

At Monte Generoso, sustainability is cultivated, drunk and, above all, shared

One of the main priorities of Ferrovie Monte Generoso is to become a fair and sustainable company within five years. This daily commitment applies to every area of the company and involves all employees, suppliers, partners, and customers who share the same philosophy.

This season's focus is Monte Generoso herbal tea, an outstanding project that spans the four core areas of the new sustainability strategy, specially created in 2021 to assess and enhance all present and future activities.

"Green philosophy and sustainability are part of our identity," explains **Monica Besomi, Head of Marketing & Communication and Vice Director of Ferrovie Monte Generoso**, "because since 1941 FMG has belonged to Migros, one of the most sustainable retail companies in the world (according to the 2019 ISS-Oekom rating). Taking inspiration from its model, sustainability is more than just a commitment for us. We want to have a positive impact on everything we do both inside and outside the company. We therefore offer our guests a sustainable experience, create fair and transparent relationships with our employees and suppliers, and maintain an open dialogue with our stakeholders".

In order to **make Monte Generoso one of the sustainable destinations of Ticino and Switzerland**, the FMG decided to take concrete action, developing a new strategy and identifying **4 focus areas for its sustainable development: 1) Climate & Energy, 2) Circular Economy, 3) Assortment, 4) Social Cohesion**. All activities are visible and regularly updated on the website:

Climate & Energy

"We are well aware of the central importance of landscape and nature for our destination," emphasises **Chiara Brischetto, Marketing Project Manager**, "and we strive to preserve the green areas around the Fiore di pietra and maintain them as wild flower meadows, despite the large number of visitors. In 2019, the **Nature & Economy Foundation** recognised our contribution and Bellavista and Camping Monte Generoso may soon obtain the same recognition. Moreover, in order to better protect the areas along the 9 km of railway from Capolago to the summit, during the renovation of the railway (the third of four stages has just been completed) we entrusted the Bellinzona-based environmental engineering company Oikos with the task of supervising the work. Last year, we received the Nature Engineering Association's **Best Practice Example** award for the high-altitude greening at Roncapiano to compensate for the temporary construction of the cable car during the work on Fiore di pietra".

Ferrovie Monte Generoso is also committed to energy optimisation. Starting in 2019 for ten years with the EnAW (Energy Agency of the Swiss Private Sector), it has chosen to reduce CO₂ emissions and has already achieved the 100% target within the first three years.

Thanks to the installation of solar panels (162 sq m in Capolago), since January 2021 **15,450 kg of CO₂ emissions have been avoided, equivalent to 461 planted trees**.



“In 2021, Camping Monte Generoso was the first campsite in the whole of Switzerland and FMG was the first mountain railway in Ticino to join **myclimate’s “Cause We Care”** initiative, says **Lucas Escardò, Manager Camping Monte Generoso - Member of the Management Board**. “We allowed our guests to make their stay and their rack railway ride climate-neutral with a voluntary contribution of CHF 1, which we doubled, creating a sum that was invested in sustainable projects in the region and in the company itself. For example, an energy-efficient boiler was installed at the campsite”.

Product circular economy

The Fiore di pietra, Camping Monte Generoso and the station at Capolago have been equipped with **PET-Recycling Schweiz** containers to minimise waste and limit its reproduction. “In addition to separate waste collection, we are committed to weighing waste in every area of the company,” confirms Brischetto, “because we have set ourselves the goal of obtaining the **third level of Switzerland Tourism’s Swisustainable label** and whenever possible we only use only **FSC®** (Forest Stewardship Council®) paper made from raw material exclusively sourced from forests where environmental resources and local populations are protected”.

Assortment

FMG has intentionally chosen to strengthen its ties with the local area by increasing synergies with local producers and, for events at the Fiore di pietra and Camping Monte Generoso, it works with partners who also believe in the importance of sustainability across the board and focus on zero-kilometre products. “We are aiming for an authentic selection of food and wine that emphasises the bond with the local area and its unique seasonal crops,” confirms **Gioele Palumbo, Manager Fiore di pietra - Member of the Management Board**. “Our philosophy of presenting homemade dishes with regional products served with a selection of wines exclusively from Ticino is perfectly aligned with the GastroTicino initiative, *Ticino a tavola (Ticino at the table)*, which we have officially joined”.

Social cohesion

The Fiore di pietra is part of the accessible barrier-free tourist attractions affiliated with the **OK:GO network run by the Accessible Switzerland Association**. Ferrovia Monte Generoso offers the possibility of transporting from one person in a wheelchair on the standard train to groups of 3 to 8 wheelchairs on a special wagon.

In the 2020 **Travellers' Choice Award**, Monte Generoso entered the top 10% of the world’s most beautiful tourist attractions thanks to positive reviews from its visitors.

In 2021 it received the **Swiss Location Award** as the best MICE location in the whole of Ticino and one of the top ten in Switzerland. It is currently in the running for the 2022 Swiss Location Award.

“We are also very committed to our employees,” observes Monica Besomi, “and do everything we can to be a sustainable employer across the board, promoting the company culture and involving everyone in every single project. We believe in equal opportunities and balancing work and family life, and we focus on young people, offering them training courses and, as of this year, apprenticeships”.

A real change is underway and the most important example that encompasses all strategic areas is the project for the 2022 season: Monte Generoso herbal tea. A unique blend of organic herbs including edelweiss, created in collaboration with the Azienda Agricola Bianchi and Erbe Ticino Cofti.ch SA. The edelweiss cultivated in the Rovio Biodiversity Garden along with other organic herbs is in its second astonishing bloom.

“This morning, before a group of journalists invited to the press conference, for the first time one hundred edelweiss were planted on the summit of Monte Generoso next to the Fiore di pietra,” Chiara Brischetto reports, “because we want our guests to see the main ingredient of our herbal tea growing just a few metres away from the place where it is consumed. This project is the result of our new sustainability strategy,” Brischetto continues, “starting with **Climate & Energy**. The price of each pack includes, as part of the myclimate initiative, a contribution to offset the CO₂ emissions of the rack railway ride, which, doubled by us, supports the Rovio Biodiversity Garden and other sustainable projects implemented by Migros”.

Its herbs, which are grown, harvested, dried, packaged, sold and consumed in the local area, are a prime example of the **Circular Economy**. It also falls within the **Assortment** area due to its unique, organic, zero-kilometre blend, as well as the completely original addition of edelweiss among the ingredients. Finally, the close collaboration with local partners, **Erbe Ticino and Azienda Agricola Bianchi**, represents a **Social cohesion** project that also extends to the Biodiversity Garden in Rovio, where herbs and edelweiss, now in their second bloom, are grown.

“We are all very engaged and happy with the results we have achieved in a short time,” concludes Monica Besomi, “but we are also conscious that sustainability is a long-term and valuable process to which we want to devote all our commitment and daily attention from an environmental, economic and social standpoint”.

Images:

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Ferrovia Monte Generoso is one of the oldest rack railways in Switzerland and has been owned by Migros since 1941. It has been preserved thanks entirely to the personal commitment of the founder of Migros, Gottlieb Duttweiler. Today the Migros Culture Percentage supports the rack railway, the “Fiore di pietra” structure at the top of Monte Generoso, designed by architect Mario Botta, and Camping Monte Generoso. www.montegeneroso.ch – www.campingmontegeneroso.ch

The Migros Culture Percentage is a commitment undertaken by Migros, and consolidated in its articles of association, dedicated to activities for the promotion of culture, society, education, leisure time and the economy. www.migros-culture-percentage.ch

