



Hotel Bertelli

THE FIRST ISO 21401 CERTIFIED HOTEL IN ITALY IS IN CAMPIGLIO

The **Bertelli Hotel** in Madonna di Campiglio is the first hotel in Italy to have obtained **ISO 21401 certification** with the protocol of "Sustainable Territories", a Milan consulting company with offices in Trento specialized in sustainability plans (www.territorisostenibili.it).

The Bertelli Hotel has been led by the Masè family for over 40 years: "We are very proud to have reached this goal - explains Marco Masè - **it is an innovative project that does not only concern environmental sustainability, but also the social one understood in terms to take care and protect relationships with customers, employees, suppliers, local stakeholders**, things that have always been a priority for us. We decided to apply for this certification during the lockdown and it took a few months of work. The certification was also a moment of growth for us and a way to stay committed and to have stimuli about the future during the hard months of inactivity ». The international certification standard **ISO 21401 Tourism and related services addresses principles inherent to human rights, health and safety in the workplace for employees and guests, the protection and protection of the environment, the consumption of water and energy , the production of waste and the development of the local economy**. It applies to accommodation facilities, regardless of the type, size and location, and of the related service providers employed in the process or in support. On the other hand, customers have the real and concrete guarantee that the structure they have chosen works in full compliance with the stated principles. The certification was born in 2019 and ISO declared that the reasons that led to its birth are to be found in a tourism market left to self-manage even with regard to delicate issues such as those of sustainability. The Masè family, through the company Bermas srl, has been the owner of the Hotel Bertelli since 17 January 1979 and the **ISO 21401 certification is only the latest of the many investments made in forty years of activity**, which have allowed Hotel Bertelli to pass from "Pension" as a 3-star hotel in 1982 and then a 4-star hotel since 1990, today with first-class services and facilities, above all the restaurant, Il Gallo Cedrone, 1 Michelin Star.

Attention to the environment has always been part of the DNA of the Masè family, so much so that **in the spring of 2015 a biomass-fueled thermal power plant, therefore renewable and clean energy, was built at the Hotel Bertelli**. "Our territory has large wooded areas and is able to use these resources, drawing considerable advantages, protecting the environment and respecting the ecosystem, with the use of fuels that are produced by nature and that return to it through a flow circular. **The savings obtained on operating costs are approx. 25,000 euros / year**; through the European ERDF contribution, the cost of the plant was amortized in about two years, "explains Masè. The Bertelli Hotel uses green energy and is sourced from certified suppliers who guarantee high levels of quality; supports local food production; enhances human capital, supporting its employees and collaborating with the local community (Marco Masè was also president of the Madonna di Campiglio tourism promotion company for two terms).

The Bertelli Hotel has 49 rooms (6 single, 18 double, 9 superior double, 3 triple, 2 family suite, 3 suite, 8 junior suite) for a total of 104 beds, has a turnover - in time pre covid - of around 2 million euros, is open for around 230 days / year, arrivals are around 2,600 / year and presences around 12,000 / year. **Since 1979, over 500,000 guests have stayed at the Bertelli Hotel.**

press release by:

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Hotel Bertelli

OUR COMMITMENT TO SUSTAINABILITY



We use **green energy** and we source from certified suppliers who guarantee high quality levels.



We have an **efficient hotel** that has chosen to activate all energy saving measures.



We choose **local, certified and quality** food producers.



We value **human resources**, support our staff and collaborate with the local community.



Hotel Bertelli participates in the “Territori Sostenibili” project and is **ISO 21401 certified** - international standard on the sustainability of accommodation facilities. It is subjected to annual checks by an independent and accredited institution.





Hotel Bertelli

Sustainability for the Masè family

Sustainability for our family, as well as for our company, is first of all an ethical and subsequently strategic choice, taken first and foremost by the top management and by the owners but shared with all collaborators, declined through a specific "policy" which appears to be formally our commitment to all interested parties and all places where we operate.

Our sustainable and responsible approach to business

The management of the Bertelli hotel by the Masè family, which began in 1979, has always been carried out according to values and principles of substance:

- Respect for nature and territory
- Personal and professional integrity
- Instrumental role of profit

Sustainability has therefore always been the cornerstone of our work as we have always worked with the aim of giving continuity to the life of the company while maintaining a constant and current level of quality of the services offered.

Today we have decided to take a further step forward by making our "Sustainability Policy" public. This is our code of conduct and a summary of the commitment to protecting the environment, attention to people in a broad sense and, finally, the necessary search for profitability and prosperity of the company in a fair and inclusive way.

The "Politics" is in perspective the legacy, which we intend to leave to our children so that they can continue along the path and at the same time have a clear reference of how we intend to be "responsible hoteliers".

We live and work in one of the most beautiful and well-known environmental contexts in the world and this imposes on us a broad responsibility that can help reduce negative impacts on the environment and, at the same time, continue to offer our guests the best possible welcome.

Thanks to a responsible and sustainable management of the Bertelli hotel and the Il Gallo Cedrone restaurant, we want to help reduce the pressure on environmental resources while maintaining high quality standards.

Sustainable development is commitment, it is responsibility, it is the will to work for change. For this reason, we have decided to further make our intentions and actions concrete for a fairer and more just development, by certifying ourselves according to the international standard ISO 21401, the standard that allows us to distinguish a sustainable accommodation facility. At the same time, we will monitor the progress of our actions, consistent with the objectives of the 2030 Agenda for Sustainable Development of the UN (SDG) and with the commitments made at European level. Equally important is the dissemination of a culture of sustainability through the attention and involvement of stakeholders. Our "Policy" is developed in **six commitments** that are expressed in a series of concrete actions, which can be verified through a stay experience with us. Commitments are the core values, while actions will be subject to continual review in relation to the changes we are all witnessing.



Hotel Bertelli

Commitment 1 - We put the attention and satisfaction of the Guest in first place

- ✓ We monitor the Guest's perception and interest in sustainability
- ✓ We improve the quality of the offer, providing services and small treatments for the Guest
- ✓ We communicate clearly to the Guest, illustrating the company philosophy and its purposes

Commitment 2 - We invest in personnel management that enhances and supports the growth of the person, his skills and competences and that is based on respect

- ✓ We monitor and control the efficient organization of work
- ✓ We activate agreements with training institutes to work on the growth of skills
- ✓ We follow all procedures to ensure safe and protective working conditions

Commitment 3 - We invest in the relationship with the local community, which we enhance by highlighting the identity and distinctive elements of the territory

- ✓ We carry out events and development projects in sharing with the actors of the territory
- ✓ We participate in the activities and initiatives of the local community
- ✓ We develop a corporate culture aimed at listening and understanding others, valuing potentials, speaking and acting with sincerity and consistency

Commitment 4 - We undertake to save energy, to use only that coming from renewable sources, to reduce harmful emissions into the atmosphere and to constantly comply with environmental and health and safety at work standards

- ✓ We activate a circular path of energy resources for heating
- ✓ We source 100% renewable hydroelectric power
- ✓ We encourage the use of renewable energy, for example for charging electric cars through the Neogy wallbox

Commitment 5 - We organize a food and wine proposal that can be as clean, genuine, healthy, fair and close to the local identity as possible

- ✓ We buy local products and value local quality suppliers
- ✓ We promote and source from a responsible and ethical supply chain
- ✓ We fight against food waste

Commitment 6 - We scrupulously take care of the management of the structure, giving continuity to the skills of the people

- ✓ We define clear and transparent operating procedures
- ✓ We involve employees in decision-making processes
- ✓ We are committed to the transfer of skills in the generational transition



Certificato di Registrazione

Il presente documento attesta che
il sistema di gestione per la sostenibilità della struttura ricettiva

Bermas S.r.l. - Hotel Bertelli

Italy - 38084 Madonna di Campiglio (TN) - Via Cima Tosa, 80

è conforme ai requisiti

ISO 21401:2018



Certificato N.

IT.21.0120.00.0TH

Codice del Documento: F08.21 V6 - 17 ottobre 2019

Data di prima emissione:
25.06.2021

Data di ultima emissione:
25.06.2021

Data di scadenza:
24.06.2024

A handwritten signature in black ink, appearing to read "Giuseppe Lopez".

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La validità del presente certificato è subordinata all'esito positivo della sorveglianza annuale ed al pagamento dei relativi oneri annuali.
Ad oggi la data di scadenza è: **24.06.2022**.

Per conto ed in nome di Certi W ®

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