

# 2025 PRESS KIT

An initiative led by the Mountain Riders association



# FLOCON VERT



# EDITORIAL

Mountain Riders is convinced that the time for questioning is over; now is the time for action. Every day, Mountain Riders envisions and works towards a desirable, viable, and livable mountain environment where all forms of life can coexist without harming one another.

Today, awareness is collective. The challenge we face is to encourage action from as many people as possible. It's about having a vision and equipping ourselves with the tools needed to organize the means to achieve it. This is the purpose of the Flocon Vert.

**The Flocon Vert is both a label and a continuous improvement initiative. Its goal is to drive and structure the ecological transition of mountain destinations by involving all local stakeholders. Like a true compass, it symbolizes the direction to follow—a course to stay on for destinations committed to making a change. In this spirit, Mountain Riders provides a roadmap to help territory head in the right direction and make informed decisions. The Flocon Vert also gives visitors a clear view of which mountain tourist destinations are truly committed.**

Through this press kit, Mountain Riders invite you to let yourself be guided through 30 destinations committed to the Flocon Vert path.





# MOUNTAIN RIDERS' SUPPORT

## Support in fostering dialogue among regions

Mountain Riders now offers a certification approach that involves organizing several workshops within committed destinations. The core purpose of the label is to bring together and facilitate dialogue among the various local stakeholders. Through these workshops, the town hall, tourist office, and ski area managers co-construct a long-term vision that will form the foundation of their strategy. Citizens and local businesses are also encouraged to take part in the change and actively engage in this transition process.

After a shared assessment phase, local stakeholders are invited to collaboratively imagine concrete solutions to shape the transition.

Mountain Riders measures progress with an interim audit that brings stakeholders together halfway through the process.

**“We debate so we don’t fight”**  
Olivier Klein

## The power of collective action to create new directions

Being awarded the Flocon Vert label also means joining a network of regions moving in the same direction. It's about drawing inspiration from one another, sharing best practices, supporting each other, and co-creating solutions. For example, during “Eductours”, destinations meet with other regions to discover and exchange their respective experiences. Committing to this approach also provides access to personalized resources and tools (simplified summaries, technical sheets, testimonials) developed in partnership with experts and scientists.

Mountain Riders brings this network to life by organizing monthly webinars on various transition topics—such as mobility, waste management, and biodiversity—highlighting concrete actions through the insights of experts.

### Link to the webinars



## The Labelisation committee

The committee is made up of various national organizations working towards sustainable development and sustainable tourism. The national committee consists of:

- Organizations: The French Environment and Energy Management Agency (ADEME), the University of Savoie Mont-Blanc, Atout France, Acteurs du Tourisme Durable (ATD), and Mountain Riders.

- Qualified individuals: Pascal Mayol, Sébastien Galy
- The committee meets twice a year to review the applications from regions that have been supported by the Flocon Vert team for 12 to 18 months. If the committee's decision is favorable, the Flocon Vert label is awarded for a period of three years. The label award ceremony is an opportunity for the destination to share the ambitions of its transition strategy and to showcase the highlights of its region. An interim verification audit is carried out after one and a half years.



# THE STEPS OF THE PROCESS

The itinerary to the Flocon Vert

## 1. LAUNCH

2 workshops to build the project and mobilise the territory active forces.

## 2. DURABILITY ANALYSIS

Data collection that enables the production of a solid assessment to initiate a realistic transition. Two feedback workshops are held to share this assessment and co-create the action plan.

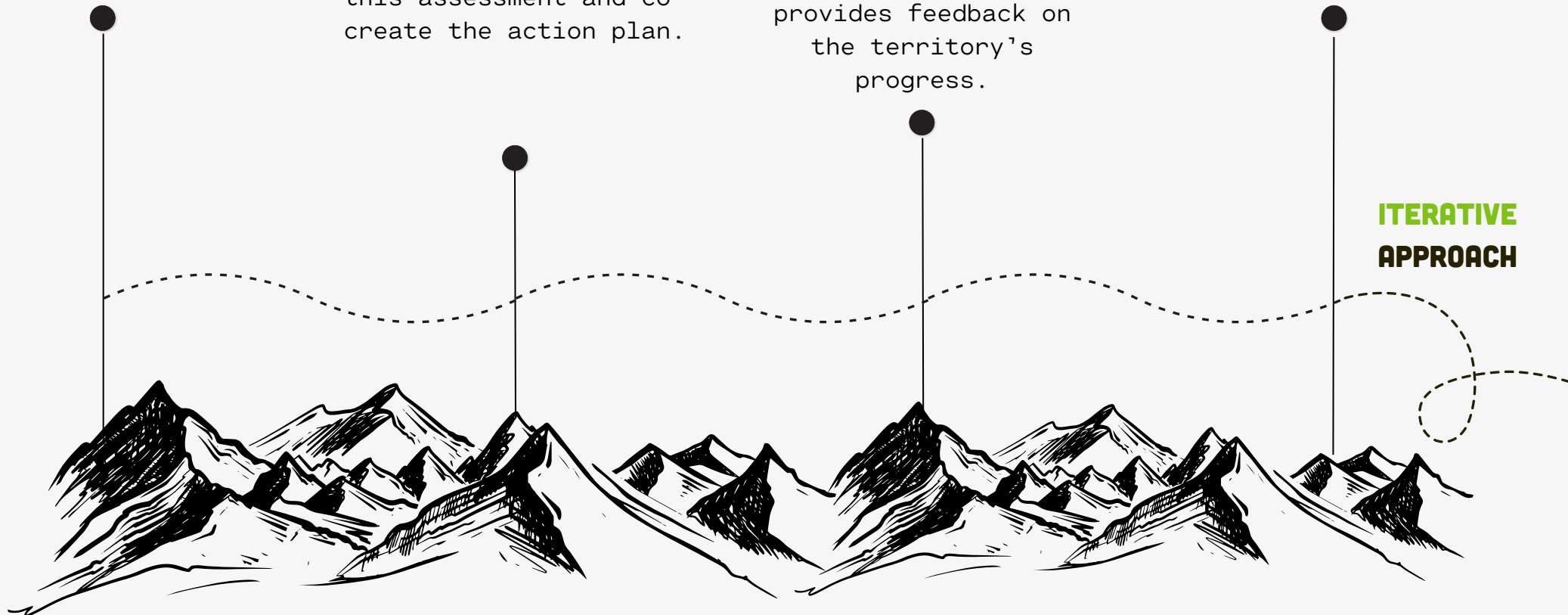
## 3. AUDIT

An independent auditor checks the quality of the data collection and provides feedback on the territory's progress.

## 4. LABELISATION COMMITTEE

The sustainability analysis and audit report are submitted to an independent committee, which decides whether or not to award the label for a period of three years.

**ITERATIVE  
APPROACH**





# SPECIFICATIONS

## 20 criterias to lead the way

The full specifications



The first set of specifications was created through the collaboration of more than 70 experts, scientists, and mountain professionals. These requirements are organized around four main themes, aiming for comprehensiveness: Governance and resilience, Sustainable economy, Social and cultural dynamics, and Resource management. The specifications are reviewed every five years to adapt to changes—climatic, social, technological, and legislative. The Flocon Vert is a cyclical process during which the progress of regions on the 20 criteria of the framework is evaluated.

All along your journey, you will find these pictograms, which highlight the strengths of each destination according to the criteria in the specifications.



### GOVERNANCE & RESILIENCE



Urban and land development



Sustainable mobility



Citizen engagement



Resilience



Strategy



### SUSTAINABLE ECONOMY



Diversification



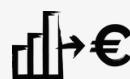
Responsible purchasing



Local economy



Employment



Economic monitoring and strategy



### SOCIAL AND CULTURAL DYNAMICS



Accessible tourism



Cultural offer



Sensibilisation



Local life



Family



### RESOURCES MANAGEMENT



Water



Energy



Biodiversity



Soils



Waste

# THE FLOCON VERT

## The 2025 numbers

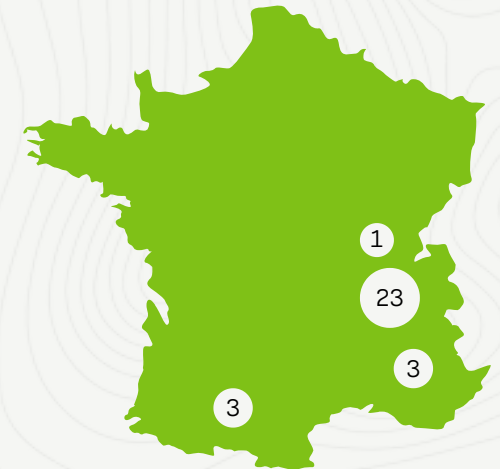
**70** Experts and scientists mobilized to develop the specifications.

**98 %** Loyalty rate of committed destinations.\*

**30** Labeled destinations in 2025.

**36** Destinations in the pabeling process.

**128** Open questions in the specifications.



## 3 levels of “Flocon”

The Labeling Committee and the Flocon Vert team have introduced the “Flocon Vert Progress Levels” to distinguish the degree of commitment demonstrated by territories in their transition. When a destination is certified and engages in a continuous improvement process with Flocon Vert, it is awarded one of three levels: 1st Flocon, 2nd Flocon, or 3rd Flocon.

- **1st Flocon: Committed territory**
- **2nd Flocon: Towards excellence**
- **3rd Flocon: Exemplary**



## Durability indicators

Imagination is the driving force behind action.

That's why Mountain Riders envisions new ways of seeing the world beyond the economic dimension. To transform existing models, it is essential to value sources of life such as water, biodiversity, and soil, as well as residents' quality of life, the local economy, and community services. Mountain Riders is therefore currently working on developing sustainability indicators that will provide benchmarks and concrete data on these topics. These figures will help destinations track their progress over time, justify their choices, and set a clear course toward transition.

Want to learn more? Find out more [here](#)!

\*Since the creation of the label, only two destinations have chosen to withdraw from the process. Flocon Vert is, above all, a sustainable and engaging initiative.



19 destinations



les  
**saisies**  
— 1650 m

**Saint François Longchamp**  
Une montagne de bien être!

**TIGNES**

**FONT-ROMEU**  
CHÂNEZ D'ALTITUDE!

**CHAMROUSSE**  
ALPES-FRANCE 1700

**Val d'Isère**

**LA PLAGNE**  
Paradiski

**AURON**  
ALPES MERCANTOUR

**CREST-VOLAND COHENNOZ**  
petits villages, grands espaces

**Valloire**  
GALIBIER

**Passy**  
Pays du Mont-Blanc

**Cordon**  
Le Balcon du Mont-Blanc

**la Rosière**  
ESPACE SAN BERNARDO

**Belleville**

**LES ANGLES**

**MORZINE AVORIAZ**  
Portes du Soleil

**VALDEBLORE**  
*J'adore*

**LE GRAND BORNAND**

**Val Cenis**  
Haute Maurienne Vanoise

11 destinations



**VALLÉE DE CHAMONIX MONT-BLANC**

**LANS-EN-VERCORS**

**SAINT GERVAIS**  
MONT-BLANC

**STATION DES ROUSSES**  
lesrousseau.com

**CHÂTEL**  
Portes du Soleil

**LES ARCS**  
Paradiski

**Valberg**

**megève**

**MÉRIBEL**  
CŒUR DES 3 VALLÉES

**ARCHES BEAUFORT**

**CAUTERETS**

# A FEW WORDS ABOUT MOUNTAIN RIDERS

Mountain Riders is a cheerful group of free-spirited, passionate, and committed “sheep,” organized as an environmental education association dedicated to ecological transition since 2001.

By encouraging children and young people to become drivers of change, inviting practitioners to adopt responsible approaches, supporting tourism professionals, and involving citizens and elected officials, we are taking action to preserve a mountain environment that is as essential as it is fragile!

Our levers for action are embodied in three major projects: **the Flocon Vert initiative, Montagne Zéro Déchet (Zero Waste Mountain), and Education & Training.**

Our “raison d’être” :

“We cultivate joy and a spirit of togetherness to help mountain regions embark on the transition in service of all living things.”





# MONTAGNE ZÉRO DÉCHET EN 2030

## ZERO WASTE IN MOUNTAINS IN 2030

### An historical engagement : Zero wild waste in our Mountains by 2030

The ambition is simple: zero wild waste in our mountains by 2030. This goal is no longer just Mountain Riders' alone — on March 16, 2023, many mountain stakeholders committed to it by signing a [national charter](#) and creating action plans. What we aim for today is waste reduction at the source. If we want to stop picking up litter, we need to turn off the tap!

The action plan is structured around three key steps: **reducing** waste through clean-up operations, **raising** public awareness, and collecting and assessing waste through **characterization**, which makes it possible to identify its origin and reduce it at the source.

In 2024, Mountain Riders carried out 82 large-scale clean-up operations, with the participation of 4,685 committed individuals and a total of 18 tons of waste collected, including 58,776 cigarette butts.

To join us on a clean up operation : <https://www.mountain-riders.org/agenda/>





# EDUCATION ET PEDAGOGY

Marveling at nature, experiencing the outdoors, and feeling connected to all living things—this is the educational approach embraced by the association to encourage today's and tomorrow's citizens to care for our mountains, which are as essential as they are fragile.

The project “**Montagnez-nous**” : makes the mountain accessible

Launched in 2015 in partnership with associations from Chambéry, the "Montagnez-nous" project aims to support young people and adults in discovering the mountains—whether through overnight hikes, stays in mountain huts, or day trips—and to make them active participants in their own experience by involving them in the preparation. Many of these participants come from priority urban neighborhoods and have little or no familiarity with the mountain environment around them. For them, the mountains often evoke ideas of “effort, boredom, and difficulty,” even though they are also seeking adventure, independence, and both personal and collective challenges. The project's objectives are clear: to discover, feel, touch, meet, taste, and experience everything the nearby mountains have to offer.





# PROFESSIONAL TRAINING

Mountain Riders offers training modules to equip current and future professionals in mountain regions with the knowledge and skills to address tomorrow's economic, social, and environmental challenges.

Experimenting with new methods, practices, and tools—as well as sharing and spreading these approaches—is at the heart of every project. Mountain Riders fosters knowledge and the creation of new ways of imagining the future, notably through a new tool co-developed with a collective of associations: the “**Mountain Fresco**.”

[Find the trainings catalogue here](#)

“For us, the most important thing is to share our practices in a spirit of togetherness and conviviality. Recognized for our expertise within the mountain ecosystem, we believe in taking action without moralizing, so that everyone feels encouraged to get involved and to share responsibility for transforming our regions and their economy.”

Camille Rey-Gorrez, Director of Mountain Riders



# LET'S STAY IN TOUCH !

## PRESSE CONTACT

Marion BOUHET

+336 10 90 12 22

[marion.bouhet@mountain-riders.org](mailto:marion.bouhet@mountain-riders.org)



**FULL ADRESSES BOOK OF  
MOUNTAIN RIDERS**

## MOUNTAIN RIDERS

Adress : Parc d'activités de Côte-Rousse (Bâtiment B), 180 Rue du Genevois, Chambéry, FRANCE

Office : +339 72 19 37 14

[mountain-riders.org](http://mountain-riders.org)

