PRESS RELEASE

**ALTA BADIA GREEN**

**SUSTAINABILITY ROOTED IN THE TERRITORY**

**Summer in Alta Badia is once again enriched by ATIRA, a series of events and excursions focused on sustainability. In the heart of the Dolomites, a UNESCO World Heritage site, this initiative marks a tangible step toward more mindful and respectful tourism. The GSTC (Global Sustainable Tourism Council) certification was the starting point of a deep commitment to making the destination a model of environmental, cultural, social, and economic sustainability.**

**Alta Badia (South Tyrolean Dolomites/Italy)** – In Alta Badia, speaking of sustainability means speaking of genuine values: *Amur* (Love), *Teritore* (Land), *Insegnamënt* (Education), *Respet* (Respect), and *Ambiënt* (Environment). ATIRA was born from this deep-rooted connection to the land — a Ladin word meaning “now” — and it serves as a call to immediate action through small but meaningful gestures.

ATIRA is more than just a name: it’s a summer-long program of events and excursions that engages both visitors and locals in a journey toward greater sustainability awareness. Guided by local experts, each activity offers the chance to see the mountains through a new lens, understand their delicate balance, and learn how to protect them. With ATIRA, participants don’t just observe — they become active stewards of the Dolomites.

**ALL EXCURSIONS AND ACTIVITIES OFFERED WITHIN ATIRA**

**MYCOLOGY: THE FOREST THROUGH THE EYES OF A MUSHROOM**

Andrea, a passionate mycologist, will take the participants on an adventure of discovery in the world of mushrooms, discovering their ecological role and their medicinal properties. With Andrea it will be possible to observe the forest from the point of view of the mushroom, which is not simply a fruit of the earth, but the mediator between all forms of life in the forest ecosystem. The walk takes place in the woods of La Val, which are home to a variety of mushrooms that go beyond the well-known porcini and chanterelles. Andrea turns the walk into a real sensory and cognitive journey, where each mushroom encountered is the pretext for a tale of ecology, biology and chemistry. You will discover the kingdom of mushrooms and their extraordinary medicinal properties, which have often anticipated the new frontiers of pharmacological research. The events will take place on July 18, August 8 and 22, from 9.30 to 12.30.

**THE FARMER: GUARDIAN OF THE MOUNTAIN PASTURES**

The afternoon includes a simple walk in the company of a young farmer, guardian of the Ladin agricultural tradition, who accompanies the participants on the meadows he cultivates. On June 27, July 25 and September 12 the farmer will show participants the art and science of mowing, explaining them the importance and necessity of this practice. He also explains the different methods used, the timing of mowing during the summer and how each type of cut affects the subsequent use of the hay.

Thanks to the young farmer, it is easier to understand how the consequences of not taking care of mountain meadows and pastures can cause not only aesthetic damage, but above all environmental damage. The participants also understand the importance of respecting the meadows and appreciates the hard work of the farmers who, season after season, look after these spaces that are vital for the mountain ecosystem. The activity ends with a guided tour of the barn and hayloft. Here guests can get a closer look at the life of a mountain farmer, the animals, the tools used for mowing and managing the meadows, and discover how hay is harvested, stored and used.

**ALTA BADIA ECO-HIKER: GENTLE HIKING, SUPPORTING THE ENVIRONMENT**

The goal of "Alta Badia Eco-Hiker" is to sensitise hikers about environmental protection and the very fragile ecosystem of the Dolomites, because far too often waste and rubbish are scattered in nature. During the Alta Badia Eco-Hiker appointments, which will be held again in summer 2025 (July 11, August 22 and September 5), hikers will be given the opportunity to actively engage with nature: Accompanied by Alessia a local expert and ambassador of Alta Badia, participants will be equipped with gloves, tools, bio-bags and more to pick up the waste they find along their path across meadows and woods and take it back to the valley. The experience ends with a picnic, organised by Alessia, as a thank you for the commitment to the environment. Each guest will be given an environmentally friendly box, which will help reduce the use of packaging when snacking in the mountains.

Reservations for individual activities are compulsory and can be made online at [www.altabadia.org,](http://www.altabadia.org) or directly at the tourist offices in Alta Badia.

**DISCOVERING OTHER SUSTAINABLE ACTIVITIES**

**FOOD FOREST: ENJOY NATURE IN TOTAL RELAXATION**

Food Forests, also known as edible forests or forest gardens, are multifunctional cultivation systems consisting of trees, plants, medicinal and aromatic herbs, berries and other forest fruits. It is a food production system that continuously binds CO2, promotes biodiversity in the Alps and increases soil fertility. Together with Etifor, spin-off of the University of Padova, Alta Badia identified the Masisti forest at the Campolongo pass as the ideal place for the creation of a Food Forest. Thanks to the project "WOWnature Alta Badia", the reforestation of the forest was started five years ago as it was massively damaged by the storm Vaia. The forest offers a unique biodiversity and tasty surprises such as blueberries, raspberries, wild strawberries, juniper berries, elderberries and many other berries and fruits. In this forest, it will be possible to create your own self-guided tour. Information panels have been installed along the trail, providing the opportunity not only to walk but also to learn all the secrets of the surrounding forest.

**GREEN MOBILITY**

In terms of environmental protection, it is crucial to address the reduction of traffic-related CO2 emissions. In this context, the summer opening of the lifts should also be included, which represents a further possibility to travel in a sustainable way and allows to experience the mountains without a car. With the opening of the Borest cable car in summer, this service is further expanded – the ideal

way to move car-free between Corvara and Colfosco as well. From the Colfosco cable car station, it is possible to proceed with the lifts in the direction of the valley called Valle Stella Alpina or with the Plans-Frara-lift to the Gardena pass, while the La Fraina and Bamby chairlifts connect the villages of La Villa and San Cassiano on the Piz Sorega and Piz La Ila plateaus.

The new La Crusc 1 cable car will be in operation from 1 July, making it even easier to reach the small church at the foot of Santa Croce, a place of pilgrimage and the starting point for many walks. Between June 14 and October 5, 2025, a total of 19 lifts will be available and can be used with the Alta Badia Summer Card, thus becoming an efficient tool for mobility. In this way it is possible to move freely in the area and enjoy all its diversity and beauty in a sustainable way.

Also during the Summer 2025 the Guest Card will be available, which allows all persons staying at an accommodation associated with the Alta Badia Tourist Cooperative free use of all regional public transport in South Tyrol.

**E-bike sharing at 2,000 m altitude: one further element of the sustainable mobility project**

E-bike sharing not only enables to easily cycle from one place to another and thus explore the most beautiful corners of this area, but also to reach the three Movimënt parks at an altitude of 2,000 m. The electric bikes, thanks to pedal assist, offer the opportunity to cycle without much effort – an outdoor activity that thus invites less active people to enjoy the landscape of the Dolomites to the full. The pick-up and drop-off stations for the bikes are located at the mountain stations of the Col Alto, Piz La Ila and Piz Sorega cable cars. Those interested in the latest e-bike model can also rent one at the local sports shops and bike rentals.

**THE WATER OF OUR MOUNTAINS**

Alta Badia aims to raise awareness among citizens and visitors to adopt environmentally friendly behaviour. One of the main themes of the project is drinking water. The consumption of water in plastic bottles leaves permanent traces and it is precisely for this reason that Alta Badia wants to encourage people to consume tap and fountain water, using reusable bottles and flasks. Alta Badia has in fact created a branded bottle, which can be used for this very purpose. The bottles can be purchased at the Alta Badia tourist information offices.

**SUSTAINABILITY, NOT ONLY ENVIRONMENTAL**

In addition to environmental sustainability, the GSTC certification criteria focus on three other fundamental concepts: socio-economic sustainability, cultural sustainability and sustainable management. In this sense, Alta Badia has created an internal 'green team', which works on sustainable projects in all areas on a daily basis. Thanks to the commitment of all local persons involved in tourism, cultural activities and initiatives, in addition to environmental ones, are being created that aim to achieve ever higher quality standards. During the summer and winter months, for example, the 'Nos Ladins-We Ladins' events are proposed, which provid a series of experiences to be lived with local people and which allow one to deepen one's cultural knowledge of the Ladin world. In addition, local producers and farmers are involved in the tourist initiatives, organising, for example, activities such as Ladin cookery courses or visits at farmsteads, thus also reinforcing socio-economic sustainability.

**For further information:** Alta Badia Tourist Information Offices – [www.altabadia.org](http://www.altabadia.org) – Tel.: +39 0471/836176-847037 – Email: [info@altabadia.org](mailto:info@altabadia.org)

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