



REALLY SUSTAINABLE
Region Seefeld

As of: December 2024

ACTION PLAN










MANAGEMENT & ECONOMICS

SDG	TARGET	MEASURES & PROJECTS	STATUS	RESPONSIBILITY	TIME FRAME
#8 #12 #13 #15 #17	Destination & Sustainability Strategy	Newly created "Destination Future Profile" for the Region Seefeld		Region Seefeld Strategy Team & Sustainability Coordinator	July – Dec. 2024
		Development of "really sustainable" sustainability strategy			Since 2022 & on-going optimisation
#8 #11 #12	Evaluate the effects of and promote the development of tourism	Annual general meeting, open to all		Region Seefeld Tourist Board	10 th Dec. 2024
		Annual Seefeld (Tourism) Talks with experts & keynote speeches			Raiffeisenbank Seefeld & Region Seefeld Tourist Board
#8 #17	Attainment of recognised national & regional certificates & awards	Austrian Environmental Award for Destinations Certificate VCÖ Mobility Prize (Tyrol & Austria) Tirolerin Award - tourism & regional value 1 st place in "1000 things Österreich" ranking		Region Seefeld Tourist Board, Marketing, Sustainability Coordinator	2023
		Austrian Hiking Quality Seal Award (2 summer paths and 1 winter path)		Maintenance Team & Marketing	2023 & 2024
		Certification of all 5 resorts as Austrian Hiking Villages with certified premium hiking paths (Austrian Hiking Quality Seal)		Maintenance Team & Marketing	By 2028
#8 #12 #15	(Further)Development of sustainable tourism offers and products	On-going monitoring and optimisation of tourism offers & products, plus evaluation of the level of tourism offers (infrastructure, guest experience, hiking trails, themed paths...)		MD, Maintenance Team, Marketing, Information Offices, Event Team, Sustainability Coordinator	On-going
		New 2024: Seefeld high plateau winter long-distance hike, Leutasch farm shop circuit, renewed Mösern Peace Bell trail			2024
		New 2025: 3-day family long-distance hike in Gaistal/Leutasch			Summer 2025
#4 #7 #11 #13 #15 #17	Create & strengthen networking channels and partnerships	Partnership with the Municipal Offices on the plateau Partnership with the Karwendel Nature Park Partnership with the Plateau Pioneers (PPs)		Region Seefeld Tourist Board & Sustainability Coordinator	On-going
		Intensification of partnerships by the Climate & Energy Manager Partnership with the Seefeld Secondary School (Nature Park School) Partnership with "Arche Herzensbrücken" charity		Region Seefeld Tourist Board & Sustainability Coordinator	From 1 st quarter 2025


Project idea/project vision exists, but not yet started.

Project started and under development.

Project implemented and in action / completed.











#4 #12 #13 #17	Communicate sustainability measures & projects	Communication with members & locals: website, sustainability landing page, Plateau Intern, weekly information mails, intranet with dedicated sustainability section incl. guidelines, check lists & current information		Sustainability Coordinator, Information Offices, Host-Coaches, Marketing	On-going
		Communication with guests: website, sustainability landing page, social media channels, newsletter, press releases			
#11 #13 #17	Establish a digital visitor management system	Measuring visitor numbers at selected POIs via mobile phone data (providers: Drei & A1)		Sustainability Coordinator, Marketing, EDP	On-going since 1 st quarter 2023
		Visitor counting station at the entrance to the Karwendel valley (EUREGIO project "development of a cross-border visitor management system")			On-going since 1 st quarter 2021
		Development of a digital visitor management system (including mobile phone data, weather data, events & holiday dates) as part of the project: "Balanced Tourism – digital visitor management to enhance sustainable tourism in the Region Seefeld"			From 1 st quarter 2025
#8	Increase to 20 the number of businesses with eco-label certification	Proactive support and information for businesses and proactive promotion of the Ecolabel (financial and advisory) As of November 2024: 5 certified businesses, 3 in process (by end 2025: 10 businesses, by end 2027: 20 businesses)		Sustainability Coordinator	On-going
#8 #11 #13 #17	Establish "Team Plateau" (LEADER Project "really sustainable")	Bring together various stakeholders from different fields & branches (municipal offices, tourism, hunting, nature conservation, energy sector, farmers, etc.) to create 'Team Plateau' (businesses & local residents) with the aim of promoting the sustainable development of tourism & the natural environment		Sustainability Coordinator & Climate & Energy Manager	From 1 st quarter 2025
#13 #15 #17	Grouping "Plateau Pioneers" (LEADER Project "really sustainable")	Increase number of members		MD, Sustainability Coordinator & Plateau Pioneer businesses	On-going
		Plan for measuring and reducing CCF for individual concerns			
		Implementation of joint & individual projects in social and ecological fields Regular evaluation & development meetings (min. 2 per year)			

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SDG	TARGET	MEASURES & PROJECTS	STATUS	RESPONSIBILITY	TIME FRAME
#8 #13	Monitor & report on greenhouse gas emissions	Regular monitoring of Corporate Carbon Footprints (scope 1-3)		Sustainability Coordinator with external consultant	First in 2022, update 2025
		Derive measures to reduce greenhouse gas emissions			
#12 #13	Sustainable printed material	Continual evaluation with regard to reducing printed material		Sustainability Coordinator, Graphics Department, Information Offices	On-going
		Use of sustainable paper for essential printed material Reuse of banners, posters and signs (as far as possible)			
#12 #13	Green events	Certification of "Ganghoferlauf" & "Good Vibes Yoga Festival" events as Green Events Tirol		Sustainability Coordinator, Event Team	2024
		Certification of two additional events + the use of as many sustainable criteria as possible for events where certification is not possible (e.g. as a result of external event partner requirements)			From 2025 / on-going
		Specification of sustainability requirements for associations, restaurateurs and event partners (e.g. reusable products, regional products, etc.)			On-going
#13 #17	CleanUp Plateau Challenge	Annual open-to-all public rubbish collection. For every 5kg rubbish collected, the Tourist Board provides vouchers to the value of 15 euro which can then be used in restaurants in the region (WIN-WIN-WIN Situation)		Event Team & Maintenance Team	Annually in April
#7 #11 #13 #17	Develop strategies for climate change & energy	Develop the Seefeld plateau as a Climate & Energy Region through a climate change adaptation strategy & by increasing energy efficiency		Sustainability Coordinator & Climate & Energy Manager	From 3 rd quarter 2025
#13 #15 #17	Increase biodiversity	Sustainable flower boxes with peat-free soil & organic fertiliser for all the information offices in the region		Sustainability Coordinator, Maintenance Team, Plateau Pioneers, Karwendel Nature Park	Annually from May to October
		Natural garden design for the Plateau Pioneer businesses			On-going
		Interreg project "Leutascher Talwiesen" (meadowlands) with the Karwendel Nature Park			From summer 2025


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		Looking after the alms in the Karwendel with the Karwendel Nature Park & PPs			Spring 2025
		Rewilding of selected moors in the region with the Karwendel Nature Park & PPs			From summer 2025
		Proportion of the Karwendelmarsch entry fee to be used for Nature Park projects (e.g. planting of maple trees at Kleiner Ahornboden)			Annually
#11 #13	Expand weather stations	5 new weather stations , in cooperation with Drei, to be placed at various spots in the region to provide more exact good/bad weather forecasts which can be incorporated into the visitor management system		MD, Sustainability Coordinator, Maintenance Team	From December 2024
#7 #11 #13	Expand renewable energy sources	Use of 100% green energy			Already established
		Photovoltaic system for the roof and facade of the Technical Center Seefeld with 50kW / 12kW peak		MD, Maintenance Team, Sustainability Coordinator	Completed 2021 & 2022
		Intermediate storage vision: a successful transfer to e-piste machines could provide intermediate storage for charging e-vehicles (the market for this is being monitored)			By 2030

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SOCIAL AFFAIRS

SDG	TARGET	MEASURES & PROJECTS	STATUS	RESPONSIBILITY	TIME FRAME
#9 #10 #17	Raise awareness & sensibility in relation to inclusion & barrier-free tourism	Implementation of the LEADER Projects "Inclusive Tourism – breaking down barriers, seizing opportunities" together with the Innsbruck Tourist Board, Tirol Werbung (advertising) and the ÖZIV (Austrian organisation for disabled persons)		Sustainability Coordinator	July 2024 – July 2026
#8 #12 #13 #15 #17	Coordinate with regional producers and firms	Development of a new project: themed circular walk "Leutascher Hofladen-Runde" (farm shop circuit) List of regional producers on the website Sale of regional products in the information offices in the region (Plateau Products) Cooperation with regional businesses (e.g. excavation companies, joiners, electricians, tradesmen, etc.) Promote and display regional producers (Advent Market, Tuesday Market, Market Days, etc.) Project "Plateau Kartoffel" (Plateau Potato) to increase cooperation between farms & restaurants/hoteliars Project "Plateaufrühstück" (Plateau Breakfast) with the Tyrolean agricultural body & the wholesaler Neurauter*frisch (already established in various concerns in the region) Financial & individual support (sponsoring, events, collaborations, advertising, etc.)		MD, Sustainability Coordinator, Event Team, Marketing	On-going
#17	Support associations, event organisers, promoters of local culture & customs	Tourist Board staff actively involved in volunteer associations (fire service, mountain rescue) are able to leave work at any time for call-outs Involvement in large-scale events (e.g. Karwendelmarsch, Nordic Combined Triple, Ganghoferlauf, etc.)		MD, Sustainability Coordinator, Event Team, Maintenance Team	On-going
#8	Measure guest satisfaction	Implementation of surveys on guest satisfaction with "Best Mountain Resort" (summer & winter)		Sustainability Coordinator & Marketing	Winter season 2024/25 & summer season 2025


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#4 #13 #17	Collaborate with educational institutions	Nationwide teacher-training possibilities, organised by the teacher training college in Tyrol. Region Seefeld as host destination, visits to businesses and discussions with experts on sustainable tourism		Sustainability Coordinator	14 th – 16 th Oct. 2024
		Joint projects to improve biodiversity (establishing green areas)			Summer 2025
		Tourism awareness training with Seefeld Secondary School (class talks, Seefeld Tourist Board open day)			Autumn 2025
#3 #4 #8 #17	TeamCard Region Seefeld	Staff card with leisure, sport and bonus offers in the region		MD, Sustainability Coordinator, Marketing	Since 2022. New from 24: summer & winter versions

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MOBILITY

SDG	TARGET	MEASURES & PROJECTS	STATUS	RESPONSIBILITY	TIME FRAME
#11 #13 #17	On-going cooperation with mobility providers (bus & rail networks)	Guest Card = travel card for all guests overnighiting in the region	✳️	MD, Sustainability Coordinator, Marketing, Information Offices	On-going
		Cross-country ticket = travel card (incl. use of the train line Innsbruck-Scharnitz for holders of the cross-country season ticket)			
		10 x VVT single tickets (bus) for the Region Seefeld and Telfs/Innsbruck for holders of the TeamCard (Region Seefeld staff card)			
		Cooperation with ÖBB Rail Tours: "Nightjet to the Mountains"			
	Optimise public transport services	Establish a new mobility concept with VVT/SAD (bus companies) as partners → increase frequency, more connections to the resorts & improved coordination between buses & trains	✳️	MD, Sustainability Coordinator, Marketing, Information Offices	On-going since 2023
	Expand electric mobility	Increase the number of electric charging points in the region 2024: new super-charger e-charging points in Mösern, Seefeld and at the Bergbahn Rosshütte (mountain lift station)	✳️	Climate & Energy Manager together with Municipal Offices & Tourist Board	By 2026
		Changing the Tourist Board fleet of vehicles to electric - company cars at the Tourist Board office in Leutasch are already electric - event cars to be changed to electric during the 24/25 winter season - gradual changing of maintenance vehicle fleet to electric (the market for this is being monitored)	✳️	MD & Head of Maintenance	Complete conversion to electric by 2030
		Changing regional buses to electric: test phase underway – changeover dependent on performance and availability	✳️		
		Changing piste-grooming machines to electric: testing of 3 different suppliers planned, gradual changeover dependent on results (performance, price, technical demands, etc.), diesel consumption to be monitored, potential savings to be continually evaluated and changes implemented as required	✳️		
	Increase awareness & communication in terms of mobility services in the region.	Continual information & communication of mobility possibilities to all members and guests through information mails, newsletters, website, social media & mobility check lists, as well as creating incentives for guests using public transport to reach accommodation (e.g. room rate discount, free e-bike hire, etc.)	✳️	Sustainability Coordinator, Marketing, Information Offices, regional businesses	On-going

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