

PRESS RELEASE

Capolago, 21st April 2021

Ferrovia Monte Generoso' trains are ready in their starting blocks. On 1st May, they kick off a season full of events, in safety and consciously 'green'.

FMG is helping its guests to protect the environment through various initiatives, including *Swisstainable* and *myclimate*. There is also the *Eve Carcan* exhibition on the UN's Agenda 2030 sustainability goals, and a series of food and wine events connected to the local area.

On 2nd May, a Clean-up day is being run with a group of volunteers from the Summit Foundation in Vevey to raise environmental awareness among day-trippers and ensure the paths around the Fiore di pietra are pristine. And all Ticino residents for the whole season receive a 50% discount on train tickets so that absolutely everyone can get involved.

The snow has melted, and with it the fairy-tale landscape that surrounded the Fiore di pietra during the winter break. Now, however, it is time once again to enjoy the lush natural landscapes and beauty of Monte Generoso, which has turned green in all senses of the word.

“We are fully engaged in the process we began last year of putting sustainable development at the heart of our business strategy”, explains Monica Besomi, Head of Sales and Marketing at Ferrovia Monte Generoso. “As well as taking part in Switzerland Tourism's *Swisstainable* programme, we are the first mountain railway in Ticino to sign up to the *myclimate* foundation's «Cause We Care» initiative, and Camping Monte Generoso is the first campsite to do so in the whole of Switzerland. This involves our guests committing to making their experience 'carbon neutral' by offsetting CO₂ emissions with a voluntary payment of 1 CHF per night for campers and for every train journey taken by visitors to the Fiore di pietra.”

FMG will double the sum, with some of the proceeds going to international sustainability projects promoted by the *myclimate* foundation, and the rest used for green projects in the local area and within the company itself.

www.montegeneroso.ch/my-climate - www.causewecare.ch

For the Ferrovia Monte Generoso, sustainable development is a commitment rooted in the mission of Migros, to which it belongs since its founder, Gottlieb Duttweiler,



acquired it in 1941. "Sustainability is firmly imprinted in the Migros DNA, and we are delighted that all the companies and institutions in the group share this idea, support it and do everything in their power to make it a reality", confirms Christine Wiederkehr-Luther, Head of Sustainability of the Migros Group, "the Ferrovia Monte Generoso is proving to be a pioneer through its innovative and exemplary commitment in this area".

The renovation work on FMG's railway superstructure, now nearing the end of its second phase, is also following rigorous environmental protection measures. "Every step is checked and supervised by environmental consultants from Oikos Swiss in Giubiasco, which has overseen the work since the start of the first phase in 2019", Massimo Bosisio, head operator at Ferrovia Monte Generoso notes. "This is a priority for FMG: we want to preserve the natural beauty of Monte Generoso in all its glory, so it can continue to be loved by both locals and visitors alike."

This year, guests climbing on board will notice a difference in comfort levels on their journey, with over half of the 9 km track – from San Nicolao to 1 km past Bellavista – newly refurbished. "Access to Bellavista station has also been improved", Massimo Bosisio explains. "We have added a series of new facilities, including lit platforms, access ramps with tactile surfaces for the blind or partially sighted, and pedestrian walkways between platforms".

However, this is just the tip of the iceberg, a small part of an enormous, complex and extremely precise project, which is subject to meticulous ongoing checks. And with the diggers, teams of workers and engineers having returned with the piles of earth to the valley, thoughts are now turning to the third phase (2021-2022) and the new project to renovate the Bellavista snack bar. The roughly 800,000 CHF required for this project is being provided by the Federation of Migros Cooperatives/Culture Percentage initiative to which Ferrovia Monte Generoso belongs.

Meanwhile, the Fiore di pietra building at the summit has been certified *Clean & Safe* by Switzerland Tourism, and is ready to welcome guests eager to make the most of a dazzling season of events.

It all kicks off on Saturday 1st May with the Opening Party, with 50% off all tickets on the rack railway. The *Corni dal Generus* alphorn ensemble will welcome guests to the summit with their unique musical style that tells of the myths and legends of the Alps. This will be followed by cheese tasting with local partner Formaggiusto, other delicious food options and a prize draw.



Sunday 2nd May is all about art, with the opening of the *EvE Carcan – Art for the Global Goals* exhibition created by photographer Patricia Carpani and painter Claudia Cantoni, which is appearing in Ticino for the first time. The artists will exhibit a selection of eight of their seventeen works inspired by the UN's 2030 Agenda for Sustainable Development, focusing on social and environmental issues. Entry to the exhibition will be free of charge until the end of the season, with the same opening times as the Fiore di pietra. In addition, in collaboration with Switzerland Tourism's *Women Only* initiative, guests will be able to meet the artists on certain dates to find out more about the works (booking required). www.montegeneroso.ch/events

Numerous promotions will be running in 2021, such as **50% off for Ticino residents for the whole season on the entire Capolago-Vetta-Capolago route**, season pass for 150 CHF instead of 195 CHF if bought before the end of May, and special packages and offers to suit all requirements. www.montegeneroso.ch/offers

“Following the success of the two discounted months last year, and given the current situation with the pandemic, we have decided to repeat the offer for Ticino residents and this time have extended it to cover the whole season”, Monica Besomi continues. “We want to restore the Ticino people's desire to rediscover their territory and to start again from nature, from open spaces, from landscapes as far as the eye can see... everything that Monte Generoso can offer!”

Various new events, including guided tours of the Fiore di pietra, walks in search of Monte Generoso's wild herbs, Open-Air Cinema evenings and a culinary tour entitled Switzerland on a Plate, sit alongside some old favourites. Making a welcome return to the schedule are the spectacular Sunset Aperò evenings on Fridays – where visitors can enjoy food and drink with spectacular sunset views from the summit – as well as Jazz Matinée, yoga sessions, the Generoso Trail for sports fans, and unmissable journeys into the past on board a steam train and Belle Époque -style wagon. www.montegeneroso.ch/events

Culinary highlights include the Ticino Evenings on Saturdays, where Chef Angelo Caironi of the Fiore di pietra Restaurant and other chefs from the canton will treat diners to a variety of traditional dishes. The Sunday VettaBrunch, meanwhile, is a buffet of delicious sweet and savoury specialities created with local seasonal produce. “Our focus is on providing authentic food and wine that highlights our connection with the local region, celebrating its unique attributes and seasonal variety”, Gioele Palumbo, the manager at Fiore di pietra confirms. “Our philosophy of



offering homemade dishes featuring ingredients produced within the region and served exclusively with Ticino wines is perfectly in line with the two GastroTicino initiatives we have officially joined: *Ticino a Tavola* and *Fatto in Casa*".

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(@ferroviamontegeneroso)
www.montegeneroso.ch

To view the recording of today's press conference and the 4 videos recorded at the summit (in italian):
<https://www.youtube.com/playlist?list=PLzHL81I3oHDA18r6OoC0t2QbR4kUQNgyK>

To view the individual videos (in italian):

Video 1: MyClimate (ITA) <https://youtu.be/UVLUq3UI-A8>

Video 2: Events (ITA) <https://youtu.be/UwMJpSqKQ0k>

Video 3: Restaurant (ITA) <https://youtu.be/A-rrX49pnaw>

Video 4: Residents in Ticino (ITA) <https://youtu.be/EEZA8bn8QrM>

Images of the Ferrovia Monte Generoso (Please mention copyright where indicated on the photos): <https://we.tl/t-MWkQDNbcUK>

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The Ferrovia Monte Generoso is one of the oldest cogwheel railways in Switzerland and has been owned by Migros since 1941. Its preservation is due solely to the personal commitment of Migros founder Gottlieb Duttweiler. Today, the Migros Culture



Percentage supports the cogwheel railway and the "Fiore di pietra" structure at the summit of Monte Generoso, designed by architect Mario Botta.

www.montegeneroso.ch

Migros Culture Percentage is a voluntary commitment of Migros, anchored in its articles of association, dedicated to activities promoting culture, society, education, leisure and the economy. www.migros-culture-percentage.ch/en