Background Information

Greenstyle

Ski Resort LAAX - Tourism in Harmony with Nature

For years, environmental protection and the sustainable use of natural resources have been among the most important aims of the Weisse Arena Gruppe - the company behind the operation of the LAAX ski resort. For this reason, LAAX introduced the sustainability concept "Greenstyle" in 2010. Ever since, under the principle of "reduce, reuse, recycle", the ski resort has been pursuing a radically green course. Thus making LAAX a future shaper in sustainable tourism. The goal is to use natural resources efficiently and therefore ensuring fantastic winter holidays in the snow for future generations. Over the past seven years, the destination has already been able to reduce its energy requirements by 15%. This brings LAAX one step closer to its goal of becoming the first self-sufficient ski resort in the Alps and in turn sets an example for other Alpine regions.

The most significant measures implemented in LAAX:

Renewable Energies and Efficient Energy Use
The Weisse Arena Gruppe has made it their goal to become the first self-sufficient, CO2-neutral alpine destination, while also lowering their overall energy needs. To achieve this, 100% of electrical requirements are already generated by CO2-neutral sources. Hydropower covers a very large portion of the energy needs. The "Sinfonia d'aua" of Flims Electric generates hydroelectric power for the entire lift systems. Photovoltaic systems at the lift stations, the switch from oil to pellet heating, and the use of heat pumps, enable further CO2 reductions.

The responsible use of energy resources also means using them as sparingly as possible. In LAAX, 224 kilometres of slopes are prepared daily for the next skiing day. In order to ensure that slope maintenance is as efficient and energy-saving as possible, the ski resort constantly invests in state-of-the-art technologies. All snow groomers, for example, are equipped with a motor data system that shows the operator the optimum speed for minimum diesel consumption. In order to enable efficient piste preparation, the entire ski area was measured

using 3D technology. Using this technology, snow groomers can use a 3D snow height measurement system to determine how much snow is located where.

However, the greatest potential for energy-saving measures lies in the building stock. For new buildings, the Weisse Arena Gruppe is implementing the philosophy of plus-energy buildings with a positive energy balance. Meaning, that these buildings generate more energy than they consume. The building itself, generates the energy required for both heating and hot water. Primarily by photovoltaic and thermal solar systems. If needed, existing buildings undergo energy-efficient refurbishment.
www.laax.com/en/info/greenstyle/energy

The Apartment-Hotel Rocksresort: Awarded for its Energy Concept

The Design Hotel™ "rocksresort" impresses with timeless architecture, unique living culture, regional materials and a unique lighting concept. The nine cube buildings, made of solid Valser quartzite, are not only architectural avant-garde. During the construction, focus was placed on the responsible and sustainable use of resources and the environment. Each of the rocksresort buildings is constructed as a Minergie building and meets certified energy efficiency standards. Energy requirements and the ecological footprint of the rocksresort have been minimised. Furthermore, regional hydroelectric power generates electricity, while pellet heating produces heat. This sustainable concept was awarded with the World's Best Green Ski Hotel Award in 2017 and 2018.

Reducing Waste and Recycling
Producing raw materials consumes up to 95% more energy than recycling. For this reason, LAAX has specially developed recycling stations throughout the resort. The stations on the mountain and in the valley make it particularly easy to separate PET plastic bottles and aluminium from other waste. To minimize the consumption of plastic water bottles, there are eight freely accessible "Drink Water" fountains in the destination. They encourage guests to drink fresh mountain water directly from the fountain. "Keep Cups" peruse the same aim. Guest receive a discount when buying coffee in a reusable instead of a disposable cup. The banners that decorate the slopes for the LAAX OPEN snowboard event are also recycled. They are transformed into trendy bags, backpacks and laptop bags that are then sold in the "Das Original" shop. In addition, new banners are no longer marked with dates, making them reusable year after year.
Food is another important resource that is wasted far too often. To minimise food waste and to cook for guests more efficiently, the Weisse Arena Gruppe launched a pilot project at the Riders Hotel in winter 2017/18. With the help of Kitro (www.kitro.ch), a fully automatic food waste management tool, the kitchen team measured and analysed food leftovers, from both

the restaurant and kitchen, throughout the winter season. The aim of the project was to progressively optimise kitchen processes and reduce food waste. This not only saved money for new food and waste disposal, in some cases up to 750 Swiss francs a month, but also conserved valuable resources. Food as a resource thereby regained more value. The pilot project was so successful that other hotels and restaurants in the destination began using the food waste management solution in their kitchens.

Mobility
There is no need for a car in LAAX. The Flims Laax Falera Shuttle runs regularly throughout the entire destination and is free of charge with the guest card. Additionally, the infrastructure for electric cars has been expanded. In collaboration with Flims Electric, there are marked parking spaces with recharging stations throughout the destination. Furthermore, expansion of charging stations network, for e-bikes and electric cars, is constantly taking place. In this way, LAAX promotes renewable mobility in the region.
www.laax.com/en/info/greenstyle/100-percent-renewable-transport

Background: Climate Change in the Alps
Anyone who engages with climate change in Europe inevitably takes a look at the Alps. In the last 100 years, the temperatures in this region have risen twice as fast as the global average. According to a prediction by the Intergovernmental Panel on Climate Change, the snow season will be shortened by one to two days every two years. This development is already being observed. Just a few years ago, guests could rely on an early start to the season at the end of October, whereas now the first snowfall often occurs in November. This trend is reflected noticeable in LAAX. The snow line is higher and the snow arrives later. For regions, known for their winter sports tourism, the changing climatic conditions are a challenge. As a winter sports destination, LAAX is aware of its responsibility towards the environment and nature. Future generations should also be able to enjoy wide, perfectly groomed pistes and white snow landscapes in the winter months. Therefore, one of goals in the near future, is to use 100 % sustainable resources and become the world's first self-sufficient winter resort.

Nature and animals
For the protection of nature and the animals living in it, LAAX has implemented numerous wildlife, water and plant protection measures. Wild animals, for example, must be able to retreat to quieter areas, particularly in winter, in order to save energy. This is why LAAX has wildlife habitat areas. There are marked on the map and people may not enter them.

The protection of biodiversity is also important in LAAX. The rare wood grouse is one of many species native to this area. A long-term agreement between the owner of the forest, the canton and Pro Natura protect and secure the nature reserves. Since 2009, for example, there has been an 81-hectare natural forest reserve through which the valley run from Nagens to Flims used to pass. At the Freeride Base in Nagens, guests can also obtain extensive information about the wildlife protection.

In order to protect birds from possible collisions with glass facades in the destination, protective measures were implemented at various lift stations. Colourful works of art or nets now decorate the windows. In addition, only local wood is used for all new valley and mountain stations.
www.laax.com/en/info/greenstyle/protected-areas

Greenstyle Foundation

In 2016, the Greenstyle Foundation was established in Flims Laax Falera. The non-profit organisation exceeds the Weisse Arena Gruppe. It was formed with companies and committed people from the Flims Laax Falera region, and institutionalises sustainability efforts. The aim of the foundation is to preserve and protect the unique environment in LAAX. The foundation finances various projects through donations. Such as the promotion of ecological and regional goods and produce, their production, and fair trade. Through the INSIDE LAAX App, guests can also support the Foundation. An independent board of trustees is responsible for selecting the projects.
www.laax.com/infos/greenstyle

In order to ensure sustainable ski tourism in LAAX in the future as well, further measures will always occur in line with the Greenstyle concept. The path to becoming more sustainable is far from over for LAAX. Since 2010, 160 big and small measures have been implemented and more are underway.

About LAAX:
The winter destination LAAX in Graubünden, with 224 km of pistes, 4 snow parks and 5 snow-covered valley runs, is one of the largest ski areas in Switzerland. From Zurich, it takes a mere 90 minutes by car. Winter sports and ski holidays are more than skiing and snowboarding, snow and sun: Winter holidays in Flims Laax Falera are experience and relaxation, adventure and distraction, enjoyment and community, sport and lifestyle.
www.laax.com/en

Stay up to date with the **INSIDE LAAX App**.

Further information and **images** for editorial purposes can be accessed at our **media office**. We are happy to inform you about news via our website or via our social media channels **Facebook**, **Instagram** & **YouTube**.

You have questions and would like to know more? Please feel free to contact us!

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