



## CIPRA Award Switzerland

The CIPRA Award honours outstanding activities by a natural or legal person for their exceptional contributions to the sustainable development of the Swiss Alpine region:

- The CIPRA Main Award is given out every year to honour projects, initiatives or campaigns carried out by organisations, companies or scientific institutions in the Swiss Alps (CHF 5'000).
- The CIPRA Solidarity Award is given out to sustainable projects and initiatives in a mountainous region in Central Asia, Africa or Latin America (CHF 2'000).

The CIPRA Award recognises innovative long-term contributions to mountain protection or sustainable development in a mountainous area.

### Award 2018: Sustainable Tourism

The theme of CIPRA Award 2018 is 'Sustainable Tourism'. Tourist destinations as well as service providers and project developers can be considered for the award. The projects should be innovative, creative and visionary. They should also provide relevant ideas with regards to sustainable and, in particular, environmentally friendly tourism. In addition, the projects should radiate positivity and serve as a role model. The award **criteria** are as follows:

#### Economy

- Choosing independent products
- Offering products tailored to the local environment
- Flexible infrastructure
- Reduction of regional poverty
- Long-term economic benefits to the region
- Use of local products and services
- Long-term success
- Maintaining and creating employment for the local population

#### Society

- Respecting the needs of the population
- Retaining the local urban landscape
- Protecting the local culture
- Preventing discrimination
- Transparent communication
- Fair income distribution
- Fair working conditions
- Integration of the local population
- Insights into the local culture

#### Environment

- Biodiversity protection
- Renewable energy resources
- Longer stays
- Protecting the local natural landscape
- Waste management
- CO2 compensation
- Resource management plan
- Public transport availability