

GREENSTYLE



MOTIVATION

THE GREENSTYLE VALUE PROPOSITION

WE WANT TO CREATE A PLACE
WHERE YOU CAN GO ON HOLIDAY
WITH A CLEAR CONSCIENCE

PRESERVE OUR
WINTER

FINDING A FUTURE
BASED ON INFINITE
RESOURCES



OUR PLAYGROUND



WAG

- 28 BERGBAHNEN ▪ PISTEN & RETTUNGSDIENST
- ROCKSRESORT ▪ 5 HOTELS ▪ 22 RESTAURANT'S & BAR'S ▪ 7 VERMIETUNGSSTATIONEN & SHOP'S
- SKI- UND SNOWBOARDSCHULE ▪ DESTINATIONS VERMARKTUNG



- NON-PROFIT ORGANISATION ▪ FINANCIAL SUPPORT OF THIRD PARTIES ▪ DEDICATED TO IMPROOVE & PROTECT OUR ENVIRONMENT



LAB DESTINATION

- SUSTAINABILITY THINK TANK
- DESTINATION WIDE TASK FORCE
 - FLIMS, LAAX, FALERA WIDE INITIATIVES



OUR GOALS

ENERGY

⚡ **MAXIMIZE ENERGY EFFICIENCY** ⚡

– 100% –
R E N E W A B L E
T R A N S P O R T
FROM CONSUMER
TO PRODUCER

– 100% –
R E N E W A B L E
ON SITE SUPPLY

WATER



WATER
EFFICIENCY

AVOID
POLLUTION



DRINK
WATER

WASTE



CIRCULAR
ECONOMY

R E D U C E
R E U S E
R E C Y C L E

FIGHT LITTERING



ZERO
WASTE

F&B+PURCHASING



MINIMIZE
D I S T A N C E



MAXIMIZE
QUALITY
FAIR & ORGANIC

BIODIVERSITY

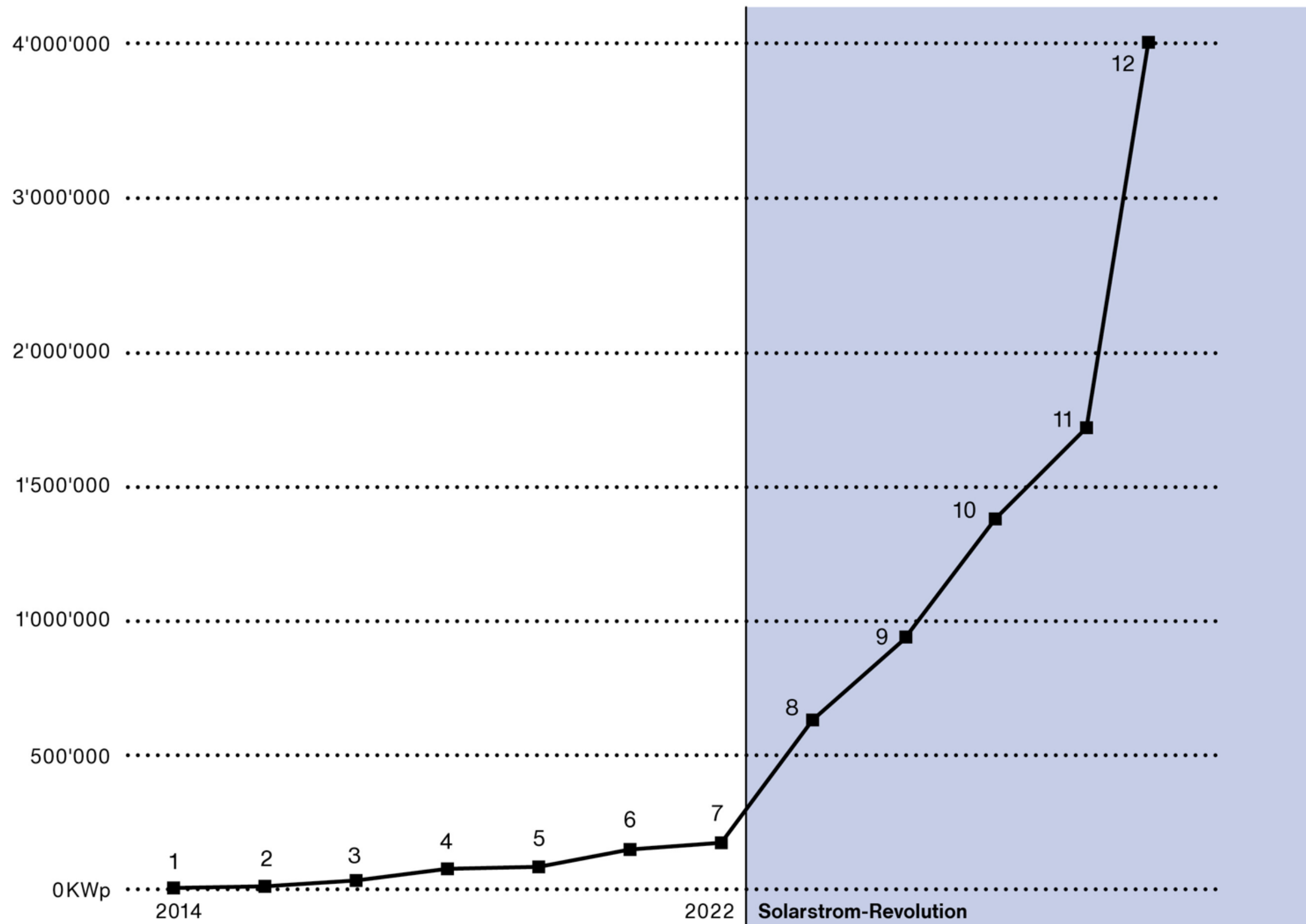
∞
IMPROOVE



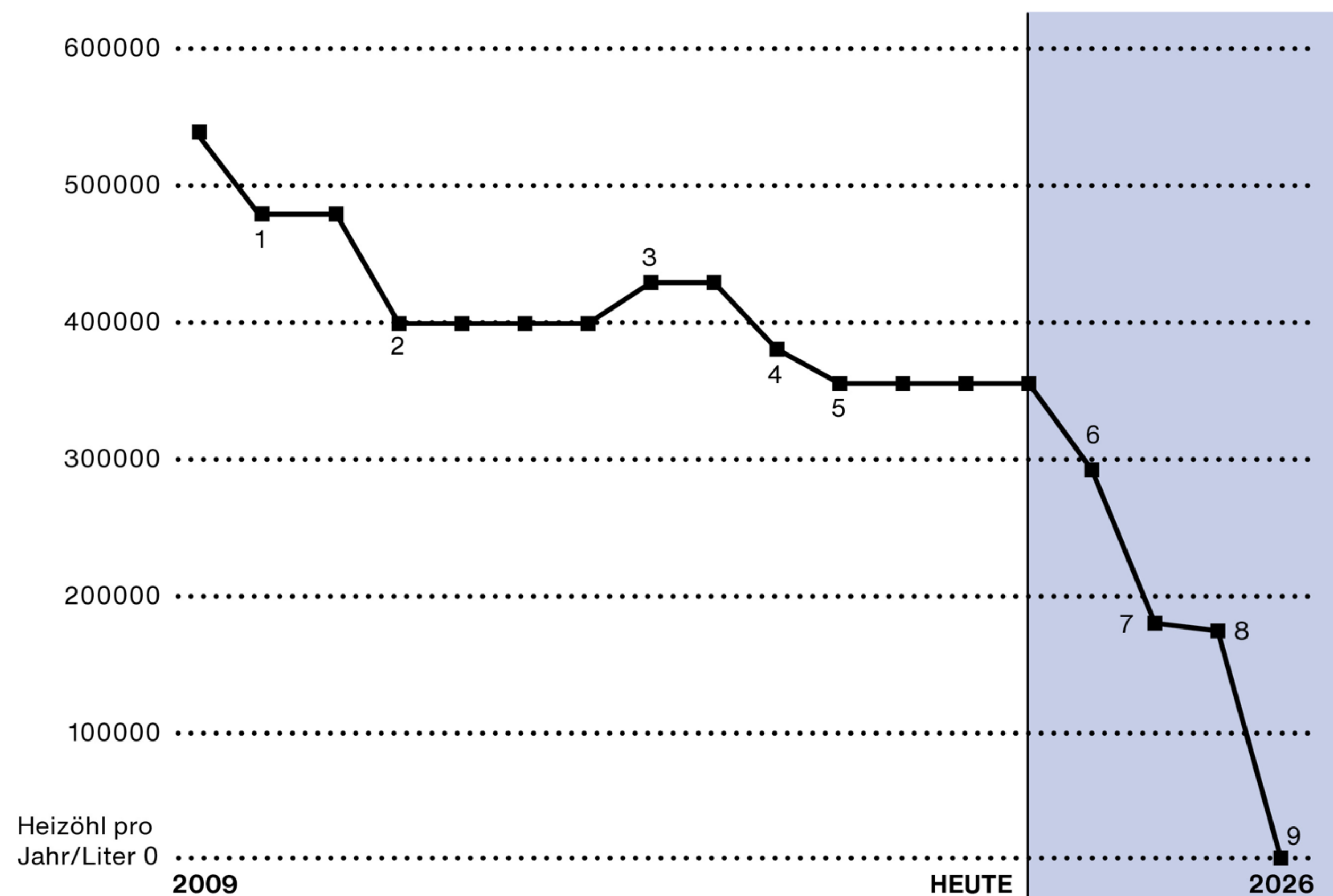
P R O T E C T
W I L D L I F E

!!!! NO !!!!
OVERTOURISM

OUTLOOK



WAG-Solar-power-Revolution



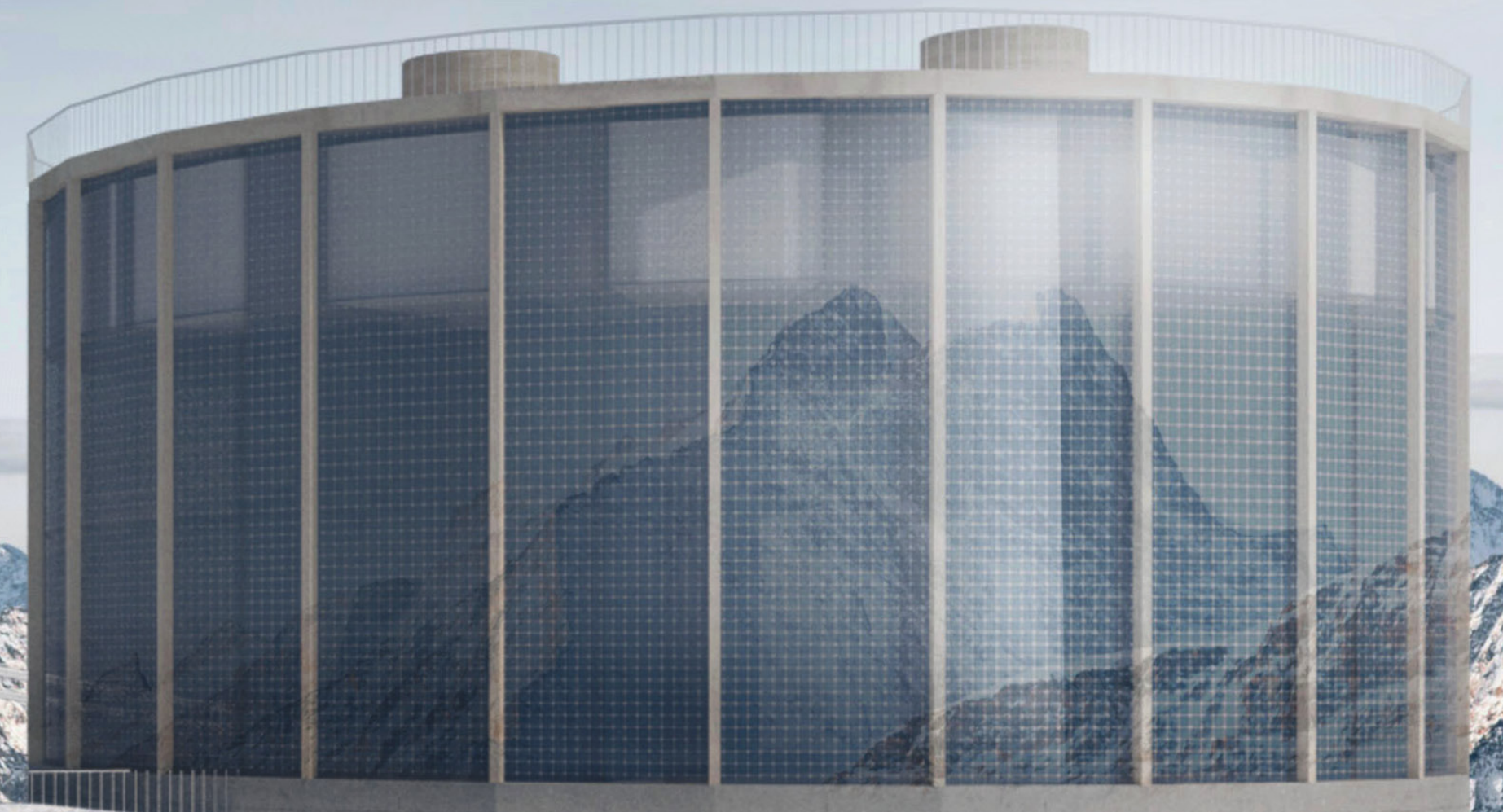
The only oil that should heat is chili oil

A BUILDING THAT CAN MOVE MOUNTAINS.

Rethink
Reuse
Reduce
Recycle
Crap
Sogn
Gion



LAAX



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