

SPECIFICATIONS LABEL FLOCON VERT 2022-2027



History

In 2012, the first set of specifications for the Flocon Vert label was developed by Mountain Riders in collaboration with more than 70 stakeholders in tourism and sustainable development in the mountains. It included 8 themes and 42 indicators.

In 2017, a new version of the specifications was published. The main aim of this update was to simplify understanding of the indicators and to structure them around 20 main criteria. It was also an opportunity to work on bringing the standards into line with international sustainable tourism standards (Global Standard Tourism Council).

The 2017 standards have been tested. It served as the basis for the certification of the first 12 Flocon Vert destinations. Legislation, innovations and the realities of the territories change every day. So, in 2022 we delivered a new version of the specifications which are presented below. Taking the resilience of mountain tourism destinations seriously has led us to tighten certain aspects of our assessment¹ and to propose a demanding set of criteria, in line with today's challenges.

The criteria

Over 70 mountain experts, scientists and professionals worked together to draw up the first set of specifications. These requirements are based on 4 major themes, aiming for exhaustiveness: Governance and resilience, Sustainable economy, Social and cultural dynamics, Resource management. The specifications are reviewed every 5 years to adapt to changes (climatic, social, technological, legislative, etc.). The Flocon Vert is a cyclical process (lasting three years) during which the level of progress made by each region regarding the 20 criteria in the standards is assessed.

¹ Criteria and indicators marked by an *, are to be validated for the destination to obtain the label.

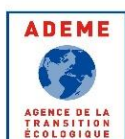
 GOUVERNANCE & RÉSILIENCE	 ECONOMIE DURABLE	 DYNAMIQUES SOCIALES & CULTURELLES	 GESTION DES RESSOURCES
 Aménagement et ménagement	 Diversification	 Tourisme accessible	 Eau
 Mobilité durable	 Achats responsables	 Offre culturelle	 Energie
 Participation citoyenne	 Economie locale	 Sensibilisation	 Biodiversité
 Résilience	 Emploi	 Vie locale	 Sols
 Stratégie	 Suivi et stratégie économique	 Famille	 Déchets

Numerous contributors have offered their expertise to perfect this work. We would like to thank them warmly! Special thanks to the members of the committee who discussed, enriched and validated these specifications.

The Flocon Vert label committee

Based on the audit report and the sustainable analysis, the labelling committee decides whether or not to award the label. The committee is made up of various national bodies working to promote sustainable development and sustainable tourism:

- Structures : Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME), L'Université Savoie Mont-Blanc, Atout France, les Acteurs du Tourisme Durable (ATD) and Mountain Riders
- Qualified persons : Pascal Mayol and Sébastien Galy



Find out all about the Flocon Vert initiative on our website: www.flocon-vert.org



GOVERNANCE and RESILIENCE of the destination



CRITERION 1 : STRATEGY *

The destination has formalized and made public her sustainability strategy. The sustainability strategy and action plan are prerequisites for the destination for the audit.

Indicator 1.1 : Strategy of continual improvement

The destination has formalized and is implementing a **multi-year strategy** of continual improvement on different sustainable development criteria. She has prioritized them for its territory. This strategy is adapted to its scale and resources. This strategy includes **the 4 main issues** in the Flocon Vert's framework : governance and resilience, resources management, economy and community life and socio-cultural dynamics. This strategy was nourished by collective work; at least tripartite Tourisme Office/Town Hall/Ski Resort. Included a common vision of the territory in 2050 and engaging a plurality of stakeholders in the territory. The destination communicates its strategy to locals, visitors and the media. This strategy gives benchmarks for destination stakeholders for all large-scale and daily projects.

Indicator 1.2 : Action plan – sustainability

With the sustainability strategy that it has formalized, the destination has collectively constructed an action plan in which the **quantified objectives** and **concrete actions**. Their scheduling and **finances** are planned. An **evaluation process** has been defined, with precise indicators for each type of action to evaluate work.

Indicator 1.3 : Monitoring Committee - sustainability

A strategy sustainability monitoring committee has been defined across the destination. This committee is plural. It is made up of **at least elected representatives and technicians from the Town Hall, the ski resort area and the Tourism Office**. It can (and sometimes must) include stakeholders from the inter-communal organism, the responsible for protecting area (Parks, reserve...), the local economic players, or scientific experts. As well as **all the experts deemed relevant to nourish and evaluate the strategy and help with its implementation**. The list of members is formalized and known. The Committee **functioning**, the work methods, decision-making method, reachability... are defined. The frequency of meetings is set at least 3 times per year.

Indicator 1.4 : Political support – sustainability

The Flocon Vert labeling process has been and continues to be politically supported. The elected representatives for the project support the values of sustainability and resilience in a proactive manner. They place them at the heart of their political decisions, transversally and on a daily basis.

Indicator 1.5 : Responsible ski resort operation

The actors in charge of the development of the ski area and the operation of the ski resort demonstrate a quality and sustainability approach which aims to reduce their environmental impacts and social responsibility, attested by certifications (ISO 9001 , 14001, 50001, 26000, Green Globe...). The operator ensures that it offers a variety of activities related to snow as well as apart from winter. For example, ski lifts have been designed for a diverse activity. Environmental and social criteria are systematically integrated into the tender specifications.



CRITERION 2 : PARTICIPATION

The destination encourages citizen participation

Indicator 2.1 : Support for eco-solidarity initiatives

The destination provides material and/or financial support to organizations and sustainable/solidarity project leaders in the region. Organizations have **a place** to meet. The destination listens to projects and relays them to the population and visitors. A **directory** of organizations, their contacts and their achievements/projects are up to date and available. The destination encourages synergy between active people and organizations by providing opportunities to **meet** or by launching calls for joint projects. A **budget** is dedicated to supporting these initiatives.

Indicator 2.2 : Public participation

The destination is equipped with effective tools to inform citizens about its projects and initiatives that enrich local life, it fosters public awareness of a desirable vision for a sustainable territory. Moreover, the destination employs mechanisms to gather the population's opinions on key projects it aims to implement (surveys, referendums, apps, neighborhood representatives, youth municipal councils, etc.). The destination also encourages concrete citizen contributions through participatory projects (workshops, cultural events, volunteering, mobilization). Citizens are systematically or occasionally invited to take part in certain decisions. More broadly, the destination allocates resources to foster participation and mobilization of residents (dedicated staff, participatory budgets, mobilization efforts, project coordination, training in collective intelligence, etc.).



CRITERION 3 : TERRITORIAL DEVELOPMENT AND SPARING

The destination monitors and works towards sustainable and inclusive development of the territory. It spares its territory by preserving the quality of natural environments and landscapes.

Indicator 3.1 : Building and development

The destination favors the rehabilitation and densification of old buildings rather than urban sprawl and/or new construction. Attention is paid to ecological continuities (green, blue, black trails). It has equipped itself with legal tools for this. It displays clear and quantified objectives in this regard. Owners are advised.

Indicator 3.2 : Inclusive planning

Accessibility and comfort **diagnosis** was realized at the destination level (establishments welcoming the public, main routes). An **action plan** has been defined as prioritizing the main work to be carried out to bring it up to standard and improve it for a wide audience. The completion deadlines and financing methods have been defined. The different stages of this plan were carried out thanks to the **expertise** of diverse people (with disabilities or with specific needs, seniors, young parents, but also experts in comfort of use). A **comfort walk** – or equivalent, accessible and comfortable for the greatest number of people has been set up. A **comfort perimeter** – or equivalent – is defined and promoted (parking, accommodation, catering, activities). These arrangements are **tested** and benefit from feedback/recommendations.

“**Major Projects**” = separate evaluation sheet, to be completed during collection and updated during the audit for each new development project (new public construction or private leisure, new accommodation, demolition/substantial reconstruction, retained hills, extension or modification of the ski area, etc.). These projects are in line with the destination's **sustainability strategy** (economic viability, but also resource management). **Impact studies and public inquiries** are carried out with the intention of **improving** the project. The emphasis is placed on the **communication** necessary for coherence, understanding and ownership of these projects.

Indicator 3.3 : Sustainable development of the Ski resort

Major development projects in the ski area are in accordance with the “Large Project” indicator of the Flocon Vert benchmark.

Obsolete installations are dismantled. The **landscape impact** of new installations is reduced as much as possible (ecological restoration, landscape observatory, for example). The development takes care to protect **biodiversity** as much as possible (cables/nesting/reproduction areas).

The “mountain area” is thought of beyond the “ski area” that is to say that the territory is developed and managed regarding a **plurality of current and future uses** (leisure, culture, contemplation, agriculture ...). Altitude toilets have a reduced impact.



CRITERION 4 : SUSTAINABLE MOBILITY

The destination is implementing developments and activities to encourage co-mobility and active mobility to access and get around the ski resort.

Indicator 4.1 : Transit feasibility study

The destination has detailed and recent statistical knowledge on the needs and use of different modes of transport in the territory. Following this **study**, priority actions were identified and planned to increase the share of co-mobility and active mobility for visitors but also for so-called “commuting” trips by residents. The **objectives** are clear and **quantified, monitoring** is organized to identify improvements or analyze the obstacles to the development of more sustainable mobility.

Indicator 4.2 : Traffic management

The destination has established a clear and relevant **direction of traffic** at the busier places. Overall, traffic jams are “diluted”, and **parking** is correctly sized. The authorized **speed** encourages active mobility (pedestrians and cyclists).

Charging stations for electric vehicles are installed and their number is adjusted to needs.

Indicator 4.3 : Access to the destination

The destination is served by a regular and reliable public transport **network**. It has/provides all the **information** necessary to reach the station by Public Transport (frequency, prices, access). This information is updated regularly. The **stops** are clearly marked. The problem of “last kilometers” before reaching the destination is the subject of collective meeting with accommodation providers/renters and gives rise to an action plan.

The destination does everything it can to promote **carpooling** access (mobile application with dedicated and marked stops). **Animation and incentive campaigns** (price reductions on activities, for example) are deployed several times a year.

Indicator 4.4 : Getting around the destination

It is possible (and comfortable) to spend a **stay without a car** at the destination.

Shuttles ensure the movement of residents and visitors between the region’s hotspots. They are suitably sized and timed to meet needs. All information concerning these shuttles (prices, frequency, routes, stops) is accessible and updated.

The destination does everything it can to encourage **carpooling** (mobile application, dedicated and marked stops) between the resort and the valley. Incentive campaigns (price reductions on activities, for example) are distributed.

Experiments in the form of challenges or activities are tested to motivate residents and visitors to co-travel, several times a year.

Indicator 4.5 : Active mobility

The destination has developed or plans to develop **cycle trails** and cycle parking facilities. A **transportation plan** has been validated. Its implementation is planned (deadlines, funding). The different stages of this project were informed by the **expertise of residents** wishing to get around by bike. No discontinuity presenting a danger for cyclists is to be deplored between the sections thus developed. It is easy and affordable to rent bicycles or other active modes of transport (adults/children/VAE/cargo bike/scooter/segway). There are “bike reception” points within the destination.

The destination is developing **pedestrian trails** in the heart of the town and in particular around shuttle/bus/carpooling stops. Experiments are being carried out; temporary pedestrianization of an area, signs encouraging people to follow trails. To encourage residents and visitors to get around on foot.

Activities in the form of challenges or others are launched to residents and vacationers to encourage them to travel actively, several times a year.



CRITERE 5 : RESILIENCE

The destination has a detailed understanding of the risks to which it is exposed. It measures its vulnerability and has formalized strategic commitments to reduce it.

Indicator 5.1 : Risk management

The destination has identified the **environmental risks** to which it is vulnerable. This **diagnosis** has led to the formalization of **specific planning documents**, which are monitored (at least) annually by a dedicated committee. **Residents** and **visitors** are properly **informed** of these risks.

Indicator 5.2 : Adaptation to climate change

The destination's stakeholders (elected officials, employees of the town hall, ski resort and ski area, economic players, the public, children) are **aware** of and **trained** in the challenges of climate change in the mountains or are accompanied by experts in the field. The destination has taken the opportunity to carry out a **forward-looking** study of the risks and opportunities that climate change represents for its territory. This forward-looking (or analytical) work **helps to guide long-term development and investment choices**. These choices and their implications are communicated to residents and visitors.

Indicator 5.3 Climate change mitigation

The destination has carried out a **carbon footprint** of its activities (at the very least, a self-assessment of the impact it generates in scope 3 and, at best, an accompanied assessment). This assessment gives rise to **concrete mitigation measures** that are planned and monitored. The destination, together with neighboring destinations in the intercommunal area, is the driving force behind the initiation of joint actions. This assessment and the associated measures are **communicated** to residents and visitors in a popularized and engaging way.

Indicator 5.4 : Strategic commitments and future projections

Climate change and its impacts are taken into account in all decision-making concerning the destination's future. The **intermunicipality** is committed to a mitigation and adaptation strategy for the issues that concern it. Reflections on future **scenarios** (food resilience, for example) are carried out at this intermunicipal level.



SUSTAINABLE ECONOMY: Viable, local and fair



CRITERION 6 : DIVERSIFICATION

The destination allocates resources to mitigate the seasonal variability of tourism. It encourages the development of multiple activities and services to increase its residential appeal and diversify its income.

Indicator 6.1 : Adaptation to snow conditions

The destination has banned the transport of snow to the resort. The production of artificial snow is regulated. To limit its dependence on snow, the destination strives to **diversify the range of activities on offer to winter tourists**. « Off-snow » activities are offered to residents and visitors by a wide range of players.

Indicator 6.2 : Continuity of shops and services

In the destination's territory, certain businesses are kept open **all year round**. Shopkeepers in the same business arrange to take their vacations at different times.
50% of services (medical, transport, etc.) are maintained outside peak tourist periods.

Indicator 6.3 : Spread of tourism offer

The destination deploys resources to encourage the **rental of vacant accommodation** (tax on cold and/or lukewarm beds, for example). Certain tourist **activities** (guided tours, equipment rentals, etc.) are maintained in **spring** and **autumn**. There are specific **activities** for these two periods in the local events calendar.

Indicator 6.4 : Promotion of spread and diversification

The **images** conveyed by the destination (website, brochures) show spring and autumn landscapes to encourage tourists to come and stay in the mountains at these times.

The destination promotes **ecotourism offers**, such as packages combining transport/accommodation/restauration/activities that are coherent in terms of sustainability or the commitment of service providers.

The destination proposes **attractively priced “low season”** offers to encourage visitors to discover the mountains at these times.

The destination sends specific satisfaction **questionnaires** to visitors in order to better understand their expectations when visiting at these specific times.



CRITERION 7 : MONITORING and ECONOMIC STRATEGY

The destination analyzes and publishes its economic indicators. It formalizes a strategy to diversify its economy.

Indicator 7.1 : Contribution of tourism to the local economy

The **direct and indirect contribution of tourism** to the destination's economy is monitored and publicly reported (at least) annually. The **composition** of these revenues (summer/winter and other seasons) is known. These reports include **visitor spending**, employment and investment data. The destination is interested in visitor satisfaction and **loyalty** from one season to the next, and from one year to the next.

Indicator 7.2 : Economic diversification strategy

The analysis of economic indicators gives rise to a **collective** strategic **reflection** and action plan to **diversify the territory's sources of revenue, investments and subsidy applications**. The joint economic strategy includes a review of the destination's **residential appeal** (cold/luke-warm beds, real estate, services) and provides for **actions/experiments** in this area.



CRITERION 8 : EMPLOYMENT

Working conditions in the destination's various structures are fair for both local employees and seasonal workers: training opportunities, safety at work, quality of life and fair remuneration. Access to telecommuting is encouraged wherever possible. Jobs adapted to disabled people have been created.

Seasonal workers are provided with advice and information on social, environmental and health issues. Exchange sessions are organized to facilitate the local integration of seasonal workers and raise their awareness of the destination's sustainability approach. The housing of seasonal workers is the subject of collective reflection and concrete action (as is the housing of permanent staff).

The destination knows how to assess turnover among seasonal workers and formalizes a strategy to curb it if it is problematic. The destination is also working to ensure that seasonal jobs are sustainable (year-round) (training, versatility, housing, overall residential attractiveness).

Indicator 8.1 : Fair working conditions: Town hall (see previous paragraphs)

Indicator 8.2: Fair working conditions: Ski area (same)

Indicator 8.3 : Fair working conditions: Tourist Office (same)



CRITERION 9 : LOCAL ECONOMY

The destination supports and promotes the diversification of local economic activities. It encourages the development of an innovative, sustainable, social and inclusive economy.

Indicator 9.1 : Business support

The destination is aware of and promotes local businesses. It supports business start-ups by offering calls for projects, offices at attractive prices or any other advantage that enhances its **attractiveness**. The destination has an **Internet** connection with fiber or equivalent.

Indicator 9.2 : Forestry

The destination is committed to the Charte Forestière de Territoire charter. It encourages the development of local **timber industry**. Local forests are promoted through **protection** and **awareness**-raising initiatives.

Indicateur 9.3 : Agriculture

The destination supports local farmers. The use of agricultural land is protected and perpetuated in **town planning documents**. Local produce is supported and promoted, for example through the creation of goods **baskets**. Local products are included in local **restaurants**, primarily in school catering. **Pastoralism** is supported and promoted. Educational work is carried out to avoid conflicts of use in the area. **Agro-tourism** offers an opportunity to discover the work of farmers (farm visits, participative workcamps, for example).

Indicateur 9.4 : Arts and crafts

The destination has a good **knowledge** of the craft, artistic and cultural activities developed in the area. It **enhances and promotes their production**. Material **support** (solidarity leases) or communication support is provided to showcase local **know-how**. A local bookshop, designer boutique and/or art gallery are located in the area.



CRITERION 10 : RESPONSIBLE PURCHASING

The destination gives preference to local products in its orders and services. Social clauses (e.g. parity or integration), respect for the environment (e.g. waste management) or the use of local materials have been included in the calls for tenders it issues.

Indicateur 10.1 : Purchasing manager – Ski area

The ski area operator has formalized a **strategy** with **quantified objectives**, to make its purchasing more virtuous and responsible. Its calls for tender include environmental and social **clauses**. Its orders are based on responsible criteria. One person oversees the implementation of this program internally. She or he, is part of a **network of buyers** and is supported by a trained **elected representative**. Staff are made aware of responsible purchasing and high-stake purchasing actions are **promoted**.

Indicator 10.2 : Durable purchasing – Town hall

The Town Hall has formalized a strategy with quantified objectives to make its purchasing more virtuous and responsible. Its calls for tender include environmental and social clauses. Its orders are based on responsible criteria. One person oversees the implementation of this program internally. She or he, is part of a network of buyers and is supported by a trained elected representative. Staff are made aware of responsible purchasing and high-stake purchasing actions are promoted.

Indicateur 10.3 : Durable purchasing – Tourist office

The Tourist Office has formalized a strategy with quantified objectives, to make its purchasing more virtuous and responsible. Its calls for tender include environmental and social clauses. Its orders are based on responsible criteria. One person oversees the implementation of this program internally. She or he, is part of a network of buyers and is supported by a trained elected representative. Staff are made aware of responsible purchasing and high-stake purchasing actions are promoted.



SOCIAL AND CULTURAL dynamics



CRITERION 11 : LOCAL LIFE

The destination actively works to increase the residential appeal and living comfort of its (diverse) inhabitants.

Indicator 11.1 : Social facilities and services

The destination has facilities for **young people** (crèche, day nursery, MJC, etc.) and **seniors** (housing, retirement homes). A place - or, failing that, a person - has been identified to take care of people in **precarious** situations (CCAS, social worker). Through a social landlord, the commune offers **low-cost housing**, allocated based on social criteria. The destination offers its residents (and visitors) **free access to sports and cultural facilities**, such as community sports fields and a media library. A **digital mediation** service enables different audiences to familiarize themselves with current tools and apps.

Indicator 11.2 : Medical and paramedical services

The destination has at least one general practitioner, and at best a **medical center**. The following **practitioners** are present in the destination: nurse, physiotherapist, midwife, psychologist. A **pharmacy** - open year-round - is located in the area.

Indicator 11.3 : Markets

A weekly **farmers' market** is held at the destination all year round. A **craft** market showcases local productions. Event-based markets (spring, Christmas) are held at regular intervals throughout the destination, with entertainments such as concerts, raffle, garage sales and shopkeepers' flea markets.

Indicator 11.4 : Meeting and exchange places

Shopkeepers are grouped into **associations**. Regular meetings are organized between them. One person represents them in dealings with institutions.

A number of **social and meeting places** have been identified in the area (cafés, bars, EVS, maison des associations, coworking spaces, meeting rooms, conference rooms, convention centers). Cultural, civic and religious **events** celebrate local traditions and foster links between local residents.

The destination offers inclusive venues and events for LGBTQA+ audiences (snow pride, LGBTQA+ friendly bars...). The destination communicates about practical solutions put in place to combat violence against women/children (emergency number, safe place, association, women safe hikes, parenting discussion forums, etc...).



CRITERION 12 : RAISING AWARENESS

The destination deploys practical actions to raise awareness among local stakeholders (residents, employees) and visitors of sustainability and the actions undertaken in this direction in its territory.

Indicator 12.1 : School education

Local schools are certified as “**eco-schools**” or meet the criteria of an equivalent standard. Eco-delegates are appointed in the destination's middle and high schools. In the destination's various schools, **bicycle** facilities have been created, and a **pedibus** or **car-sharing** scheme is organized. There are also facilities for protecting and observing **biodiversity**. Some lessons take place **outdoors** when possible/authorized. Activities and events are organized to encourage meetings between parents and with local **associations** involved in **sustainable and/or solidarity projects**.

Indicator 12.2 : Raising awareness of eco-actions

The destination has created or acquired **tools** to raise awareness among residents and visitors of various eco-actions (food, waste, water, energy, sustainable mobility, biodiversity, etc.). Communication materials are of good quality, up-to-date and may be translated into the **foreign languages** most widely spoken in the destination. The ski area, village, accommodation/restaurants, leisure activity providers and event organizers all use the same discourse and coherent/**identical tools** to raise awareness of eco-actions among visitors and residents.

Indicator 12.3 : Eco-exemplarity

Training and awareness-raising initiatives on sustainable development are offered to the staff of structures involved in the Flocon Vert approach. The staff of these facilities are exemplary or are engaged in a process of progress and **increasing their expertise** in subjects relating to the standards. Sorting waste, cycling, carpooling, energy/water saving and eco-actions in general have become **reflex practices for employees of the 3 structures** (Tourist office, Town Hall, Ski Area), as well as for elected officials.

Indicator 12.4 : Interactive events

Events are organized on a regular basis throughout the region, focusing on the themes of **biodiversity** protection, the **transition** to sustainable development and **inclusion** (exhibitions, conference-debates, film screenings, creative zero-waste workshops, etc.). **Interactive nature projects** are offered to residents and visitors alike. The destination is familiar with the criteria that define an eco-event, and strives to infuse these guidelines as fully as possible into the events it organizes. A guide/**eco-event charter** is available for event organizers in Town Hall and at the Tourist Office.

Indicator 12.5 : Waste collection

A litter pick event is organised (at least) once a year in the ski area. This event is part of the national ‘**Zero Waste Mountain**’ program, which gives it visibility and enables the organisers

to benefit from advice and support on the day. This event **mobilises massively** all local players: elected representatives, employees of organisations involved in the Flocon Vert initiative, families, socio-economic players, etc. Particular attention is paid to the **conviviality** of the event and possible rewards for volunteers (meal or drinks, for example). **Waste is weighed and characterised** by the organisers, together with the participants. These data are **summarized** in numbers (and any **recommendations** for eradicating waste 'at source') together with details of **participants'** satisfaction or any frustrations, with a view to possibly reorienting the organisation of future collections.



CRITERION 13 : ACCESSIBLE TOURISM

The destination and its tourist activities endeavour to make themselves comfortable for certain groups with special needs. Choices are made which are locally relevant in order to provide an offer which specifically meets the needs of a certain targeted public (e.g. the mentally handicapped, the visually impaired, the deaf and hard of hearing, etc).

Indicator 13.1 : Handitourism

The destination has compiled a list of **establishments** able to offer a comfortable welcome to visitors with special needs (departmental accessibility certificate, "Tourism & Handicaps" label or with a proactive approach to welcoming visitors with special needs). This list is up to date and accessible. The destination works on the continuous improvement of its **overall offer** (comfort perimeter, for example) through practical actions and seeks to develop it by motivating and supporting the **economic players** with accessibility.

Indicator 13.2 : Adapted sports activities

The destination is careful to diversify its range of activities for people with specific needs. A **referee** for adapted leisure activities has been identified and has been given the **tools** to meet the needs of residents and visitors (for example: comfort walks, easy walks, walks for all, etc.). Handiskiing courses are offered, as well as other adapted/accessible leisure activities. **Retailers** offer adapted equipment for hire. A brochure or a page on the destination's website **lists** and promotes offers and services for disabled people and their careers. The destination is a member of a handitourism **network** or equivalent.



CRITERION 14 : FAMILIES

The destination offers and develops services and prices adapted to families.

Indicator 14.1 : Year round family services

The destination offers **childcare services** for young children (crèches, day nurseries, childminders' centres, etc.) and **extracurricular services/events** with activities and **timetables** that meet the needs of children and their parents.

Indicator 14.2 : Touristic facilities for families

The destination holds the '**Famille +**' or 'Station Kid' label or can demonstrate an equivalent commitment. **Services** (stroller or other equipment hire, occasional childcare, family events and activities) are available. **Reduced rates** are offered to families for leisure activities. These offers take single-parent families into account.

**CRITERION 15 : CULTURAL OFFER**

The destination strives to preserve and promote its cultural heritage.

Indicator 15.1 : Tangible cultural heritage

The destination has **inventories** of its cultural heritage (including monuments and listed buildings). Places of heritage interest are **mapped out** in a simplified way for visitors and/or **signposted** to help them discover these different elements/places. **Events, activities or guided tours** can be organized to promote places of interest.

Indicator 15.2 : Intangible cultural heritage – Living culture

Events and activities promote local culture as intangible heritage: **music, art, cinema, tales and myths, gastronomy...** **Mountain practices** are valued and promoted as an integral part of local history and culture. Historic and contemporary agricultural **landscapes** and **know-how** are also highlighted. The environmental services provided by rural areas are promoted.

RESOURCE MANAGEMENT

CRITERION 16 : SOIL

The destination is mobilized around soil issues. It has formalized a strategy and action plan to minimize the artificialization and pollution of its soils and is implementing practical measures to protect and conserve them.

Indicator 16.1 : Combating soil artificialization

The destination is aware of the **rate of soil artificialization**. **Commitments** have been made to limit this as much as possible. The **desilting** and ecological **restoration** of certain sites have already been completed. An action plan has been drawn up to achieve **Zero Net Artificialization by 2050**. Compensation is used judiciously and as a “last resort”.

Indicator 16.2 : Soil quality

The destination has carried out a soil pollution **diagnosis**. It is aware of the impact of various **inputs** (plant protection products, de-icing salts, etc.) on soil quality. An **evaluation** system enables the company to monitor changes in soil quality, based on “control zones”. **Practical actions** (pollution control, biological control, fertilization, etc.) are implemented to **reduce pollution and improve soil quality**. These actions are promoted to the public.

CRITERION 17 : ENERGY

The destination is working to measure, optimise and reduce its energy consumption. It develops the production of renewable energy and limits its light pollution.

Indicator 17.1 : Energy savings – Ski area

The ski area management body has carried out an **energy audit** of its buildings, equipment and activities. The organization has set targets for reducing its energy consumption and an **action plan** has been drawn up to take the next steps in this direction. Regular assessments are carried out to monitor progress. Consideration is being given to the timing of **ski lifts**, their partial closure when the drop in visitor numbers justifies it, and the **differentiated management of grooming** on the slopes (one slope instead of two, avoiding the edges of the slopes, for example). Staff are trained in eco-damage. A regular **assessment** is carried out to monitor the reduction in consumption.

Indicator 17.2 : Destination energy strategy

The destination has carried out an energy audit of its main public and private facilities and buildings. A strategy for reducing consumption has been formalized and translated into a 3/5-year action plan. The destination is studying the possibilities of developing local renewable energies. Projects and partnerships are taking shape along these lines.

Indicator 17.3 : Energy efficiency of tourist buildings

An energy audit of the main tourist buildings has been carried out. Based on this diagnosis, quantified and dated objectives have been formally set to increase energy efficiency. An action plan shows how the next steps will be taken. This action plan is made public to residents and visitors. A trained contact person is identified to support the implementation of this action plan.

Indicator 17.4 : Renovation of public and private buildings

Renovating public buildings is a priority for the destination. This takes precedence over the construction (even “sustainable”) of new buildings. Renovation is based on RE2020 criteria. Formalized support is available to encourage private owners to renovate their properties (for example, a directory of local grants and “guichets” is available from the City Hall on request).

Indicator 17.5 : Street lighting

A program to limit energy consumption in public lighting has been launched. Actions have been planned concerning the possibility of replacing equipment (staggered over time). Actions have been taken to reduce light pollution (night-time extinctions at municipal level, local regulations concerning illuminated signs, etc.). The destination has been awarded the “starry sky” label or is involved in an equivalent program. An awareness-raising campaign makes residents and visitors aware of the specific characteristics of nocturnal fauna.

**CRITERION 18 : BIODIVERSITY**

The destination protects and promotes local biodiversity.

Indicator 18.1 : Rural heritage

The destination has a system for assessing and guaranteeing the condition and conservation of rural landscapes. An agro-pastoral observatory or equivalent system is in place to assess “areas of high pastoral value”, in and around the ski area.

Indicator 18.2 : Knowledge of biodiversity

The destination has precise knowledge of the local flora and fauna, and of the risks of erosion linked to climate change. It knows how to assess the risks posed to endemic species by tourist activities. In conjunction with biodiversity observatories, parks (PN, PNR) and local associations, the destination is able to base its decisions on an up-to-date inventory of species and precise mapping of their protected areas.

Indicator 18.3 : Promotion of local biodiversity

Local biodiversity is promoted through themed guided tours and a variety of communication media and/or dedicated events. Observing and discovering local biodiversity is a driving force behind the tourism economy.

Indicator 18.4 : Protection of biodiversity

Voluntary measures are in place at the destination to actively protect endangered species. Restrictions on recreational activities, linked to the preservation of biodiversity, are clearly visible and understandable to residents and visitors. These mechanisms for regulating/restricting/evaluating numbers and mediating/educating visitor practices are deployed to limit negative impacts on sensitive sites and reinforce their positive behavior.



CRITERION 19 : WATER

The destination optimizes the quantity and quality of water available.

Indicator 19.1 : Knowledge of water resources

The destination has precise knowledge of its water resources, uses, distribution and quality. The efficiency of its drinking water supply network is over 65%. It is committed to reducing consumption by installing equipment and promoting eco-actions. This reduction is planned over time, with clear objectives that the destination has made public.

Water-related risks (pollution, flooding, mudslides, etc.) are well known. An alert plan and an action plan have been formalized to deal with them.

A rainwater zoning plan has been drawn up for the destination, and the network has been adapted to avoid polluting the environment in the event of heavy rain.

Indicator 19.2 : Water management

The destination is involved in the formalization and monitoring of a SAGE (Schéma d'Aménagement et de Gestion des Eaux, Water development and management plan) or river contract. It works with stakeholders in its drainage basin to manage water quantity and quality. The governance of water resources is clear (players, skills, resources, responsibilities, tools). The destination has a set of collective and individual facilities capable of ensuring effective treatment of wastewater for reuse or disposal, in complete safety and without harmful effects for the local population and the environment.

Collective wastewater treatment facilities are compliant. Individual equipment is inventoried and regularly inspected.

Communication campaigns on water quality, eco-actions to preserve it and water-related risks are carried out.

Indicator 19.3 : Development projects and vulnerability of water resources

Water supply security is not threatened by the development of the destination's projects. Actions to optimize water resources have been taken to minimize the destination's vulnerability in this respect.

With regard to the production of artificial snow, reserved river flows are known, respected and optimized.

Any plans to extend the ski area or create hillside reservoirs do not affect the vulnerability of the quality and quantity of water resources or biodiversity. Optimization measures are planned, and compensation measures are implemented where necessary. Transparent and detailed communication on the subject is planned for the general public.



CRITERION 20 : WASTE

The destination acts across the entire waste cycle within its territory.

Indicator 20.1 : Waste collection and management

Household waste is collected and processed. The recovery rate is known and the destination is committed to optimizing it.

Waste sorting is optimized and appropriately sized for the destination (number of collection points, effective/translated communication, etc.). The recycling rate and the recovery rate for recyclable waste are known. The destination is committed to continuous improvement of these rates (objectives, action plan).

The destination strives to recover bio-waste by providing resources for residents and visitors wishing to compost (buckets, collective composting areas, deposits, etc.).

A bulky waste collection service is organized on a regular basis. Waste collection centers are accessible and well-sized. There are no illegal dumps on the territory. If there is, the commune assumes its responsibilities by communicating and warning of the ban on dumping, and by identifying and punishing offenders.

Indicator 20.2 : Measurements and monitoring

The destination has carried out an overall diagnosis of waste on its territory. It knows the origin and destination of the various categories of waste. It has set targets for reducing waste at source and optimizing its treatment. An action plan has been drawn up, and indicators have been defined to monitor the impact of these actions.

The presence of eco-guards in natural areas to raise awareness among residents and visitors of the problem of littering. The ban on single-use plastic is respected in shops and tourist establishments.

Indicator 20.3 : Communication and awareness

The destination has formalized a waste communication strategy and plan.

Initiatives to reduce food waste have been launched in the destination's catering establishments (schools, tourist facilities). Tap water is promoted and the destination promotes the use of water bottles.

Sorting instructions and other communication campaigns are translated into the languages most spoken by visitors (English, German, Italian, Spanish, Catalan, etc.).

A specific communication plan focuses on eco gestures and waste reduction at source. A specific communication plan concerns cigarette butts.

Participatory programs such as "sorting ambassadors" and "adopt a spot" involve volunteers in these issues.

Indicator 20.4 : Circular economy

In general, residents and visitors are encouraged to reduce and recycle their waste. There is a website, application or platform for exchanges, donations and second-hand sales at the destination (or dynamic use of existing tools such as "le bon coin").

There are events where you can buy second-hand: ski fairs, garage sales, etc.

There is a place where residents can come to repair or have repaired their equipment (household appliances, hifi, bicycles, etc.), or there are people/companies offering this type of service.

CONTACTS MOUNTAIN RIDERS

Coline DOURNES

coline@mountain-riders.org

Flocon Vert Project manager

Claire TOLLIS

claire@mountain-riders.org

Research & Development Project Manager

Antoine CHOUVELLON

antoine@mountain-riders.org

Communication et Partnerships Project manager

MOUNTAIN RIDERS THANKS

For their support in the drafting of 2022 specifications, even if the result does not entirely reflect all the proposals and positions that were shared, thank you to all the experts, researchers, partners, activists and players in mountain territories who worked to ensure that this specification is as close as possible to the challenges of tomorrow's mountains!