

Welcome to Zürich, Switzerland.

Press release, 14 November 2024

Zurich awarded the prestigious EarthCheck certification, confirming its status as a sustainable travel destination

Zurich has been certified as a sustainable travel destination by EarthCheck, the globally recognised certification body for sustainable tourism. This certification, the process for which was initiated by Zürich Tourism, is proof of Zurich's high quality standards and its firm commitment to environmental and social responsibility. The award is the result of intensive collaboration between the city's authorities and its tourism organisation, as highlighted by Corine Mauch and Andreas Hauri.

As part of its corporate strategy, Zürich Tourism is aiming to position Zurich as one of the world's most sustainable destinations by 2030. EarthCheck certification marks a key milestone on this journey. This external verification creates transparency and reaffirms the long-standing commitment to sustainable development. Zurich is one of just a few European destinations to have received this prestigious award. This means that Zurich, along with travel destinations such as the Azores, Madeira, Baião and Järvsö, is leading the way internationally.

Zurich's high standards in infrastructure make a convincing case

The certification process lasted almost two years and included an extensive evaluation catalogue. Firstly, 76 quantitative indicators in various areas such as energy consumption, greenhouse gas emissions, volumes of waste and water consumption were analysed. Over 366 qualitative criteria in areas such as the environment, culture, social aspects and the economy were then assessed as part of an independent audit.

Zurich demonstrates particularly high standards in the areas of water management, renewable energies and waste management. The public transport network is also one of the most efficient in the world, making environmentally friendly mobility a possibility for locals and visitors alike. The integration of green areas and natural spaces also promotes biodiversity and improves people's quality of life. "This certification serves as evidence of Zurich's high quality standards and its unwavering commitment to environmental and social responsibility", explains Stewart Moore, EarthCheck CEO. "Zürich Tourism plays a key role in shaping the tourism landscape by promoting sustainable initiatives and supporting local stakeholders and partners."

Successful collaboration between the city's authorities and its tourism organisation

The certification could not have been achieved without close collaboration between the City of Zurich and Zürich Tourism. Mayor Corine Mauch is delighted with the award: "This certification shows the

Welcome to Zürich, Switzerland.

role that tourism plays in enabling us to achieve our sustainability goals. Responsible tourism brings benefits for our guests whilst improving the local population's quality of life."

Zurich City Council Andreas Hauri agrees: "The initiative by Zürich Tourismus has enabled close collaboration, allowing us to advance shared goals for environmentally conscious urban development. The award shows that Zurich is on a good path towards becoming a sustainable and future-oriented city. We intend to pursue this course consistently."

Zürich Tourism is driving sustainable change

For Thomas Wüthrich, Director of Zürich Tourism, having Zurich certified as a holistic travel destination was a logical step: "I'm delighted that this award now provides tangible evidence of the city's many years of effort and success in sustainable urban development. At the same time, we see this as an incentive to persuade even more partners to join us on this journey." Wüthrich believes that making sustainability visible and something that can be experienced, as well as raising awareness of it, is a key responsibility of Zürich Tourism. "We are incorporating the visitor economy approach into our strategy. Our aim is not only to position Zurich as a first-class destination, but also to play our part in actively developing the destination."

→ [Visit the sustainability strategy of Zürich Tourism and the image and video gallery](#)

→ [Visit the EarthCheck website](#)

About the "EarthCheck Silver Certified" award

EarthCheck is the world's leading certification, advisory and expert group for sustainable destinations and tourism organisations. Since 1987, EarthCheck has been working with governments, companies and travel destinations to achieve scientifically sound, strategic and sustainable results. EarthCheck certification is based on the United Nations Sustainable Development Goals (SDGs) and the Greenhouse Gas (GHG) Protocol and is recognised by the Global Sustainable Tourism Council (GSTC). Zurich has been awarded the "EarthCheck Silver Certified" certification, confirming its status as a sustainable travel destination. To achieve "EarthCheck Gold Certified" status, its silver status must now be maintained for five consecutive years.

About Zürich Tourism

Zürich Tourism is responsible for marketing the city and region of Zurich and developing its brand profiling as a diverse tourist destination. 75 employees and around 40 tour guides work to ensure that Zurich is seen as a premium, sustainable and liveable holiday destination.

Contact

Zürich Tourism

Michael Müller, Corporate Communication & Media Contact

Gessnerallee 3, CH-8001 Zurich

Tel. +41 44 215 40 13, michael.mueller@zuerich.com

Zürich Tourism

Gessnerallee 3, CH-8001 Zürich

T +41 44 215 40 00, zuerich.com, #visitzurich