

JUNGFRAU

TOP OF EUROPE

Jungfraubahn Holding AG

EXPERIENCE

2019





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# 1

# ACROSS GENERATIONS

# ACROSS GENERATIONS

## V-CABLEWAY - PROJECT OF THE CENTURY

### TRAINING AT JUNGFRAU RAILWAYS

Jungfrau Railways offers the following professional training programs to the latest standards:

- Automation Engineer with the EFZ Federal Certificate of Competence
- EFZ for Public Transport Retail Specialists
- EFZ for Public Transport Specialists (focus on planning)
- EFZ for Track Construction
- EFZ for Public Transport Administrative Assistants
- EFZ for Multi-Skill Technicians
- EFZ for Cable Car Mechatronics Engineer
- Federal Vocational Certificate (EBA) for Cableway Specialists

With up to ten apprentices per year, Jungfrau Railways is one of the largest training organisations in the Jungfrau region. A great deal of importance is attached to training, as this is a key means of attracting junior staff to the company and counteracting shortages of skilled workers. Jungfrau Railways therefore also gives apprentices the opportunity of continued employment. They are also free to work part-time so that they can combine their work with further training, like attending vocational secondary school or higher technical college. Jungfrau Railways also offers numerous development and career opportunities.

Since 2019, apprentices in most professions have been employed via the Login training association. Thanks to this partnership, Jungfrau Railways can offer state-of-the-art and versatile training with a wide range of prospects and can benefit from a large network from the transport world's vocational training landscape.



*Pamela Frutiger (26) trained as a public transport clerk at Jungfrau Railways from 2009 to 2012. She then worked as Operations Manager at Wengernalp Railway. Since December 2018 she has been Wengen Railway Station Manager.*

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## ***Jungfrau Railways' apprentices learn from professionals, and the informal atmosphere in the departments gives them a sense of security.***

***Pamela Frutiger, Railway Station Manager in Wengen***

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### **Flavios Impressions**

«The great thing about the training was the frequent change of department. These various insights still enable me to understand the interrelationships and processes within the company today. After successfully completing my apprenticeship, I did further training as a railway operations controller and deepened my knowledge at

Grindelwald Grund railway station. After two years I was offered the position of deputy. I accepted this exciting challenge and was able to gain experience in a management position early on.

In November 2019, I was given the great opportunity to further my development and I became manager of the new Grindelwald Terminal sales point. I very much appreciate the fact that Jungfrau Railways also selects young employees for management positions.

The V-Cableway project is a great challenge for me! It is fun to contribute and put your own ideas into action. Over the next two years there is still a lot to do. My team and I are looking forward to the successful opening of the Eiger Express on 11 December 2020.»



*Flavio Tami (23) has been working as manager of the new Grindelwald Terminal sales outlet since November 2019. After completing his apprenticeship, he trained as a railway operations manager.*

## V-CABLEWAY PROJECT FROM THE EMPLOYEES' PERSPECTIVES

The once-in-a-generation V-Cableway project will create many new jobs in the Jungfrau Region, thus increasing the attractiveness of the location and strengthening the entire industry. Existing jobs are also becoming more attractive, as the range of services is being expanded and work will in future be carried out on ultra-modern feeder lines. This will have a positive impact, not least on long-term staff retention.



*Dania Grau (22) has been an apprentice educator since October 2019.*

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***I am convinced that the realisation of the V-Cableway will ensure Jungfrau Railways can continue to offer attractive apprenticeships in the future.***

***Dania Grau, apprentice educator, finished her training at Jungfrau Railways in 2016***

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### Stefans Impressions

«It fills me with pride to be involved in the day-to-day business of an innovative and future-oriented employer like Jungfrau Railways. The company is investing in job security and competitiveness for our region with the vital V-Cableway project. With quality as the basis, something which the company takes seriously, I laid the foundation for my professional career during my training.»

Stefan Zurschmiede trained as a multi-skill technician at Jungfrau Railways' Eigergletscher workshop from 2007

to 2011. Since 2019 he has been Engineering Project Manager.



*Stefan Zurschmiede (28), Project Manager Engineering*

## **V-CABLEWAY PROJECT FROM THE EMPLOYER'S PERSPECTIVE**

By increasing the attractiveness of the business location and creating new jobs, Jungfrau Railways as an employer is equally interesting for young people, well-trained specialists and candidates for management positions. The project increases the visibility of Jungfrau Railways as an employer by using various platforms and media for advertising (social media, countdown clocks, print products, etc.) This supports employer branding, i.e. the way in which the company is perceived as an employer, both itself and in comparison with other companies, too. It also helps in terms of staff retention and even in attracting new employees.

2

# SUSTAINABLY ANCHORED

## SUSTAINABLY ANCHORED

### ALPENGLÜHEN - THEATRE PRODUCTION IN GRINDELWALD

#### SPORTS AND CULTURAL EVENTS

Jungfrau Railway supports local projects and thus contributes to strengthening the regional appeal on which its internationally attractive tourism offer is based. The Lauberhorn Race, the Jungfrau Marathon and the SnowpenAir concert on Kleine Scheidegg are all major regional events that are supported or produced independently. In addition, Jungfrau Railway provides money and resources for many small and medium-sized sporting, traditional and cultural events. One of the events to receive support in 2019 was the unique open-air theatre production *Alpenglühen* in Grindelwald, which ultimately became a surprisingly big success.

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*Jungfrau Railways supported the theatre project Alpenglühen because it showcases our unique mountain world in an innovative way. Tourism has shaped our region like no other and will maintain its significance in the future.*

*Urs Kessler, CEO Jungfrau Railways*

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## SUSTAINABLE TOURISM DEVELOPMENT

In the course of the planning and objection process for the V-Cableway, the people of Grindelwald discussed the tourist future of the village in depth. In a memorable community meeting at the ice hockey stadium on 24 October 2014, they approved the major project by a large majority.



*The population of Grindelwald backed the construction of the Cableway and thus an important step in the tourist development of the valley.*

Almost five years after the vote on the V-Cableway, the Alpenglühen theatre production has brought the debate on the sustainable development of the valley to the stage as a parody: unleashed developer John Henry Plunch-Lee confronts the mayor with his vision of limitless growth. The resurrected pastor Gottfried Strasser presents the issue to the village youth for comment. The young people oppose Plunch Lee's plans and articulate the socio-cultural needs of Grindelwald's future generations.

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***With Alpenglühlen we say YES to the valley of Grindelwald and to life in the Alps by showing where we come from and where we want to go. All this with a cheerful but also contemplative theatre production in which the whole valley participates. A new and original way to look reality square in the face and take up the challenge.***

*Christine Häslar, Councillor of the Canton of Bern, Grindelwald*

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## THE VOICE OF YOUTH AND JUNGFRAU RAILWAYS MISSION STATEMENT

In the theatre production *Alpenglügen*, young people put their vision of regional sustainability into words. What is presented there in a playful way is also reflected in Jungfrau Railways' mission statement: *«A unique landscape designated by UNESCO as a world heritage site forms the most important basis of our business activities. For us, an intact landscape and the protection of plants and animals are of central importance. We respect the environmentally relevant laws and regulations and are constantly improving our services to ensure a favourable ecological balance.»* (Attitude towards the environment, mission statement no. 9) *«We are aware of our embeddedness in the region and interconnection with other tourism service providers. Commitment to tourism policy and the further development of the Jungfrau Region are important to us».* (Tourism policy, mission statement point 10).

### Plunch-Lee and his assistant:

Nüü Horäison Ägency macht us däm schlappe Dorf ä gäili Deschtination! D Agentur überloht nüüt äm Zuefall u baut Firscht a Firscht vo dä Chliine zur Grosse Schäidegg, nüüt äm Wättercasino, nüüt är unberächebare Natur! Expansion – wänn nöd Explosion! Wänn d' Natur nöd wäiss was si z'tue hed, muess dä Mönsch dä Fall überneh. Alles machbar, alles möglech ...

*The New Horizon Agency will turn this run-down village into a hot destination! The agency will leave nothing to chance and build from the minor summit of the First and from Kleine to Grosse Scheidegg, [leaving] nothing to the vagaries of the weather, [leaving] nothing to the unpredictable forces of nature! Expansion – or even explosion! If nature does not know what to do, humanity must take over. Anything is achievable, anything is possible...*



*Plunch-Lee, Head of the New Horizon Agency, and his assistant come up with an uncompromising plan... (photo by Patrick Schmed/Jungfrau Zeitung)*

#### The youth of Grindelwald:

Heid iher das gkeehrd? Mier wein das nid! Mier, d Verträter vo'r Jugend, stellen eech Fordrigi. Was iehr hiit entscheidid u machid hed Üswirkigi uf moren. Mier wein äs läbigs Tal un ä gsundi Natur. D Gletscher sin nid Schnee va' Geschter, si zeigen im Tal was in dr Wält passiert. Mier wei [o künftig] schiifahre, snöbe, dir z Glitzere vom frische Schnee loifen, Spure finden von ächten Schneehiender, ächte Schneehasen, vo Gemschinen u Reh, u wärum nid plezli vomenen Bär – är ischtd im Kantonswappen iigschperrd.

*Did you hear us? We don't want this! We, representing young people, are making demands on you. What you decide and do today impacts tomorrow. We want a living valley and a healthy countryside. Glaciers are not a thing of the past. There in the valley, they illustrate what happens in the world. We want [also in the future] to ski, snowboard, walk through the sparkle of fresh snow, find traces of real snow grouse, real snow hares, chamois and deer and why not suddenly a bear – trapped as he is in the cantonal coat of arms.*



*The youth of Grindelwald are opposed. (photo by Patrick Schmed/Jungfrau Zeitung)*

In its vision, Jungfraubahn Holding AG makes an explicit commitment to act sustainably. The mission statement reads as follows:

*«As the leading tourism company in Switzerland and the largest mountain railway group, the Jungfrau Railway Group is developing as an integrated leisure and service company. At the same time, it focuses on*

- *its entrepreneurial tradition of more than 120 years,*
- *with the vision of its founder to make the unique Alpine landscape accessible to the wider population and international tourists,*
- *its sound foundation in the Jungfrau Region,*
- *its brand, service and technical competence developed over generations.*

*It is the driving force behind the economic development of the Jungfrau Region and alpine tourism in Switzerland. It thus makes a significant contribution to the strengthening of this region. It takes into account the interests of the region and its residents, encourages its employees and looks after nature, which is an important resource for the development of the region as well as for Jungfrau Railways. It should be preserved and accessible to future generations in keeping with the founder's vision. A prerequisite for this is to maintain economic independence and increase attractiveness for investors. The Jungfrau Railway Group attaches great importance to sustainability».*



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***It was a beautiful sunset. Outside on the terrace, my mother took my hand and said to me: «Look what a beautiful home the Lord has given you.» For the first time «my mountains» glowed consciously in my heart.***

*Martin Konzett, President of the Jungfrau Theatre Association, Grindelwald*

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3

IN NATURE

# IN NATURE

## FOCUSING ON HABITAT ENHANCEMENT

### ON THE ROAD WITH MARTIN LUTZ

**When Martin Lutz is on the road, nothing escapes his eye: he sees clods of earth lying upside down, black or snow grouse that seemingly do not mind the noise of construction work, and embankments and forest clearings that could be made more natural. «Habitat enhancement» is what the trained agronomist calls it. One of his biggest projects is the V-Cableway construction site between Grindelwald Grund, the Eigergletscher and Männlichen.**

The Jungfrau Railways' V-Cableway construction is special – «in terms of size, dimensions and also the stakeholders involved», explains Lutz. The 64-year-old has been involved in the project since 2008 and, together with partners, wrote the environmental impact report for the construction project. Since January 2018 he has been responsible for environmental construction supervision.

His main tasks include giving final approval for construction work, preparing the environmental construction report and monitoring the success of compensation measures. He looks at how the vegetation develops and how the «visible and invisible» animals are coping with the new circumstances.



*As a solitary tree, the sycamore maple is an important part of the landscape in Grindelwald.*



*During excavation work for the construction of the pylon, the top and bottom soil was re-cultivated. The meadow was restored to its original state using the appropriate seeds. Part of the area can be grazed with sheep for a short period of time.*



*Jungfrau Railway Gallery and blue runway. The embankment is secured with jute nets and anchors. First comes the dung, then the net, which will be covered over in time.*

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***Everything grows more slowly and by mid-August it's already autumn here.***

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He was also often to be found at the Eigergletscher collecting seeds. There are alpine seed mixes to buy, but they do not contain everything that grows naturally on the Eigergletscher. «To ensure that what is native up there will keep on growing there, we have collected the seeds at different points in time, so that we can cover the entire range of existing plant species». Added to this is the fact that it takes a long time for nature to regenerate itself at over 2,300 metres above sea level: «everything grows more slowly and by mid-August it's already autumn here».



*Martin Lutz checks the condition and growth strategy of the broad-leaved dock with Christian and Urs Zumbrunn from Zumbrunn Bau AG.*



*Martin Lutz behind the Jungfrau Railway workshop with a topsoil tip. The company Ghelma AG planted seeds here in early summer. This summer the vegetation has to be more luxuriant.*



*The plants on this clod of earth are white because it has been placed upside down. This way, no light could reach the plants.*

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***How someone drives their digger is none of my business, but if they use it to cause damage to the landscape, then I intervene.***

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Lutz describes the work he does with companies, local construction workers, and even the mountain communities and farmers as very exciting. «My studies naturally help me in conversation», explains the agronomist. In addition, a change in values towards greater environmental awareness has taken place in recent years and decades among all of them. But a clear division of roles is also important in when working in partnership: «How someone drives their digger is none of my business, but if they use it to cause damage to the landscape, then I intervene».

The 64-year-old's passion for nature and the landscape is tangible. No matter where he is: interventions in the landscape hurt him. «With my commitment and my work, I can at least intercept some of it». At the same time, he is not a «fundamentalist», because he knows that without tourism, Grindelwald for example would have to fear mass emigration which would have unforeseeable consequences for everyone.

So he prefers to invest his time in other measures. In Grindelwald in the direction of the First, there are possibilities to create areas for the «Glöggli Frog» – perhaps better known as the Midwife Toad – in which it can reproduce. This requires the dredging of ponds in which water can collect. And then you have to wait, «because it can take a certain amount of time for the toads to colonise the ponds», explains Lutz, who is already preparing the next meeting with the mountain communities to determine the locations for planting the new sycamore trees.



*Martin Lutz in conversation with the foreman in charge, Christoph Schmid from Ghelma AG, at the Eigergletscher construction site. The exchange is good, not least thanks to the creativity and good ideas of the foreman.*



*This pile of stones at the edge of the forest at pylon 2 can serve as a biotope. What may seem like disorder to people is important for nature.*



*Water can be dammed and erosion prevented with pools like this one on the blue runway. The ponds are used by frogs, Alpine newts or common toads for spawning.*



*The access road to pylon 7 is partly covered with clods of earth that have survived. Since everything grows slowly at over 2,000 metres, it will take a long time before the recultivation is successfully completed.*

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