



Stanglwirt



WWF

WWF AUSTRIA
AND STANGLWIRT:
WORKING TOGETHER
FOR A BETTER
ENVIRONMENT

Green values...

Impressum

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*Dear guests and friends
of the Stanglwirt!*

Today, buzzwords like eco and sustainability are on everyone's lips. Respecting the environment and conserving the planet's resources have been matters close to our family's hearts since long before the present trend. The Stanglwirt has been known as an Eco Hotel since 1980, pre-dating the now well-known organic label outlined in the EC organic regulation of 2001 by many years, and before the organic label of the European Union was introduced in 2010. Balthasar Hauser built the Eco Hotel using natural materials from the region as a result of his own beliefs (p. 6). In 1980, he installed the first-ever biomass power plant in the hotel industry, simply because it made sense (p. 8). Thanks to our Kaiserquelle spring and an innovative heat pump installation, the wellness area is self-sufficient in energy and our guests drink our highly valued spring water, which does not need to be stored or transported (p. 10). We have always run our (now eco-certified) farm in an environmentally sustainable way and we produce our own organic cheese and many other products ourselves (p. 12). In 2017, we began working with the university

BOKU Wien to offset our remaining CO2 emissions and at the same time we entered into a long-term partnership with WWF to further reduce our ecological footprint and to make improvements in areas such as food waste, waste reduction and energy conservation (p. 16). All these initiatives help us play our part in protecting our planet.

In this brochure, we aim to show you what we are doing to help the environment at the Stanglwirt. We hope you enjoy and feel inspired reading it.

Balthasar Hauser mit Familie

Yours cordially, Balthasar Hauser and family





GREEN SPA RESORT
Stanglwirt

★ ★ ★ ★ ★

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Dear readers,

The WWF's mission is to put a stop to the worldwide destruction of the natural world and to build a future where mankind and nature live together in harmony. In particular, this means ensuring the environmentally sustainable use of resources and the conservation of unique ecosystems.

The tourism sector has always been especially important to Austria. It creates jobs and is an important source of income. At the same time, intensive tourism in natural areas threatens the environment and biodiversity.

This makes it all the more important that leading figures in the tourism industry set an example by adopting an ecological approach. Whether it be recycling, electricity usage or mobility, there are a variety of measures which tourism companies can put in place to reduce the burden on the environment.



The Stanglwirt has committed itself to becoming a pioneer in sustainable tourism and further promoting its environmentally friendly company ethos. The WWF is providing advising and support in this area. In addition to concrete schemes to reduce energy consumption and cut overall waste, such as food waste, hotel guests, employees and local people will be encouraged to join us in our push to improve nature conservation and climate protection measures.

We are delighted that the Stanglwirt has taken such comprehensive action to become an environmentally sustainable business.

A handwritten signature in black ink that reads "Thomas Vaisel". The signature is fluid and cursive.

WWF Austria

The history of sustainability at the Stanglwirt

Construction of today's "Stammhaus"

Without an architect and using spare timber from local farmers, in 1968 Balthasar Hauser extends the inn to include what is now the "Stammhaus".

1968

Eco Hotel based on the principles of "building biology"

Long before "eco" becomes a trend, Balthasar Hauser builds the Stanglwirt Eco Hotel using natural materials from the region.

1980



New drinking culture

In recognition of the qualities of water, the elixir of life, the Stanglwirt builds the first water bar at a hotel. Ever since water from the hotel's own Kaiserquelle spring is served in beautiful, handmade carafes and long-stemmed glasses.

2004

Protecting the environment has always been a matter close to our hearts,

which is why we have been committed



1976

Landscaped tennis hall

Europe's first tennis hall with a green roof is built on the Stanglwirt site – sheep still graze on the roof today.

Biomass power plant
Europe's first biomass combined heat and power plant for a hotel opens, using wood waste from neighbouring sawmills. The Stanglwirt is awarded the Innovation Prize of the Republic of Austria for this project.



1998

Bichlach Moor saved

WWF and the Stanglwirt work together for the first time in 1998 to stop a brickworks from being built and to prevent Bichlach Moor from being drained.



Spring water for the wellness facilities

The Stanglwirt's wellness facilities exclusively use top-quality water from the hotel's own Kaiserquelle spring.

2012

“St. Anglwirt” – a must for every fisherman

In the summer of 2015, the Stanglwirt took over the ownership of the bodies of water surrounding the hotel. The Hauser family are devoted to ensuring that nature continues to flourish and flora and fauna continue to thrive.

2015

Stanglwirt and WWF launch joint environmental cooperations

The Stanglwirt enters into partnership with WWF to further reduce their ecological footprint and sets up an environmental group together with employees.



Installation of electric charging points

Electric charging points for vehicles are available across the hotel complex.

2017

to this cause from very early on

and will continue to treat it as a high priority for years to come.

2011

Switch to green electricity

The Stanglwirt starts using 100% green electricity from December.

2014

Use of geothermal groundwater

The Stanglwirt installs a heat pump to generate energy from the hotel's own groundwater reservoir, saving 250,000 litres of heating oil a year.



2016

Awarded “Leader of Sustainability” at the Global Wellness Summit

The Stanglwirt is named “Leader of Sustainability” by the Global Wellness Association.

CO₂ offsetting in cooperation with BOKU Wien

The Stanglwirt offsets its remaining CO₂ emissions by participating in the “Rainforest Regeneration in Costa Rica” project run by the University of Natural Resources and Life Sciences, Vienna (BOKU Wien).

Philosophy of building

It is the visionary ideas and special building philosophy of Balthasar Hauser that have made the Stanglwirt what it is today: an organic farm with an on-site luxury hotel.

The Stanglwirt does not fit into any one category: we aim to combine homeliness with luxury, tradition with trendiness and organic methods with gourmet food. That is why it's not the bio-hotel that is the be all and end all of the Stanglwirt, but rather, as it has been for hundreds of years, the dung heap of our farm – because that has always been there.

“My credo is not “either – or” but “both – and”,” explains Balthasar Hauser. That's exactly why he had the idea of a bio-hotel as long ago as the 1970s. After all, who says that you can't combine an organic farm with a luxury hotel?

Organic farm meets 5-star hotel

Long before “eco” became a buzzword, Balthasar Hauser had decided to build a bio-hotel. He wanted the hotel guests to be sleeping in a living room, not living in a bedroom. So we didn't build an average small hotel room, but instead a Tyrolean Stube, where guests

can feel completely at home. Right next door to the farm. The concept really got underway once the building work was completed. At the Stanglwirt, things never stand still. For Balthasar Hauser, building is always a gradual process: “If you build too quickly, the soul can't keep up,” explains the hotelier. To ensure that this process was truly sustainable, for every extension, conversion or new building at the Stanglwirt, Balthasar Hauser studied the principles of Rosenheim-based building biologist, Prof. Hubert Palm, and, with the knowledge he gained, he applied building biology in its purest form to his project. The Stanglwirt today reflects the building philosophy of Balthasar Hauser which the younger generation of Hausers continue to espouse.



The “bio” in bio-hotel

Here at the Stanglwirt we feel a very strong bond with our homeland of Tyrol and our roots in the organic farm, so we are determined to preserve local resources for our children and grandchildren. Following the principle “Take what’s there”, at the Stanglwirt we use only natural materials such as solid timber, bricks, stone, wool and other renewable raw materials from the region. So the Stanglwirt represents “pure nature”, inside and out. It is because we think about the biology of buildings that we bear the name bio-hotel with pride.



- All furniture is made of solid wood
- The bio-hotel is built exclusively of wooden blocks, bonded together with lime mortar instead of cement
- None of the bedrooms is located on an electromagnetic field
- We offer our guests “green beds”: mattresses made from 95% natural rubber, cotton, sheep’s wool and horsehair
- Our bed linen, upholstery fabrics and towels are made of pure cotton and the finest linen
- The carpets are made of pure new wool
- Our spa facilities are decorated with beautiful natural stone instead of tiles, using stones gathered by hand from nearby streams and water courses
- In 1976, we built Austria’s first landscaped indoor tennis hall

Energy from biomass and water power

The Stanglwirt has two power plants of its own to keep it supplied with heat and energy – but it doesn't end there. We want to do even more for climate protection.

The Stanglwirt has always worked to protect the environment. And of course, climate protection is part of that. So, it is very important to us that the Stanglwirt uses renewable energy and keeps its CO2 emissions as low as possible. We laid the foundations for this years ago



Use of geothermal groundwater

- We use a heat pump to extract energy from the groundwater reservoir of the hotel's own Kaiserquelle spring
- Energy for heating is generated by alternate compression and expansion
- It takes just 1 kW of electricity to generate 4 kW of heat from the groundwater
- In this way, the Stanglwirt saves 250,000 litres of heating oil every year
- It means that all our wellness facilities and a few other rooms besides are energy self-sufficient

with our biomass power plant, our use of geothermal groundwater and the green energy that we obtain from Tyrolean hydroelectric power. Now, with the help of the CO2 offsetting project operated by the University of Natural Resources and Life Sciences (BOKU) in Vienna, we are going a step further.

Biomass heating plant

Throughout the history of the Stanglwirt, setbacks have always made us be creative: “After all, ideas are cheaper than loans,” as Balthasar Hauser likes to say. The biomass plant that we built in 1980 was powered by chipped wood, sourced locally. The problem? Burning damp tree bark generates a fair amount of smoke. So, when we started using this technology, still relatively new in 1980, the village of Going disappeared in a dense cloud of smoke. We needed some new ideas – and this brought us to thinking of our Lipizzaner horses: we spread out the chipped wood and bark waste in the riding arena – and in fact we still do this today. Here it would get dried out and at the same time be crushed by the horses' hooves. After that, the smoke problem was literally blown away. When, subsequently, we were recognised with the Innovation Award from the Republic of Austria for our biomass heating plant, we knew

we were on the right track. Today, the heating plant generates around 4.6 million kilowatt hours of heat. This is enough to keep the whole hotel site supplied with hot water and heating. When the incinerators are working at full capacity, the temperature inside reaches between 800 and 1000 degrees Celsius. Thanks to the temperatures generated, the waste gases are extremely low in harmful substances, because they have largely been burnt off.

Green electricity and CO2 offsetting

Since December 2011, 100% of the Stanglwirt's power supply comes in the form of green electricity from small-scale hydroelectric power stations operated by Ökoenergie Tirol. We have also set ourselves the ambitious target of making our operations as CO2-neutral as possible. However, clearly some aspects of the hotel's operations cannot be 100% CO2-neutral, for example, even our cows produce CO2, we have voluntarily decided to take steps to offset our CO2 emissions every year. That's why, since 2016, we have been taking part in the "Rainforest Regeneration in Costa Rica" project run by BOKU Vienna. Every year, 300 trees are planted in Costa Rica thanks to the Stanglwirt alone, absorbing a total of 220 tonnes of CO2.



Facts and figures about energy at the Stanglwirt

- Our biomass heating plant saves us 430,000 litres of heating oil every year
- 100% of our electricity comes from renewable sources



Rainforest Regeneration in Costa Rica project

- Reforestation project in San Miguel, Costa Rica
- Initiated and supported by the University of Natural Resources in Vienna (BOKU)
- 14.6 hectares of fallow land have been reforested
- This restocked rainforest will capture 4388 tonnes of CO2 over a 30-year period
- The project is contributing to sustainable development in the region
- Any private individuals or businesses wishing to offset their CO2 emissions can take part

Further information: www.boku.ac.at

Water, the elixir of life

Water has always played an important role at the Stanglwirt, be that as a drink to enjoy, a source of energy or an element in which to relax.

“Everything comes from water. Everything is preserved by water.” Even Goethe knew that water is more than just a thirst quencher. It is the liquid foundation of all life. And that is true at the Stanglwirt too. Water has always had a special importance for us. Without water, our farm, restaurant and hotel would all be inconceivable. Water keeps our animals alive, quenches the thirst of our guests, relaxes us and supplies us with power.



Kaiserquelle

For over 400 years, the hotel's own Kaiserquelle spring has been supplying the Stanglwirt with the finest Tyrolean spring water. Water experts and hygiene scientists have assessed the spring water as being of exceptionally high quality. In order to pay due tribute to its quality, in 2004 Balthasar Hauser commissioned some elegant handmade carafes. The water at the Stanglwirt is chilled to 6 degrees Celsius and poured from these carafes into long-stemmed glasses. After all, a fine drink deserves to be consumed from a fine glass.



Supplying wellness and energy

The water sources at the Stanglwirt are so abundant that they also supply the whole of the spa and wellness facilities with water. And thanks to a heat pump system, the vast reservoir of groundwater is also used as a sustainable energy source. For every 1 kW of energy that is used, 4 kW of heat is generated. And what's more, the cooled water is subsequently used to cool the conference rooms, storage areas and offices. So our water is used in many different ways.



The Stanglwirt supports the “Menschen für Menschen” campaign in Ethiopia

- For every carafe of Kaiserquelle spring water, the Stanglwirt charges a nominal 2 euros
- 10% of the sale price goes to the Ethiopian aid project “Menschen für Menschen”, initiated by Karlheinz Böhm
- So far this has helped to build eight wells and the “Wilder Kaiser School” in Ethiopia
- One well supplies 100 households with fresh drinking water
- The “Wilder Kaiser School” gives over 600 children the chance of getting an education
- Further information:
www.menschenfuermenschen.de

From the organic farm to the plate

The Stanglwirt without farming? Inconceivable! That's why we rely on natural produce that comes from our own farm or the surrounding area.

“We serve everything that our farm produces to our guests,” explains junior manager Johannes Hauser, who is responsible for food and drink, farming and the cheese dairy. On our organic farm today, we still farm in the same way as they did in the time of our grandparents. The finest natural produce for everyday consumption is the proud result.



Gold award-winning cheese from the Stanglalm

Our Stanglwirt organic mountain cheese (Almkäse) is made on the Wilder Kaiser itself, up at 1340 metres on the Graspoint-Hochalm pasture, also known as the Stangl-Alm. To make it, cheesemaker Sepp Hechenberger processes around 500 litres of raw milk a day in a copper cauldron over an open fire, working laboriously by hand to turn it into organic alpine cheese. It fills us with pride and gratitude that our cheese scored top marks and won a gold award the very first time it entered a quality competition.



Stanglwirt receives AMA Gastro Seal of Quality

In 2016, we were awarded the AMA Gastro Seal of Quality for our food and drink. The strict certification process endorses food products that are of exceptionally high quality and whose local origins can be traced transparently from field to fork. The specifications go beyond legal requirements and apply to all the stages of food production. Holding the Seal commits us to preparing all our meals from fresh ingredients without the use of artificial ingredients or genetically modified foods. This creates close links to regional producers, so we know we are signalling our commitment to local producers with every plate of food we serve.



Partner der **GREEN CHEFS**

Stanglwirt is a Green Chefs partner

- The Stanglwirt is a partner in the prestigious “Green Chefs” association and is therefore committed to:
 - handling food with respect
 - buying locally
 - being environmentally aware
 - ensuring fair working conditions



The Stanglwirt farm in facts and figures

- 65 hectares of pastureland
- 52 hectares of alpine pasture
- 21 dairy cows
- 20 Lipizzaner horses
- 24 sheep, chickens and rabbits
- 140 tonnes of milk are made into curd cheese, butter, yoghurt and Stanglwirt cheese every year
- The hotel’s own butchery prepares 80 tonnes of home-grown meat every year
- 3.2 tonnes of gold award-winning cheese are made on the Stanglalm every summer

Looking after nature in the water, too

We are committed to our homeland and have made it our business to maintain and increase fish stocks in our waterways.

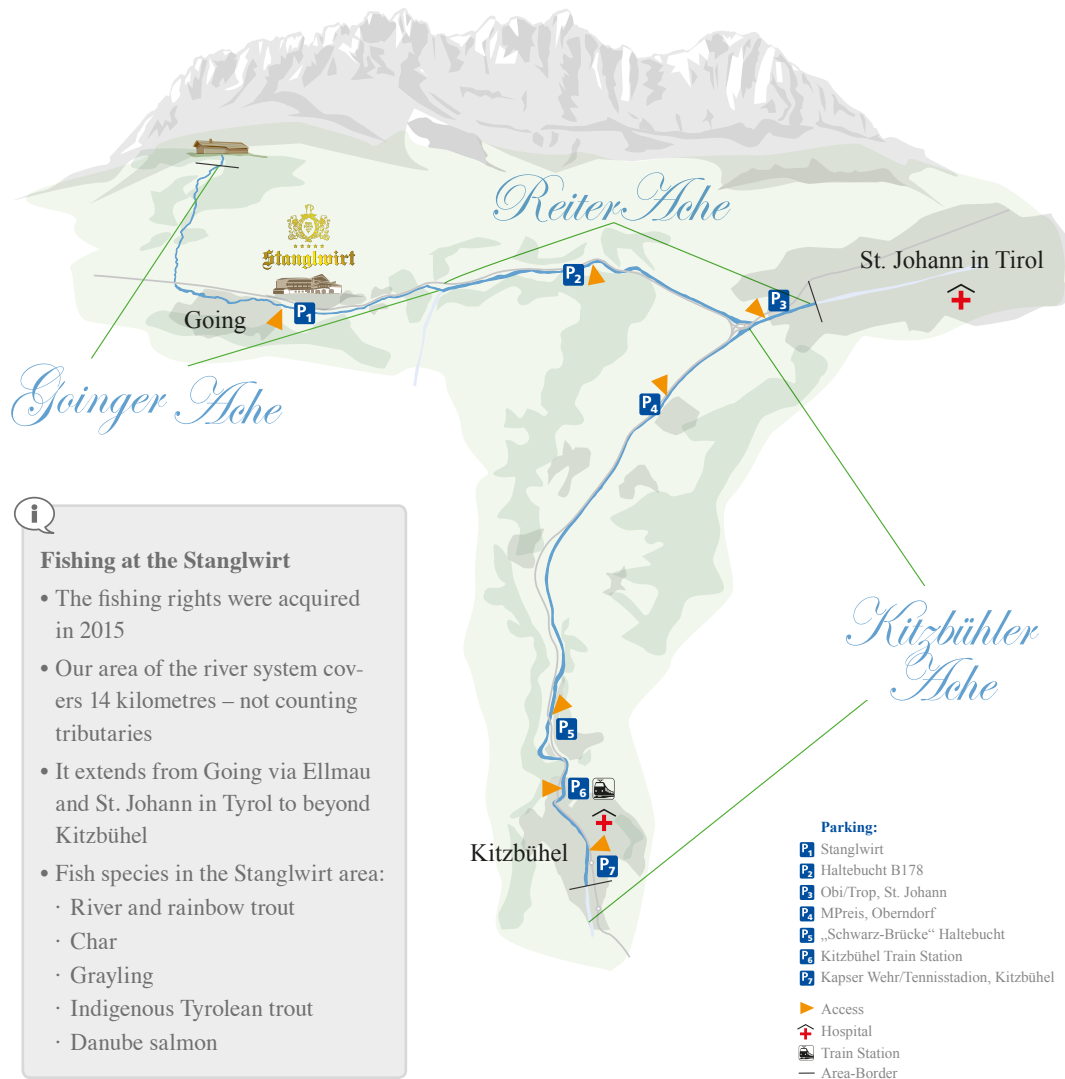
In Tyrol, fishing rights over water courses are valuable commodities: they are handed down through the generations and remain in the same hands for centuries. When the rights to the river system in the Kaiser mountains came up for sale in 2015, we seized this rare opportunity. “It’s a special honour for the Stanglwirt to be able to take responsibility for this unique part of nature,” says Johannes Hauser, who is responsible for food and drink, farming, the cheese dairy and now also fishing. The junior manager is working with the WWF to preserve and improve the new Stanglwirt water courses.

Fishing at the Stanglwirt

Our river system extends from Going through St. Johann in Tyrol and as far as the Gross-Ache beyond Kitzbühel. A distance of about 14 kilometres, not counting the tributaries. Our rights over these waters bring with them duties which we fulfil with a sense of responsibility

and humility. Our main priorities are to protect nature and preserve this unique habitat – and with it the wellbeing of the Tyrolean river trout, the key fish species in this area. Our aim is to regenerate stocks naturally, without human intervention. That is why we only grant fishing permits very selectively and teach our guests the art of fly fishing on the “catch and release” principle. With expert support from the WWF, we have also taken it upon ourselves to safeguard stocks of local fish species and reintroduce species that have disappeared.





Fishing at the Stanglwirt

- The fishing rights were acquired in 2015
- Our area of the river system covers 14 kilometres – not counting tributaries
- It extends from Going via Ellmau and St. Johann in Tyrol to beyond Kitzbühel
- Fish species in the Stanglwirt area:
 - River and rainbow trout
 - Char
 - Grayling
 - Indigenous Tyrolean trout
 - Danube salmon

- Parking:**
- P1 Stanglwirt
 - P2 Haltebucht B178
 - P3 Obi/Trop, St. Johann
 - P4 MPreis, Oberndorf
 - P5 „Schwarz-Brücke“ Haltebucht
 - P6 Kitzbühel Train Station
 - P7 Kapser Wehr/Tennisstadion, Kitzbühel
- ▶ Access
 - ⛑ Hospital
 - 🚂 Train Station
 - Area-Border

Working together for the future

The Stanglwirt's work with the WWF to protect the environment – past and future.

The Stanglwirt and the WWF: a luxury hotel and an environmental protection organisation. What may at first sight seem not to belong together is in fact a partnership that goes back a long way, and is looking to the future. The Stanglwirt and the WWF learned to know and appreciate each other as long ago as 1998, when we worked together to save Bichlach Moor in the neighbouring community of Oberndorf from being drained. Now we are moving forwards with jointly defined annual targets, working hard to protect the environment and climate.



We are also keen to increase awareness among our employees and guests of the need to take a sustainable approach to our environment and protect valuable resources.

Saving Bichlach moor

It all began in 1998: Bichlach Moor was at risk of being drained for clay extraction. This unique area is not only a place of recreation for locals and visitors but also the habitat for many threatened animal and plant species. For us, it was clear from the start that the moor had to be preserved. Something that was not yet an important issue at the time is higher up the agenda now. Moors are what are called climate sinks and can store enormous quantities of CO₂. If they are destroyed, that CO₂ is released into the atmosphere.

To help us in our fight to stop the destruction of Bichlach Moor, Balthasar Hauser called on the WWF in Vienna. It soon became clear that we both needed to pull together here. And even though clay extraction had already been approved by the regional authority in Tyrol, we, together with the WWF, the Oberndorf community and the surrounding communities,

managed to stop the project at the last minute. It fills us with pride and gratitude to know that, with the WWF and many other supporters, we succeeded in saving this piece of nature. So our guests can still enjoy this recreational area today and take pleasure in the unique upland moor landscape which has been created over the last 10,000 years.

The environmental group at the Stanglwirt

This rescue laid the foundations for our partnership with the WWF. “The owners - the Hauser family - and the WWF share the same values: preserving nature and the living environment intact,” says Thomas Kaissl, Head of the Environment and Business Department at the WWF.



We want to underline these shared values by our partnership and by taking the next steps together. So we have set up a voluntary environmental group at the Stanglwirt consisting of members of staff who develop ideas, discuss them with the WWF and put them into action together. The aim is to measurably reduce the Stanglwirt's ecological footprint, to actively involve our employees in the process and, through this campaign, potentially increase our guests' awareness of the issues.



Since we signed a partnership agreement with the WWF early in 2017, avoiding waste, climate protection and energy have emerged as initial key issues. Under the guidance of experts from the WWF, all areas of the Stanglwirt's operations will over the next few years be put under the microscope in order to reduce our ecological footprint even further, improve processes aimed at protecting the environment and so as to operate even more sustainably in the future.

“Green Week”

We want to continue to work with the WWF in future to heighten awareness of environmental protection. That is why the “Green Week” will become a new annual fixture in September. During this week, there will be talks and workshops given by WWF experts, excursions, exhibitions and public debates, along with an even wider selection of climate-friendly dishes in the restaurant, with a view to specifically highlighting environmental issues. “We don't want to lecture our guests or harass them at all. It's simply an invitation to join us and the WWF in thinking about nature,” explains Maria Hauser-Lederer, junior manager at the

Stanglwirt. “Through our commitment, we want to show that protecting nature doesn’t necessarily mean doing without, and that often it can lead to some simply wonderful moments.”



Objectives of the partnership between the Stanglwirt and the WWF

- Measurable reduction in the ecological footprint of the Stanglwirt (particularly in relation to the key priorities of waste and climate/energy)
- Increased recognition and awareness of the need for climate and environmental protection



Our partner, the WWF

- Founded in 1961, the WWF (World Wide Fund for Nature) is one of the biggest nature conservation and environmental organisations in the world
- The WWF currently has about 5 million supporters and is active in over 100 countries
- The WWF is leading projects to conserve biological diversity in over 40 countries.
- The WWF works mainly to:
 - designate protected areas
 - use natural resources sustainably
 - reduce environmental pollution
 - work for sustainable consumerism



Small actions – big impact

If you would like to do something for the environment at home too, you'll be pleased to know there are a few easy ways to help the planet and protect the climate in your day-to-day life. Even small changes to your daily routine can have a positive impact on your own ecological footprint.

In partnership with the WWF, we have produced a list of environmentally-friendly tips for your everyday life:

- Try to buy locally produced food – that avoids long transport routes.
- Try to buy seasonal fruit and vegetables – because they taste better and come from not far away.
- Try to eat vegetarian food more often – producing meat uses up a lot of resources.
- Choose local fish more often – trout, char, zander etc. – reducing food miles and protecting the oceans.

- Choose reusable bottles – that helps reduce landfill waste and saves energy on manufacturing.
- Keeping appliances on standby is the “power-guzzling mode” – switch off your electrical appliances completely. You'll save both electricity and money.
- Switch to LED light bulbs – for the sake of your electricity bill, too.
- Travel more often on public transport – avoid CO2 and the frustration of traffic jams.
- Use recycled paper – in the office and at home.



... a total of **130 animals**
live on the hotel's grounds?

... the Stanglwirt annually saves
430,000 litres of heating oil thanks
to its biomass combined heat and power plant?

... as part of the Stanglwirt's
voluntary CO2 offsetting measures,

300 trees are planted in
Costa Rica every year and absorb a
total of **220 tonnes** of CO₂?

The Stanglwirt in figures

On the final pages, we have included a wealth of information about our history, and our link to nature and our home, the Tyrol. Protecting the environment has not just been a concern, but a way of life for us, right from the start. From our building philosophy and caring for our local environment to the eco farm and the energy we generate, we are committed to cherishing nature. But, did you know that...

... to date **8 wells** and the
“**Wilder Kaiser School**” have
been built in Ethiopia using the proceeds
from selling our spring water?

... around **350 m³**/day of drinking water is consumed?

... the hotel's own butchery prepares **80 tonnes**
of home-grown meat every year?

... **140 tonnes of milk**
a year are made into curd
cheese, butter, yoghurt and
Stanglwirt cheese?

... the Stanglwirt farm has
65 hectares of
grassland and
52 hectares of
pasture?

... roughly **3 tonnes of**
organic mountain cheese
are produced every summer
on the alpine pastures?