



## Media Release

### JUNGFRAU CLIMATE-CO2OPERATION: "Active engagement for our Jungfrau Climate"

## Climate protection – with charter and 7 GPS trails

Lauterbrunnen/ Grindelwald, 4 June 2009

**The four municipalities of Grindelwald, Gündlischwand, Lütschental and Lauterbrunnen today launched the "JUNGFRAU CLIMATE-CO2OPERATION" initiative. The project was developed in close collaboration with the University of Berne and BKW FMB Energy Ltd. Many organisations and companies in the region have pledged their support for the Jungfrau Climate Charter. As a globally unique attraction, seven scientific climate fact-finding trails were inaugurated.**

Situated at the heart of the European Alps, the Jungfrau region is one of the world's most important areas in terms of culture, history, landscape and tourism. This unique UNESCO World Natural Heritage Site, home to Europe's largest glacier system, is showing marked evidence of the consequences of global warming such as glacier recession, rockfall, glacial lakes and flooding. The situation is strengthening the region's commitment to adopt voluntary measures in the bid to reduce carbon dioxide emissions (CO<sub>2</sub>). The aim is to draw the attention of the local population, the region's six million visitors per year, and the general public to the urgent need for climate protection.

With this in mind, the municipalities of Grindelwald, Gündlischwand, Lütschental and Lauterbrunnen have launched the "JUNGFRAU CLIMATE-CO2OPERATION" initiative in close cooperation with the University of Berne and BKW FMB Energy Ltd. A Climate Charter has been drawn up, defining the initiative's three objectives: scientifically supported awareness building, voluntary reduction of carbon emissions, and regional as well as international communication on these efforts. The first measures to reduce carbon emissions in the fields of energy (wood-fired heating networks, new energy technologies) and transport have already been implemented or are at the planning stage, and will soon result in an annual reduction of more than 5,000 tonnes of CO<sub>2</sub>.

The "Jungfrau Climate Guide", now open, is a globally unique attraction for raising awareness of global warming. Along seven climate trails, visitors can access all the latest scientific findings on climate change via the GPS-enabled iPhones provided for this purpose. The information was compiled by the University of Berne in an easy-to-understand format, with concrete facts on the locations visited along the trails. The iPhones can be rented from tourist offices in the Jungfrau region.

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