



"Ecotourism Award"

Fa' la cosa giusta – Milano Rho – March 14th 2026

Hotel Bertelli receives Legambiente's Ecotourism Award

We are proud to announce that **Hotel Bertelli** has been awarded the **Ecotourism Award**, the prestigious recognition promoted by **Legambiente** that highlights tourism businesses concretely committed to environmental sustainability and the responsible development of local territories. The award ceremony took place on Saturday, March 14 at 3:00 PM during the *Fa' la cosa giusta!* fair in Milan Rho, one of Italy's leading national events dedicated to ethical consumption and sustainable lifestyles.

What the Ecotourism Award is

Now in its **13th edition**, the Ecotourism Award recognizes the best Italian experiences in sustainable, responsible, and inclusive tourism. The award highlights initiatives that offer travelers the opportunity to explore landscapes of extraordinary beauty while promoting sustainability, environmental responsibility, the enhancement of natural heritage, and inclusivity.

As emphasized by Legambiente, these are: ***"Stories that represent a concrete response to the problem of overtourism, promoting high-quality tourism that respects shared resources, local communities, and the cultures present in these territories."***

This recognition places at its core not only the quality of hospitality, but also the ability to generate environmental and social value.

The role of Legambiente

For more than forty years, Legambiente has been one of Italy's leading environmental organizations. Through campaigns, research, awareness initiatives, and local projects, it promotes environmental protection, the fight against climate change, and the spread of sustainable best practices.

In the tourism sector, the organization supports an alternative model to mass tourism, focused on the quality of the travel experience, the protection of local areas, and the active involvement of local communities.

A concrete commitment for sustainability in the mountains

Located in the heart of Madonna di Campiglio, Hotel Bertelli has been pursuing a structured and measurable sustainability path for several years.

Among the most significant initiatives:

- First hotel in Italy to be certified **ISO 21401**, the international standard for sustainable management systems in accommodation facilities, according to the *Territori Sostenibili* protocol
- Renewal of the certification in 2024, confirming a process of continuous improvement
- Publication of the first **Sustainability Report**, a tool for transparency and environmental, social, and economic accountability
- Biomass heating plant operating since 2015, producing energy from renewable sources
- Ongoing energy efficiency improvements and reduction of emissions
- Electric vehicle charging stations to encourage more sustainable mobility
- Collaboration with local suppliers and promotion of short supply chains
- Strong focus on reducing food waste
- Investment in staff training and in the wellbeing of the local community

Operating in an Alpine territory means taking on an even greater responsibility toward a fragile and precious ecosystem. For this reason, sustainability is not a parallel project, but the core of the hotel's management model.

The role of the Masè family

Since 1979, the Masè family has led Hotel Bertelli with a clear vision: respect for the territory, professional integrity, and an understanding of profit as a tool to ensure continuity and responsible development. Today, with the arrival of the third generation and a major investment in a sustainability-oriented renovation, this commitment is being strengthened and projected toward the future.



For the family, sustainability is not a recent strategy but a true business culture: protecting the environment, valuing people, and ensuring healthy and responsible economic growth capable of lasting over time.

Comment from Marco Masè:

“Our Sustainability Policy is, in perspective, the legacy I intend to leave to my children: a concrete reference for what it means to be ‘responsible hoteliers.’ We live and work in one of the most beautiful and well-known environmental contexts in the world, and this places a clear responsibility on us: to reduce negative environmental impacts while continuing to offer our guests the best possible hospitality.

Through the responsible and sustainable management of Hotel Bertelli and the restaurant Il Gallo Cedrone (1 Michelin star), we aim to help reduce pressure on environmental resources while maintaining high standards of quality.

Sustainable development means commitment, responsibility, and the willingness to work for change. To make our intentions and actions toward fairer and more balanced development concrete and measurable, I certified the company according to the international **ISO 21401** standard, which distinguishes accommodation facilities that adopt a sustainable management system.

I constantly monitor progress in line with the objectives of the United Nations’ Agenda 2030 for Sustainable Development (SDGs) and with commitments undertaken at the European level.

Equally important is spreading a culture of sustainability through the active involvement of stakeholders. Our Policy is structured around six commitments translated into concrete, measurable actions subject to continuous improvement, which can also be experienced directly during a stay at the hotel.”

A recognition looking toward the future

The Ecotourism Award represents for Hotel Bertelli not only an important milestone but also an incentive to continue with determination along the path undertaken: building a model of hospitality capable of combining excellence, environmental respect, and the enhancement of the mountain territory. It is a recognition that confirms how the mountains can be experienced and shared through a form of tourism that is high-quality, conscious, and responsible.

The year 2026 marks a new beginning for Bertelli: from April to December the hotel will remain closed for an extensive renovation aimed at significantly improving energy efficiency and the quality of services offered. This project represents a generational transition based on respect and vision—renewing the same passion for hospitality that has always defined the family.



