

OITAF ROPEWAY CONGRESS 2024

Work title	"Swisstainability" - How Swiss Cable Car Association supports its members
Session theme	SESSION 4: Dimensions of sustainability
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Introduction

Switzerland - an Alpine country, 2/3 of the area are mountains. Natural beauties are strong tourism magnet. World famous brands such as Zermatt, Jungfrau, Titlis.

1 The cable cars

Alpinism has a long tradition (British, mountain guides, etc.). Many records: the steepest, longest mountain railroad. Cable cars are an economic engine in mountain regions, create jobs, prevent migration. They provide access to unforgettable nature experiences, thus promoting health.

2 The association: Swiss Cable Car Association

Swiss Cable Car Association has 350 members - are associations still up to date? Yes. Pandemic winter 2020, Switzerland was once again a European special case: "Switzerland is skiing." Association intervened directly with the Minister of Health and the Department, with the cantons, rallied all members behind him. In addition: no communication with the media during the decision-making process. Conclusion: the association as a reliable partner for the administration. Much goodwill and trust created among members, administration and politics.

3 The challenges

After the crisis is before the crisis: numerous challenges - power shortage, shortage of skilled workers, financing, investments - climate change: winter tourism at risk.

- **Criticism** from nature conservation: snowmaking, overbuilding, destruction
- **Bad news** on the part of the media: shortage of skilled workers, shortage of electricity, shortage of snow
- **Pressure from** politics: more requirements, stricter controls in terms of safety, spatial planning, etc.
- **Expectation** on the part of the public: Sustainability - do something!

4 The solutions: Sustainability program

Study Initiated: Focus areas: Climate change and energy as well as water and water management. Orientation on SDGs, involvement of members, seven concrete projects jointly defined.

1. Communication concept
2. Water balance
3. Implementation guide for PV systems
4. Further training offer
5. Electricity production from snowmaking
6. Business models electricity production
7. Reporting guide

Communication

"Do good and talk about it." Members demand: proactively show what has been done so far. Celebrate "best cases." Deliveries: landing page website and on-site event. Also: position papers, fact sheets, media relations.

Implementation aid PV systems

Exploit potential for alpine PV installations: Members should be able to benefit from regulatory relief and subsidies. Deliveries: Platform with know how transfer, create access to subsidies, reduce regulatory barriers.

Water balance

Increasing conflicts of use: drinking water, power generation, agriculture, industry, snowmaking, nature. National data material is missing, because cantons are responsible. Deliveries: Clarify facts and needs, identify opportunities (multiple use of reservoirs), develop position papers.

5 Learnings and outlook?

Role of the association: Advisory, supportive, hub function for knowledge transfer. Pro-active communication, agenda setting. Position the industry as part of the solution (not part of the problem).