

Lausanne Montreux: Let's travel far together

SUSTAINABILITY STRATEGY

LMCARE 2025



1

Our vision, Our ambition

Let's dare to grow and innovate!

Let's all reach port safely

2

Our values, Our imperatives

Our values

Our imperatives

3

Our strategy

LMC Care 2025: an inclusive strategy

To succeed, strength lies in numbers

A coordinated strategy for a systemic impact



4

Our reflections, Our approach

Who are we?

Our journey towards sustainability

What really matters to us?

What really matters to our guests?

Stakeholders and goals

Members of the LMC Sustainability Taskforce

ALL ABOARD FOR A GOLDEN **SUSTAINABLE CRUISE WITH:**

- a privileged environment, quality of life, economy and society
- a clear vision to preserve and regenerate that great capital
- the ambition to promote and play a leading role in the region's sustainable development



1

OUR VISION, OUR AMBITION

LET'S DARE TO GROW **AND INNOVATE!**

- Let's preserve our territory, its biodiversity and our quality of life for future generations
- Let's promote the experience of both our guests and civil society
- Let's be recognised as a unifying, exemplary destination in matters of sustainability
- Let's use tourism, events and meetings as accelerators for our region's sustainable development for the benefit of our visitors, clients and citizens
- Let's use sustainability as a force for innovation and regeneration

LET'S ALL REACH PORT SAFELY

- We can be a small region such as Lausanne Montreux and yet ambition to become a great destination! Small sailing boats are more agile than large ships
- Let's highlight the assets favoured by tourists today: a smaller destination, many outdoor activities, fewer crowds and less sanitary risks, an art of living and high-quality services
- Let's be proud of our region and our efforts towards sustainable development

An aerial photograph of a small white boat on a vast expanse of deep teal water. The water's surface is textured with fine ripples. The boat is positioned in the lower right quadrant of the frame, leaving a small wake behind it. The overall color palette is dominated by various shades of green and blue, creating a serene and expansive atmosphere.

2

OUR VALUES, OUR IMPERATIVES

OUR VALUES

Collaboration

We reinforce partnerships and support local sustainable initiatives.

Regeneration

We dare to go further than measures to protect the environment and to reach carbon neutrality: we build a better future in order to have a real positive impact on the region.

Inclusion

We offer to all quality education, good working conditions without inequality, a good work/life balance, gender equality and integration, including for people with disability.

Solidarity profitability

We generate sustainable economic returns in the interest of all for clients, partners, the destination, society and the planet.

Quality

We place quality and reliability at the heart of our concerns, our actions and our services. Quality is a lifestyle for us. It leads to well-being and is also reflected in our sense of hospitality.

Innovation

We use sustainability as a force for change and transformation, promoting the creation of values.

OUR IMPERATIVES

- 1 Let's organise governance and partnerships
- 2 Let's accelerate the transition to a virtuous and regenerative economy
- 3 Let's protect the environment and commit to a more cohesive society at the local level
- 4 Let's communicate

2

1

Let's organise governance and partnerships

- Let's define the sustainable strategy's governance
- Let's plan the strategy and the actions
- Follow-up and monitoring

3

Let's accelerate the transition to a virtuous and regenerative economy

- Let's support the local economy
- Let's prioritise healthy, local and circular consumption
- Let's create a unifying and regenerative programme

Let's protect the environment and commit to a more cohesive society at the local level

- Let's reduce CO2 emissions and waste
- Let's protect biodiversity
- Let's reinforce equality and solidarity

4

Let's communicate

- Let's communicate about the destination's vision and ambition
- Let's support the initiatives and efforts of the industry players
- Let's raise awareness and educate

An aerial photograph of a boat's bow cutting through deep teal water. The water's surface is covered in intricate, swirling patterns of varying shades of blue and green, creating a textured, almost painterly effect. The boat's white hull and dark deck are visible at the bottom center of the frame.

3

OUR STRATEGY

LMCARE 2025 : AN INCLUSIVE STRATEGY

LMCare 2025 means...

- Lausanne Montreux Congress care = truly cares about the destination's sustainability, the local tourism industry, its staff, its visitors and civil society
- LMCare = «Elle Aime» Care [play on words in French for “She cares”]
- 2021-2025: It commits for 5 years

TO SUCCEED, STRENGTH LIES IN NUMBERS

- Let's be in line with the authorities' sustainable strategies
- Let's unite with players already involved in sustainability
- Let's share our vision to improve our destination's sustainability
- Let's involve all the players of the tourism and convention industry



A COORDINATED STRATEGY FOR A SYSTEMIC IMPACT

- UN Sustainable Development Goals (SDGs)
- Lausanne and Canton of Vaud Climate Plans, Montreux's Agenda 21
- Swisstainable ST & SCIB strategies and Federal Council's Agenda 2030



1. Let's organise governance and partnerships

Let's define the sustainable strategy's governance

- Let's identify and integrate the various involved stakeholders to build the strategy and its joint implementation together
- Let's write and submit a document summarising the strategy's governance
- Let's define each person's role and responsibilities in steering the destination's sustainability's strategy

Due date 2021

Let's plan the strategy and the actions

- Let's establish and communicate a strategic plan and a plan of action for the destination's progress in the area of sustainability
- Let's define each person's responsibilities as well as a timeline for each project in the action plan

Due date 2021



Follow-up and monitoring

- Let's define the results' monitoring process
Reporting and communication
- Let's assess the strategy
Effectiveness of partnerships: progression vs goals
- Let's put in place corrective actions to establish continuous improvement of the strategy and the actions

Due date as from 2022

2. Let's accelerate the transition to a virtuous and regenerative economy

Let's support the local economy

- Let's bring tourism markets back into balance over the long term: increase the proportion of "Leisure" and national visitors + 10% of national and "Leisure" visitors as from 2021 [compared to 2019]
As from 2025: 50%-50% balance
- Let's accompany tourism partners to adopt recognised quality labels according to the industry's sectors, in collaboration with umbrella organisations and Switzerland Tourism
2 awareness-raising workshops every year
- Let's create new, more competitive sustainable products and services

Let's promote hospitality for all, including visitors with disability

+2 new products/services for the "Leisure" target every year

Due date: 2025

Let's prioritise healthy, local and circular consumption

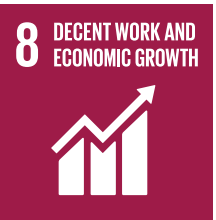
- Let's increase by 25% purchases from local and/or socially responsible (CSR) suppliers by LMC partners
- Let's promote food produced and distributed locally (short supply chains, organic labels, fair trade)

Due date 2025

Let's create a unifying and regenerative programme

- Let's establish a model programme for our industry
At the heart of the programme: implementation of easy and more complex actions on circular economy, environmentally responsible consumption, fight against waste – in collaboration with partners, councillors and umbrella organisations
- Let's establish a regenerative charter for industry partners and the destination
10 regenerative actions created

Due date 2022



3. Let's protect the environment and commit to a more cohesive society at the local level

Let's reduce CO2 emissions and waste Let's protect biodiversity

- Let's reduce CO2 emissions by 50% by 2030
We protect the climate by focusing on soft mobility and renewables [cities, universities, construction of buildings...]
- Let's continue to develop the Transport Card at a regional level: obtain a common card for Lausanne and Montreux by 2025 – in collaboration with public transport operators and cities
- Let's reduce, recycle and reuse waste
-50% waste for LMC and its partners – 2025 vs 2019
ex. programme to eliminate single-use plastic; creating trainings with umbrella organisations – ex. food waste, circular economy, hygiene
- Let's support nature conservation and biodiversity
ex. the City of Lausanne's goal to increase the ratio of tree canopy and green spaces: "canopy index of 20% by 2040"

Due date: 2025

Let's reinforce equality and solidarity

- Let's improve employees' satisfaction and motivation, and therefore their involvement and performance
+10% of budget dedicated to staff training
-10% absenteeism
2022 vs 2019
- Let's mobilise the industry's stakeholders around common criteria and goals in the areas of equality, inclusion and solidarity
Salary equality between men and women, inclusion of employees with disabilities, training opportunities, recruitment of apprentices
- Let's reinforce inclusive tourism by supporting accessibility for all and in particular guests with disabilities

Due date: 2022



4. Let's communicate

Let's place the SDGs at the heart of the LMC strategy

- Let's communicate on the strategy and charter with employees and local players
Survey on their perception of the process and their understanding of their role
- Let's promote the image of the destination for the general public by collaborating for example with schools or partnering with an event

Due date as from 2021

Let's improve promotion and highlight good practices

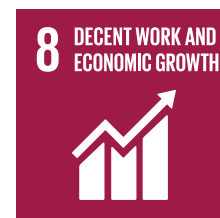
- Let's promote initiatives and good practices with the help of sustainability ambassadors for the destination
- Let's highlight the efforts of partners [via a quality label or an award]
- Let's highlight sustainability criteria in promotional material and sales tools

Due date as from 2021

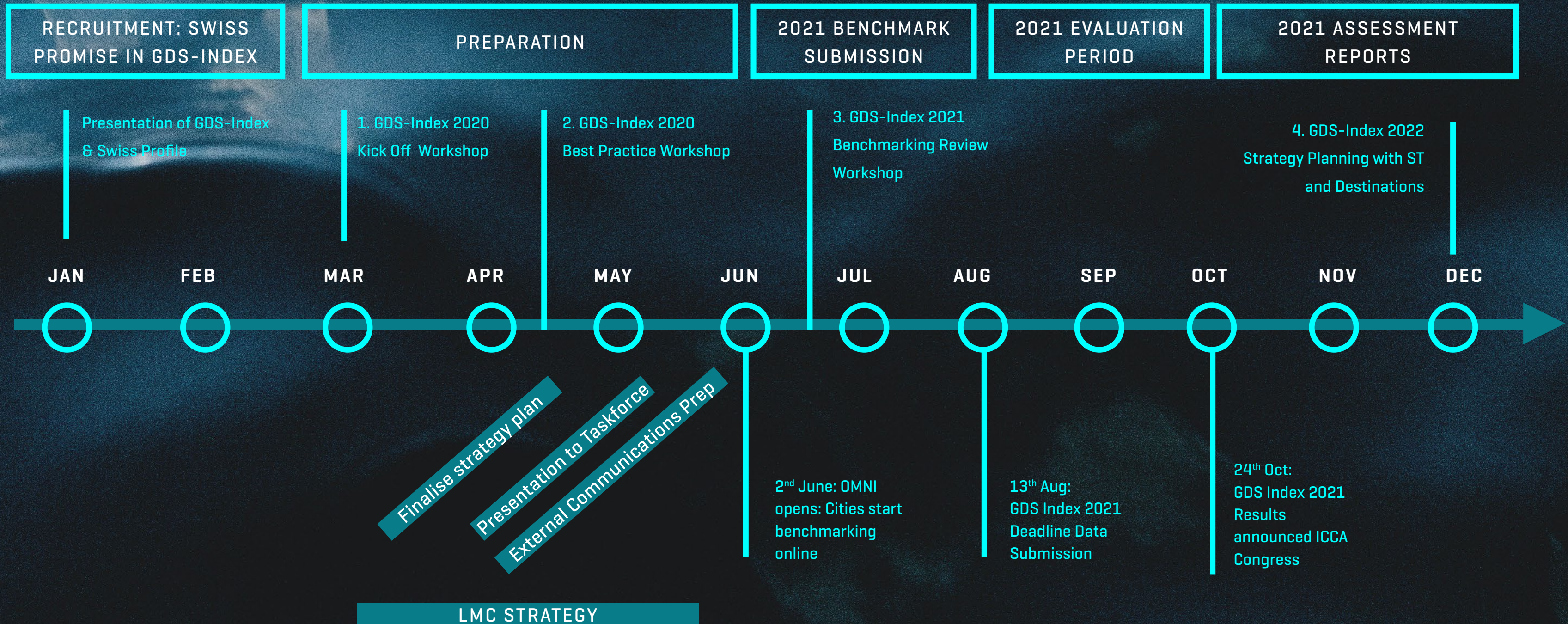
Let's organise events

- Let's organise workshops with several sectors of the industry in order to mobilise and raise awareness of players, increase their involvement and their skills to improve the offering
Annual frequency
Audience: stakeholders, partners
- Let's organise a regional B2B forum for sustainable tourism and conventions – exchange and networking platform for industry players
Annual frequency
Audience: staff, suppliers, partners, institutions, political leaders, clients, other towns

Due date: end of 2021



PRELIMINARY TIMELINE 2021





4

OUR REFLECTIONS, OUR APPROACH

WHO ARE WE?

LMC GOVERNANCE Steering committee

TOURIST OFFICES - DMOs

- Lausanne Tourisme - LT
- Montreux Vevey Tourisme - MVT
- Vaud Promotion - VP

CONVENTION CENTRES

- Beaulieu SA
- SwissTech Convention Center - STCC, EPFL
- Montreux Music & Convention Center - 2M2C

EVENT VENUES

- The Olympic Museum: International Olympic Committee - IOC

HOTEL ASSOCIATIONS

- Hôtellerie Lausannoise - HL
- Société des Hôteliers Montreux Vevey - SHMV

PUBLIC INSTITUTIONS

- City of Lausanne
- City of Montreux
- Canton of Vaud: Promotional Department for Economy and Innovation - SPEI

OUR JOURNEY TOWARDS SUSTAINABILITY

- Energy City Gold Award labels for the cities of Lausanne and Montreux since the 1990s

Why is the Lausanne-Montreux destination a sustainable one?

[Click here](#) for further info



OUR JOURNEY TOWARDS SUSTAINABILITY

Since 2018

- Creation of a green team
- LMC is involved in the international Global Destination Sustainability (GDS) programme since 2018
LMC ranked 14th in the GDS Index (2019)
Ambition: to be ranked in the top 10 as from 2023
- Creation of a local taskforce
- Surveys with the OTs staff, partners, the industry (clients)
- Reflections, analyses, workshops



[Click here](#) for further info

—> Development of a sustainability strategy

WHAT REALLY MATTERS TO US?

Identification of our key values

Quality of the environment	Health and well-being	Solidarity
Art and quality of life	Gastronomy	Ethics
High-quality hospitality	Trust	Inclusivity
High-quality hospitality	Ambition	Commitment

WHAT REALLY
MATTERS TO US?

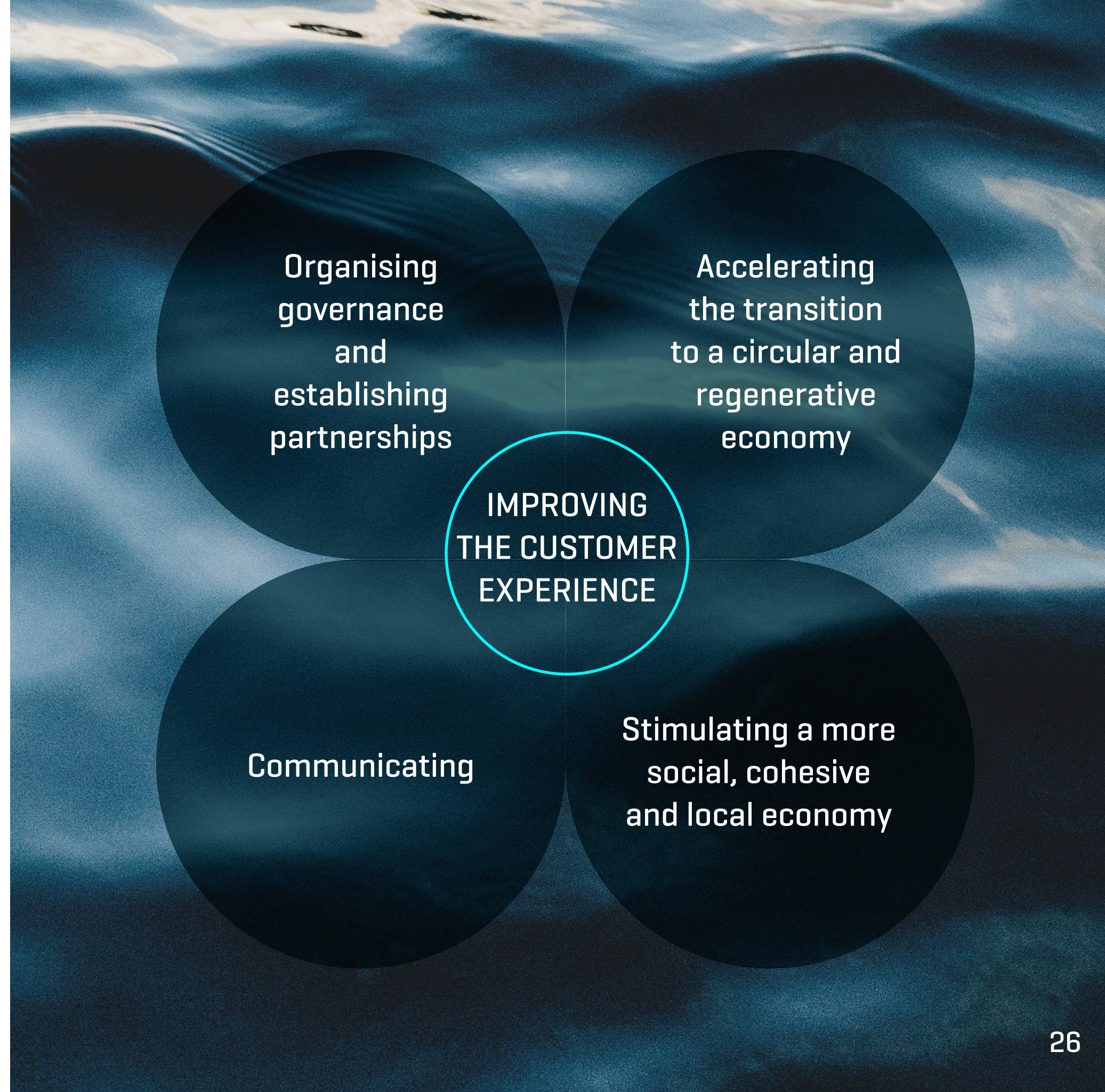
Our key actions



WHAT REALLY MATTERS TO OUR GUESTS?

Development of our strategy

« Let's create a
strong, cohesive
and regenerative
economy. »



STAKEHOLDERS AND GOALS

Tourist offices and convention bureaux

LMC SUSTAINABILITY TASKFORCE

- local authorities and umbrella organisations
- hotels, restaurants and caterers
- convention centres, MICE professionals
- transport, museums, leisure facilities
- clients, suppliers
- experts and external representatives of labels
- schools, local communities

SMART GOALS AND ACTIONS

1. Specific
2. Measurable
3. Achievable
4. Time based

STAKEHOLDERS

Members of the LMC Sustainability Taskforce

Guy	BIGWOOD	GDS GLOBAL DESTINATION SUSTAINABILITY MOVEMENT	Karin	HAGEMANN	MONTREUX-VEVEY TOURISME
Sophie	BORBOËN	CITY OF MONTREUX	Romano	HASENAUER	AUBERGE DU CHALET DES ENFANTS
Olivier	BRÜGGIMANN	ECOLIVE OPERATIONAL ECOLOGY	Julianne	JAMMERS	SWISSTECH CONVENTION CENTER
Sophie	CHANEL	JORAT NATURAL PARK	Davy	JANSEGERS	LAUSANNE TOURISME
Sylvia	COUTAZ	MOBILIS	Aline	MÉAN	THE OLYMPIC MUSEUM
Angélique	CRETTENAND	LMC LAUSANNE MONTREUX CONGRESS	Nelly	NIWA	UNIL LAUSANNE UNIVERSITY
Noémie	DANTHINE	EHL HOLDING SA	Jessica	RUEDIN	TOWN OF VEEY
Marta	DOS SANTOS	CHILLON CASTLE FOUNDATION	Marie	SALLOIS	IOC INTERNATIONAL OLYMPIC COMMITTEE
Sébastien	DUFAUT	TL PUBLIC TRANSPORT	Lise	VAN LONG	IOC INTERNATIONAL OLYMPIC COMMITTEE
Erica	FAWER	MCI SUISSE SA	Florence	WARGNIER	VAUD PROMOTION
Nathalie	FAYET	VAUD PROMOTION	Julie	WUERFEL	CITY OF LAUSANNE
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Olivia	GREBLER	BIOLIA	Mathieu	LUYET	VMCV VEEY MONTREUX CHILLON VILLENEUVE
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Belinda	HAAS	SWISSTECH CONVENTION CENTER	Caroline	MCLAY	FERRING INTERNATIONAL CENTER S.A

MANY THANKS TO THE LAUSANNE-MONTREUX SUSTAINABILITY TASKFORCE

LAUSANNE MONTREUX: LET'S LOOK FAR AHEAD TOGETHER!

LMCARE 2025

