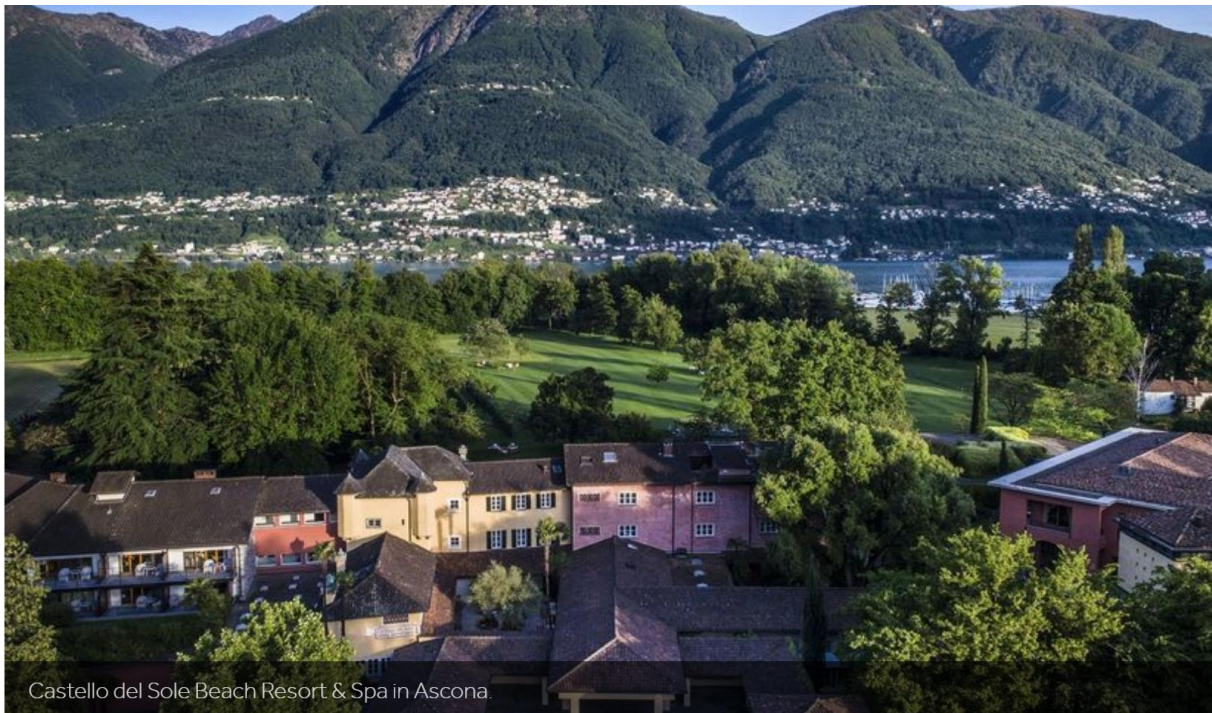


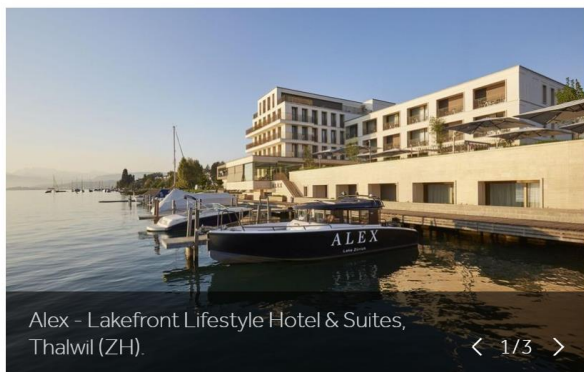
New sustainability routes in the Swiss luxury hotel industry

The living circle's hotel and restaurant collection The Living Circle is partnering with the sustainability companies Myclimate and "It must be now".



Castello del Sole Beach Resort & Spa in Ascona.

The four luxury hotels of The Living Circle want to take a pioneering role in the field of sustainability. The "Castello del Sole" in Ascona, the Zurich houses Widder Hotel, Storchen Zürich and Hotel Alex am Zürichsee want to strengthen their focus on a gentle and respectful use of resources as well as responsible action with regard to people and the environment.



Alex - Lakefront Lifestyle Hotel & Suites, Thalwil (ZH).

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Photo: James McDonald

The "Storchen Zürich" is ISO 14001 certified. As far as climate protection is concerned, The Living Circle wants to set the goals higher and launches a partnership with the climate protection advisory foundation [Myclimate](#) for all hotels.

The Zurich hotels will start the cooperation on 1 June 2021, the "Castello del Sole" from next season. Guests can voluntarily have a contribution of 4 francs additionally added to the hotel bill. The hotel itself then pays an additional 4 francs. Of the total of 8 Swiss francs, three quarters go fully to the hotel's sustainability projects, and a quarter goes to an

international climate project.

Since Thursday, the annual international Earth Day, the "Castello del Sole", the "Storchen", the Widder Hotel and the Hotel Alex are members of the Association Now and thus also Earth-Check certified.

"Now" is committed to sustainability transparency in the hotel industry. They rate hotels according to their environmental friendliness and perception of social responsibility. The information is published transparently on their platform "[It must be now](#)" and on the hotel websites. The evaluation criteria are based on the 17 Sustainable Development Goals of the United Nations and are determined individually and specifically together with each hotel.

Jörg Arnold, General Manager of Zurich's "The Living Circle" Hotels, puts it in a nutshell: "We publish our degree of sustainability transparently and publicly. This spurs us on and is a clear commitment to our guests». (htr/npa)

Sustainable cuisine and careful use of resources

The Living Circle – Luxury Hotels fed by nature was launched in 2017 with the idea of redefining luxury. The 5-star hotels are part of the network and offer all the amenities of a first-class hotel – elegant design, star cuisine, excellent service, extraordinary spa experiences, spectacular location and much more. The association closes the circle of sustainable supply with its own farms and thus goes one step further. For example, the wines of the Terreni alla Maggia, the meat of the farm in the Jura or the dairy products, eggs and the ice cream from the Schlattgut in Herrliberg come to the table.