



DESTINATION **CHIAVENNA**

JOURNEY TOWARDS
ENVIRONMENTAL SUSTAINABILITY

DESTINATION CHARTER

This Charter is the result of the common efforts of a group formed by the **Municipality of Chiavenna**, the **Valchiavenna Consortium for the Promotion of Tourism** and **local businesses** and **associations**.

Together we are committed to a process of learning and dialogue, supported by **Touring Club Italiano**, with the goal of **expanding our store of knowledge** on the subject of sustainability – and in particular **environmental sustainability** – and of translating it into **concrete actions** in our daily work.

Chiavenna, which in 2008 was awarded the **Orange Flag by Touring Club Italiano** – a mark of tourism and environmental quality – began its journey towards environmental sustainability many years ago.

Through the contributions of all of us, acting at various levels of competency and responsibility within the local tourism system, it aims **to effect a positive, long-term change, focused above all on respect for and preservation of the environment**.

Nature, the environment and the landscape are the foundation of our identity both as a community and

as a tourist destination. It is therefore important for us to **raise awareness among our guests** of the importance of **protecting this legacy to be handed down to future generations**. Out of our awareness that being a sustainable tourist destination benefits travellers as well as our own community, **we are directly committed to improving in six areas:** mobility, waste, energy, water, suppliers and the local community.

Mobility

Promoting **slow mobility** is one of our priorities. We therefore **provide incentives for methods of transport with a low environmental impact**, such as bicycles, which foster the well-being of those who use them, improve quality of life, **enable genuine contact with the landscape** and **leave a small environmental footprint.**


We are therefore committed to:

♥ Continuing **ordinary maintenance** of the network of hiking trails and cycling paths, as well as **developing and promoting cycle tourism, trekking, paths** and **itineraries** for exploring the area.

♥ Continuing to **facilitate the use of methods of transport with a low environmental impact** and/or **electric vehicles** (e.g., more parking spaces for bicycles and charging stations for e-bikes, implementation of the network of cycling paths and installation of charging stations for electric cars).

♥ Encouraging the **use of public transport services** to reach

our community (e.g., agreements with Trenord).

 **Providing incentives for pedestrian access to the historical centre** and other areas of landscape and cultural interest.

Waste

We believe it to be fundamental to **limit waste production as much as possible**, as well as to **sort and dispose of waste correctly**, thus fostering the recycling process.

We are therefore committed to:


♥ Continuing **waste separation best practice**, implementing the already good percentage of separated waste.

♥ **Clearly and thoroughly communicating** the proper methods of separating waste to residents and guests, so as to create **widespread awareness** of the importance of waste separation.

♥ **Reducing the use of plastic** in production processes, services and products offered to guests.

♥ **Favouring the use of water from taps** and/or **public drinking fountains** by promoting its excellent properties,

as well as preferring the use of glass over plastic containers.

 **Reducing the use of printing on paper as much as possible by favouring the use of digital communications tools and services**

(e.g., websites and QR codes), which may also be accessed using the free Wi-Fi service available in public areas.

If printed materials are necessary, the amount will be managed with the utmost care, so as to prevent waste.

Energy

Starting with **monitoring our energy consumption**, we believe it is important to implement solutions to **reduce our use of energy**, as well as **self-generate and use energy from renewable sources** as much as possible.

We are therefore committed to:

♥ **Using renewable energy sources.**

♥ **Reducing light emissions** using LED lamps and automatic shut-off systems.

♥ **Monitoring our energy consumption**, seeking to make the adjustments needed to reduce environmental impact, by **increasing the efficiency of buildings and home appliances** and performing **periodic maintenance** on them.

♥ **Raising awareness among residents and guests** of the importance of reducing energy waste (e.g., posting signs with information on best practices on business premises).

Water

We believe it to be fundamental

**to reduce the amount of
water wasted and adopt solutions
that provide incentives
for water reuse.**

We are therefore committed to:

♥ **Reducing water waste**

by adopting appropriate solutions (e.g., installing flow reducers and dual flushes for toilets, as well as periodically inspecting plumbing to find and fix leaks).

♥ **Recovering and using rainwater,**

where possible, for various applications (irrigation, drains, etc.).

♥ **Raising awareness among**

residents and guests of the importance of reducing water waste (e.g., posting signs with information on best practices on business premises).

♥ **Monitoring water use** over time.

Suppliers

We believe it to be important

to involve our suppliers

in this shared journey by

suggesting environmentally friendly

behaviour and processes.

We are therefore committed to:

♥ **Promoting the large variety of typical local products** by choosing **zero-km local producers** when possible.

♥ **Raising awareness among suppliers** so that they increase their attention to sustainability (e.g., reduction of packaging, above all for single-use plastics).

♥ **Preferring options with a reduced environmental impact** when purchasing goods and services (e.g., using certified products, purchasing bulk products with refill containers, purchasing fair trade products), by **creating and sharing** among operators **a database of sustainable suppliers** from which to make purchases more easily.

Local Community

We believe that **our community**
is a precious resource, capable of
promoting our rich and diverse identity
as a territory and of **taking care of the**
environment that surrounds us.

We are therefore committed to:

♥ **Raising awareness among citizens** of environmentally friendly behaviour.

♥ **Informing citizens** of respect for Chiavenna's environmental sustainability journey.

♥ **Promoting a pro-active role of the local community** in events and virtuous initiatives for the promotion and protection of the environment and landscape.

We hope that other operators in Valchiavenna will adopt this Charter and that visitors who choose to come stay with us can help us, through their own actions, work together to **take care of our community.**

For information and to discover the first to sign the Charter:

**[www.touringclub.it/
ecoprogramchiavenna](http://www.touringclub.it/ecoprogramchiavenna)**

and

www.valchiavenna.com

This Charter has been drafted as part of the Chiavenna Touring Eco-Program project, developed by Touring Club Italiano and co-financed by Fondazione Cariplo.



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