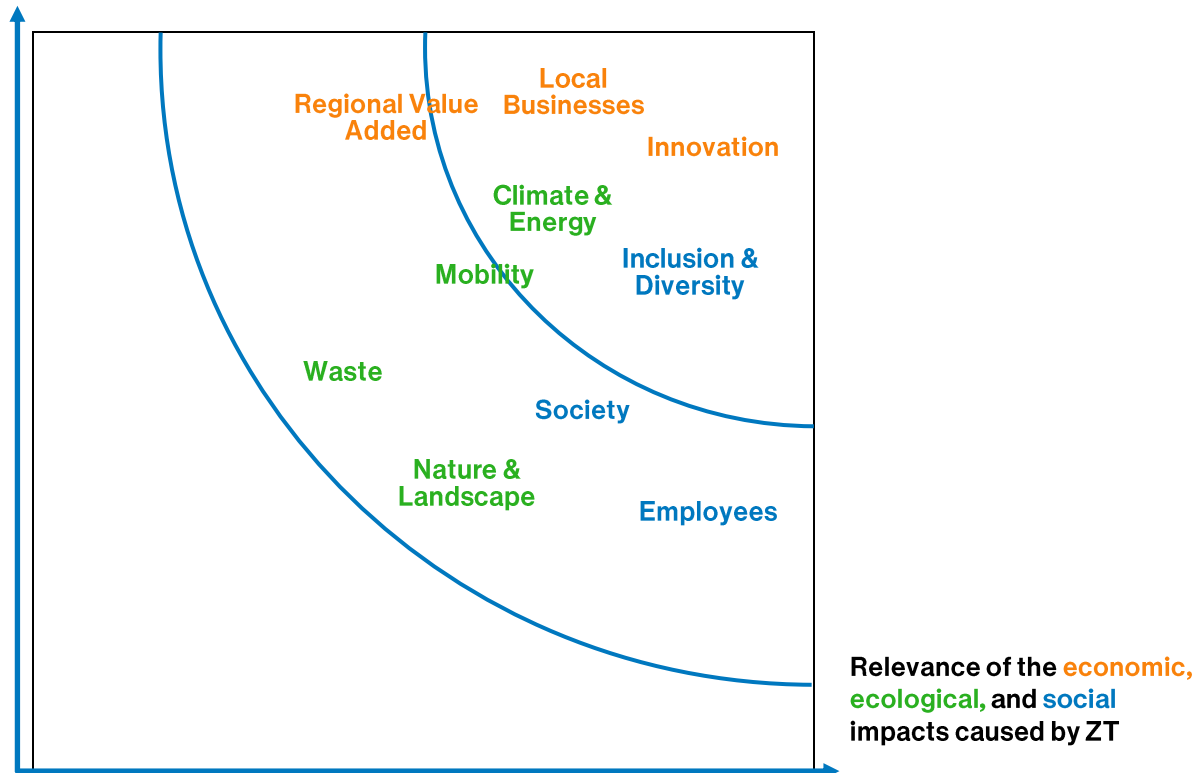
Customer Journey



The results of the annual relevance analysis show the impact of ZT's daily work on the Customer Journey. If the impacts are rated as medium (medium yellow) to strong (dark yellow), measures are implemented in the respective ZT areas.

Materiality

Stakeholder Expectations



The concerns of the stakeholders and the relevance analysis are visualized in the materiality matrix. If the fields of action are of medium or even high relevance for the stakeholders, or if the impact of Zürich Tourism’s work on the environment or society is particularly relevant, they are prioritized as a focus topic in sustainability management. The annual Sustainability Report provides information on the measures taken in the relevant topic area.

Objectives 2030

The identified positive impacts and strengths of tourism in the destination Zurich are to be strengthened in future, while negative impacts should be reduced to a minimum.

The Multi-Year Objectives are aligned with the Sustainable Development Goals. Zürich Tourism reports on its progress in accordance with the international standard for sustainability communication of the Global Reporting Initiative (GRI). The Global Sustainable Tourism Council (GSTC) Criteria for destinations were used as a technical basis for the formulation of the Objectives.

To ensure the effectiveness and credibility of the goals and measures, Zürich Tourism relies on the implementation of internationally recognized sustainability standards and guidelines. The strategic priorities are reviewed annually and newly identified and relevant topics are included in the next target-setting process. The planned measures are set out in the document, “Implementation Roadmap”.

Multi-Year Objectives of Zürich Tourism by 2030

	Global Objectives (SDGs)	Fulfilled GSTC Vision: Zürich Tourism ... Criteria	Basic Topic	Multi-Year Objective by 2030
Destination Management		A.3, A.4	<p>makes Zurich one of the most sustainable city destinations in the world by 2030.</p>	<p>Certification</p> <p>ZT is certified according to ISO 9001 and 14001.</p> <p>60% of tourism businesses in Zurich are certified according to an internationally recognized, external sustainability standard.</p> <p>Zurich is certified according to Earthcheck at destination level.</p>
				<p>Benchmarking</p> <p>Zurich is among the Top 10 in the GDS index.</p>
		A.7		<p>Guest Satisfaction</p> <p>95% of guests are satisfied with the way sustainability is addressed in Zurich.</p>
Environment		A.10, D.10, D.5	Climate & Energy	ZT reduces energy consumption per employee by 5% compared to 2022. A science-based climate target for CO2 emissions generated directly and indirectly by ZT (Scope 1, 2,3) will be developed by the end of 2023.
		D.11, D.1	Mobility	30% of guests use public transportation to travel to the destination. 90% of guests use only eco-friendly modes of transportation to get around within the destination.
		D.6, D.9	Waste	ZT reduces the generation of internal waste to 12 kg per employee and year and of waste at events to 0.2 kg per participant. ZT avoids food waste and ensures that 99.5% of the food at events is used for human consumption.

		D.1, C.1, D.1, D.2, B.4	uses natural resources efficiently while respecting the planet's stress limits.	Nature & Landscape	ZT reduces internal water consumption by 10% and at events by 20%. ZT increases the use of organically produced food at its own events to 50% of the purchase value. ZT implements at least one nature tourism project per year to bring biodiversity to life for guests, locals, or employees.
Economy		B.3	promotes local businesses.	Business Location	95% of Zürich Tourism's services and products originate from regional partners.
		B.4	provides unique and innovative touristic offers.	Competitiveness	ZT is committed to innovation in the field of tourism by supporting, promoting, or developing at least one pilot project per year.
		A.8, B.1	contributes to the long-term preservation of regional value added.	Value Added	ZT increases the average length of stay to 2 nights. ZT maintains the local gross value added at 3.3 billion and the share of direct jobs at a minimum of 3.7%.
People		B.8	becomes a barrier-free tourism destination.	Inclusion & Diversity	95% of events and functions are barrier-free. 95% of tourism businesses show their accessibility data on the "ginto" app. ZT awards at least 3 product and service contracts per year to social institutions and workshops that employ people with disabilities.



	B.2	is a fair and progressive employer.	Employer	ZT offers at least 2 people an apprenticeship every year.
	A.5	assumes responsibility towards society.	Culture & Society	90% of the locals surveyed are satisfied with tourism in Zurich.
	C.1, C.3	assumes responsibility towards society.	Culture & Society	<p>25% of the activities, supporting programs, events, and sights advertised by ZT promote the cultural heritage of the destination.</p> <p>Encounters between guests and locals are promoted with at least 3 public events per year.</p>