

# Template<sup>i</sup> for submitting voluntary commitments to the Batumi Initiative on Green Economy (Nicosia call)

*To be filled in by submitting country/organization*

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1. **Country or organization:** SWITZERLAND
2. **Title of the action (referencing in parenthesis the number of the related focus area(s)<sup>ii</sup> that the initiative will contribute to):** Launch and Implement the Sustainability Program ‘Swisstainable’ (1, 4, 9)
3. **Description of the action:** Under the ‘Swisstainable’ sustainability initiative launched in 2021, businesses and organisations that engage on sustainable development are recognised with the ‘Swisstainable’ label. They are assessed into one of three levels (Level I - committed, Level II - engaged, and Level III - leading) to reflect their degrees of engagement with sustainable development. The target is to increase guest recognition of Switzerland as a sustainable destination by five per cent by the end of 2023 compared with 2020, and to extend the ‘Swisstainable’ programme to 4,000 entities by the end of 2024. In addition, the ‘Swisstainable’ programme is currently being developed to allow the labelling of entire destinations
4. **Timeframe/milestones for the action, as appropriate:** ongoing (initiative started in 2021)
5. **Type of action<sup>iii</sup>:** information, education-based, capacity-building and voluntary instruments
6. **Economic sectors<sup>iv</sup>:** economy-wide, tourism sector
7. **Reference instruments and sources, as appropriate:** [Swisstainable](#) (in French and German only)
8. **Expected co-benefits and impact of the outcome:** A broad movement of sustainability in Switzerland that includes the entire sector benefits the local population and tourism as an industry
9. **SDGs target(s) that the action may contribute to implement:** 12.1, 12.6, 12.b
10. **Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate:**
11. **Objectively verifiable indicators, as appropriate:** 4’000 Swisstainable entities by 2024. Guest recognition of Switzerland as a sustainable destination increase of 5%.
12. **Partners:** Switzerland Tourism, Swiss Tourism Federation
13. **Contact points:** Lea Pirovino, State Secretariat for Economic Affairs, [lea.pirovino@seco.admin.ch](mailto:lea.pirovino@seco.admin.ch)

Additional information on the Nicosia focus of the action:

- **Is the action related to the Nicosia environmental theme I: “Greening the economy in the pan-European region: working towards sustainable infrastructure”?** NO
- **Is the action related to the Nicosia environmental theme II: “Applying principles of circular economy to sustainable tourism”?** YES

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<sup>i</sup> Based on the “Pan-European Strategic Framework for Greening the Economy” (ECE/BATUMI.CONF/2016/6, appendix).  
Webpage: <https://unece.org/documents-and-materials>

<sup>ii</sup> Nine integrated focus areas were identified in the Strategic Framework are:

- 1: Improve the measurement and valuation of natural capital;
- 2: Promote the internalization of negative externalities and the sustainable use of natural capital;
- 3: Enhance ecosystems and ecosystem services as part of ecological infrastructure;
- 4: Shift consumer behaviours towards sustainable consumption patterns;
- 5: Develop clean physical capital for sustainable production patterns;
- 6: Promote green and fair trade;
- 7: Increase green and decent jobs, while developing the necessary human capital;
- 8: Improve access to services, healthy living and well-being;
- 9: Promote public participation and education for sustainable development.

<sup>iii</sup> In accordance with the Strategic Framework, the following three types of actions are suggested:

- (a) legal, regulatory and policy instruments;
- (b) economy and fiscal instruments; and
- (c) information, education-based, capacity-building and voluntary instruments.

Countries and organizations should refer to any of these three types, as appropriate and relevant.

<sup>iv</sup> In accordance with the Strategic Framework, the following three clusters of sectors are suggested:

- (a) economy-wide;
- (b) cities; and
- (c) sectors, including: agriculture, forestry and fishing; energy; mining; manufacturing; transport; water; waste; tourism; and housing, buildings and construction.