

BEST PRACTICE: MADONNA DI CAMPIGLIO, ITALY



Key Challenge

Waste production and pollution.

Type of Solution

Stakeholder participation and management; Promotional campaigns; Investments in infrastructure and product development.

Case Classification

Type of Destination | Mountain

Territorial Level | < NUTS 3

Size of the Tourist Area | 150 km of slopes

Population | 28.569 in 2021

Type of Tourism | Ecotourism; Adventure; Mountain; Sports; Gastronomy.

DMO | Public-private partnership.

Main Stakeholders Affected | Local Residents; Tourists; Accommodations; Restaurants and bars; Other tourism service providers.

Additional Challenges Covered | Changing consumer preferences towards more sustainability; Degradation and loss of biodiversity; Lack of awareness of sustainability and resilience among tourism stakeholders.

Context & Background

Located in the centre of a natural park, Madonna di Campiglio tourism offer mostly revolves around winter sports, water, and mountain activities. Since 2010, there has been a growth in tourist numbers, which in 2023 included 384.943 arrivals (1.5 million overnight stays). Tourism is a significant economic sector for the region, contributing more than 10% to GDP and employment.

Key Challenge

Due to increasing tourism in the region, especially during the high season, waste has become a problem, as visitors often dispose of it irresponsibly in the nature park. This not only harms the environment, but also reduces the quality of vacations in the region. It also annoys the locals and those responsible for the nature park.



Implementation of Solutions: A set of measures has already been put in place for better protecting the sensitive natural park and reducing the amount of waste in the region. These measures strongly involve both the local community and tourists.

SOLUTIONS

Launched in 2021, [*"Let's Green"*](#) is an initiative promoted by the DMO and the nature park to raise awareness and educate residents and visitors on proper environmental practice and the reduction of plastic usage. The following measures have been introduced:

- Eleven mountain huts participate in the *"Let's Green"* project. These destinations either are [*100% plastic-free*](#) or have started to eliminate single-use plastic. They also participate in the [*"Bottle to Bottle"*](#) circular initiative, which promotes waste separation and recycling. Recycling bins and [*eco-compactors*](#) have been installed in these mountain huts, reducing the volume of waste. Tourists are encouraged to throw their plastic bottles and cans into the eco-compactor to recycle and reuse them. The huts also sell *Let's Green* water bottles for visitors who do not have their own refillable bottles.
- The [*"Refill your water bottle"*](#) initiative aims to encourage visitors to use their own drinking bottles, thus reducing plastic waste. Drinking bottles are available at tourist information offices and mountain huts, and several fountains in the region provide fresh mountain water. Visitors can find more information about the initiative on the DMO website, in hotels, and in mountain huts.
- To positively influence the eco-friendly behaviour of residents and guests, awareness-raising campaigns are crucial. In this context, [*Madonna di Campiglio's website*](#) provides tips on how to behave in an eco-friendly way in nature. Collaborations between the destination and influencers acting as [*green ambassadors*](#) for the destination represent the main pillars of the campaign, leading to several Instagram posts on the topic.
- Other awareness-raising measures on environmental protection and waste reduction include [*excursions with experts*](#) from the natural park. These visits look for sensitising and involving local residents and tourists in taking up measures to reduce plastic, separate, and compact waste for recycling, and respect the environment and its ecosystems.

Replicability potential: Very High (requires stakeholder cooperation).

Cost & funding source: 30,000 euros annually funded by the DMO and Nature Park; One-off fee of 1,500 euros for the mountain huts' to participate in the Let's Green initiative.

Success Factors & Barriers Regarding the Implementation

Success factors: Having the nature park as a strong partner; High level of public support for reducing plastic waste in the nature park; High level of commitment from some stakeholders (mountain huts/shelters).

Barriers: Obtaining the participation of all mountain huts in the project.

Results and Impacts

- Promising participation levels showed by the local population and tourists strongly contribute to addressing the issues related to waste production and pollution. In addition, leveraging the experience collected through the project allows to adopt a targeted approach and coordinate effective measures in other fields (e.g. production of brochures made of environmentally friendly paper for municipal offices).
- A reduction in waste in the nature park is already noticeable and reported by those responsible for the nature park.
- Of the 11 mountain huts, 4 are already entirely plastic-free, with the others in progress to reach this objective.
- The excursions with experts (15-20 people) for residents and visitors are usually fully booked.

Takeaways

- Intrinsic motivations such as environmental awareness lead to higher quality levels of the sustainability process.
- Having an independent development team which determines the goals is highly beneficial for the project's success.
- It may be more practical to begin the process involving hotels and restaurants.

Useful Links

- [Let's green – No time to waste Initiative](#) | Madonna di Campiglio Azienda per il Turismo

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