

# Sustainability Concept of the Rote Wand

## 1. Visionary Foundation and Long-Term Sustainability Strategy

The Rote Wand Gourmet Hotel was established in 1989 with a clear vision: to create a hotel that seamlessly blends into the local landscape and respects the character of the village, rather than dominating it. This founding principle, based on a deep connection to the region and a strong sense of responsibility towards the environment, continues to shape the hotel's actions and strategic direction today. Instead of opting for expansive, large-scale buildings, the founders chose an architectural design that divides the hotel into smaller, harmoniously coordinated structures. These buildings reflect the character of the region and contribute to preserving the local appearance.

## 2. Architectural Quality and Regional Collaboration

The architectural development of the Rote Wand Gourmet Hotel is characterized by continuous collaboration with regional craftsmen and architects from Vorarlberg and Tyrol. These partnerships, which have been ongoing for over 35 years, are a key part of the hotel's philosophy. The hotel and its expansions have been predominantly constructed from wood, a renewable resource sourced from the surrounding forests. A notable highlight is House C, built in 1998, which was Austria's first three-story hotel building constructed entirely of wood. This innovative project won the Vorarlberg Timber Construction Prize and earned second place in the Austrian National Award, underscoring its outstanding construction and sustainability.

The Rote Wand Chef's Table is located in the old schoolhouse built in 1780, where Josef Walch Sr. himself once attended school. This building was authentically restored using old wood and is considered a gem of Vorarlberg.


Another milestone was the construction of the main staff house, also built from wood. The planning was led by renowned architect Much Untertrifaller from the Dietrich Untertrifaller firm, internationally known for its high-quality and sustainable architectural projects. This building further exemplifies the hotel's commitment to architectural excellence and the use of sustainable materials.

## 3. Energy Efficiency and Ecological Responsibility

A central aspect of the Rote Wand Gourmet Hotel's sustainability strategy is reducing energy consumption and utilizing renewable energy sources. In 2007, the hotel provided land for the construction of a biomass heating plant, which has since supplied the entire hotel with heat. By using wood from the region instead of fossil fuels, the hotel saves 140,000 liters of heating oil annually, significantly reducing CO<sub>2</sub> emissions.

Additionally, extensive insulation measures have been implemented, further reducing CO<sub>2</sub> emissions by 500,000 kilograms (equivalent to 83 single-family homes). All electricity used in the hotel comes exclusively from non-nuclear sources, further improving the hotel's ecological footprint. Investments have also been made in heat recovery from the heating and cooling systems.

The hotel and its restaurants use natural-based cleaning products throughout.



#### **4. Social Sustainability: Employee-Friendly and Short Distances**

The Rote Wand Gourmet Hotel places great importance on the well-being of its employees. All employees live within a 500-meter radius of the hotel, allowing them to walk to work, reducing traffic and fostering a high quality of life for the staff, as they live close to their workplace.

The main staff house, designed in collaboration with architect Much Untertrifaller, provides employees with comfortable and sustainable accommodations, meeting the highest architectural standards. These investments in the living and working conditions of employees reflect the hotel's social commitment and contribute to long-term staff retention.

#### **5. Regional and Organic Cuisine: A Tribute to Nature**

Sustainability is deeply embedded in the culinary philosophy of the Rote Wand Gourmet Hotel. Around 85% of all food used in the hotel is sourced from the region. This close cooperation with local producers ensures not only the quality of the products but also supports the regional economy and reduces the ecological footprint through short delivery routes.

Particular emphasis is placed on the use of organic products, which play a central role not only in the hotel kitchen but also in the wine selection. Even in the renowned „Rote Wand Chef's Table,“ the hotel's fine dining restaurant, nearly all products are locally sourced. This culinary approach allows guests to experience authentic flavors that highlight the diversity and quality of regional food.

#### **6. Innovative Food Waste Concept: Three-Tier Sustainability**

Another standout feature of the sustainability concept is the hotel's comprehensive food waste management system. The three-tiered approach ensures that food waste is efficiently utilized and minimized as much as possible:

1. Hard-to-use food waste is processed in a biogas plant to produce biogas, which is used for energy generation.
2. Normal food waste is shredded, mixed with water, and stored in a special tank. This tank is pumped by the Lech municipality, and the contents are mixed with sewage sludge and composted. The resulting compost is excellent for high-altitude greening and promotes biodiversity.
3. A special part of the food waste is processed in the hotel's in-house lab. Through fermentation and other techniques, high-quality products like garums, shijos, misos, soy sauces, kombucha, vinegar, and more are created. This innovative approach maximizes the value of food and enables the development of new, sustainable products.



## 7. Sustainable Mobility: A Regional Pioneer

In the field of mobility, the Rote Wand Gourmet Hotel also relies on innovative and environmentally friendly solutions. The hotel's underground garage offers 98 charging stations for electric cars, a unique feature in the region. This promotes the use of electric vehicles among guests and helps reduce CO<sub>2</sub> emissions. The construction of the new underground garage also allowed the hotel to restore all former parking areas. These areas were greened and turned into gardens, not only improving the aesthetic quality of the outdoor spaces but also contributing to biodiversity.

## 8. A Pioneering Role in Sustainable Hospitality

Through these comprehensive and innovative measures, the Rote Wand Gourmet Hotel has established itself as a leading house in the field of sustainability. The hotel sets new standards in combining luxury, comfort, and ecological responsibility. By consistently implementing sustainable strategies and working closely with the region, the Rote Wand Gourmet Hotel serves as a role model for the entire industry, demonstrating that top-tier hospitality and sustainability can not only complement each other but also set new standards together. This commitment makes the Rote Wand Gourmet Hotel a beacon project in the realm of sustainable hospitality and proves that environmental protection and social responsibility can be successfully integrated into all areas of a business.