

Sustainability:  
A matter of the heart  
with a long-term effect



Your specialists for sustainability in  
the hospitality industry

[ibexfairstay.ch](https://ibexfairstay.ch)





# Sustainability label ibex fairstay

ibex fairstay is the leading Swiss label for sustainable management in accommodation establishments. It is a globally unique solution that responds to the special features of the hospitality industry and honors accommodation establishments that fulfil their responsibility for sustainable management above average. The certification is more cost-effective and less time-consuming than other labels. Currently, more than 140 establishments proudly carry the ibex fairstay label or are on their way to doing so.

The holistic certification examines the five dimensions of management, ecology, regional commitment, social balance and finance & performance. In the methodology variants, we consider the specific needs of hotels, hostels, campsites, holiday apartments and clinics.



# Labels in Swiss tourism

and the attempt to classify them in the common dimensions of sustainability



Source: own illustration ibex fairstay



# What is sustainability?

# Sustainable development



## Definition of sustainability

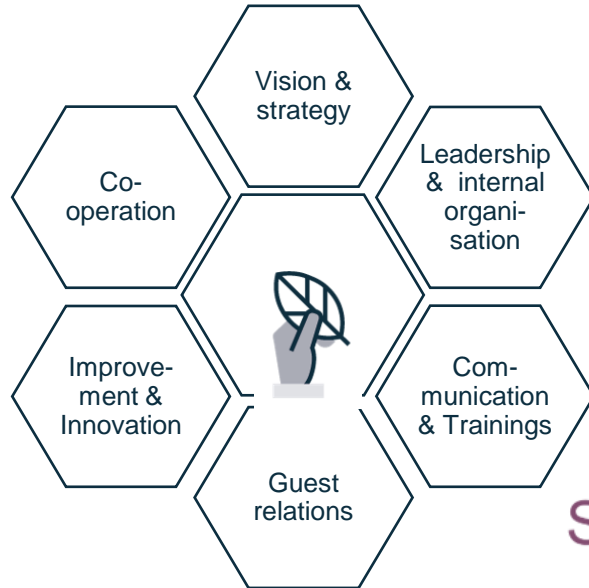
"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs"

Source: World Commission on Environment and Development, Brundtland Report 1987

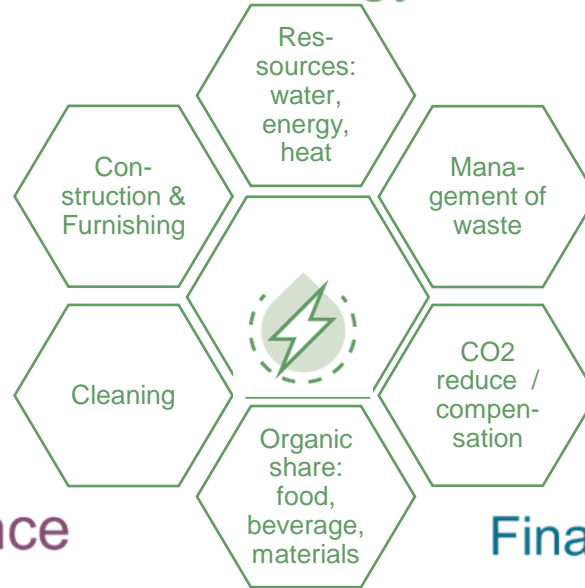
# Sustainability in five dimensions



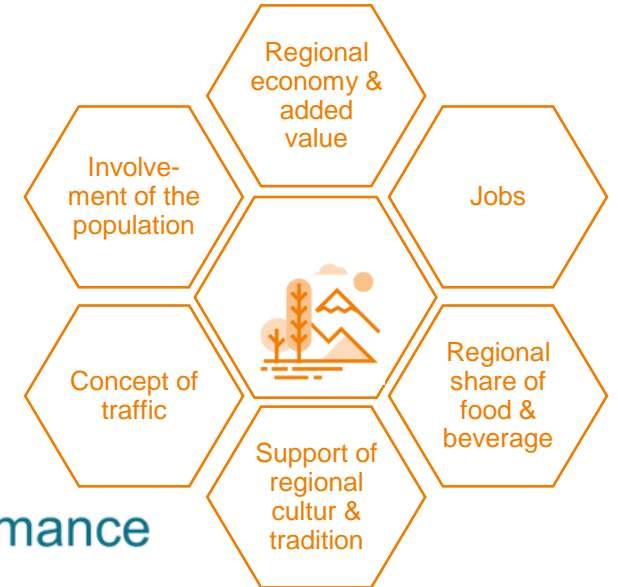
## Quality of Management



## Ecology



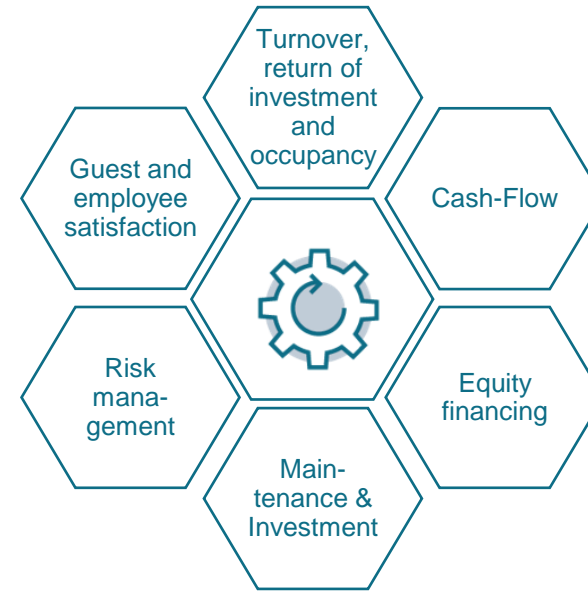
## Regional Commitment



## Social Balance



## Finances & Performance





# Quality of Management – quality of leadership and processes

Sustainability must be consciously anchored in the management.

The internal structures and processes are adapted accordingly: Staff management, internal organisation, controlling, guest orientation, innovation.







# Ecology – Careful use of Resources

The careful handling of resources is dear to our hearts. For this reason, we pay attention to environmental compatibility and savings opportunities in energy, water, waste, purchasing, furnishings and the environment.

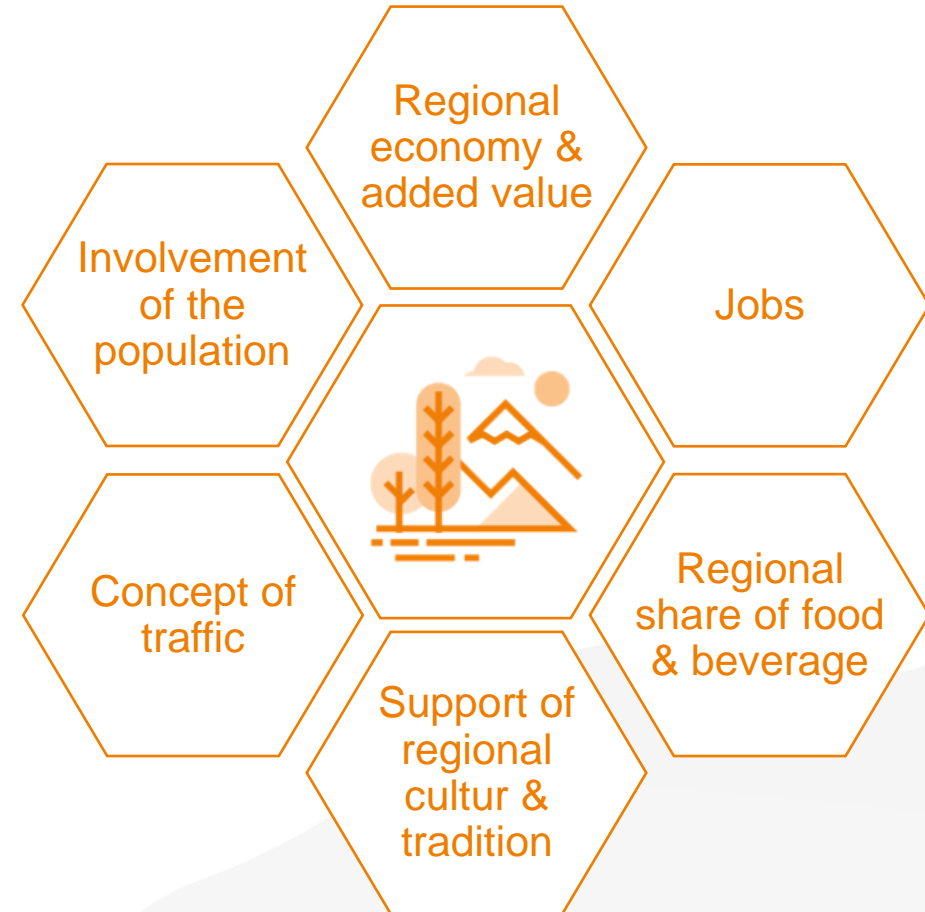






# Regional anchoring – regionality and authenticity

Our service is authentic and has a close connection to the region and its population, culture and landscape. The added value should remain in the region as far as possible and strengthen it. In this way, we create jobs, reduce transport distances and inspire enthusiasm for regional specialties and features.





# Social Balance – maintaining social balance

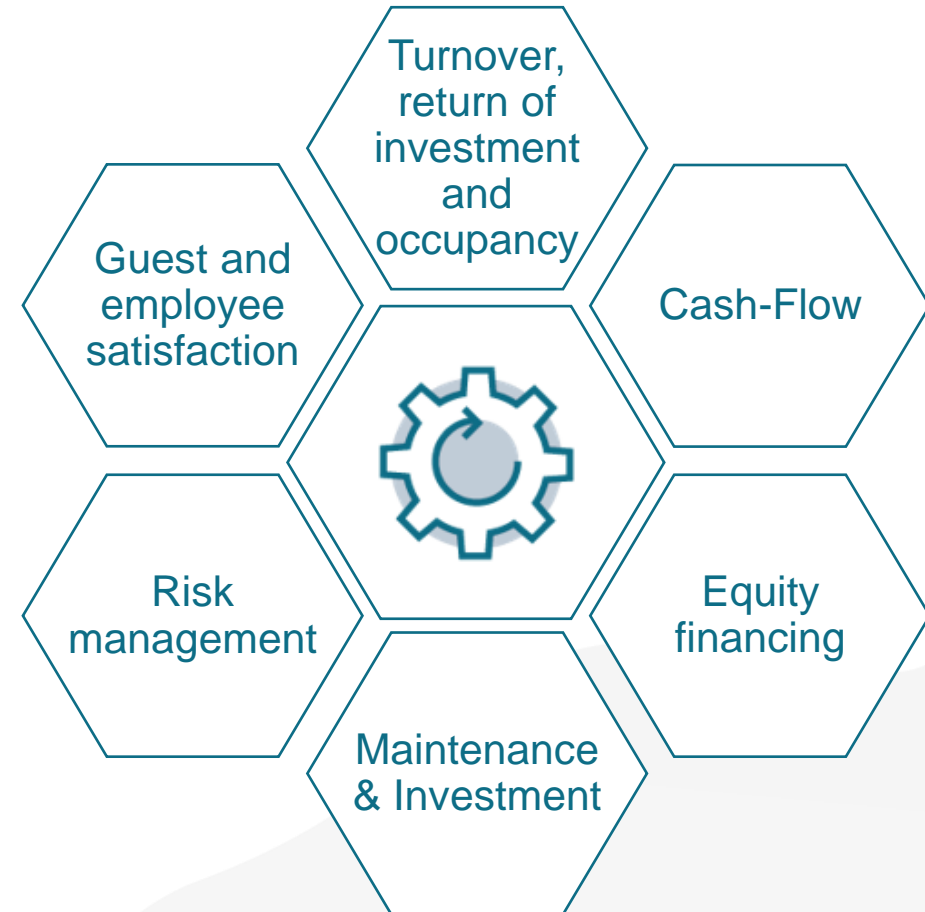
Guests and employees should feel comfortable. We make sure that the general conditions are right for everyone: Consideration of guest wishes, fair and supportive working conditions for employees, inclusion of suppliers, harmony with the population, accessibility.



# Finances & Performance



Only an economically healthy company can work sustainably and secure jobs. That is why we place great emphasis on profitability, performance, cost control, investments, risk management as well as guest and employee satisfaction.





# What makes us special?



# Holistic implementation

Raising awareness of the interplay of the five dimensions



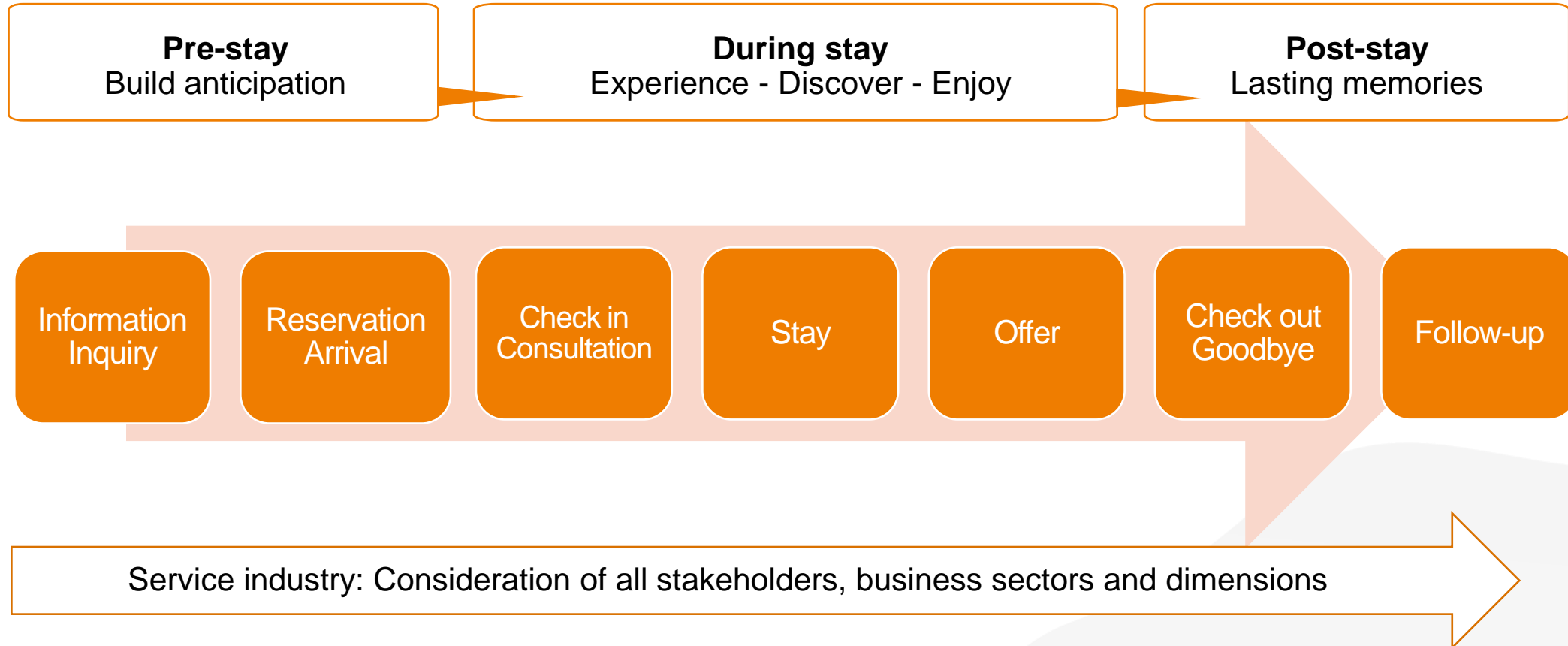
Filterable?

- Management Concept
- Target Group / Values
- Offer planning
- Purchasing policy
- Employee selection
- Cooperation
- Investment
- Communication



# Holistic implementation

Along the customer journey and across all departments



# Our added value – your benefits



Management and quality tool

Assessment of the current situation with clear parameters

Saving resources and thus money

Employee and guest retention, sensitization

Credible, verifiable communication

Good conscience – Holistic responsibility



# Our added value – your benefits



**Switzerland Tourism** and the **Swiss Tourism Federation (STV)** recognise ibex fairstay for **Swisstainable Level III – leading**, the highest level of the sustainability signet.



**Green living & Sustainable living Hotel.**  
10 extra points for the Superior classification for each **quality management & sustainability management**.



**Booking platforms** with a "sustainable holiday accommodation" search function recognise ibex fairstay as a comprehensive sustainability label.  
(Booking.com, bookdifferent.com, etc.)



# Methodology & Data Collection



# Methodology ibex fairstay

## Developed by practitioners for practitioners

The ibex fairstay questionnaire is divided into a criteria and measures section and gives you a clear assessment of your current situation. Right from the start, you will receive many valuable suggestions for saving resources and costs as well as improving the quality of management. This also includes information on how to optimize internal processes and sustainability communication.





# Data Collection

## Based on verifiable data

Basics: Balance sheet, annual financial statements, supplier invoices, surveys, employee regulations, Documents on vision, values, mission statement, strategy, communication (internal and external), training

22	Water consumption	Unit	Value	CHF
22.1	Drinking water	m3	5`920	6`824
22.2	Of which from own source	m3	0	0
22.3	Most of the laundry is done in-house	Yes / No	Yes	

24	Electricity consumption	Unit	Value	CHF
24.1	Altogether	kWh	350`596	66`613
24.2	of which for heating	kWh	0	
	<b><u>Electricity supply</u></b> according to invoice electricity supplier			
24.3	from an undefined source	kWh	41`050	
24.4	from photovoltaics	kWh	3`950	
24.5	from wind power	kWh	0	
24.6	from hydropower	kWh	305`596	
24.7	from	kWh	0	



# Assessment of the current situation

## With clear key figures

ibex fairstay calculates key figures per service unit (formula of number of overnight stays and other services). This allows comparability between different accommodation providers.

Evaluation: Key figures calculated on the basis of the above information		Unit	Total	CHF
<b>K1</b>	Electricity consumption per service	kWh/service	8.95	1.70
<b>K2a</b>	Heat consumption HGT-corrected per m2 EBF	kWh/m2	180.69	10.81
<b>K2b</b>	Heat consumption HGT not HGT-corrected per m2 EBF	kWh/m2		
<b>K3</b>	Total energy consumption per service (excluding heating)	kWh/service	8.95	1.70
<b>K4</b>	Water consumption per service	Liter/service	151.18	0.17
<b>K5</b>	Amount of waste per service	kg/service	0.23	0.03
<b>K6</b>	CO2 emissions per service	kg/service	2.37	



# Catalogue of criteria

## And the comparison with the benchmark

Clear assessment of the current situation with the benchmark comparison. Depending on your performance, you will receive valuable points for certification.

4.2	Ecological criteria (requirements)	Points scale for hotels with:			Value	Total points
		1* – 3*	4*	5*		
4.2.3	<b>Water consumption per service</b>	x				
	(see key figures 4, Environmental performance data)					
	under 220 l / service (200 l)	-	1 Pt.	1 Pt.		
	under 170 l / service (155 l)	1 Pt.	2 Pt.	2 Pt.	151.2	1.0
	under 130 l / service (120 l)	2 Pt.	3 Pt.	3 Pt.	l / service	
	under 100 l / service (90 l)	3 Pt.	4 Pt.	4 Pt.		
	under 80 l / service (70 l)	4 Pt.	5 Pt.	5 Pt.		



# Catalogue of measures

## With concrete, practical ideas

The catalogue of measures is filled with concrete ideas on how you can improve your sustainability performance. In addition to the measures implemented, you can also collect valuable points for planned or partially implemented measures.

		Water, wastewater	
		We reduce water consumption with the following measures:	
5.2.14	Yes	The water flow rate of taps and showers is max. 8.5 l/min. Bathtubs, rain showers and massage showers are excluded.	0.5
5.2.15	Partially	At least 80% of cisterns have 2 flush regulators.	0.2
5.2.16	No	All urinals are waterless	0.0
5.2.17	Partially	Faucets and shower heads have single-lever mixing valves or thermostatic valves	0.2
5.2.18	No	Faucets and shower heads have single-lever mixing valves or thermostatic valves	0.0
5.2.19	Yes	Our washing machines require a maximum of 12 litres of water per kg of laundry	0.5
5.2.20	Planned	We collect and use rainwater as service water	0.1





# Plan of action

## With concrete, practical measures

The plan of action sets out the improvement measures that have been decided. It is concrete, measurable, time-bound and the responsibility is assigned. The plan of action also serves as a working tool and should be on the agenda of team meetings.

### Plan of action



Checklist for ibex fairstay

Nr.	Goal What do we want to achieve? Concrete and measurable.	Title of the measure How/with what measures do we want to achieve the goal?	Affected department	Who is responsible?	Until when?	Controlling	Priority
Ecology (energy, water, waste)							
1	We will reduce water consumption by 1% by the end of 2024	We collect rainwater, collect it in rain barrels and use it to water the flowers.	Infrastructure	Martin Müller	Dec. 2024	Management	2 = medium priority
2	We will reduce water consumption by 1% by the end of 2024	We purchase dry steam devices for room cleaning. The employees are trained before the start of the season and sensitized on the job.	Housekeeping	Gloria Gonzales	Dec. 2024	Management	1 = high priority



# Insight into the assessment

## According to your sustainability performance

Evaluation scale for the ibex fairstay rating levels						
ibex fairstay - Rating Levels	In total, you need at least	as well as at least the following number of points from the following areas:				
		Management	Ecology	Regional anchoring	Social balance	Finances & Performance
ibex fairstay platinum	184	33	60	23	37	31
ibex fairstay gold	158	28	52	20	32	26
ibex fairstay silver	131	23	43	17	26	22
ibex fairstay bronze	101	18	33	13	20	17
Own result:	173.4	31.5	49.9	29.3	33.7	29.0
This qualifies ibex fairstay for:	ibex fairstay	ibex fairstay	ibex fairstay	ibex fairstay	ibex fairstay	ibex fairstay
	gold	gold	silver	platinum	gold	gold
Result	ibex fairstay		gold			



# Award & Certificate

# The Certificate

## The well-deserved award

ibex fairstay is certified according to the so-called **6-eyes principle**. The applying company is checked by independent, experienced auditors. The final decision on the award is made by the certification committee, which is also independent.

In communication, you create credibility and verifiability with the award.



## Nachhaltigkeits-Zertifikat



Hotel Ochsen  
Musterlingen

ibex gold

### Ausgezeichnete Leistung für die Nachhaltigkeit

ibex fairstay gratuliert zur unabhängigen Zertifizierung durch das führende Schweizer Nachhaltigkeitssiegel. Die Beurteilung des Betriebes in den fünf Nachhaltigkeitsdimensionen:

②②②②② Management  
②②②②② Umwelt  
②②②②② Regionale Verankerung  
②②②②② Soziales  
②②②②② Wirtschaftlichkeit



# The path to the award

- Register your interest, personal interview and consultation.
- Submission of short test and registration form. Review.
- Delivery of all necessary documents for the process.
- Accompaniment and advice from our office.
- Submission of documents and on-site audit.
- Verification and honoring by certification committee.



# Financial Investment



# Your investment in an initial certification

Additional costs for auditor CHF 1,500 per certification

Your turnover in the last year *	Initial Certification	Recertification (-15%)	Annual fee p.a.
Until 1 Mio	CHF 1'400	CHF 1'190	CHF 950
1 – 2 Mio	CHF 2'400	CHF 2'040	CHF 1'900
2 – 4 Mio	CHF 3'900	CHF 3'315	CHF 2'400
4 – 6 Mio	CHF 4'900	CHF 4'165	CHF 2'900
6 – 8 Mio	CHF 5'900	CHF 5'015	CHF 3'400
8 – 10 Mio	CHF 6'900	CHF 5'865	CHF 3'900
10 – 15 Mio	CHF 8'400	CHF 7'140	CHF 4'900
15 – 20 Mio	CHF 10'400	CHF 8'840	CHF 5'900
More than 20 Mio	We will be happy to make you an offer		

All prices excl. VAT / as of Aug. 2023, subject to change





# Our History



# History of ibex fairstay

## Part 1

- 1998** Development / establishment as "**Steinbock label**" by the "Oe-plus" association in Graubünden.
- 2001** Expansion to the **whole of Switzerland**.
- 2006/07** Takeover of the office and all operational activities by grischconsulta.
- 2006-2011** Comprehensive expansion of the methodology and development of the **combined certifications** with the **EU Ecolabel** and with the **quality program** of the Swiss Tourism Federation (STV).
- 2012** Relaunch of the market presence and new brand "**ibex fairstay**"
- 2017** Dissolution of the "Oe-plus" association. Transfer of all rights to **grischconsulta AG**.
- 2017/18** Fundamental **revision and simplification of the methodology**, adaptation to the latest Standards and legislation and supplemented with the most up-to-date sustainability criteria.
- 2018** **Greatly simplification** of the combined ibex fairstay certification with the QI, QII and QIII.  
Launch of **ibex fairstay Event "Weiterbildungs- und Netzwerktag"**



# History of ibex fairstay

## Part 2

- 2018/19** Targeted networking and **development of partnerships**: Swiss Tourism Federation, GastroSuisse, HotellerieSuisse, Switzerland Tourism, myclimate/cause we care, bookdifferent.com, Thermostar, Kitro, GSTC, SDG etc.
- 2020** New combined ibex fairstay certification with the international TourCert label.
- Start with ibex **empowerment** – the modular training and support program.  
Assumption of mandates in the field of training and education.
- For the first time, the "**Best of ibex fairstay**" award was presented in three categories.
- Revision of the regulations and creation of an advisory board ibex fairstay.
- 2021** ibex fairstay establishments are rated "**Swisstainable Level III – leading**" by Switzerland Tourism, the highest level of the marketing organisation's sustainability signet.
- 2022** Extension of the ibex fairstay methodology for **camping and holiday rentals**.



# Sustainable quality management as the key to success?

Contact us for an initial assessment.

**Geschäftsstelle ibex fairstay**  
Untere Industrie 11A  
CH-7304 Maienfeld  
T +41 (0)81 354 98 06  
info@ibexfairstay.ch



[ibexfairstay.ch](https://ibexfairstay.ch)

