



**Hotel Bertelli**  
MADONNA DI CAMPIGLIO



# Hotel Bertelli

Sustainability Report

**2024**



# Hotel Bertelli

MADONNA DI CAMPIGLIO



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# Letter to the interested parties (stakeholders)



To our esteemed Guests and all Stakeholders,

It is with great pleasure that we present our first Sustainability Report, a document that reflects our ongoing commitment to a more sustainable future.

## **Why a Sustainability Report?**

We believe it is the right tool to communicate and share with all interested parties what we are doing, in a transparent and formal way, and, above all, with the commitment to be as accurate as possible and not misleading.

A report is also a strong moment of assuming responsibility and a clear, specific commitment to measure our performance, not only in economic terms but also in social and environmental aspects.

Moreover, it means actively participating in all the projects for truly sustainable tourism, as a pillar of inclu-

sive and responsible economic growth. Therefore, in this report, you will find the details of our projects in various areas, including the environment, the community, and our Team.

## **A Pathway Forward**

We are aware of, and even take pride in, the progress we've made so far. However, we also recognize that the journey toward sustainability is not always straightforward. It presents challenges that we must face, but this is the path we are committed to pursuing, as we believe it is the right one for the future.

We thank our Guests for the valuable feedbacks and all of our Partners for their support in drafting this report. We take the opportunity to thank in advance all those who will share their insights and suggestions with us.

**Sincerely,**

*The Masè family of Hotel Bertelli*

*Madonna di Campiglio, September 2024*

# Model of reference: SUSTI

The framework for preparing this report is based on the **SUSTI (Sustainable Tourism Index) sustainability program**, a rating system developed by Territori Sostenibili<sup>1</sup> in line with leading international standards, including ISO and GSTC.

This tool offers **a comprehensive assessment of sustainability and quality performance** through a series of targeted questions, culminating in a final score out of 100 points. The questionnaire is structured to address the three pillars of sustainability—environmental, social, and economic—and covers the ten most pertinent themes for hospitality establishments. The model provides insights into the score achieved in each of these three areas, the minimum score deemed acceptable for sustainability, and the average score across all participants in the SUSTI program.

**The SUSTI rating provides stakeholders with two key insights:**

1. The organization's performance in specific sustainability areas, such as the environment, safety, quality, and social responsibility.
2. The identification of potential areas for improvement along the sustainability journey, including practical examples or operational recommendations for further progress.

As a hospitality establishment dedicated to sustainability, we have chosen to use the SUSTI rating to track our progress each year. This report highlights the key data from our evaluation and offers detailed insights into the actions we have taken<sup>2</sup>.

**Further information can be found in the relevant chapter.**



<sup>1</sup> Territori Sostenibili - [www.territorisostenibili.it](http://www.territorisostenibili.it)

<sup>2</sup> This Report is also inspired by the guidelines of the GRI Reporting Framework, with particular reference to the following aspects: Strategy, Profile (including the scope of the Report), Governance, Stakeholder Analysis, Materiality Matrix.

Please consider that the methodological notes are included in the appendix.



## Objectives and Scope of the Report

This report pertains to Hotel Bertelli, located at Via Cima Tosa, 80, in Madonna di Campiglio. The hotel, classified as a 4-star establishment, employs an average of 40 staff members annually and offers 49 rooms. Its facilities include a wellness center and spa, a Michelin Star fine dining restaurant (since 2013), a garden, parking and garage, a lounge area, pet-friendly amenities, a playroom, ski school and rental services, as well as maintenance services.

The purpose of this report is to provide a **comprehensive**

**summary of the sustainability initiatives undertaken by the hotel and to highlight their positive impacts across environmental, social, and economic dimensions.**

This report aims to present the hotel's commitments to safeguarding the three pillars of sustainability—social, environmental, and economic—to all relevant stakeholders. It serves as a platform to communicate the company's vision and ensure transparency regarding the methods and actions taken to protect both people and the ecosystems in which the hotel operates.



# Report Information Form

Legal business name	<b>BERMAS S.r.l.</b>
Report perimeter	<b>Hotel Bertelli - Via Cima Tosa 80 - Madonna di Campiglio (TN)</b> There is no significant control or influence over other companies, entities, or organizations.
Reporting Period	Fiscal Year: October 1st, 2023 - September 30th, 2024
Publication Date	October 2024
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Next Report (Frequency)	October 2025
Contact Information for Inquiries	Marco Masè <a href="mailto:marco@hotelbertelli.it">marco@hotelbertelli.it</a>
Document Control	Internal Auditor
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# Our sustainability commitment

Sustainability for the Masè family is primarily an ethical decision and, subsequently, a strategic one. This commitment was initially embraced by the management and ownership and has since been shared with all employees and collaborators. It is formalized through a dedicated "policy," which represents our commitment to all stakeholders and to the various areas in which we operate.

## Our Sustainable and Responsible Approach to Activities

The management of Hotel Bertelli by the Masè family, which began in 1979, has consistently adhered to fundamental values and principles of integrity and substance:

- **Respect for nature and the territory**
- **Personal and professional integrity**
- **The instrumental role of profit**

Sustainability has, therefore, always been the cornerstone of our operations. We have consistently focused on ensuring the long-term continuity of the business while maintaining an unwavering commitment to high service quality. This philosophy serves as our code of conduct, reflecting our dedication to environmental protection, a broad commitment to the well-being of individuals, and, ultimately, the pursuit of the company's profitability and success in a fair and inclusive manner.

**The "Policy" represents, from a long-term perspective, the legacy we aim to pass on to our children, ensuring they can continue this journey with a clear understanding of how we define and practice being "responsible hoteliers."**

We live and work in one of the most beautiful and renowned natural environments in the world, a setting that carries with it a significant responsibility. We are committed to minimizing our negative impact on the environment, while continuing to provide our guests with the highest standards of hospitality.



Three generations of the Masè family

**Through responsible and sustainable management of Hotel Bertelli and the Il Gallo Cedrone restaurant, we strive to minimize the strain on environmental resources while upholding our commitment to high-quality standards.**

Sustainable development is both a commitment and a responsibility, driven by our desire to contribute to meaningful change. To make our intentions and actions for more equitable and just development even more tangible, we have chosen to certify our business according to the international standard **ISO 21401, which recognizes sustainable hospitality facilities**. At the same time, we will track the progress of our initiatives in alignment with the UN's 2030 Agenda for Sustainable Development (SDGs) and the commitments made at the European level. Equally important is the promotion of a sustainability culture through the active engagement and involvement of our stakeholders.

Our "Policy" is built around six key commitments, each reflected in a series of concrete actions that guests can directly experience during their stay. These commitments embody our core values, while the actions themselves will undergo continuous review to adapt to the ongoing changes we are witnessing in the world around us.



# Strategy, profile and governance

## Background

Our accommodation facility is situated within the global and Italian hospitality and hotel industry. Tourism, as a global phenomenon, contributes approximately 9.1% to global GDP—a figure that has increased by 23.2% compared to 2022 and is just 2.1% below the levels recorded in 2019<sup>3</sup>. In 2023, 27 million new jobs were created in the tourism sector, representing a 9.1% increase compared to 2022, and just 1.4% fewer than in 2019. Beyond its economic contributions, tourism also generates various social and environmental impacts, which can be either positive or negative, depending on the approach taken by regions or businesses.

Among the most common positive effects are economic growth, cultural exchange, increased tolerance, peace between nations, and the protection of natural resources. On the other hand, negative impacts may include the erosion of cultural identity, economic conflicts and inflation, loss of biodiversity, and environmental degradation.

In response to these challenges, the United Nations has promoted a more ethical and sustainable model of tourism since the publication of the Brundtland Report in 1987. This approach has gained further emphasis, especially in the aftermath of the COVID-19 pandemic, as the UN advocates for a more responsible and resilient tourism industry

At the national level, in 2023, the contribution of travel and tourism to Italy's GDP closely matched the levels

seen in 2019. The sector generated approximately 10.5% of Italy's GDP, amounting to nearly 215 billion euros. This industry directly and indirectly supported just under three million jobs in 2023, reflecting a 4% increase compared to 2019. Furthermore, total international tourism spending in Italy, including both overnight and day visitors, surpassed 50 billion euros in 2023, marking the highest figure ever recorded<sup>4</sup>.

Trentino has deep historical roots<sup>5</sup>. As early as the 1950s, destinations such as Madonna di Campiglio, Riva del Garda, and San Martino di Castrozza had already gained recognition and were popular with affluent families from across Europe. Since then, the number of visitors to the region has steadily grown, and tourism development has continually adapted to meet the evolving needs and preferences of a diverse tourist base. This evolution has spanned a range of offerings, from winter sports and wellness services to family-oriented activities, and more recently, outdoor adventures and sustainable tourism<sup>6</sup>. The interest in outdoor activities and nature-based experiences has further intensified following the inclusion of nine Dolomitic mountain groups in the UNESCO<sup>7</sup> World Heritage list in 2009. Trentino is home to four of these nine UNESCO World Heritage sites: the Dolomiti di Brenta, Latemar-Catinaccio, Marmolada, and Pale di San Martino. In addition, the UNESCO World Heritage list also includes the prehistoric pile-dwelling sites of Fiavé and Ledro, which were recognized along-



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gside other ancient pile-dwelling settlements in the Alpine region.

According to the final report on tourism activity for the 2023/2024 winter season, produced by the Provincial Statistics Institute of Trento (ISPAT)<sup>8</sup>, the tourism sector has shown positive growth compared to the previous winter, with increases in both arrivals (+2.7%) and overnight stays (+4.3%). The figures for the last winter season surpass those of the previous year, marking the best performance of the past decade. In total, over 7.6 million overnight stays were recorded, with Italian tourists accounting for the majority (55%). Compared to the 2022/2023 winter season, the number of Italian visitors increased by 1.5%, while the number of foreign tourists

saw even more significant growth, with an 8% rise in overnight stays.

Building on the already strong results of the previous year, ski lift pass sales in the province saw an additional 3.2% increase. When compared to the pre-COVID winter season of 2018/2019, this marks a 6.1% growth.

These data not only underscore the economic importance of the tourism sector but also highlight three key trends for businesses within the industry: the need to increase added value per employee through the use of technology and training, the importance of managing relationships with the local population through collaborative initiatives, and the operational contribution to decarbonization efforts.

<sup>3</sup> <https://wtcc.org/research/economic-impact>

<sup>4</sup> <https://www.statista.com/statistics/628849/tourism-total-contribution-to-gdp-italy-share/>

<sup>5</sup> <https://www.dna.trentino.it/avvento-del-turismo-di-massa-in-trentino/>

<sup>6</sup> <https://www.deloitte.com/it/it/Industries/consumer/analysis/obiettivo-sostenibilita-turismo-italiano.html>

<sup>7</sup> <https://www.visittrentino.info/it/trentino/dolomiti-patrimonio-mondiale#:~:text=Il%20Trentino%20ospita%204%20dei,offrono%20scenari%20unici%20al%20mondo.>

<sup>8</sup> [http://www.statistica.provincia.tn.it/binary/pat\\_statistica\\_new/turismo/MovimentoTuristicoTrentinoStagioneInvernale2023\\_2024.1720085273.pdf](http://www.statistica.provincia.tn.it/binary/pat_statistica_new/turismo/MovimentoTuristicoTrentinoStagioneInvernale2023_2024.1720085273.pdf) ; [http://www.statistica.provincia.tn.it/statistiche/settori\\_economici/turismo/](http://www.statistica.provincia.tn.it/statistiche/settori_economici/turismo/)

## Profile

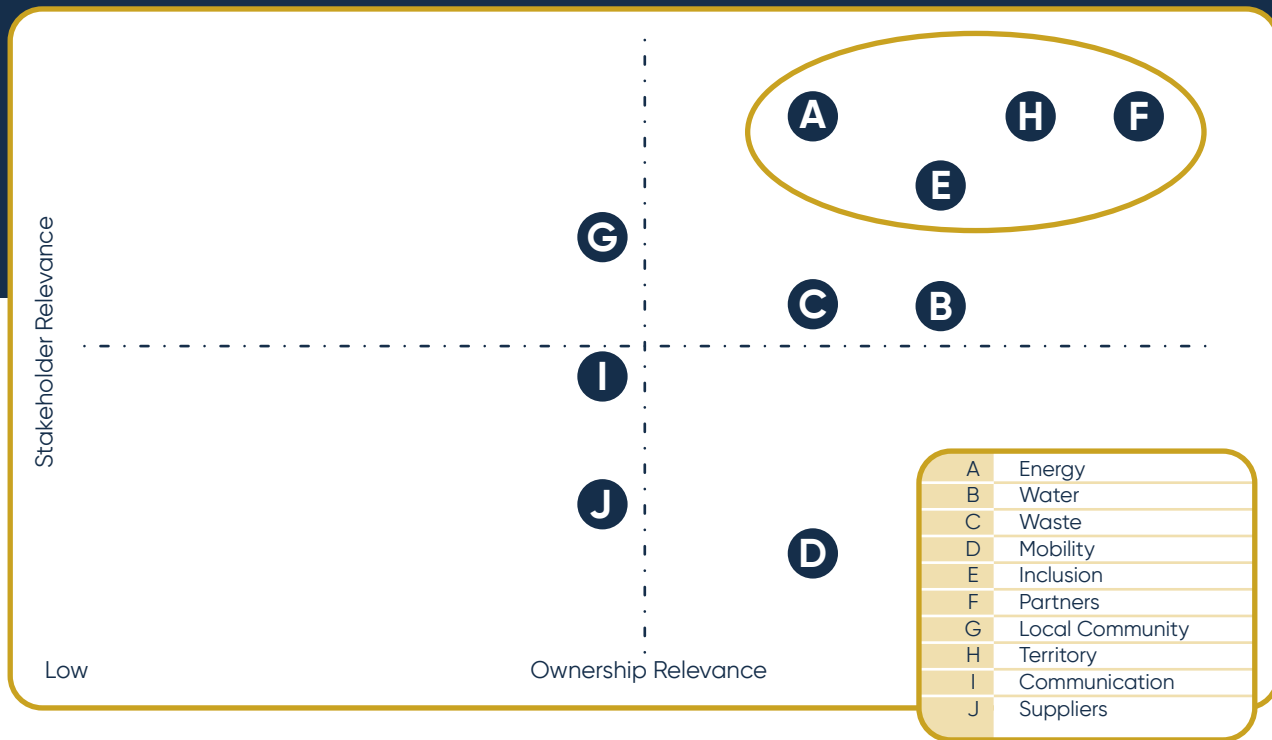
Legal Business Name	<b>BERMAS S.r.l.</b>
Products, Services, and Relevant Brands	The establishment is a 4-star hotel offering a range of premium services, including Il Gallo Cedrone Restaurant, awarded a Michelin star since 2013. The hotel features a SPA & Beauty Center, parking and garage facilities, a piano bar, garden, meeting room, and TV room equipped with satellite TV and Sky channels. Additional services include a transfer service, a pet-friendly policy, ski storage with boot warmers, a Wi-Fi network, a game room, a safe deposit box, and a ski school with equipment rental and maintenance services.
Operational Structure	Hotel with 49 rooms
Headquarter	Madonna di Campiglio, Trento
Countries of reference	Italy with international tourist hospitality, with particular reference to Europe (UK and Northern Europe), the United States, the Middle East, and China.
Number of employees	23 in average (01/10/2023 – 30/09/2024)
Revenue	2.570.189,00 (VAT MODEL 2024 income 2023)
Total assets	5.639.257,62 on 30/09/2023
Certifications	ISO 21401 sustainability of accommodation establishments
Recognitions	Ristorante Il Gallo Cedrone awarded with a Michelin Star
CIN Code (Check Identifier Number)	IT022143A13AE3VPO9

## Governance

Operational Structure	The family is involved in the key functions of management, administration, and security. A designated person is responsible for the reception, the kitchen, the dining area, housekeeping, and the wellness center. Furthermore, there are individuals in charge of maintenance and administrative services.
Ownership structure and legal form	The company is a limited liability company (S.r.l.) with a subscribed share capital of €100,000. The company is composed of 3 shareholders, who hold rights to shares and quotas, and 2 directors.



# Matrix of materiality



## Reflection

The materiality matrix evaluates the company's performance by highlighting the significance, relevance, and measurability of various factors, all of which align with the company's strategic objectives. It identifies the ten most critical thematic areas for a hospitality establishment and correlates these with its stakeholders—such as citizens, employees, associations, partners, clients, local authorities, suppliers, and others—each of whom may have expectations or interests that could influence or be influenced by the company's decisions and actions.

In the top-right quadrant of the matrix, the issues considered most critical by senior management are positioned. For Hotel Bertelli, these key issues include **energy, inclusion, local community, and employees**. The hotel has implemented specific initiatives in each of these areas, leading to a reduction in CO2 emissions, the enhancement of staff skills, and the development of synergistic projects with the local community.

Specifically, with regard to the theme of **energy**, the hotel has optimized its usage by sourcing 100% renewable energy from hydroelectric power and, since 2015, has been utilizing energy from a biomass thermal plant. The second critical area, **inclusion**, has seen the hotel partner with an amateur sports association that organizes events for individuals with disabilities. This collaboration ensures greater accessibility to the facility by eliminating architectural barriers and providing essential information to guests.

The hotel's **connection to the local community** is another significant focus. Hotel Bertelli continuously promotes the region, including through collaborations with local tour guides. Additionally, it has actively supported and organized events centered on sustainability, further strengthening its ties to the local area. Finally, the hotel is committed to engaging and training its employees, fostering a positive work environment that ultimately enhances service quality and the guest experience.

# Analysis of stakeholders

The table below presents the stakeholder mapping (the analysis is updated annually).

For details on the applied methodology, please refer to the Methodological Notes.

1	2	3	4	5	6	7	
Clients, Guests & Market	Environment	Suppliers & associations of reference	Public Administration and regulatory bodies	Local Community	Workers	Ownership & Management	Level and Notes
Legal Compliance	Legal Compliance		Formal Commitment	Legal Compliance	Legal Compliance	Business continuity	Legal
		Compliance with contractual obligations	Procedure for conduct in the event of an inspection		Insurances	Risk management	
Insurances	Consumption monitoring	Appropriate Cerved qualification	Legal Rating	Participation programs	ISO 21401 certification	Profitability	Effective Practices
		Adherence to payment terms	Active participation in APT* initiatives.	Transparent communication	Insurances		
Certifications				Participation in local community programs			
	Sustainability Report	Certifications			Welfare program	Sustainability Report	Excellence
Sustainability Report	Zero Impact						

**Note:** APT stands for Azienda di Promozione Turistica, which refers to local or regional tourism promotion agencies in Italy.

**Note to the reader:** The actions highlighted in gold represent the activities completed by the organization. For further details on the remaining activities, please refer to the section dedicated to Projects.



# ISO certification 21401



We have made the decision to become **the first hotel in Madonna di Campiglio – and in Italy – to obtain ISO 21401 certification**, implementing a management system specifically designed for accommodation establishments and recognized internationally.

The **ISO 21401: Tourism and Related Services** standard addresses key principles related to human rights, health and safety in the workplace for both employees and guests, environmental protection, water and energy consumption, waste management, and the development of the local economy.

This standard is applicable to accommodation establishments of all types, sizes, and locations, as well as to providers of related services involved in or supporting the process. For customers, it provides genuine and tangible assurance that the facility they have chosen operates in full compliance with the stated principles. Introduced in 2019, ISO 21401 was developed by the International Organization for Standardization (ISO) to address a tourism market that had largely been left to self-regulate, particularly with respect to sensitive issues such as sustainability.



# Hotel Bertelli and services offered

## Rooms

The property features 49 rooms, including 6 single rooms, 13 double rooms, 10 superior double rooms, 10 triple rooms, and 10 junior suites or multi-room configurations. The rooms are bright, tastefully furnished, and elegantly designed, while ensuring high functionality and attention to detail. Each room is equipped with a range of amenities to guarantee a comfortable and relaxing mountain stay, including satellite TV, a music system, a safe, a minibar, individual temperature control, and free high-speed Wi-Fi.

Constructed using high-quality local materials such as

wood and stone, the rooms embody a natural and authentic mountain aesthetic. The beds are outfitted with hypoallergenic pillows to ensure guests' comfort and well-being.

Each room has a private bathroom featuring a shower, hairdryer, toiletries, bathrobe, and 100% cotton towels. Room service and concierge services are available around the clock, with housekeeping provided twice daily. Additionally, 30 rooms are specifically designed with accessible features and facilities to accommodate guests with disabilities.







## Restaurant

The restaurant at Hotel Bertelli blends tradition with innovation, offering a diverse range of healthy and authentic dishes that reflect both local and Mediterranean culinary traditions. The quality of the ingredients is of utmost importance, with carefully selected items such as game, speck, alpine cheeses, trout, mushrooms, wild berries, and Val di Non apples. These ingredients are prepared using **modern techniques and technologies while staying true to the essence of mountain cuisine**, resulting in creative, healthy, and natural dishes.

Additionally, the restaurant offers tailored menus for children, with the flexibility to accommodate customi-

zed mealtimes. For guests with specific **dietary requirements or food allergies**, the hotel is well-equipped to provide delicious alternative options.

Hotel Bertelli features a curated selection of **premium wines from the finest wine traditions of Trentino and Alto Adige**. The hotel's wine cellar is also available for guided tastings, led by expert sommeliers, offering guests a deeper understanding of the local wine culture.

In addition to wines, guests can enjoy a selection of grappas and spirits, all sourced from small, **local producers and artisan distillers**, further enhancing the authentic, regional experience.





## Il Gallo Cedrone

Adjacent to the hotel and open to all, is the **Taverna Il Gallo Cedrone, a Michelin-starred restaurant since 2013** and a true source of pride for the Masè family. Here, guests can savor the delights of traditional cuisine combined with the latest trends in Mediterranean and international gastronomy.

The Taverna Il Gallo Cedrone at Hotel Bertelli is featured in the main culinary guides with excellent ratings: Bibenda (4 kisses), Gambero Rosso (81/100), L'Espresso (1 hat), and the Michelin Guide Italy (1 star, since 2013).





## Wellness Center

Within Hotel Bertelli, guests can enjoy access to a spacious wellness area, featuring a sauna, steam bath, jacuzzi, swimming pool, and UVA solarium, all designed to provide a comfortable and rejuvenating experience.

The wellness center offers a range of specialized skin and body treatments, utilizing natural and organic cosmetics that are packaged in recyclable and refillable containers. In line with our commitment to sustainability, the spa and wellness center prioritize eco-friendly practices, such as using hypoallergenic towels, robes, and linens designed for durability, and employing certified environmentally responsible cleaning products.

Additionally, the wellness center is equipped with energy-efficient solutions, including LED lighting, temperature control systems, low-consumption faucets and showers, as well as a comprehensive waste separation program to effectively manage water and electrical resources.



## Additional Facilities

In addition to the services listed on the previous pages, Hotel Bertelli offers all the amenities of a 4-star hotel:

- Parking and garage
- Garden
- Piano bar
- Meeting room
- TV room
- Satellite TV + SKY
- Transfer service
- Pets allowed
- Ski storage with boot warmer
- Free Wi-Fi with fiber optic connection
- Game room
- Safe deposit
- Ski school, rental, and maintenance
- The hotel is located near the town center and the Pradalago cable car.



# SUSTI Hotel Rating



## SUSTI Results

The SUSTI rating, completed on October 3rd, 2023, yielded the following results, divided into the three sustainability areas. **Hotel Bertelli achieved a total of 74 points out of 100**, distributed as follows:

- **28 points for the Environmental area**
- **23 points for the Social area**
- **23 points for the Economic area**

The results are consistent across all three areas, with the Environmental area slightly more developed. **According to the SUSTI rating, the scores for all three areas are**

**balanced:** the totals achieved in the Environmental and Economic areas correspond to the “excellent” level of the SUSTI rating, while the Social area corresponds to the “outstanding” level.

Within the ten evaluation topics of the SUSTI rating, the most high-performing areas are territory, energy, and local community. The areas with the greatest potential for improvement are mobility, communication, and waste management.



# Our Current Projects and Future Commitments

## Energy

Hotel Bertelli is committed to the **responsible use of energy, aiming to reduce CO2 emissions released into the atmosphere**. The hotel has implemented all possible energy-saving measures and sources **100% renewable energy from certified suppliers**. The energy used for its operations is derived from hydroelectric power, and sin-

ce 2015, the hotel has established a **biomass thermal plant** to directly supply the energy it requires. With the goal of promoting low-emission mobility, Hotel Bertelli supports the **charging of electric vehicles** through Neogy wallboxes.

## Water

The property is highly focused on water consumption and resource management: it has installed a **water-saving system** and encourages guests to reuse towels or bed linen for multiple days, whenever possible, in order

to reduce the number of washes. Additionally, the hotel uses **eco-friendly cleaning products** that are specifically formulated to be free from pollutants or substances harmful to the environment.



## Waste

The production of food and beverages requires significant resources in terms of energy, water, chemicals, and labor. Wasting food means wasting all these resources. The production, preparation, and consumption of food account for approximately 30% of global energy use and 22% of greenhouse gas emissions, which are generated during the production and decomposition of food. **Hotel Bertelli uses the Too Good To Go app to ensure that excess food is not wasted** but instead consumed by other users, beyond those staying at the hotel.



## Mobility

The property encourages and promotes **bicycle and walking tours** for its guests, providing visitors with all the necessary information to explore the surrounding area without relying on high CO2-emission vehicles. Additio-

nally, the hotel offers fast charging stations for electric vehicles and has recently updated its fleet, opting for electric-powered vehicles.

## Inclusion

Hotel Bertelli is highly sensitive to accessibility issues and has **removed all architectural barriers to ensure access** for people with reduced mobility, strollers, wheelchairs, and elderly guests. All accessibility information

is made available to guests. The hotel has also established a **collaboration with Freeridersportevents to promote diversity and inclusion**, ensuring the best possible service for all guests.





## Partners

Hotel Bertelli invests in personnel management that recognizes and enhances the training and professional development opportunities for its employees. The management ensures that each team member has access to high-quality training programs and professional growth opportunities aimed at reaching their full potential. This is achieved through agreements with training institutions to foster skill development and continuity.

Hotel Bertelli firmly believes that engaging its employees is key to working efficiently and providing quality service to guests. For this reason, the hotel has established **clear and transparent operational procedures and strives to involve employees in decision-making processes and in the transfer of knowledge during generational transitions.**

To ensure the health and safety of its employees, Hotel Bertelli guarantees ongoing compliance with environmental and occupational health and safety regulations. The hotel monitors work organization to improve processes, follows procedures to ensure safe and protective working conditions, and adopts strict procedures to ensure workplace safety. Regular maintenance is carried out on the hotel's systems and equipment, and staff receives ongoing training on workplace safety regulations, as well as the provision of personal protective equipment.

The hotel's staff is trained in first aid procedures and the handling of food products according to the HACCP guidelines. Employees are encouraged to report any potentially hazardous situations to discuss and resolve any safety concerns.







## Local Community

Hotel Bertelli is committed to **enhancing, supporting, and collaborating with the local community**. The hotel invests in its relationship with the local area, emphasizing the unique and distinctive elements of the region. Specifically, the hotel:

- Organizes events and development projects in collaboration with local stakeholders.

- Actively participates in the activities and initiatives of the local community.
- Fosters a corporate culture focused on listening to and understanding others, valuing potential, and communicating and acting with sincerity and coherence.

## Territory

Hotel Bertelli promotes the discovery of the surrounding area by **providing free informational and promotional material** about the regions around Madonna di Campiglio, Val Rendena, and Val di Sole. In addition, the hotel has agreements with local tour guides and informs guests about potential natural or hazardous phe-

nomena specific to the area. The hotel has repeatedly **sponsored and organized events focused on sustainability** in the region, actively promoting them on its social media pages. Finally, the hotel regularly collects guest feedback through various methods and analyzes it to define corrective actions for continuous improvement.





## Communication

The hotel is committed to maintaining an **open and continuous dialogue with guests** in order to meet their needs and provide all the necessary information for a positive stay. With the goal of constant improvement, Hotel Bertelli monitors guest perceptions and intere-

sts, including those related to sustainability, assesses the quality of its offerings, and ensures the availability of services and small touches that enhance the guest experience. The hotel communicates clearly, outlining its corporate philosophy and objectives.

## Suppliers

Hotel Bertelli pays particular attention to selecting **local, certified, and high-quality food producers**.







## Deer Project

### THE STAG – Autumn 2023

Sustainability also means awareness. One thousand five hundred stags are to be culled over a five-year period. At the end of 2023, the “Deer Conservation and Management Plan” was launched by the Stelvio National Park. Hunters have been involved in the culling process, with the aim of mitigating the ecological imbalances caused by the overpopulation of the species. The high density of deer has had negative impacts on

both the local wildlife and flora. This species has caused a series of problems for roe deer, chamois, and the forest structure. The stags feed on the apical buds of plants, such as the Norway spruce, which consequently grow low and fail to develop a proper trunk, and they also damage hay production, with losses reaching up to 30%. The project has been contested by animal rights associations.

Our press release  
via this QR code.



Hotel Bertelli has always been committed to selecting the best food suppliers in order to create a **gastronomic offering that is as honest, genuine, healthy, fair, and closely aligned with the local identity as possible.**

The hotel purchases local products, supports high-quality suppliers in the area, and **sources from a responsible and ethical supply chain.**

# Our future commitments

**Our future commitments are focused on maintaining the best practices already established**, launching new initiatives, and monitoring progress through specific indicators. The key priorities for our upcoming projects include:

- Strengthening relationships with stakeholders.
- Continuing active participation in initiatives proposed by local tourism management bodies.
- Advancing welfare projects for our employees, including the provision of specialized training courses on sustainability.
- Renovating the hotel building to enhance its energy efficiency.
- Implementing projects aimed at reducing waste and food surplus.
- Reducing the use of single-use plastics, with greater involvement of suppliers.
- Initiating measures to monitor energy and water consumption.

Moreover, the ongoing evaluation of these projects provides us with invaluable insights, allowing us to make continuous improvements with a long-term outlook. Finally, we have engaged specialized consultancy services in sustainability to ensure the continued compliance and validity of the certifications we have obtained.





# Outline of Structural Interventions 2025–2027

## FOCUS:

- Substantial enhancement of the facility's energy efficiency.
- Installation of a new home automation system for the intelligent management of resources.
- Reutilization of selected furniture, ceilings, lighting, tables, chairs, doors, box springs, and armchairs, which, after appropriate refurbishing, will be restored to their original function.
- Adoption of business growth strategies aligned with the principles of ISO 21401 certification.
- Innovative approach to the management of "customized" catering services, a cornerstone of modern hospitality.

## BASEMENT FLOOR:

- **SPORT AREA:** gym, ski/bike rental and storage. Dedicated restrooms and changing rooms.
- **RELAX AREA:** space overlooking the garden for a new sauna and relaxation area.

## GROUND FLOOR:

- **AMERICAN BAR – BISTRO AREA:** A complete refurbishment of the furnishings, with an integrated connection to the dining room. A "Winter Garden" will be created by enclosing part of the terrace, expanding it, and incorporating an external staircase leading to the garden. A new "co-working area" will be introduced in the corner between the northern section of the bar and the entrance.
- **RECEPTION AREA:** A redesigned layout and new furnishings.
- **GARDEN AREA:** Refined pathways, enhanced vegetation, and water features, including an alpine garden.

## GUEST ROOM FLOORS 1-4:

- **ROOMS:** Renovation of approximately 25 rooms, preserving the current number of rooms and beds, while nearly doubling the volume of each.
- **1st FLOOR:** Introduction of the new "Gallo Cedrone" suite, featuring a dining area and kitchen, along with a glass-enclosed box on the terrace.
- **2nd and 3rd FLOORS:** Creation of new connecting suites.
- **4th FLOOR:** New "Aria" wellness suites and the "Panorama" suite, offering stunning, panoramic views of the Dolomites.





## PROJECT PHASES:

The work will be conducted during the seasonal closure periods, with efforts made to minimize disruptions to operations. This approach will ensure the uninterrupted provision of accommodation and catering services, thereby safeguarding the continuity of employment for temporary staff.

Rendering of the 2025-2027 structure renovation.





# Conclusions

The Report outlines **our ongoing commitment to fostering a more inclusive and sustainable tourism experience** and provides a comprehensive analysis of the sustainability initiatives implemented within our facility. Through continuous, focused efforts, we have successfully reduced our environmental impact, optimized the use of resources, and improved the overall guest experience.

The outcomes achieved, such as the reduction in energy consumption, the decrease in food waste, and the integration of local products into our menu, reflect **our dedication to responsible business practices and our**

**contribution to building a more sustainable future.** We recognize that the journey toward sustainability is an ongoing and evolving process. As such, we are committed to: further engaging local suppliers to broaden our selection of organic and locally sourced products, increasing the involvement of both our employees and guests in sustainability initiatives, and consistently monitoring our progress.

We are confident that, through an integrated and collaborative approach, we will achieve even more meaningful results and strengthen our position as a leading establishment in the field of sustainability.





# Attachments

## Terms and definitions

**Sustainable Development:** Sustainable development refers to the process of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It entails a long-term, balanced approach that integrates economic activity, environmental stewardship, and social progress. Sustainable development seeks to harmonize the pursuit of high quality of life, health, and prosperity with social justice, while safeguarding the Earth's capacity to sustain life in all its diversity.

The social, economic, and environmental dimensions of sustainable development are interdependent and mutually reinforcing. It represents a collective expression of society's broader aspirations for a more equitable and resilient future. [Source: ISO 26000]

**Accountability:** The responsibility of an organization to respond to its governing bodies, legal authorities, and, more generally, to its stakeholders concerning the decisions and actions it undertakes. [Source: ISO 26000]

**Environment:** The natural setting in which an organization operates, including air, water, land, natural resources, flora, fauna, people, cosmic space, and their interrelationships. This context spans from the internal environment of the organization to the global ecosystem. [Source: ISO 26000]

**Ethical Behavior:** Behavior that is in accordance with generally accepted principles of appropriate or good conduct in a given context and is consistent with international standards of behavior. [Source: ISO 26000]

**Gender Equality:** The principle of ensuring equal treatment for women and men. This encompasses both identical treatment and, in certain instances, differen-

tiated treatment that is regarded as equivalent in terms of rights, benefits, obligations, and opportunities. [Source: ISO 26000]

**Organizational Impact:** A positive or negative change in society, the economy, or the environment, either fully or partially resulting from the decisions and activities of an organization, whether past or present. [Source: ISO 26000]

**Social Responsibility:** The responsibility of an organization to be accountable for the impacts of its decisions and activities on society and the environment, through ethical and transparent conduct that:

- Contributes to sustainable development, including the health and well-being of society.
- Considers the expectations of stakeholders.
- Adheres to applicable laws and aligns with international standards of behavior.
- Is embedded across the organization and reflected in its relationships.

The term "activities" refers to products, services, and processes. "Relationships" pertain to the organization's activities within its sphere of influence. [Source: ISO 26000]

**Stakeholder:** An individual or group with an interest in any of the decisions or activities undertaken by an organization. [Source: ISO 26000]

**Stakeholder Engagement:** The process of facilitating dialogue between an organization and one or more of its stakeholders, with the objective of providing an informed foundation for the organization's decision-making. [Source: ISO 26000]

## Norms of reference

- **Corporate Sustainability Reporting Directive (CSRD)** – Directive No. 2022/2464 concerning corporate sustainability reporting.
- GRI – Global Reporting Initiative
- Susti <https://www.territorisostenibili.it/susti-il-programma-di-sostenibilita/>

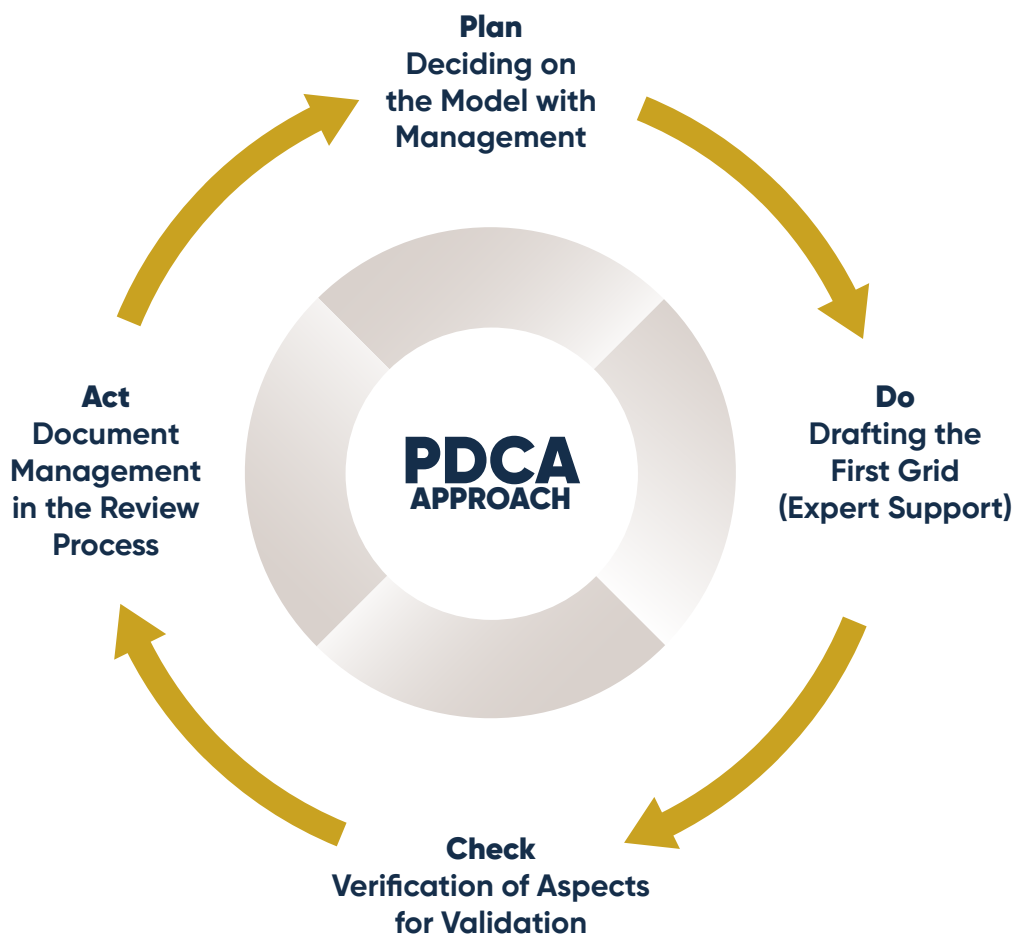
## Bibliography and Webography

- ISO 9001 – Quality management systems – Fundamentals and vocabulary
- ISO 9004 – Managing for the sustained success of an organization – A quality management approach
- ISO 21401 – Tourism and related services – Sustainability management system for accommodation establishments – Requirements
- ISO 14001- Environmental management systems – Requirements with guidance for use
- ISO 14021 – Environmental labels and declarations – Self-declared environmental claims (Type II environmental labelling)
- ISO 26000 – Social responsibility
- ISO 20121 – Gestione sostenibile degli eventi
- BSI PAS 24000 – Social management system
- UNI PdR 103 – Welfare aziendale – Requisiti per la progettazione, la realizzazione e valutazione di progetti di welfare aziendale e requisiti di competenza del welfare manager
- UNI PdR 125 – Gender equality system
- Istat – indicatori di benessere equo e sostenibile Istat.it – Benessere e sostenibilità
- Agenzia Italiana per la cooperazione allo sviluppo obiettivi di sviluppo sostenibile SDGs (aics.gov.it)
- Obiettivi di sviluppo sostenibile – THE 17 GOALS | Sustainable Development (un.org)
- Organizzazione internazionale del lavoro Parità di genere nel mondo del lavoro (ilo.org)

# Methodological Notes

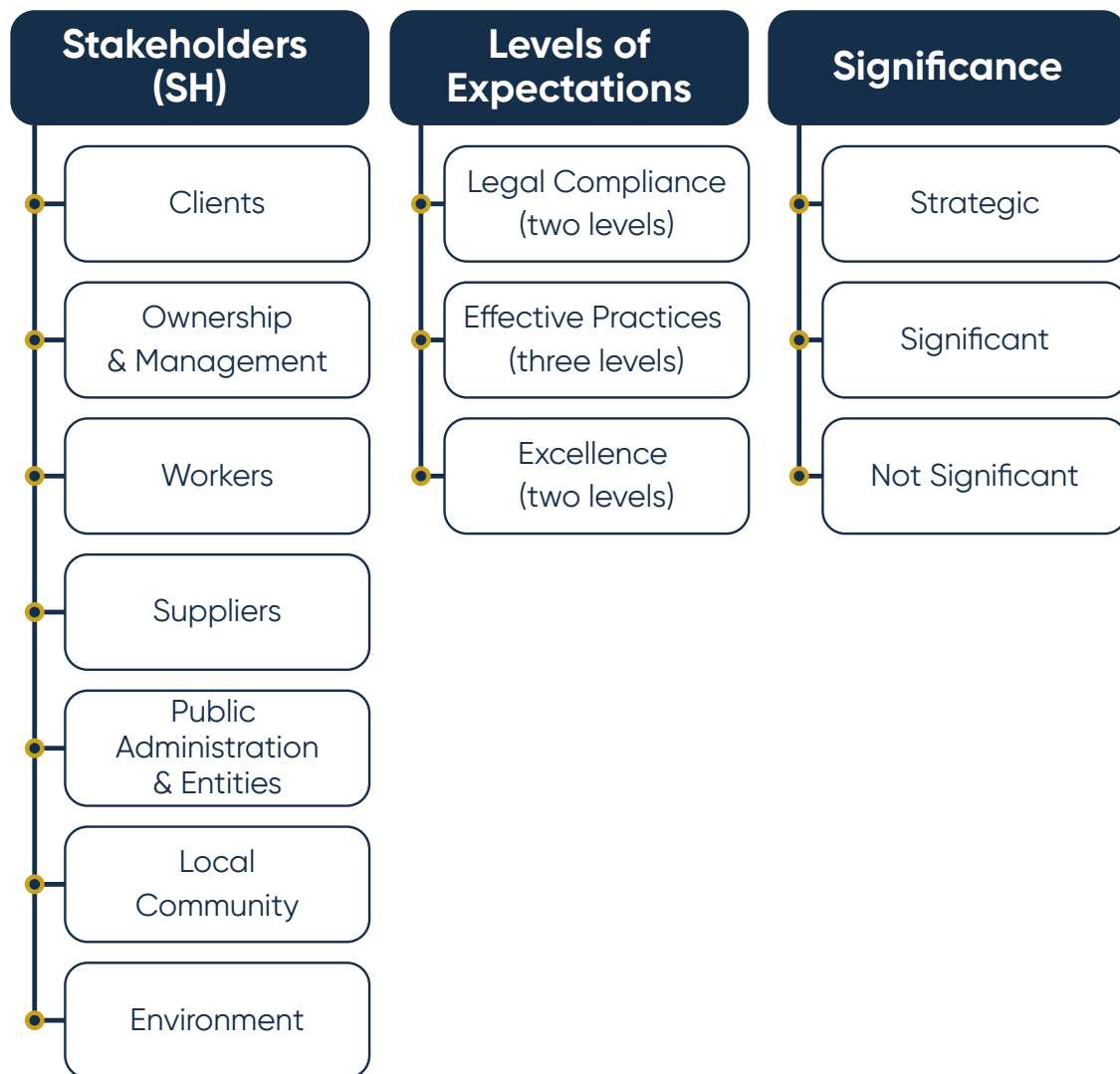
## Stakeholder Analysis Methodology

The "7 Star" Model adopts the PDCA (Plan-Do-Check-Act) approach. In the context of business continuity, the PDCA cycle serves as the core methodology for managing the ongoing activities of operational continuity plans. An example of the application of the Deming Cycle can be found in the international standard ISO 9001, which incorporates this methodology, in conjunction with Risk-Based Thinking, as part of the "process approach."





The main dimensions for stakeholder analysis are three:



<sup>9</sup> Commonly referred to as the Deming Cycle, it is an iterative management approach comprising four phases, used for controlling and continuously improving processes and products.

## Materiality Analysis

The procedure for defining the Materiality Matrix is as follows:

**Phase 1 - Identification of Topics**, through:

- Context analysis based on ISO standards (ISO 26000 and BS PAS 24000) and GRI guidelines, including an examination of industry trends and broader macro trends (with a focus on risks).
- Benchmarking analysis using materiality matrices from comparable companies.
- Stakeholder engagement (see Stakeholder Mapping).
- Data analysis and processing conducted by the sustainability team.

**Phase 2 - Construction of the Materiality Matrix**, by defining the axes (Axis X: materiality relevance to stakeholders; Axis Y: relevance to the organization, considering economic, social, and environmental impact) and positioning the topics accordingly.

**Phase 3 - Evaluation and Reporting**, through a reasoned commentary on the categorized topics and aspects, with the aim of identifying improvement projects and performance indicators (KPIs) to measure the company's commitment. This phase also includes the definition of operational practices for data collection and monitoring progress on each topic.

**Phase 4 - Update**, through an annual report.





# Hotel Bertelli

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