



Hallo,

We have reached the beginning of the winter season 2023/2024, and I would like to bring to your attention some news and relevant aspects of our work. My innate curiosity, combined with a focus on the environment, new technologies, and a touch of my "personal and professional creativity," has led me to engage with artificial creativity. Hence the choice to use ChatGPT to delve into the project that will define our work in the coming months. A QR code on the restaurant menu will make the information available that you find here now. And here's what happens when you ask the right question to ChatGPT... and then refine it 😊:

How would you define in two lines what ChatGPT is and what it does?

ChatGPT is an advanced language model developed by OpenAI. It uses artificial intelligence to understand and generate text, enabling natural conversations and contextually relevant responses.

I then asked ChatGPT for a comment on a current issue in Trentino that encourages tourism operators to take a stand.

Dish:

STORY OF DEER AND CHATGPT IN STELVIO NATIONAL PARK
POMEGRANATE, CELERY, PEPPER, AND JUNIPER

"Responsible Consumption of Deer Meat in Stelvio National Park: A Balanced Solution"

Sustainability is also awareness. Stelvio National Park, a natural jewel in the Alps, faces unique environmental challenges. The park's ecosystem highlights an emerging imbalance caused by the excessive proliferation of the deer species, resulting in negative impacts on local flora and fauna. Deer graze on the apical buds of plants, such as red fir, causing them to grow low without developing the trunk and also damaging hay production by up to 30%. The decision of the Park Management Authority to gradually reduce 1500 specimens in the coming years, as part of the "Deer Conservation and Management Plan," has received much attention. The meat of the animals will be sold to local butchers, and as the owner of a hotel and a gourmet restaurant, I wondered if buying deer meat, which is purchased whole by butchers and sold in pieces to the public with obvious yield reductions and an increase in the final selling price, was an opportunity or a necessity.

In this context, let's explore the role of responsible deer meat consumption as a possible solution.

- ✓ **Ecological Imbalance:** Stelvio National Park witnesses an ecological imbalance due to the increasing number of deer, exerting pressure on natural resources. Various factors have contributed to this rise, to the detriment of other species such as the protected environment, roe deer, and chamois, which have had to move to higher altitudes, resulting in reduced chances of finding food and increased mortality. Simultaneously, the feeding habits of deer have deprived other forest animals of their food opportunities. The effects of new interactions between ungulates and large predators are also under study, although the consequences are not yet clear. This imbalance poses a threat to biodiversity and the health of local ecosystems.
- ✓ **Role of Deer Meat Consumption:** Consuming deer meat can be considered a responsible and sustainable act in response to ecological imbalance. Controlled and managed hunting can help reduce deer overpopulation, mitigating negative impacts on the environment.
- ✓ **Nutritional Benefits:** Deer meat is an excellent source of protein and nutrition, characterized by low saturated fat content. Promoting the consumption of deer meat not only supports the ecosystem but also offers a healthy nutritional alternative.
- ✓ **Positive Economic Impact:** Sustainable management of the deer population can generate a positive economic impact for local communities through controlled hunting activities. This can contribute to funding conservation projects and ecological monitoring.
- ✓ **Collaborative Approach and Rediscovered Sense of Limit:** Involving the local community in management can promote a collaborative approach to conservation. Active community participation is crucial to ensure that practices are sustainable and respectful of the ecosystem. The project will end with the restoration of balance to the park's resources.

In conclusion, responsible deer meat consumption in Stelvio National Park can represent a balanced solution. Through prudent and sustainable management, we can protect the environment, promote nutritional health, and contribute to the well-being of local communities. This story reflects the complexity of coexistence among humans, predators, ungulates, and the need to preserve ecosystems. In a rapidly changing world, where the harshness of nature and human wisdom intertwine, we seek a way to preserve its wild beauty. For completeness of information, the park's project has been contested by animal rights associations.

Thanks to:

- Robert Kropfitch and Sustainable Territories, for sustainability consulting
- Stefano Franceschetti, for the photographs
- The staff of Hotel Bertelli and Gallo Cedrone for their interest and availability

Thank you for your attention, and see you soon,
Marco Masè



Stefano Franceschetti

Environmental awareness and a genuine sense of responsibility towards the territory and the local community have long been certified. In fact, Hotel Bertelli:

1. Participates in the Too Good To Go project for reducing food waste since spring 2021.
2. Is ISO 21401 certified, an international standard for the sustainability of accommodation facilities, since spring 2021.
3. Received the SUSTI certificate, a sustainability assessment system for accommodation facilities, in October of this year.



REDUCE FOOD WASTE

IT'S A VICTORY FOR EVERYONE

Hotel Bertelli and the restaurant Il Gallo Cedrone have been partners with Too Good To Go since April 9, 2021, nearly 3 years during which over 200 meals have been saved, 500 kg of CO2 emissions avoided, and approximately 81,000 views obtained.

Apple has named Too Good To Go the winner in the '2023 Cultural Impact' category at the Global App Store Awards. Among almost 2 million applications in the App Store, Apple chose Too Good To Go as one of the best. A victory for everyone already making a difference with us. This demonstrates that the world's best applications are those that effectively bring about change. Too Good To Go has shown a tangible impact. About 3 million people use the app every day, saving excellent food from being wasted, with a superb value for money. Avoiding food waste has been identified as the number one action to counteract climate change: joining our community of 85 million users is an excellent way to make a difference toward a greener and cleaner planet.



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 - 38086 Madonna di Campiglio (TN) – Via Cima Tosa, 80

è conforme ai requisiti

ISO 21401:2018



Certificato N.

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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: 24.06.2024.

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Certificato di valutazione della sostenibilità

Il presente documento attesta che la struttura ricettiva

Bermas S.r.l. - Hotel Bertelli
Via Cima Tosa 80
Madonna di Campiglio

ha ottenuto il valore di 74/100 sul modello di sostenibilità ambientale, sociale ed economica di Territori Sostenibili

Livello di rating raggiunto: ottimo



Codice certificato: 2023/CLSP/0018

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Data emissione: 06/10/2023

Data scadenza: 04/10/2024

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