

## Our sustainable tourism management system

Starting in 2022, Albergo Diffuso Sauris has embarked on a path toward the improvement and certification of its own sustainably managed sustainable according to the international standards of the Global Sustainable Tourism Council.

The goal of our sustainable management system is the continuous, constant and recognizable improvement of our business model in environmental, social and economic sustainability; the maximization of benefits and minimization of negative impacts.

The management system takes into account company size and characteristics and is based on 4 programmatic ASSETS:

### MONITORING - Measure, Know, Choose

We accurately and consistently measure our environmental impact and the results of our sustainability practices in order to better guide our choices and maximize benefits.

### TRAINING - Learning, Comparing, Being part

The entire staff is actively involved in the management system through constant training and updating, including on risk and crisis management.

### INCLUSION - Understanding, Caring, Changing

We believe that understanding and inclusion of environmental, social, cultural, economic, qualitative issues, such as those related to human rights, health and safety, is imperative to the sustainable management of our business. Through our Code of Ethics we declare our responsibility toward these issues.

### COMMUNICATION - Documenting, Sharing, Inspiring

We tell what we do in a transparent way, with the same authenticity that characterizes our Welcoming model. We share our good practices by being inspired by those who follow the same path as us and with the aim of inspiring those who wish to undertake it.

## Engaging sustainability

The support and involvement of guests, partners and the entire staff of Albergo Diffuso Sauris is one of the cornerstones of our system of sustainable management.

### GUEST

- ❖ We strive to make our sustainability policy clear and available through all internal and external corporate communication media, both online and offline.
- ❖ We communicate our sustainability improvements as successes.
- ❖ We raise awareness among guests toward the importance of sustainable and responsible tourism. We have prepared special questionnaire, with which we aim to engage them in sustainability even after their vacation.

### PARTNERS

- ❖ We share our program principles, code of ethics and procedure for responsible purchasing with all our partners.
- ❖ We value our employees' certified training in professionalism and environmental sustainability.

### STAFF

- ❖ We select our Staff and collaborators in an ethical manner and with full respect for Human Rights, taking into account minorities and guaranteeing everyone equal opportunities, including from the point of view of professional growth.
- ❖ We involve Staff in training programs dedicated to sustainability, so that each person feels an integral (and not just theoretical) part of the change and can put its goals into practice in his or her specific area of expertise.

## Authentic communication

We are committed to an increasing focus on sustainability issues within our communication and marketing strategy. We are not perfect and we are not the best at everything. We want our communication to mirror the commitment, authentic, that we put into achieving our management system goals every day.

- ❖ We communicate our sustainable actions through truthful images and text that fully reflect our services, products and infrastructure.
- ❖ Through our Blog, we tell the story of our Destination and its excellence in nature, ethnography and food and wine.

## **ADS sustainability in Sauris, Best Tourism Village 2022 UNTWO**

We are aware that we live in a very special place, an authentic village surrounded by nature, and that we are part of a delicate and precious ecosystem. An "exceptional" Tourist Destination, recently declared Best Tourism Village by the United Nations World Tourism Organization. Today more than ever, we feel responsible to communicate and enhance as much as possible the uniqueness of our area: our language, culture and traditions, landscape. In one term only: our Genius Loci.

- ❖ We train all employees and Staff about our cultural and natural heritage, so that everyone is able to be a witness and spokesperson for it with the guest, regardless of their role in the company.
- ❖ We provide our guests with maps, publications, books and computer tools to help them understand and appreciate our small ancient village even more.
- ❖ We are committed to explaining to them the correct rules and attitudes to adopt in nature in order to respect the land and preserve its peculiarities.