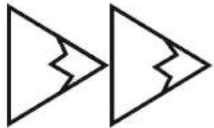


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**Tourism:
Destination
Circular
Economy**



MOVING MOUNTAINS

FORUM ECOVILLAGES 2019

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Tourism:
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Economy



Thierry Weber
Co-Founder Isenau 360°



Noémie Danthine
Associate Director Ecole Hôtelière
de Lausanne (EHL Group)



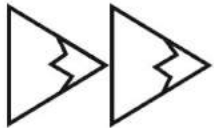
William Downey
Commercial Director Kitro



Samuel Kilchenmann
Project Leader Swiss Economic Forum (Moderation)

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Project presentation for
« moving mountains » conference – 9.6.2019



ISENAU 360°
PROJECT PRESENTATION FOR
« MOVING MOUNTAINS » CONFERENCE – 9.6.2019





ISENAU 360°

Value proposition: Isenau360⁰ will become an innovative/differentiated lab for soft, 4-season tourism, focused on:

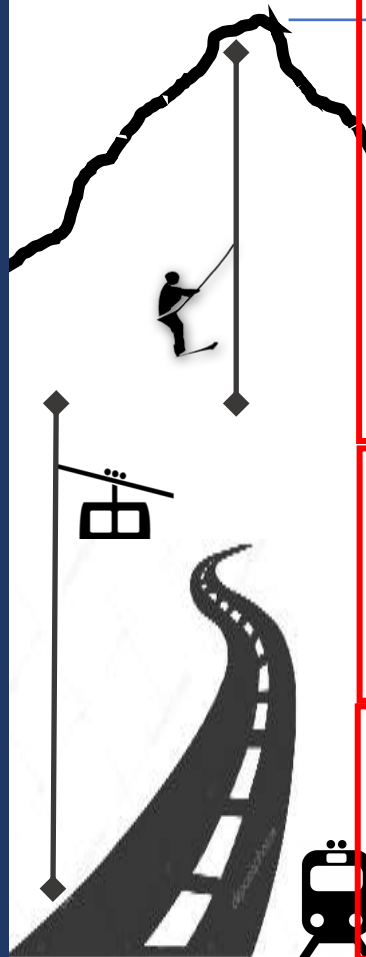
- **eco-friendly** activities and tourism
- service to **families**
- **authenticity**, by integrating **alpine farming** and **local, high-quality products**.

ECO-FRIENDLY, 4-SEASON TOURISM

WORKING GROUP

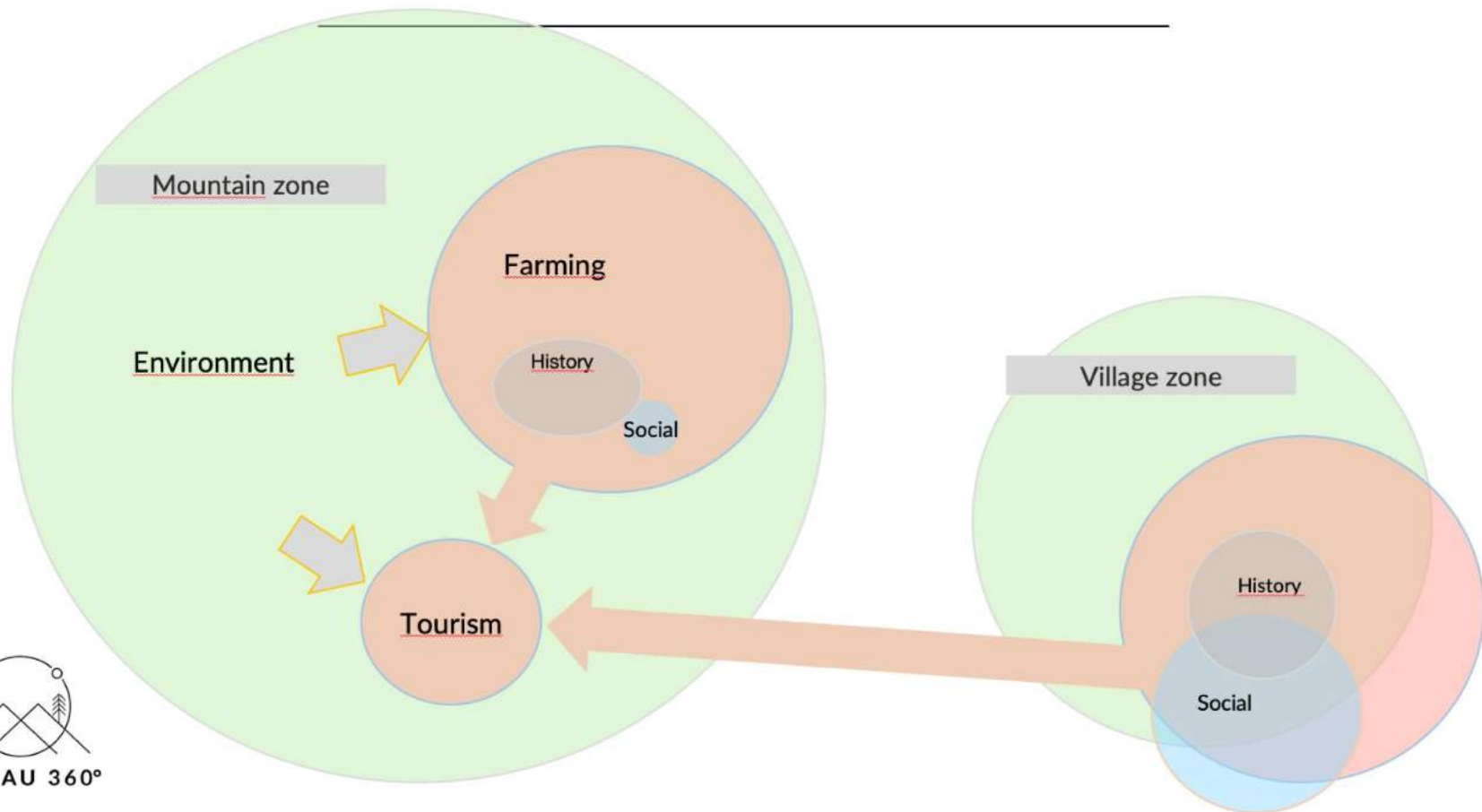
- Mandated by the Isenau Foundation but working autonomously; members selected according to individual expertise and networks, as well as areas of professional activities
- Group of about 30 highly motivated people
- Local, regional & international representatives (second home owners), to match global specificities
- Only **volunteers, COMMUNITY project**
 - Communication PR
 - Strategic contacts
 - Durability, eco-friendliness, activities
 - Finances
 - Legal matters
 - Territory planning
 - Mountain resorts (cablecar, skilifts)
 - Restaurant – infrastructures
- 30% women in the Working Group





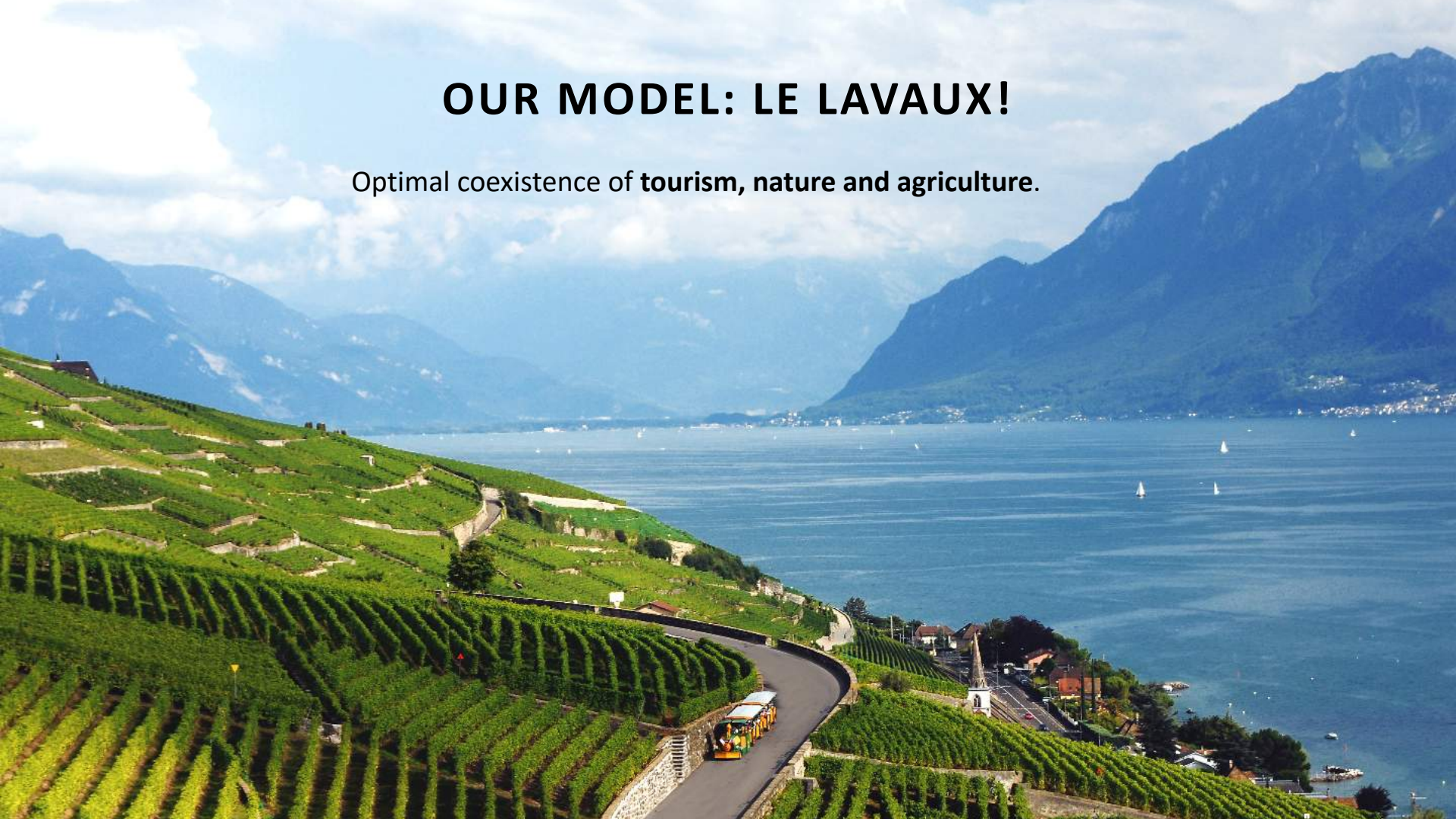
Environnement	Economy	Social	History	
				<p>2'300 m.</p>
				<p>1'700 m.</p>
				<p>1'200 m.</p>
				<p>1'100 m.</p>

INTERACTIONS



OUR MODEL: LE LAVAUX!

Optimal coexistence of **tourism, nature and agriculture.**





ECO-RESPONSIBILITY, DURABILITY AND ACTIVITIES.

12 projects, apart from skiing, which have been selected in accordance with the following criteria:

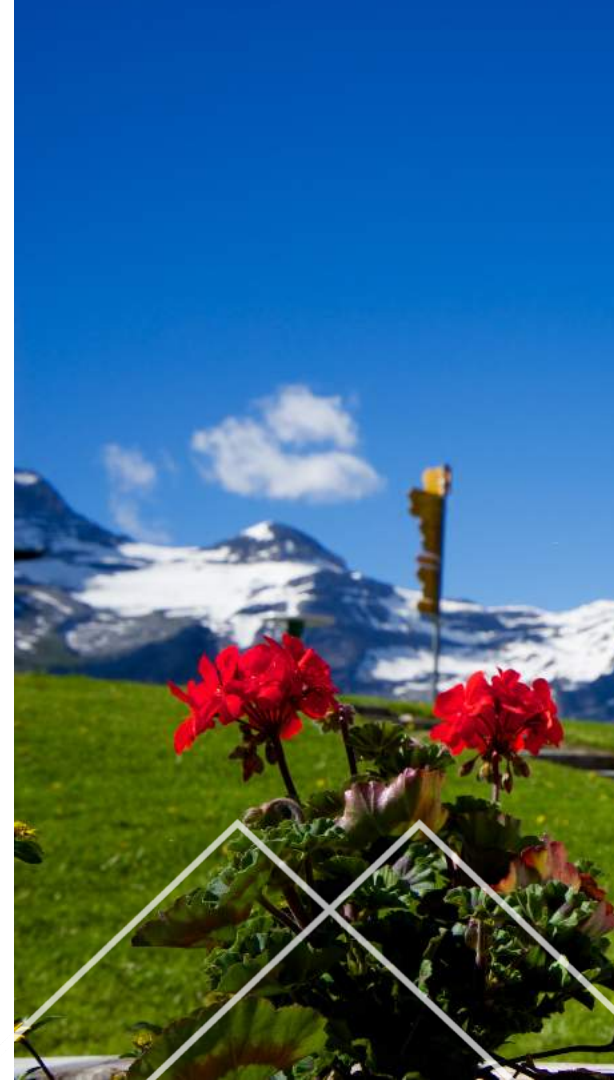
- ✓ Eco-responsibility
- ✓ Families
- ✓ Profitability (self dependent and/or number of passengers for installations)
- ✓ Reinforcement of the Isenau360 situation
- ✓ Potential creation of workplaces

ECOCENTRE

- Renovation of the existing restaurant building as an EcoCentre
- Autonomous as regards energy and waste disposal
- Modular seminar rooms
- Restaurants using local products, favouring local farms
- Welcome – top quality – Authenticity
- Open all year round



ISENAU 360°



RESEARCH & INNOVATION

Since we believe that Isenau360 could become a research / experimentation centre for mountain eco-responsible tourism, we have contacted several research centres, with the aim of setting up some research consortiums, on the theme of mountain eco-responsible tourism, soft mobility and energy efficiency of mechanical ski-lifts. Such an interest has been validated by:

- UNIL
- EPFL
- HEG-FR
- CSEM



ISENAU 360°





ISENAU 360°
SPORTS



ISENAU 360°
EVÉNEMENTS



ISENAU 360°
RESTAURANT

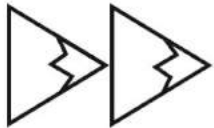


ISENAU 360°
REMONTÉES MÉCANIQUES

Thank you!

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SHAPING THE FUTURE OF HOSPITALITY TOGETHER

Noémie Danthine

Associate Director – September 6, 2019



Our Organization

Is Ready for the Future



EHL Group

Transversal initiatives

- Industry Alliance
- Innovation
- Digital Transformation
- Research



University Programs

At EHL Campus Lausanne & EHL Campus (Singapore) - as of 2020:

- Bachelor of science HES-SO

Graduate Degrees:

- Master of Science
- MBA 80% online
- Joint EMBA with CEIBS

Short programs:

- Culinary & Restaurant Management
- Online certificates in Hospitality management



Professional Education

At EHL –Swiss school of Tourism and Hospitality

Professional programs:

- Hospitality communication training
- Professional diploma in Hotel/Restaurant

Bachelor village:

- Bachelor degree professional path
- Direct entry & university transfers



Advisory Services

Offices in Switzerland, India & China

- School Certification
- Hospitality Advisory
- Programs for Learning Centers

OUR AMBITION



IS TO CREATE A GLOBAL NETWORK OF EXCELLENCE

5 000 students from 3 campuses:

- Lausanne
- Passugg
- Singapore



25 000

students worldwide



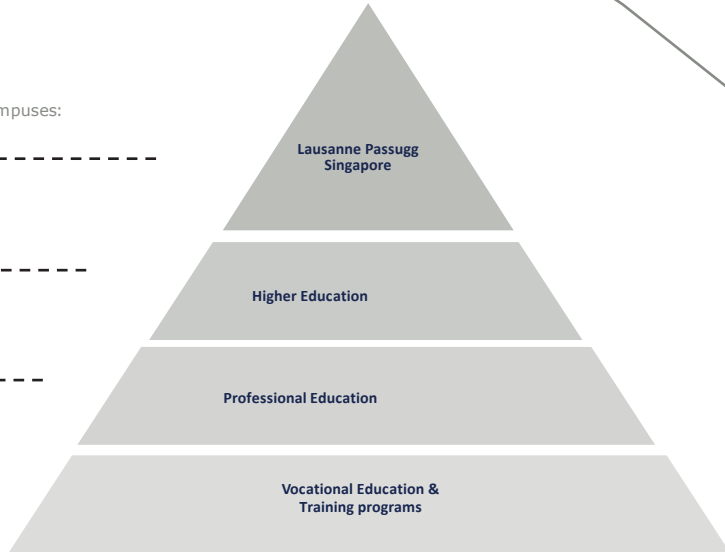
70 000

students worldwide



900 000

students worldwide



Impact on the industry and
1 million Students



In **10** years

- Travel & Tourism will continue to outpace the wider economy and support 23% of new jobs created.



11%
of the world GDP

413 Mio
jobs worldwide



1 in 10 jobs
worldwide

More female
employers

High share of youth
workers



Growth of female
employment

Travel & Tourism



OUR FOCUS AREAS



QUALITY EDUCATION



**DECENT WORK AND
ECONOMIC GROWTH**



CLIMATE ACTION



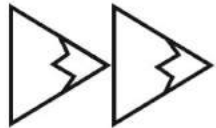
REDUCED INEQUALITIES



**GOOD HEALTH AND WELL-
BEING**



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KITRO

Destination circular economy:

how tourism can become more resource-efficient

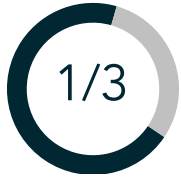
ADDRESSING THE FOOD WASTE ISSUE







the impact of food waste



of all the food produced ends up being thrown away globally.

Wasted resources

70% could have been avoided
Collateral resources = Labor | Land | Energy waste



Sunken costs

CHF **5.50** per kg of food waste considering food cost and disposal

switzerland as a country

2.3 million tons / year

300 kg per person

Swiss hospitality industry

200'000 tons / year

7 tons per kitchen





changing consumer patterns

87% travellers say they
want to **travel sustainably**

68% intend to stay in an **eco-
friendly accommodation** in the next
year

sustainable development goals

“ Life of today’s children will be more difficult than life of those from their own generation “

- Eurobarometer report 2017

“ Environmental protection should be emphasised by our society to face major global challenges “

- 2017 Future of Europe Eurobarometer



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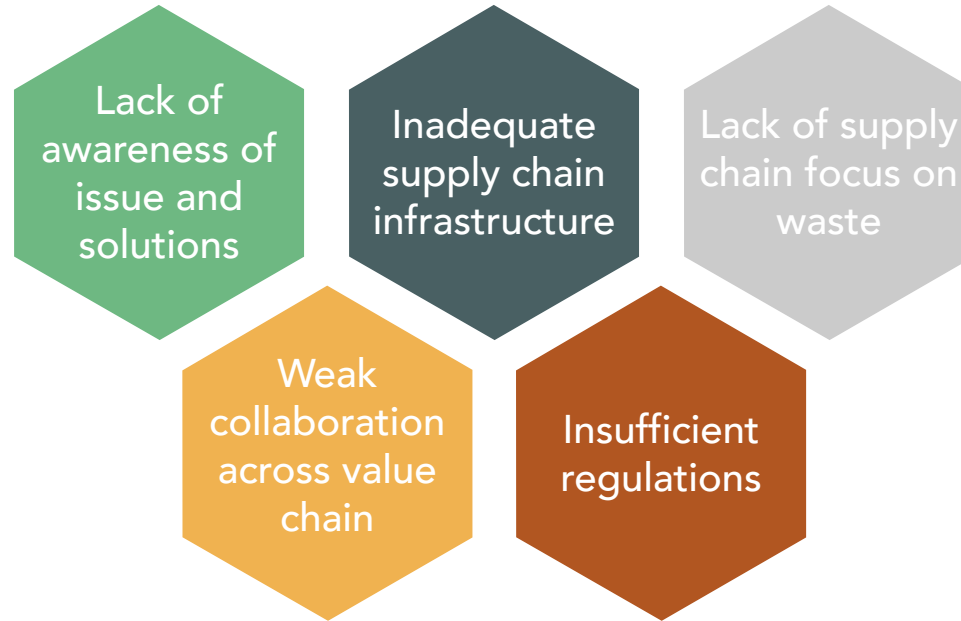


ensuring sustainable consumption and production

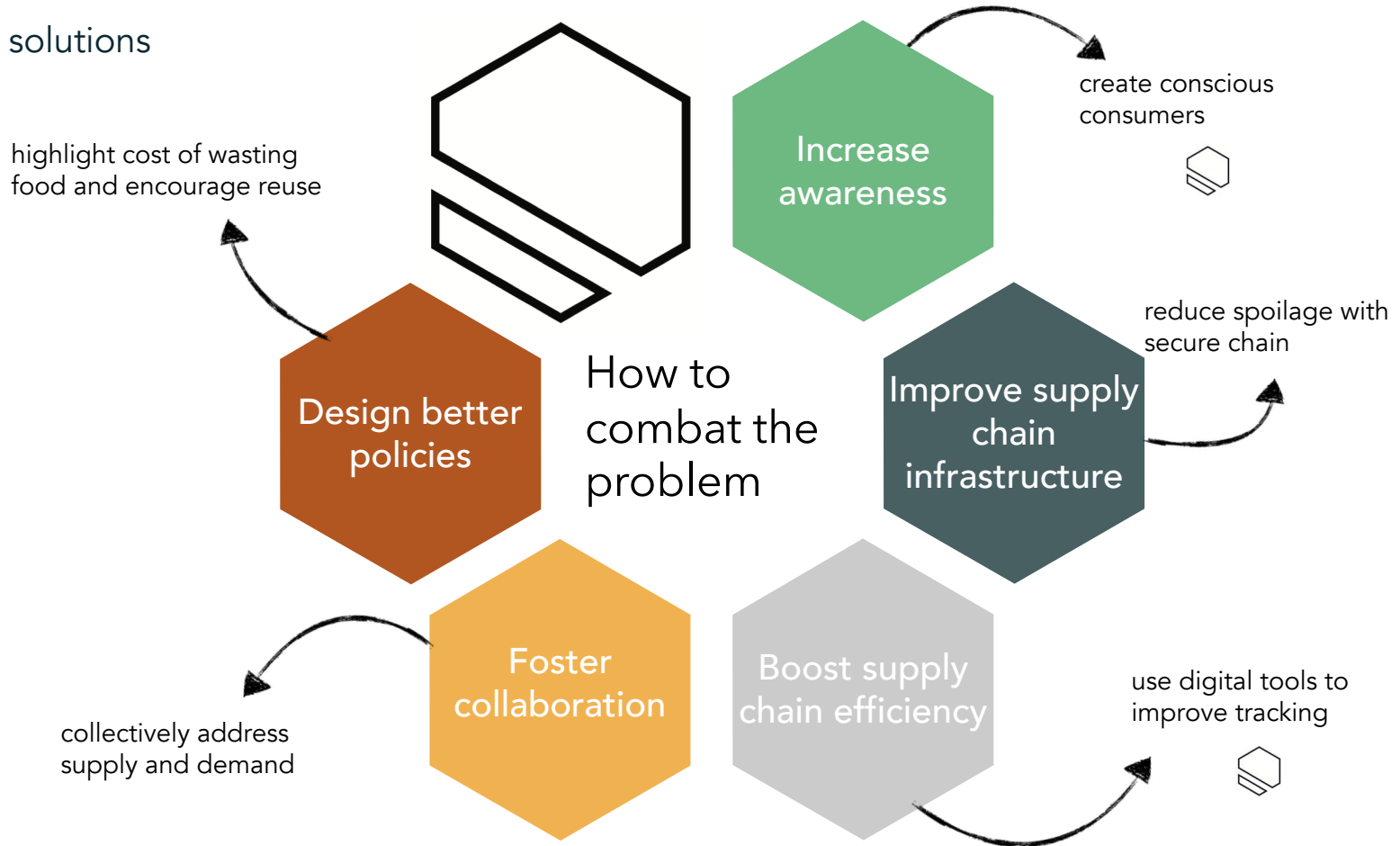
- SDSN SDG Index 2018: Eurostat



5 key drivers to food waste issue

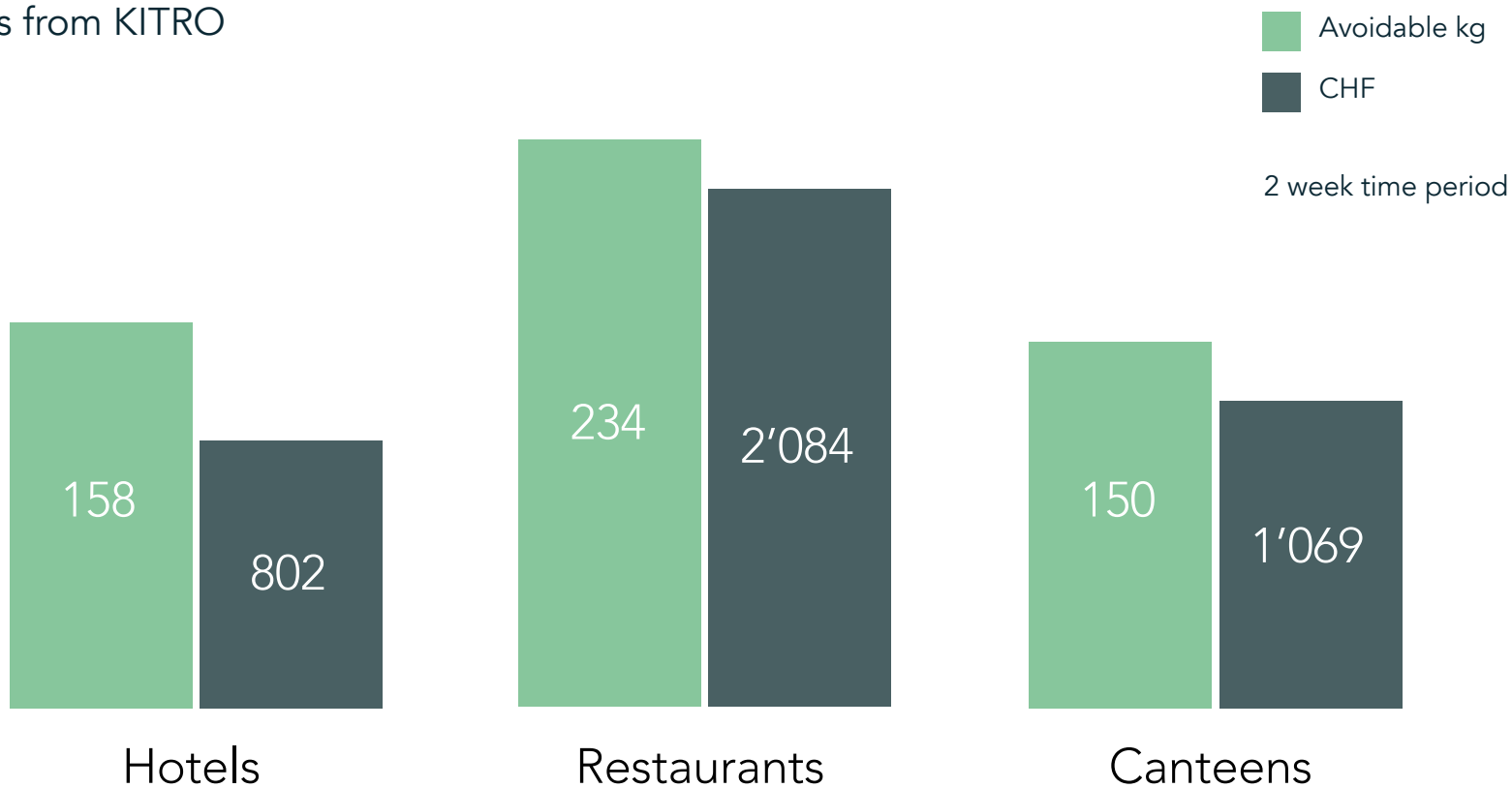


5 key solutions





Pilot results from KITRO



Pilot results from KITRO

Avoidable kg

CHF

3-4 month analysis





KITRO

Destination circular economy:

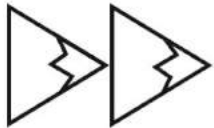
how tourism can become more resource-efficient

ADDRESSING THE FOOD WASTE ISSUE



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Thierry Weber
Sustainable regional development



William Downey
Food and food waste



Noémie Danthine
Sustainable hospitality

Time
to talk!

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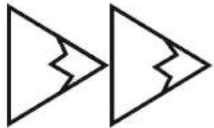
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THANK YOU FOR
YOUR ATTENTION!
www.ce2.ch
#ce2

SAVE THE DATE
CE²
17. SEPTEMBER
2020

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