

# Annual Activity Report

Growth, expansion and certified sustainability

# 2025



# What is Vireo?

Vireo is an environmental certification body founded in 2010, operating at a global level.

It certifies the sustainability performance of companies and tourism operators against internationally recognised standards.

Integrity

Transparency

Expertise







# Certification *portfolio*



Vireo offers internationally recognised sustainability certifications, including **FSC®**, **PEFC**, **MSC**, **ASC**, **ISO** and **GSTC**.

From responsible forest management to sustainable tourism, we help organisations demonstrate a **concrete commitment** to environmental and **social responsibility** through accredited, transparent and reliable certification processes.



# International network

In 2025, Vireo China and Vireo Japan consolidated their presence. The GSTC portfolio expanded across the Far East, with direct engagement with major international hotel groups.

- Vireo HQ**  
Headquarters in Padova
- Vireo South Tyrol**  
Bolzano, alpine tourism
- Vireo UK**  
Opened in 2024

- Vireo Southeast Asia**  
Malaysia and Singapore, since 2021
- Vireo China**  
Strategic partnership, September 2025
- Vireo Japan**  
Strategic partnership, November 2025







# New markets

Throughout 2025, Vireo expanded its global network and launched new partnerships in two key Asian markets: *China* and *Japan*.

Today Vireo can rely on a network of **qualified auditors** and local partners, supporting tourism businesses across Europe, the UK, Southeast Asia, China and Japan in achieving **sustainability** that is **credible, transparent** and **measurable**.



Vireo China



Vireo Japan







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# FSC®/PEFC

*Vireo's core business*

Certifications for the wood, paper and print supply chain. They ensure traceability and responsible management of forest resources, strengthening market trust and adding value across supply chains.

30% conversion rate

+ 100 new leads



# 570+

Companies with an active FSC and/or PEFC certificate.







# GSTC

## *The fastest-growing sector*

In 2025, the number of GSTC-certified accommodation providers reached 229, confirming the growth seen in 2024.

The number of hotels certified for the first time rose to 84, whilst the number of certified destinations increased from 20 to 27.

Vireo Southeast Asia has issued its first 50 certificates.

114% of hotel certificates issued

+50 Vireo SEA certificates

# 233

Hotel e tour operator con certificato attivo nel 2025.

# 27

Destinations with an active certificate in 2025.





# Major GSTC projects

## Singapore

The first city-state in the world to receive GSTC destination certification, recognised by Vireo in 2023 as part of a national sustainable tourism strategy.

## Ascott Europe

The first hospitality operator at a European scale to obtain GSTC certification across 38 residences and hotels.

## Siena

The first Italian art city to obtain GSTC destination certification in 2023.

## Borgo Egnazia

A luxury resort in Puglia certified GSTC in 2024, with a hospitality model built around renewable energy, local supply chains, and the preservation of the surrounding landscape and community.





# Social initiatives

## Sport



### Lupi Rossi

We sponsor Lupi Rossi Padova, a second-division volleyball team founded in 2021. Because the values of team play are the same values that guide our work.

## Sport



### Matis Vela

We support the sailing team of the University of Padua, where innovation, engineering and respect for the environment sail together.

## Education



### Vireo in Schools

Together with Smogotron and the Silent Giants, we bring sustainability into the elementary school classes of Rosà and Padua. A project created internally to bring children closer to the world of nature and environmental responsibility.

## Environment



### Let's clean the sea

Together with Nautica Santa Marina in the Aeolian Islands, we provide boaters with a kit to collect waste at sea. A simple gesture to help protect marine ecosystems.

## Cooperation



### Project Madagascar - Association

In December 2025, we supported the construction of a well-cistern in Ambovombe, Madagascar, to support the education and health of local children.





# Vireo On Tour

*September 2025 - March 2026*

A series of meetings in Italian and German dedicated to the **promotion** of **sustainable tourism** in GSTC destinations in South Tyrol.

The aim was to encourage accommodation facilities located in destinations already certified by GSTC to start their own certification journey.



Val Casies

San Vigilio

Renon

Tre Cime

Bressanone

Parcines

Alta Badia



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# Innovation and development

Four strategic initiatives reshaping Vireo's offering for the future.



01

## GSTC Tool

Software that replaces online checklists by integrating notes, photos and documents. AI will ensure evidence compliance with the standard, reducing report writing time.

02

## ISO 14064-1

Vireo adds GHG emissions reporting to its service offering. A concrete response to the growing demand for climate transparency.

03

## LRQA Affiliation

Vireo becomes an affiliated office for LRQA (Seafood) Ltd in Italy for MSC and ASC, strengthening quality and international recognition.

04

## Vireo China and Japan

Two new partnerships in the Far East. Contact with major international hotel groups interested in GSTC certification.





# People at Vireo

**17** employees  
as of 31.12.2025

53% women, 47% men

*Età: all between 23 and 50 years old.*

## Corporate welfare

Plan provided through TreCuori for €13,050 in 2025, also confirmed for 2026. Focus on work-life balance and flexibility.

## Continuous training

Technical and soft skills updates for all employees. Flexible arrangements to ensure a balance between operations and personal growth.

## Health and safety

Zero accidents in 2025. Active Prevention and Protection Service with RSPP, occupational physician and Workers' Safety Representative. Periodic health surveillance.

## Bonuses distributed

For 2025, a total of €39,000 in production bonuses was allocated, distributed based on the achievement of employee objectives.





# 2026 *Objectives*

New accreditations, new markets and new standards.

## Environmental Claims Verification

Verification service for green claims in line with EU Directive 2024/825. It reduces the risk of greenwashing for clients and strengthens the credibility of their environmental messages.

## PAS 24000 and UNI PdR 125

Accreditation for social management (BSI) and gender equality. A response to companies seeking to certify social responsibility and the gender gap.



## GSTC MICE and Attractions

Extension of accreditation to the MICE and Attractions sectors. Vireo will aim to offer all GSTC schemes, positioning itself as the only body in the world with full coverage.

## Accredia GSTC Destinations

Transition to Accredia planned for July 2026. It strengthens institutional credibility and aligns with the European accreditation framework.





**vireo**