



Rogner Bad Blumau

an existing sustainable regional development







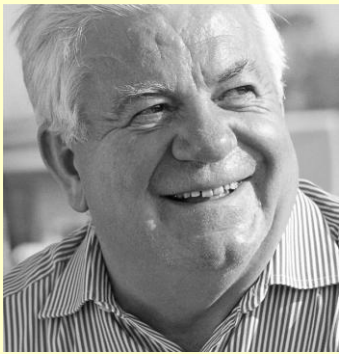
The Family



Robert Rogner jr.
2nd Generation



Jasmin Rogner



Robert Rogner s.
Founder



Melitta Rogner
Founder



2nd Generation

The Family

- Responsibility was handed over to us by the founders. We are aware of and care. Through our behavior, we keep their philosophy alive.
- Rogner Bad Blumau is part of our live. Ownership will stay within our family.



Facts

3 thermal springs (Vulkanian 100°C)

40 ha designed landscape & gardens

322 condos

spas & recreation areas

campus (flats, ateliers, workshops & schools)

geothermal power plant

restaurants, cafes

kindergarten

etc.



Why people come to Rogner Bad Blumau?

- cultivate relation
- atmosphere
- value for money
- happiness
- ethic



Vision

„Value creation through application.“



Ethic Values

- Code of Conduct:
 - authentic
 - aware of
 - with fun
- Rogner Bad Blumau enables and enforces relationship.
We assist and take care of this quality.

... UNSERE WERTE

BEWUSST

Jede/r nimmt bewusst seine/ihre Verantwortung wahr.

EHRlich

Jede/r ist ehrlich und respektvoll gegenüber sich und den Mitmenschen.

MIT FREUDE

Wer mit Freude arbeitet, ist motiviert, bringt eine bessere Leistung, hat mehr Spaß im Leben und ist erfolgreich.

... UNSERE LEITSÄTZE

M. MitarbeiterInnen als Team

E. Einzigartigkeit mit Qualität

N. Natur fühlen

S. Spaß für MitarbeiterInnen und Gäste

C. Charisma zur Stärkung der Seele und des Körpers

H. Hundertwasser erleben

UNBESCHWERT, PHANTASIEVOLL, IM EINKLANG MIT DER NATUR

vermittelt die Architektur von Friedensreich Hundertwasser
und kennzeichnet unsere Werte.



Growth in accordance with our Employees

- individual health care
- individual development (social, mental, educational)
- individual working time
- etc.





Growth in accordance with our Partners

tea – Sonnentor

dairy products – Hofkäserei Reisenhofer

bread – Naturbäckerei Mild

vinegar – Essigmanufaktur Gölles

chocolate – Zotter Schokoladenmanufaktur

oil – Ölpresse Fandler

fruit – Obstbau Wagner

etc.



Growth in accordance with nature

- cultivation (local & global)
- integration (e.g. Lebensbundbäume, Garden of the Elements)
- communication (e.g. rituals)
- etc.



Individual global responsibility

Save climate while sleeping:

- secured 50.000 ha rain forest (WWF)
- 156 Palms planted (climate change)
- CO² neutral



Growth in accordance with the Region

from poor to rich

Bed & Breakfast (300 private beds)

local suppliers

local employees (330)

20 local young people in training programs

Bad Blumau · Bierbaum · Kleinsteinbach · Lindegg · Loimeth · Jobst



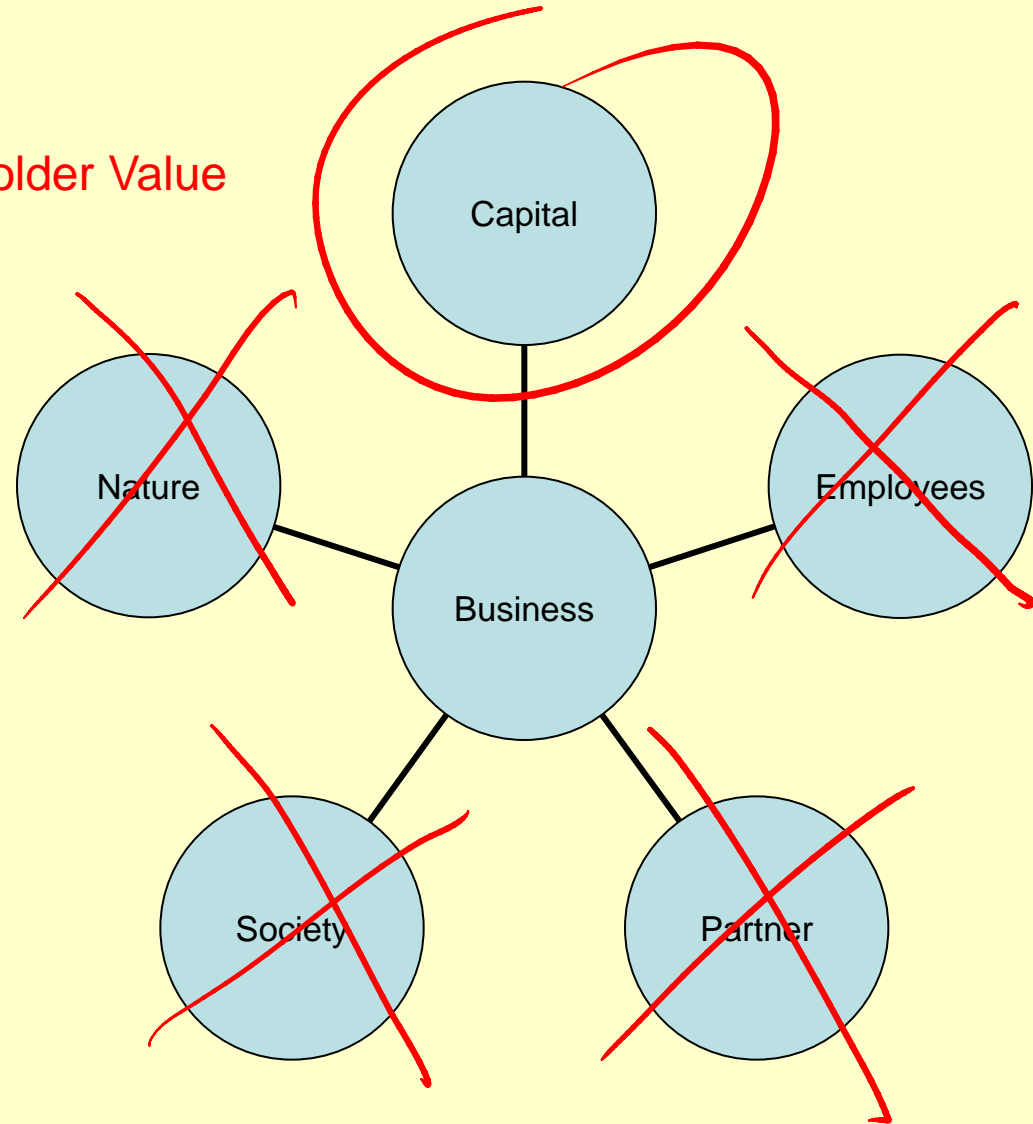
What to improve?

- Rating!!!



balance now

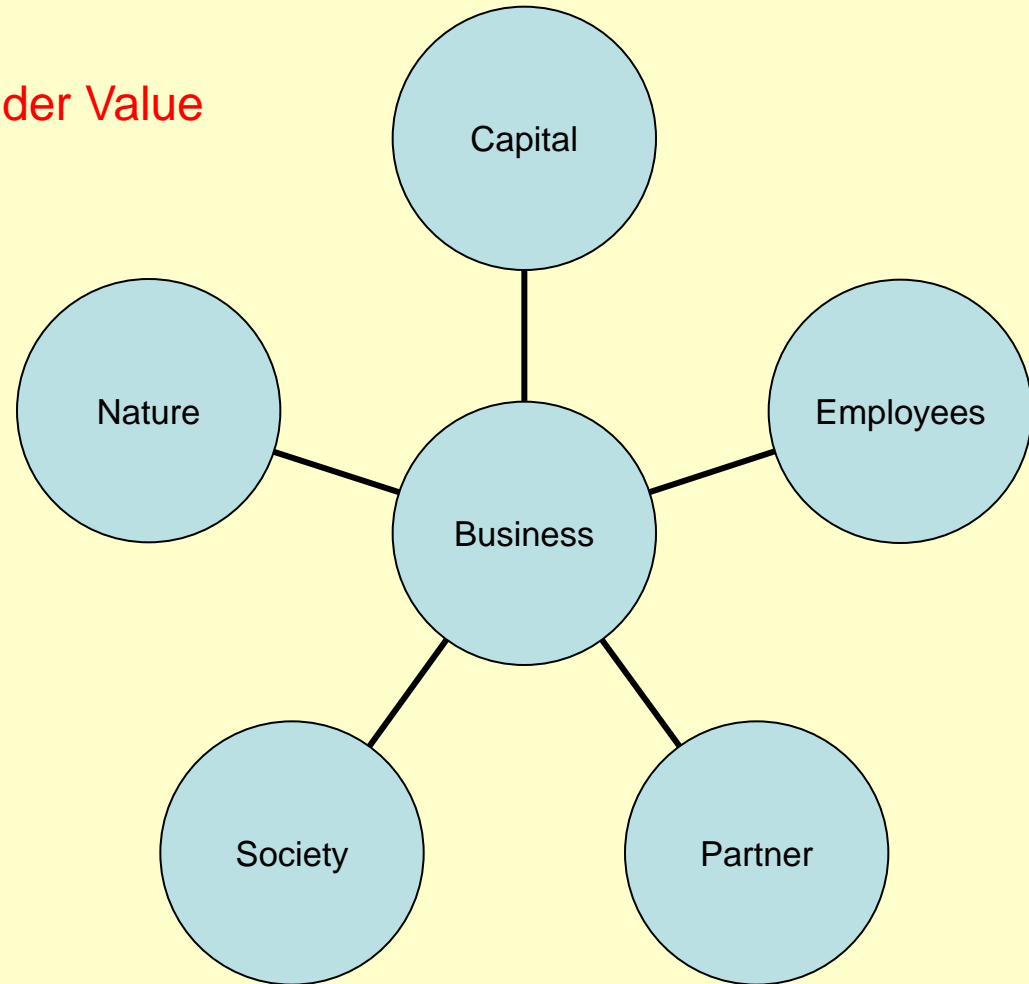
Shareholder Value

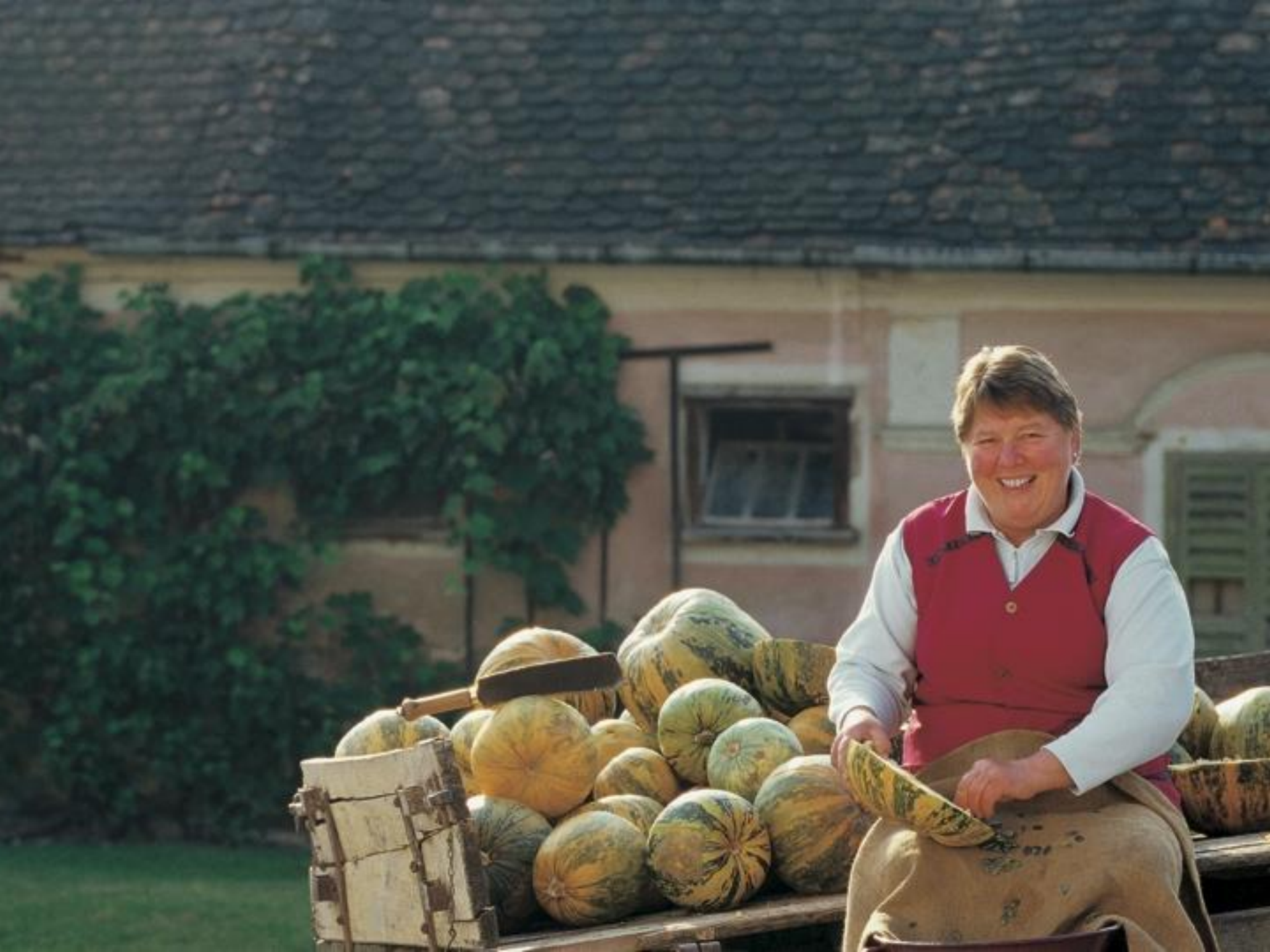




balance new

Stakeholder Value





skills now

- Shareholder Value
- stress
- no reflection



needed skills

- Stakeholder Value
- time out
- reflection



Individual global responsibility now?



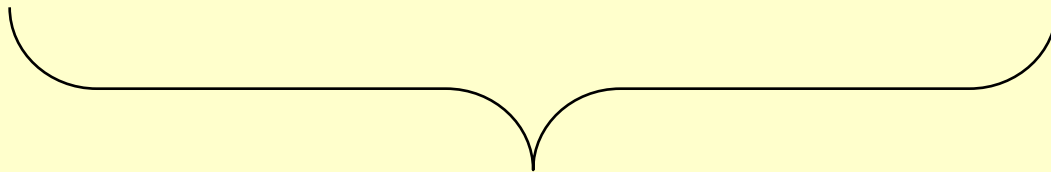
Individual global responsibility

- part of balance



Theses

- balance Stakeholder Value
- new Skills
- individual global responsibility



rating relevant

quality growth



Thank you!

www.badblumauermanifest.com

