



CIPRA
LIVING IN
THE ALPS

Schaan, 13 February 2012

CIPRA media release: Sustainability Award

CIPRA receives the Dutch Sustainability Award

In an on-line ballot, Dutch mountaineers voted CIPRA the 2012 Sustainability Organisation of the Year. This is the first time the Sustainability Award has been made by the Royal Dutch Mountaineering and Climbing Club.

Every year the Alps attract about one million tourists from the Netherlands including many mountaineers. About 55,000 of them are members of the Royal Dutch Mountaineering and Climbing Club (NKVB). That makes it the biggest mountaineering club outside of the Alps. In an on-line ballot, the members of the NKVB voted the International Commission for the Protection of the Alps (CIPRA) the clear winner in the competition for the most sustainable organisation in 2012.

The award is a reflection of CIPRA's long years of work for the protection and sustainable development of the Alps – including its commitment to environmentally friendly mountain sports. There is no prize money attached to the NKVB's Sustainability Award, but for CIPRA President Dominik Siegrist, who travelled to the Netherlands to receive the award in person, it is nevertheless something very special: "This award is priceless for us; it shows that we are on the right road."

2012 is the first year of the Dutch Sustainability Award. The other nominees included the new Monte Rosa Hut in the Swiss Canton of Valais and the outdoor clothing company Patagonia.

This release and print-ready photographs are available for downloading from <http://www.cipra.org/en/press/press-releases>

Further information:

Dominik Siegrist, President CIPRA International, +41 (0)79 673 43 30

CIPRA, a diverse and multifaceted organisation

CIPRA, the International Commission for the Protection of the Alps, is a non-governmental umbrella organisation with national representatives in all the Alpine countries, representing more than 100 associations and organisations from seven Alpine states. CIPRA works towards achieving sustainable development in the Alps; it also strives to preserve the natural and cultural heritage, maintain regional diversity, and bring about solutions to cross-border problems in the Alpine region. www.cipra.org