

# FLOCON VERT





# EDITORIAL

At Mountain Riders, we cultivate joy and collaboration to support mountain regions in their transition towards a more sustainable future. Every day, we imagine and work towards a desirable, viable, and livable mountain environment where different forms of life can coexist without harming each other.

Society, and more specifically the mountains, are facing social, climatic, and economic crises. They must transform today to prepare for the future. Today, awareness is collective.

Le Flocon Vert is both a label and a process of progress. Its goal is to engage and structure the ecological transition of mountain destinations by involving local stakeholders. A true compass, it symbolizes the direction to follow, a course to be taken by destinations wishing to commit to change. In this sense, Mountain Riders provides a roadmap to help regions take the right direction and make the right decisions. Le Flocon Vert also gives visitors a clear view of the mountain tourist destinations that are committed to sustainability.

Through this press kit, Mountain Riders takes you on a journey through the Jura, across the Alps from north to south, and finally westward to the Pyrenees. Let us guide you through these 30 destinations committed to the Flocon Vert.



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# SUPPORT FROM MOUNTAIN RIDERS

**Support** in establishing dialogue between regions

Mountain Riders now offers a certification process that involves organizing several workshops in the committed regions. The deeper meaning of the label is to bring together and facilitate dialogue between the various stakeholders in the region. Through these workshops, the town hall, tourist office, and ski area manager work together to build a long-term vision that will form the basis of their strategy. Citizens and socio-professionals are also invited to take part in the change and to become actively involved in this transition process. After a shared diagnostic phase, local stakeholders are invited to work together to come up with concrete solutions to shape the transition.

## The **certification committee**

Based on the audit report and sustainability analysis, the certification committee decides whether or not to award the label.

The committee is made up of various national organizations working to promote sustainable development and sustainable tourism. The national committee is composed of:

- Organizations: The French Environment and Energy Management Agency (ADEME), Savoie Mont-Blanc University, Atout France, Acteurs du Tourisme Durable (ATD) and Mountain Riders.
- Qualified individuals: Pascal Mayol, Sébastien Galy

**The strength** of the collective to create new directions

Being awarded the Flocon Vert label also means joining a network of regions that are moving in the same direction. It means inspiring each other, learning from each other's best practices, supporting each other, and co-constructing solutions. For example, during Eductours, destinations meet with other regions to discover and share their respective experiences. Committing to the process also provides access to personalized resources and tools (simplified summaries, technical data sheets, testimonials) developed in partnership with experts and scientists.

Mountain Riders facilitates this network by organizing monthly webinars on various transition topics (mobility, waste management, biodiversity, etc.), highlighting concrete actions through the eyes of experts.

The committee meets twice a year to review the applications of regions that have been supported by the Flocon Vert team for 12 to 18 months. If the committee's opinion 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 showcase the gems of its region. An interim verification audit is carried out after 18 months.





# PATHWAY TO FLOCON VERT

## 1. LAUNCH

Two workshops to develop the project and mobilize the region's key players.

## 2. SUSTAINABILITY ANALYSIS

Collect data to produce a solid diagnosis for initiating a realistic transition. Hold two feedback workshops to share this diagnosis and jointly develop an action plan.

## 4. AUDIT

An independent auditor verifies the quality of the data collected and assesses the region's progress.

## 3. FEEDBACK

Takes shape through two collective intelligence workshops that will bring out ideas and give a voice to the various stakeholders in the region.

## 5. CERTIFICATION 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

Because each region is unique, with its own constraints and strengths, the Flocon Vert is an iterative process that seeks continuous improvement in mountain destinations.





# FLOCON VERT FIGURES

70 experts and scientists involved in drawing up the specifications

128 open questions in the specifications

5 Every five years, the specifications are revised to adapt to climate requirements and move towards continuous improvement

## THE SPECIFICATIONS

The first specifications were developed in consultation with more than 70 experts, scientists, and mountain professionals. These requirements are divided into four main themes, with the aim of being as comprehensive as possible: **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, legislative, etc.). The Flocon Vert is a cyclical process during which the progress of territories on the **20 criteria of the reference framework is evaluated**.

You will find all these pictograms throughout your trip, indicating the strengths of each destination in relation to the criteria in the specifications.

 <b>GOVERNANCE &amp; RESILIENCE</b>	 <b>SUSTAINABLE ECONOMY</b>	 <b>SOCIAL AND CULTURAL DYNAMICS</b>	 <b>RESOURCES MANAGEMENT</b>
 Urban and land development	 Diversification	 Accessible tourism	 Water
 Sustainable mobility	 Responsible purchasing	 Cultural offer	 Energy
 Citizen engagement	 Local economy	 Sensibilisation	 Biodiversity
 Resilience	 Employment	 Local life	 Soils
 Strategy	 Economic monitoring and strategy	 Family	 Waste

# 3 LEVELS OF SNOWFLAKES



The Labeling Committee and the Flocon Vert team have decided to identify "Flocon Vert levels of progress" to distinguish the levels of commitment of regions in their transition. When a destination is labeled and enters into a process of continuous improvement accompanied by Flocon Vert, it is labeled at the 1st Flocon, 2nd Flocon, or 3rd Flocon level.



1st Flocon :  
committed territory



2nd Flocon :  
toward  
exemplarity



3rd Flocon :  
exemplary

19 destinations



11 destinations



# SUSTAINABILITY INDICATORS

How to measure the sustainability of a region ?

## WHY ?

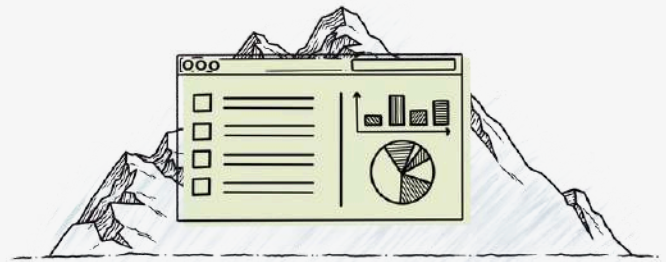
Imagination is the driving force behind action. That's why Mountain Riders imagines new ways of seeing the world beyond the economic dimension. To transform models, it is essential to value sources of life such as water, biodiversity, soil, as well as the quality of life of residents, the local economy, and local services.

## HOW ?

- Collective intelligence workshops to develop a jointly constructed tool that takes into account the specific characteristics of each territory.
- The promotion of existing indicators, beyond economic data (occupancy and fill rates, turnover, etc.) for a cross-cutting view of transition issues.
- Access to an online dashboard to facilitate communication and acculturation to the indicators.

## WHO IS IT FOR?

Support for the transition steering committee of a mountain tourist destination (or CoPil Flocon Vert).



- The distribution of surveys to the local population and tourist clientele to analyze behaviors and put people back at the center.
- Work on numerical data to provide orders of magnitude, track progress over time, guide the transition, justify choices, and set long-term goals.
- Monitoring of territories over 3 years to enable proper appropriation of data.
- Complementary to the Flocon Vert approach for a systemic approach to sustainability.

More informations !





# A MOUNTAIN OF RESOURCES

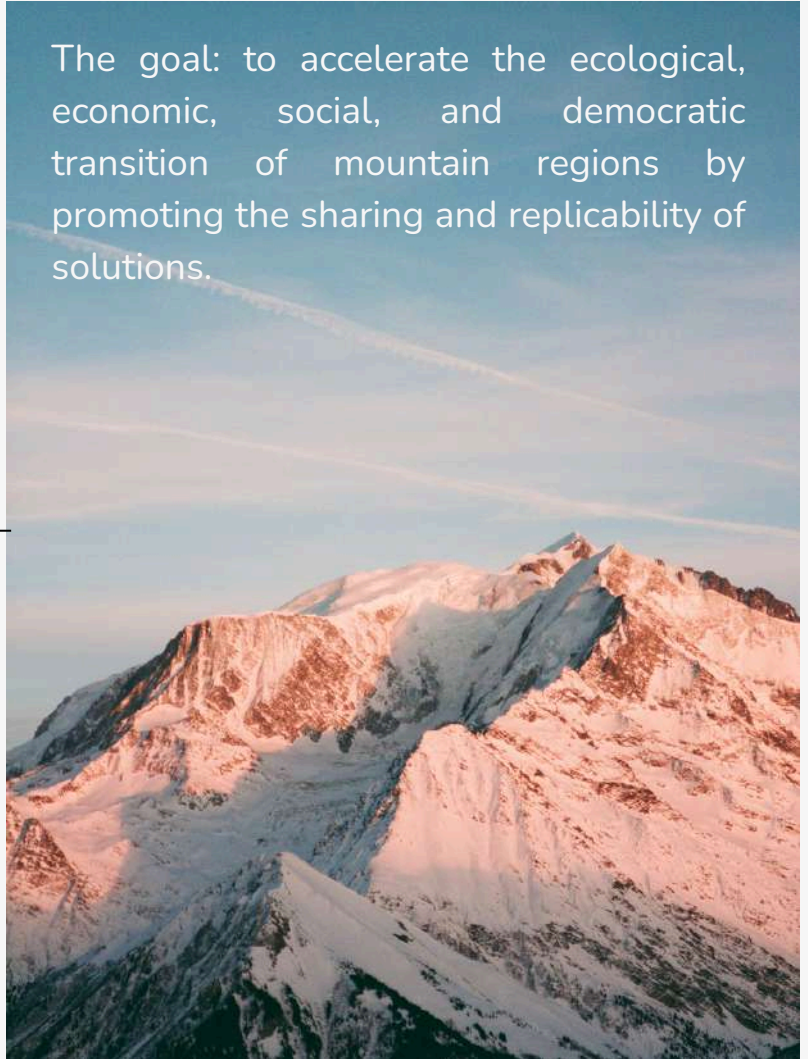
## The platform to accelerate the transition

With more than twenty years of experience working on transition in mountain areas, Mountain Riders is launching a new online platform: A Mountain of Resources. This unique tool aims **to identify, promote, and disseminate best practices identified in Flocon Vert territories and beyond.**

The goal: to accelerate the ecological, economic, social, and democratic transition of mountain regions by promoting the sharing and replicability of solutions.

- The platform provides technical and summary **action sheets** enabling rapid action (budget, steps, stakeholders, challenges), as well as **testimonial sheets** providing human and authentic feedback on the implementation of local initiatives.
- Criteria sheets directly linked to the Flocon Vert reference framework and replays of our webinars complete this foundation. We also provide a number of **practical guides** and **thematic resources** created by our partners to help you take action.

Visit the platform to find out more :  
<https://montagnederessources.fr/>



Designed for elected officials, technicians, socio-professionals, residents, and economic stakeholders, the platform is both educational and accessible. It offers real savings in time and energy by providing ready-to-use tools and fostering a collective peer-to-peer dynamic.

Eagerly awaited by the forty territories already involved in the Flocon Vert initiative, Une Montagne de Ressources also aims to reach all mountain stakeholders who want to commit to a more sustainable future.

Le Flocon Vert in

# THE JURA





## LES ROUSSES

Mountain range : Jura  
Departement : Jura (39)  
Altitude : 1050 m - 1680 m  
Number of tourist beds : 20 000  
Number of inhabitants : 7 137  
Date of certification : 2013, 2017, 2022  
Flocon Vert strengths : local life & family

### Runoff water recovery: towards more sustainable management of artificial snow



To reduce pressure on natural resources, Les Rousses has implemented an innovative runoff water recovery system in its parking lots. Collected at the beginning and end of the season, this water, which is already present on site, now feeds the artificial snow network.

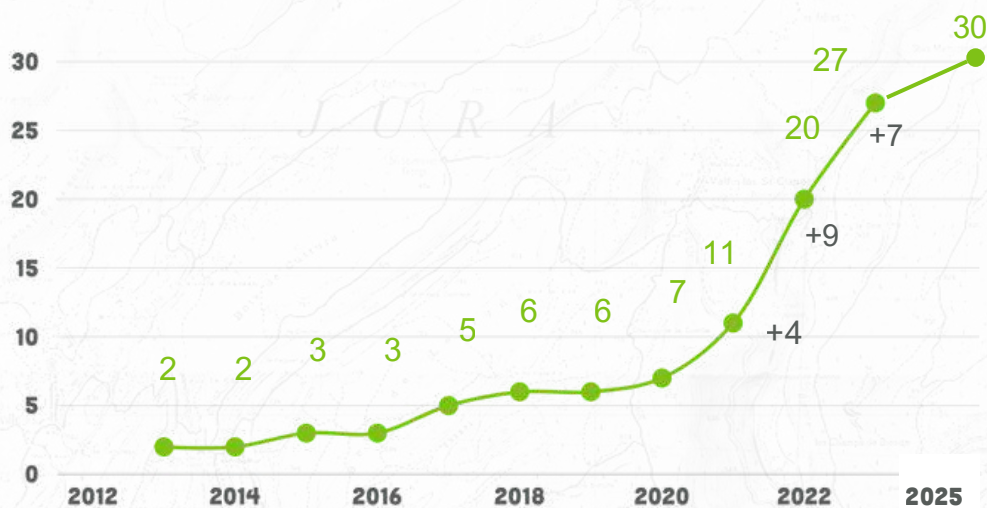
Following a hydrological study, a collection and filtration system was installed, allowing the water to be transferred to a high-altitude reservoir. In two winters, between 8,000 and 12,000 m<sup>3</sup> have been recovered, increasing production autonomy and limiting discharges into streams.

The project required a change in mindset for the teams (maintenance, acceptability), but illustrates how a collective and cross-functional approach can advance smart water management in the mountains.

**Les Rousses was the first destination to commit to the initiative and, in 2013, the first to obtain the Flocon Vert label.**

In 2006, the Mountain Riders association launched the Eco Guide to Mountain Resorts. Based on a questionnaire sent to town halls, tourist offices, and ski lift operators, this Eco Guide listed the good initiatives taken by destinations in terms of sustainable development. The Eco Guide thus provided an overview of the actions taken and the work that remained to be done. It was a first step!

In 2011, Mountain Riders and more than 70 partner organizations with expertise in mountain tourism and transition worked to formalize eligibility criteria for a sustainability label. The Flocon Vert was born.



*Evolution of the number of destinations certificate*



Le Flocon Vert in the

# NORTHERN

# ALPS





## CHAMROUSSE

Mountain range : Belledonne  
 Departement : Isère (38)  
 Altitude : 1 600 m - 2250 m  
 Number of tourist beds : 15 000  
 Number of inhabitants : 414  
 Date of certification : 2017  
 Flocon Vert strengths : Family & Biodiversity

### Creating connections through the Digital Owners' House



Chamrousse launched the "Maison des Propriétaires Numérique" (Digital Owners' House), a platform to centralize and simplify procedures for local owners. Its aim is to clarify their questions by helping them resolve various issues related to property ownership and rental management, and it offers recommendations for local tradespeople. The site is run by the tourist office team and supported by online resources and practical guides. This solution also raises owners' awareness of the challenges of building in mountain areas: energy-efficient renovation, housing for seasonal workers, and boosting the economy in town centers. It is also a way of strengthening ties with owners by integrating them directly into the local economy.

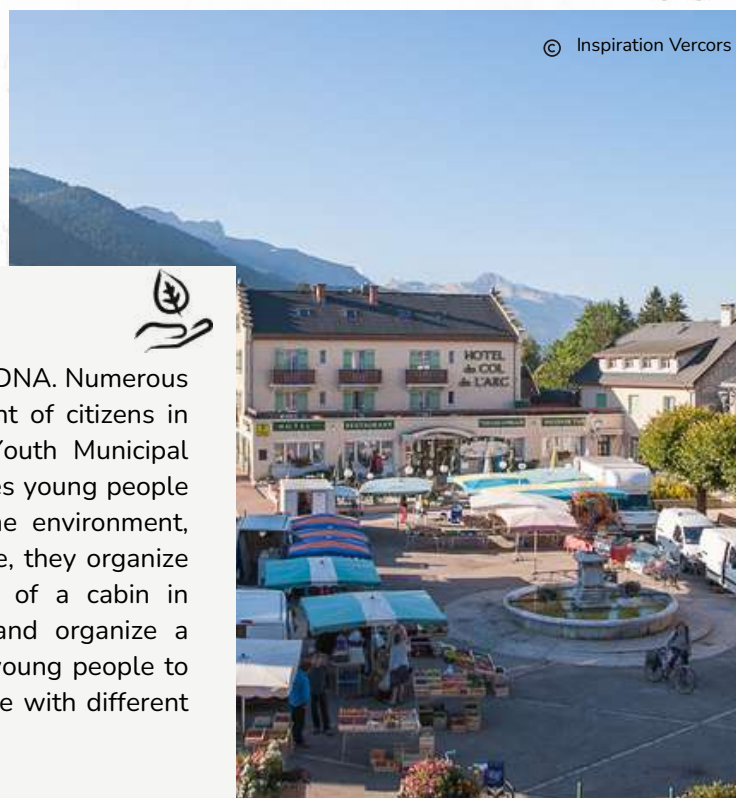
## LANS-EN-VERCORS

Mountain range : Vercors  
 Departement : Isère (38)  
 Altitude : 895 m - 1966 m  
 Number of tourist beds: 1 500  
 Number of inhabitants : 2 795  
 Date of certification : 2023  
 Flocon Vert strengths : Citizen participation & Biodiversity

### Youth engagement at the heart of local life



In Lans-en-Vercors, citizen participation is part of the area's DNA. Numerous participatory projects demonstrate the ongoing involvement of citizens in local life. In particular, the municipality has created a Youth Municipal Council, which is very active in the area. This council enables young people to get involved in various initiatives in areas such as the environment, education, health, culture, safety, and mobility. For example, they organize an annual eco-citizen day, participate in the renovation of a cabin in collaboration with the National Forestry Office (ONF), and organize a flower-bedecked house competition. This initiative allows young people to understand how local government works and to collaborate with different stakeholders regardless of age.



© Inspiration Vercors



## CHÂTEL

Mountain range : Chablais  
 Departement : Haute-Savoie (74)  
 Altitude : 1200 m - 2432 m  
 Number of tourist beds: 17 135  
 Number of inhabitants : 1 247  
 Date of certification : 2020  
 Flocon Vert strengths : Sensibilisation & Local economy

### An innovative social policy to house seasonal workers



Faced with the difficulties encountered by the municipality and socio-professional stakeholders in recruiting employees and staff, the municipality of Châtel has been committed to an innovative social policy since the beginning of its term of office. For example, the municipality has renovated a former hotel into 14 studios and coworking spaces, adding 80 housing units to its real estate portfolio. This initiative provides housing for seasonal workers with irregular schedules and no means of transportation. The renovation met strict social and environmental criteria, thanks to thermal renovation of the building (external insulation including roofing, replacement of all exterior joinery, installation of a wood-fired boiler, etc.). These actions aim to keep the local population in the area while continuing to develop its attractiveness for residents and seasonal workers.

## CORDON

Mountain range : Aravis  
 Departement : Haute- Savoie (74)  
 Altitude : 600 m - 2539 m  
 Number of tourist beds : 3 705  
 Number of inhabitants : 1 010  
 Date of certification : 2022  
 Flocon Vert strengths : Local economy & waste



### A community hall serving local life



Just 5 kilometers from Sallanches, a town of nearly 20,000 inhabitants that no longer has a community hall, Cordon has become a very popular venue for events. Weddings, birthdays, dances, and community meals: demand is high, and the community hall meets it in full. The hall is run by volunteers and self-financed through rental income and some funding from the town hall. This initiative helps to keep the village of Cordon alive out of season (shops, caterers, accommodation, etc.) and creates memorable and unifying moments for the village's residents.







## LE GRAND-BORNAND

Mountain range : Aravis  
Département : Haute-Savoie (74)  
Altitude : 1000 m - 2100 m  
Number of tourist beds : 25 000  
Number of inhabitants : 2 100  
Date of certification : 2021  
Flocon Vert strenghts : Strategy & Family

### La Source, a place for families to share and discover



Le Grand Bornand is a particularly welcoming area for families, distinguished by projects such as "La Source." Located in the heart of the village, La Source is a place of discovery and sharing that welcomes different types of visitors (individuals, groups, schoolchildren, etc.) by offering educational and creative activities focused on discovering and raising awareness of sustainable development (play tree, book hives, cauldron merry-go-round, unusual objects, Little Farmers' Garden, workshops, Grange aux étoiles, etc.). A source of knowledge and creation, a source of life and transmission, it is only natural that this place is called "La Source." Throughout the seasons, the themes change, but the message remains the same: listen to the mountains to let them guide you to unexplored paths.

## MEGÈVE

Mountain range : Aravis  
Département : Haute- Savoie (74)  
Altitude : 1 113 m - 2 350 m  
Number of tourist beds : 40 000  
Number of inhabitants : 3 300  
Date of certification : 2020 / Décembre 2024  
Flocon Vert strenghts : Governance & Culture

### Toquicimes, a food festival to boost local life



For several years now, Megève has been pursuing a strategy of diversifying its tourist activities by setting up a program of events spread over 10 months of the year. In particular, Megève organizes the Toquicimes gastronomic festival, which highlights mountain and local cuisine. The festival is a way of promoting local products, expertise, and sharing, while boosting local life outside the winter and summer seasons. In 2024, for the first time in the history of the best fondue competition, a local producer presented his fondue on his farm alongside Michelin-starred chefs. A fine example that illustrates the union between tradition and excellence.



Discover Toquicimes in video !



© Marie Bougault



## PASSY

Mountain range : Giffre  
Departement : Haute- Savoie (74)  
Altitude : 542 m - 2 901 m  
Number of tourist beds : 4 902  
Number of inhabitants : 10 902  
Date of certification : November 2023  
Flocon Vert strenghts : Urban development & Sensibilisation

### The PEPS business incubator: supporting the entrepreneurs of tomorrow

With 38 members, including 16 project leaders in the launch phase known as "pépins" (seeds), the PEPS incubator supports the creation of businesses in the region. Four of them are hosted in coworking spaces on the premises, while the others come more occasionally to benefit from practical workshops (communication, accounting, law, etc.). The aim is to encourage local entrepreneurship by supporting emerging initiatives. For elected officials, this dynamic is seen as a lever for "solving problems" and responding concretely to the needs of tomorrow's residents.

## MORZINE-AVORIAZ

Mountain range : Chablais  
Departement : Haute- Savoie (74)  
Altitude : 1 000 m - 2 400 m  
Number of tourist beds : 25 000 for Morzine 18 000 for Avoriaz  
Number of inhabitants : 3 000  
Date of certification : 2021  
Flocon Vert strenghts : Mobility & Family

### An eco-friendly getaway with sleighs and soft mobility

Morzine-Avoriaz is an entirely pedestrian and skiable destination, meaning that its streets are covered in snow like ski slopes. Here, sidewalks are abandoned in favor of a stay with both feet in the snow. The destination offers visitors a genuine soft mobility service thanks to its sleighs and horse-drawn carriages with electric assistance. This approach is reinforced by raising public awareness through the provision of free shuttles and partnerships with SnowCarbon, TicTacTrip, and Blablacar. The Avoriaz Tourist Office is also focusing on soft mobility with two electric snowmobiles for daily activities in Avoriaz in winter. The destination also benefits from a valley lift that connects Place Jean-Vuarnet in Avoriaz to the base of the Morzine valley.





# SAINT-GERVAIS

Mountain range : Mont-Blanc  
 Departement : Haute - Savoie (74)  
 Altitude : 580 m - 4806 m  
 Number of tourist beds : 25 000  
 Number of inhabitants : 5 700  
 Date of certification : 2022  
 Flocon Vert strenghts : Local economy & Biodiversity

## From the valley to the summit without a car: innovative solutions for soft mobility



By connecting the various key locations in the area, Saint-Gervais offers an innovative soft mobility experience. Thanks to its new gondola lift connecting the valley train station to the heart of the resort, the Valléen improves accessibility to the villages of Le Fayet and Saint-Gervais, the ski area, and tourist activities throughout the year.



## Mountain transport: 50% of the carbon footprint

In the mountains, transport accounts for an average of more than 50% of the carbon footprint of a tourist stay. Between journeys to reach the destination and travel within the resort, private cars remain by far the most popular mode of transport. However, they are also the biggest emitters of CO<sub>2</sub>.\*

### Mont Blanc Tramway



### The Valléen Lift



### The Thermes Lift



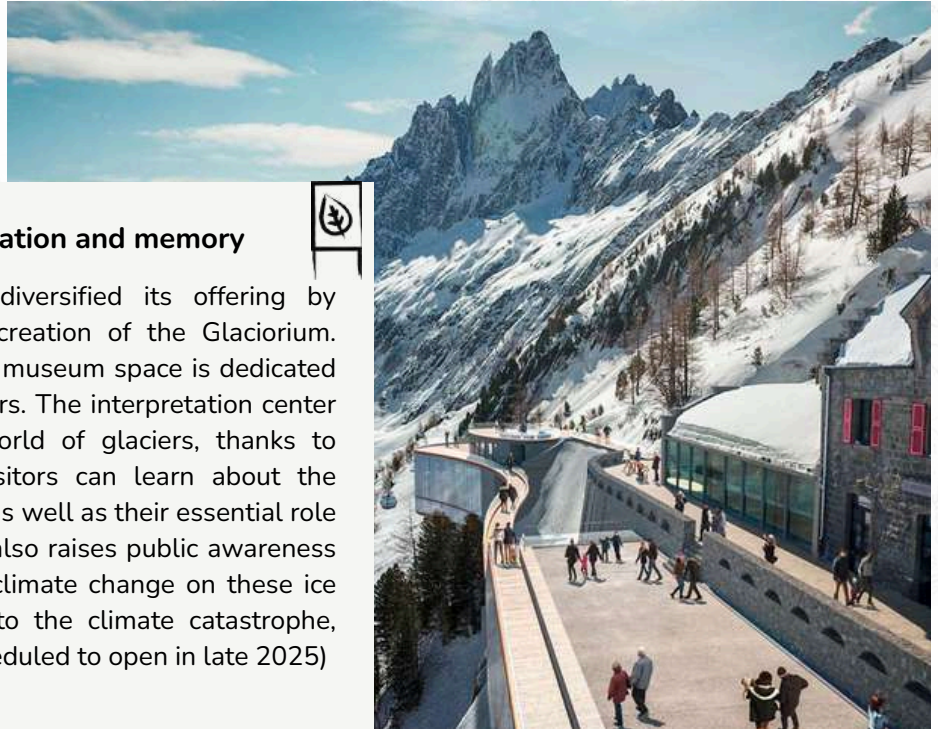
The region also boasts France's first inclined elevator powered by wastewater. The Thermes Elevator embodies innovative, low-carbon mobility. It connects La Fayet train station to the center of Saint-Gervais in just a few minutes, covering a 177-meter elevation difference, with a capacity of 16 people per trip.

\*Etude Utopies : <https://utopies.com/publications/etude-quelle-empreinte-carbone-pour-une-journee-au-ski/>



# VALLÉE DE CHAMONIX MONT BLANC

Mountain range : Mont-Blanc  
Departement : Haute- Savoie (74)  
Altitude : 816 m (Servoz) - 4806m  
Number of tourist beds : 82 354  
Number of inhabitants : 13 110  
Date of certification : 2013, 2017, 2022  
Flocon Vert strenghts : Energy & Sensibilisation



## The Glaciorium: tourism combining education and memory

Faced with melting ice, Chamonix has diversified its offering by developing scientific tourism through the creation of the Glaciorium. Located in the heart of the French Alps, this museum space is dedicated to the discovery and understanding of glaciers. The interpretation center offers a fascinating immersion into the world of glaciers, thanks to interactive and educational exhibitions. Visitors can learn about the history, formation, and dynamics of glaciers, as well as their essential role in the mountain ecosystem. The Glaciorium also raises public awareness of environmental issues and the impact of climate change on these ice giants. This museum is a true testament to the climate catastrophe, combining education and remembrance. (scheduled to open in late 2025)

## The Mer de Glace, symbol of climate change

The comparison between 1910 and 2021 is stark. More than 100 years later, the Mer de Glace has lost its splendor. In concrete terms, it is losing several dozen meters in length and thickness per year. Today, we talk about last-chance tourism. The Mer de Glace is a "testimony" to the climate catastrophe.

Discover the explanations of glaciologist Sylvain Coutterand [on France Inter](#).



Mer de Glace - 1856



Mer de Glace - 2024





## ARÊCHES-BEAUFORT

Mountain range : Beaufortain  
 Departement : Savoie (73)  
 Altitude : 1 080 m - 2 920 m  
 Number of tourist beds : 10 000  
 Number of inhabitants : 2 264  
 Date of certification : Juin 2024  
 Flocon Vert strenghts : Local economy & Biodiversity

### Arêches-Beaufort, a region that promotes ski touring without distorting its spirit



In Arêches-Beaufort, an iconic destination in the Beaufortain region with deep roots in mountain and agricultural culture, ski touring is attracting more and more enthusiasts, particularly among young people and local residents. In response to this growing popularity, the region wanted to regulate the practice while respecting its core values: freedom, safety, and respect for the environment.

Working closely with guides, ski patrollers, and the Beaufortain Regional Nature Park, a structured offering has been developed. Two marked routes have been created: one accessible to families, the other more challenging, allowing for technical progression. Simple signage integrated into the landscape ensures the consistency of the layout.

## CREST-VOLAND COHENNOZ



Mountain range : Beaufortain  
 Departement : Savoie (73)  
 Altitude : 520 m - 1880 m  
 Number of tourist beds : 7 321  
 Number of inhabitants : 495  
 Date of certification : November 2023  
 Flocon Vert strenghts : Local life & Culture

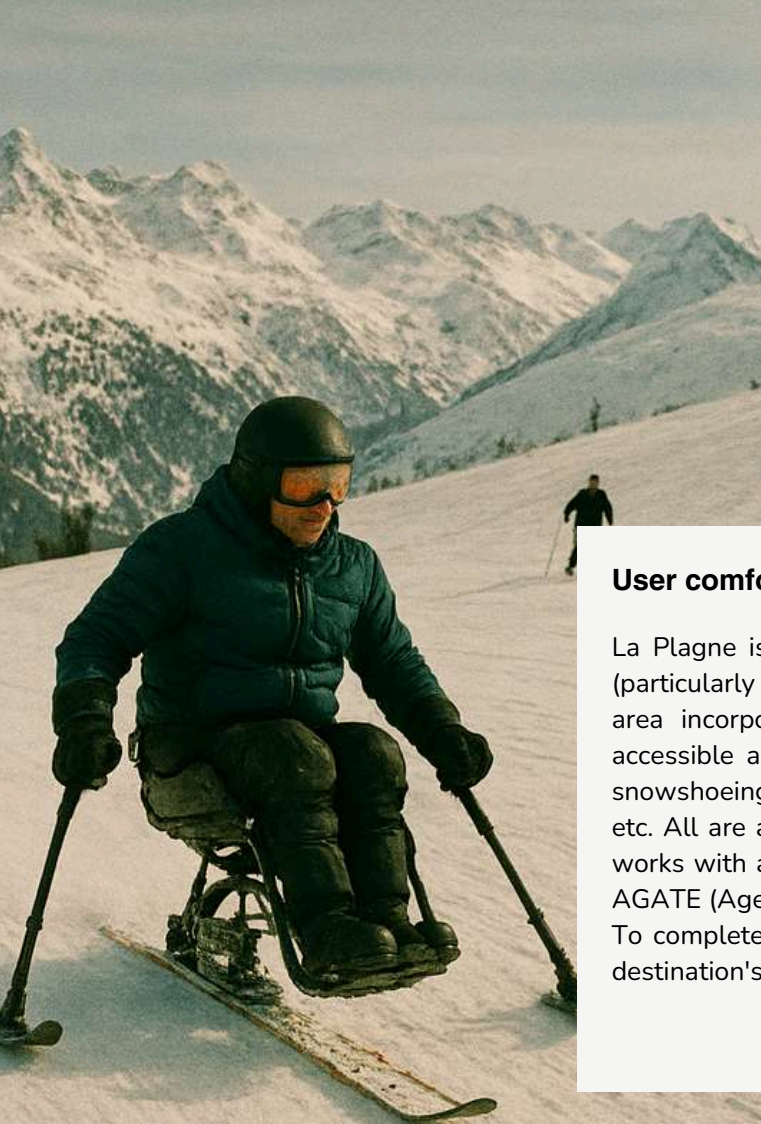
### A smoke-free snow front for health and the environment



Cigarette butts are the most commonly found type of waste in the mountains, and they are also the most polluting! A single cigarette butt can pollute up to 500 liters of water. Every year, more than 500,000 cigarette butts are found during waste collection. To combat environmental and health risks, the Crest-Voland Cohennoz resort has set up four smoke-free areas on the snow fronts and distributes pocket ashtrays at ski pass sales points and the tourist office. The destination is the first ski resort in Savoie to have implemented this measure. Following the adoption of the July 1 decree banning smoking in certain public areas (parks, bus shelters, beaches, etc.), will the mountains also be affected ?







## LA PLAGNE

Mountain range : Vanoise  
 Departement : Savoie (73)  
 Altitude : 650 m - 3 855m  
 Number of tourist beds : 57 175  
 Number of inhabitants : 8 789  
 Date of certification : June 2024  
 Flocon Vert strenghts : Employment & Accessible tourism

### User comfort at the heart of the ski area



La Plagne is a prime tourist destination for people with specific needs (particularly those with reduced mobility). Every development in the ski area incorporates the concept of user comfort, and the diversity of accessible activities also helps to enrich the experience: chairlift skiing, snowshoeing with a goëlette, dog sledding, rafting, canikart, bobsleigh, etc. All are adapted and have trained instructors. The Tourist Office also works with a disability association that is familiar with the area and with AGATE (Agence Alpine des Territoires) to develop its services in this area. To complete the process, disability advisors are available in each of the destination's tourist offices.

## LA ROSIÈRE

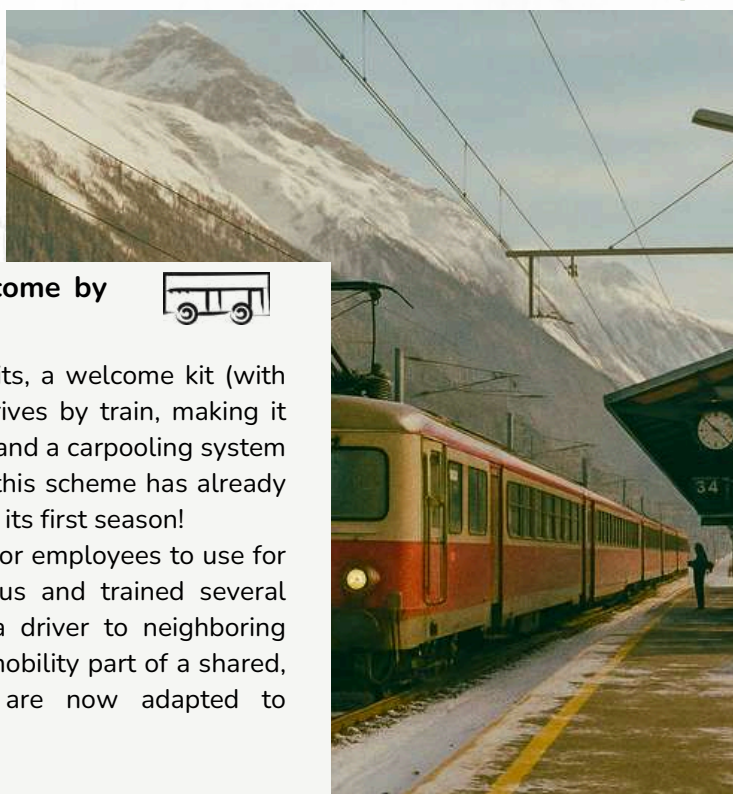
Mountain range : Alpes Grées  
 Departement : Savoie (73)  
 Altitude : 860 m - 2939 m  
 Number of tourist beds : 13 700  
 Number of inhabitants : 719  
 Date of certification : November 2023  
 Flocon Vert strenghts : Local life & family

### A welcome kit to encourage seasonal workers to come by train !



To encourage seasonal workers to change their travel habits, a welcome kit (with duvet, pillow, linens, etc.) is given to each person who arrives by train, making it easier for them to travel and settle in. Once on site, shuttles and a carpooling system allow them to enjoy a "car-free season." The promotion of this scheme has already convinced a quarter of the municipality's seasonal workers in its first season!

In practical terms, the municipality provides a 9-seater van for employees to use for their commute. The municipality has also purchased a bus and trained several employees to drive it. This vehicle can be rented with a driver to neighboring municipalities (associations, schools, sports clubs), making mobility part of a shared, long-term investment strategy. Finally, local shuttles are now adapted to employees' working hours to meet their daily needs.







## LES ARCS

Massif : Vanoise  
Département : Savoie (73)  
Altitude : 810 m - 3800 m  
Number of tourist beds : 40 000  
Number of inhabitants : 7 200  
Date of certification : 2020, June 2025  
Flocon Vert strenghts : Mobility & Urban development

### A wide variety of tools to engage citizens

In Bourg-Saint-Maurice Les Arcs, citizen participation is supported by a wide variety of tools: a dedicated charter, a participatory budget of €100,000, urban walks, a mobile app, a café for elected officials, flash mandates, and more. All of these formats are designed to involve residents at different levels and are coordinated by a dedicated department at the town hall. This dynamic also extends to younger residents: the Children's Municipal Council, which has its own budget, has chosen to work on pedestrian safety in public spaces rather than a playground. This is a strong sign of maturity that has pleasantly surprised elected officials.



“The label has enabled us to commit to demanding actions for the environment and the local population. With a desire to involve residents in this dynamic and ensure that it spreads throughout the region.”

Valérie Geslin (Citizen Participation Officer), Bourg-St-Maurice-Les Arcs





## LES SAISIES

Mountain range : Beaufortain  
 Departement : Savoie (73)  
 Altitude : 1000 m - 2070 m  
 Number of tourist beds : 18 500  
 Number of inhabitants : 160  
 Date of certification : November 2023  
 Flocon Vert strenghts : Diversification & Family

### A model of balance between tourism and sustainable pastoralism

Les Saisies illustrates a successful balance between tourism and pastoralism within the same mountain area. The water supply systems dedicated to artificial snowmaking are designed to preserve the watering points for livestock during the summer. In addition, shepherds are compensated for the loss of grazing land due to work on the ski area, which promotes harmonious collaboration. The area has also been a pioneer in the development of ecological and agricultural soil rehabilitation techniques, in partnership with Domaines Skiabiles de France and the Société d'Économie Alpestre. An environmental observatory, which includes a pastoral component, assesses biodiversity and the compatibility of tourist activities with agricultural requirements, which is essential for maintaining AOP and AOC labels.



## MÉRIBEL – LES ALLUES

Mountain range : Vanoise  
 Departement : Savoie (73)  
 Altitude : 1400 m - 2950 m  
 Number of tourist beds : 40 000  
 Number of inhabitants : 2 000  
 Date of certification : December 2024  
 Flocon Vert strenghts : Governance & Urban development

### Promoting local heritage with the creation of the Musée des Allues

The destination's heritage, whether built or living (traditions, language, know-how), is promoted throughout the region and forms part of the tourist offering. Two associations (Terre des Allues and l'Alluétaise), which are particularly involved in promoting and passing on this heritage, are now associated with the Méribel 2038 initiative. The local authority plans to renovate the Presbytère, an iconic heritage building in the commune, to eventually house the Musée des Allues. The Presbytery must therefore be insulated, heated, and refurbished so that it can be given a new lease of life and welcome more visitors. The Musée des Allues plans to revamp its museography to better showcase the heritage items on display and keep the memory of Les Allues alive.







## TIGNES

Mountain range : Vanoise  
 Departement : Savoie (73)  
 Altitude : 1 440 m - 3 747 m  
 Number of tourist beds : 30 000  
 Number of inhabitants : 2 005  
 Date of certification : 2022  
 Flocon Vert strenghts : Diversification & Energy

### Apricot pits for snow removal: a sustainable alternative

Winter salting causes significant environmental imbalance, threatening soil, aquifers, and waterways in particular. In France alone, more than one million tons of salt are spread on the country's roads every winter. Tignes has taken an innovative approach to snow removal by replacing salt and gravel with apricot and peach pits. The pits come from the Drôme region and are crushed in Val d'Isère by a local company. This solution ensures the viability of the Tignes road network while allowing users to avoid using chains. In addition, the pits can be used to treat much larger areas and are spread using existing salt treatment equipment.

## SAINT FRANÇOIS LONGCHAMP

Mountain range : Vanoise  
 Departement : Savoie (73)  
 Altitude : 808 m - 2 832 m  
 Number of tourist beds : 11 500  
 Number of inhabitants : 531  
 Date of certification : 2022  
 Flocon Vert strenghts : Energie & Accessibility



### A destination that produces more energy than it consumes

Since January 2021, Saint François Longchamp has been part of the SDES (Service des données et études statistiques) group's standard contract, which allows annual monitoring of energy consumption through invoice analysis. To reduce this consumption, the company that manages the ski area, labellemontagne, has already implemented several measures, including training in eco-driving for ski lift operators. In addition, an analysis of electricity production opportunities has led to the decision to develop hydroelectric and solar energy production. The municipality of Saint François Longchamp benefits from a river with sufficient flow to produce electricity using a micro-hydroelectric power plant, managed by a SEM (Société d'Économie Mixte).



© A.Pernet OT SFL



## VALLOIRE

Mountain range : Les Arves  
 Departement : Savoie (73)  
 Altitude : 1430 m - 3514 m  
 Number of tourist beds : 19 400  
 Number of inhabitants : 1 066  
 Date of certification : 2022  
 Flocon Vert strenghts : Local economy & Urban development

### Greening cemeteries for a peaceful and sustainable environment

The municipality of Valloire recently launched a project to green cemeteries with the aim of enriching biodiversity in urban areas. This project includes planting trees, shrubs, and flowers, as well as landscaping paths and rest areas. By installing street furniture in harmony with the project, the municipality has created a soothing environment, offering a pleasant and natural place of contemplation for visitors. This greening also helps to reduce soil artificialization by replacing concrete surfaces with vegetation, which helps to preserve microfauna and combat heat islands. In addition, it promotes ecological management by adopting sustainable practices for the maintenance of public spaces.

## VAL CENIS

Mountain range : Mont Cenis  
 Departement : Savoie (73)  
 Altitude : 1300 m - 3855 m  
 Number of tourist beds : 23 155  
 Number of inhabitants : 2 126  
 Date of certification : 2021  
 Flocon Vert strenghts : Diversification & Energy

### A reconditioned chairlift: towards responsible purchasing

Val Cenis opted for a reconditioned chairlift, purchased second-hand and refurbished by the company POMA. This initiative enabled the destination to achieve a 35% saving compared to new equipment, worth €12 million. In environmental terms, it avoided the production of 365 tons of metal, significantly reducing the carbon impact, with a tenfold reduction in the carbon footprint. Only 10% of the components are new, notably the cables, bolts, and station covers. The project also provides for the almost total recycling of non-reusable elements. The old chairlift, after 35 years of service, was carefully dismantled: parts in good condition were sold to other stations, while the rest were recycled in accordance with environmental standards, thus limiting waste from the construction site.

POMA also aims to improve the reparability of its equipment to promote sustainability.





## VAL D'ISÈRE

Mountain range : Vanoise  
 Departement : Savoie (73)  
 Altitude : 1850 m - 3583 m  
 Number of tourist beds : 25 830  
 Number of inhabitants : 1 583  
 Date of certification : 2022  
 Flocon Vert strenghts : Heritage & Citizen participation

### Vie Val d'Is, a committed and dynamic association



The Vie Val d'Is association, supported by the municipality, plays an essential role in local life in Val d'Isère. It organizes various community events, such as Environment Day, which it now plans to extend into a week dedicated to learning and action on the themes of lakes, glaciers, and rocks. Since obtaining the Flocon Vert award, the association has launched numerous initiatives, including the innovative organization of the QG (Queer Givré or Frozen Queer) event to promote inclusion. It also encourages actions such as cleaning up the Isère gorges, ending Snow Shows, and strengthening carpooling with Mov'ici. The association also plans to develop cooking workshops to facilitate access to healthy, local food, open vegetable gardens, and create educational trails on flora and fauna.

## LES BELLEVILLE

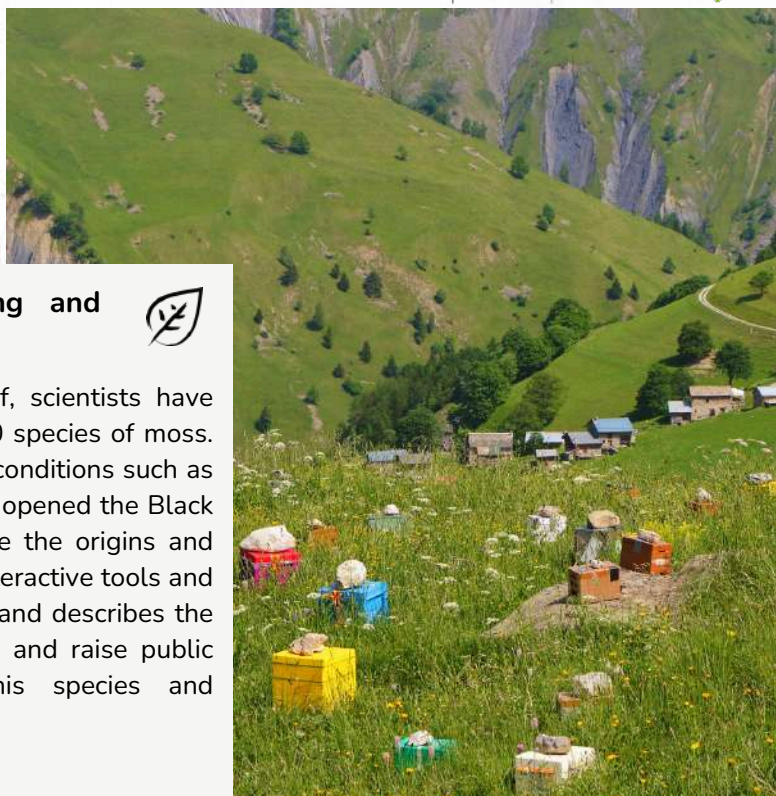
Mountain range : Vanoise  
 Departement : Savoie (73)  
 Altitude : 509 m - 3564 m  
 Number of tourist beds : 55 000  
 Number of inhabitants : 3 611  
 Date of certification : 2022  
 Flocon Vert strenghts : Governance & Ressources



### Conservatory of the Black Bee: understanding and protecting bees



At an altitude of over 1,500 m in the Vanoise massif, scientists have identified around 1,000 species of plants and nearly 200 species of moss. The fauna, including species adapted to harsh mountain conditions such as the black bee, is also remarkable. In 2019, Les Belleville opened the Black Bee Conservatory. This venue allows visitors to explore the origins and daily life of the black bee in its natural habitat through interactive tools and short films. The exhibition traces its journey in the Alps and describes the honey-making process. The main objective is to inform and raise public awareness about beekeeping, while preserving this species and highlighting its importance to local beekeepers.





Le Flocon Vert in the

# SOUTHERN ALPS

© Marion Bouhet







## AURON

Mountain range : Mercantour  
 Departement : Alpes-Maritimes (06)  
 Altitude : 1100 m - 2474 m  
 Number of tourist beds : 3 000  
 Number of inhabitants : 1 500  
 Date of certification : 2023  
 Flocon Vert strenghts : Strategy & Urban development

### Fostering conviviality and learning through shared gardens



The municipality has set up shared gardens in the heart of the village of Saint-Étienne-de-Tinée. Twenty plots are available to residents, each equipped with a toolbox. Educational gardens have also been created for schoolchildren. These educational spaces allow them to learn about agriculture, the plant cycle, the importance of biodiversity, and the benefits of healthy eating. For the past two years, the municipality has also been cultivating a conservation orchard. Apples are harvested and pressed on site to be made into juice. The apple juice is purchased by residents and the town hall. It is served at all local events. Thanks to these initiatives, Auron offers its residents green spaces, conviviality, and learning opportunities.

## LA COLMIANE – VALDEBLORE

Mountain range : Mercantour  
 Departement : Alpes-Maritimes (06)  
 Altitude : 1400 m - 2 880m  
 Number of tourist beds : 700  
 Number of inhabitants : 835  
 Date of certification : December 2024  
 Flocon Vert strenghts : Local life & Diversification



### A CSR charter for responsible events



The municipality of Valdeblore La Colmiane stands out for its particularly rich and diverse cultural, heritage, festive, and sporting policy. This success is based on the involvement of an active and committed network of associations, working closely with the municipality to organize a multitude of events throughout the year. The municipality aims to formalize its commitment by adopting a CSR Charter for the organization of all these events. This initiative aims to integrate environmentally friendly practices, actively involve all local stakeholders and visitors, and promote local resources. The goal is to transform this density of events into a lever for ecological and social transition, while enhancing the attractiveness and conviviality of the municipality.



## VALBERG

Mountain range : Mercantour  
 Departement : Alpes-Maritimes (06)  
 Altitude : 1700 m - 2100 m  
 Number of tourist beds : 10 000  
 Number of inhabitants : 600  
 Date of certification : 2018, 2022  
 Flocon Vert strengths : Biodiversity, sustainable mobility

### A star-rated village to combat light pollution



Located in the heart of an area committed to protecting the nighttime environment and the starry sky, Valberg has made the fight against light pollution a priority. This commitment was rewarded in 2014 with the "Village étoilé" label. The destination has implemented an ambitious program to optimize its public lighting by automating lighting, directing lights downward to avoid light halos, and using warm color temperatures (yellow or orange) that limit the impact of artificial light. These changes have saved 9,265 tons of CO2 per year and reduced light pollution, benefiting nocturnal wildlife and lovers of the beauty of the starry sky! Valberg has also abandoned fireworks for several years in order to limit the impact on nocturnal biodiversity and the residue from the fires.

### TESTIMONY ATOUT FRANCE

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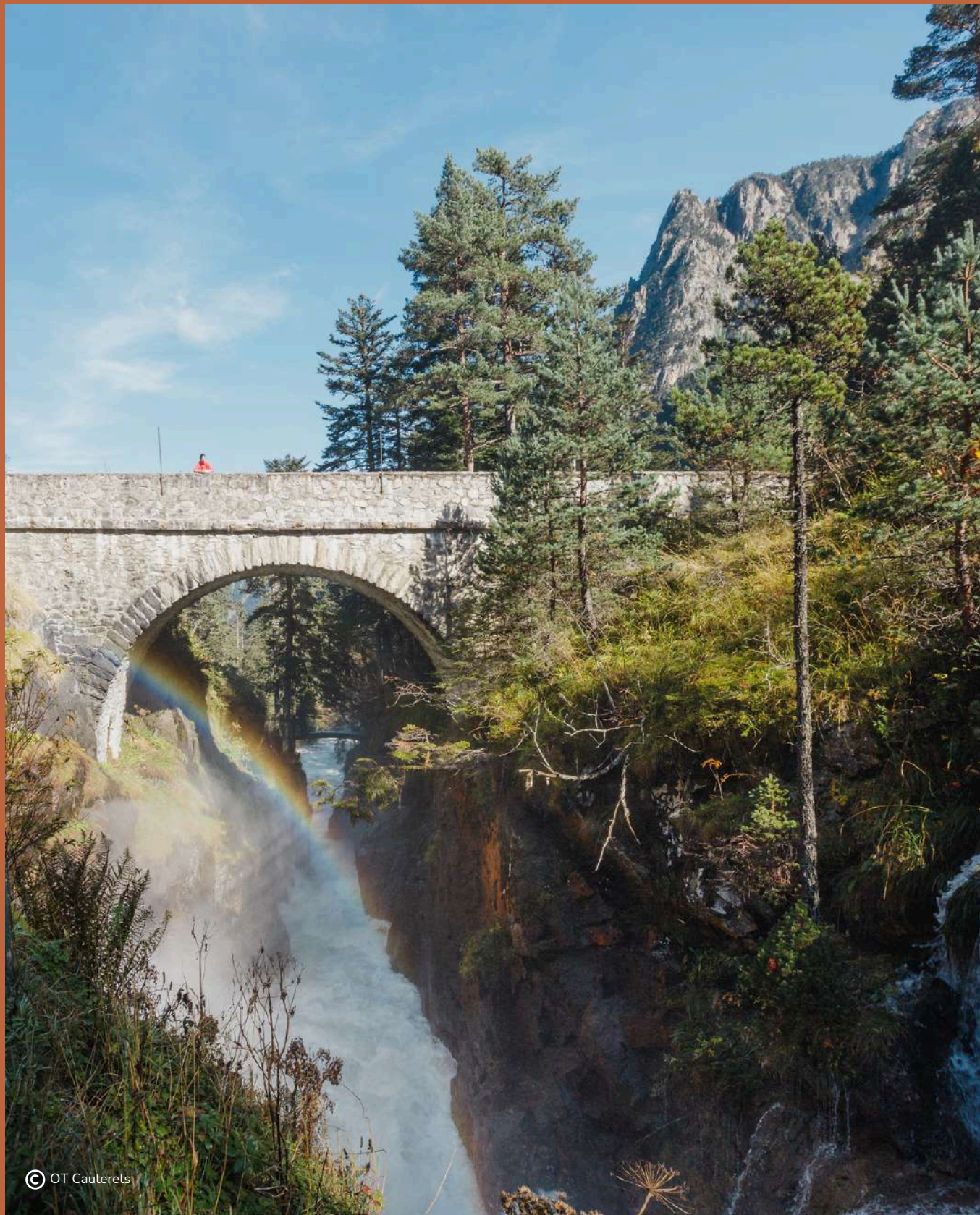
The Flocon Vert is much more than an award: it is a genuine collective progress initiative for mountain regions wishing to commit to a sustainable transition project. By bringing together elected officials, tourism stakeholders, and residents around a shared ambition and common goals, it enables local development to be carried out in a way that respects the environment, future generations, and the local economy. For the future of mountain tourism, it is a clear benchmark that promotes responsible destinations and provides a vision of the progress made... and the challenges that remain to be tackled together !

*Damien Zisswiller (Atout France)*



Le Flocon Vert in the

# PYRENEES





# CAUTERETS

Mountain range : Hautes-Pyrénées  
 Departement : Pyrénées-Orientales (66)  
 Altitude : 1730 m - 2450 m  
 Number of tourist beds : 20 000  
 Number of inhabitants : 900  
 Date of certification : December 2024  
 Flocon Vert strenghts : Governance & Waste

## Cargo bikes to collect and recycle local bio-waste



In partnership with the municipality of Cauterets, and thanks to the support of ADEME, the Communauté de Communes Pyrénées Vallées des Gaves has provided utility cargo bikes to collect bio-waste from businesses that have chosen to join this virtuous initiative (restaurants, in particular). As part of this initiative, a municipal employee is responsible for collecting bio-waste from around fifteen restaurants every early afternoon. He then transports the bio-waste to a municipal composting site. The aim is to reduce and recycle local organic waste. It also demonstrates that the use of cargo bikes can help reduce greenhouse gas emissions in the region.

© OT Cauterets



© OT Cauterets

© OT Cauterets







© Eco Sapiens

**FONT-ROMEUE**  
changez d'altitude !



## FONT-ROMEUE

Mountain range : Pyrénées-Orientales  
 Departement : Pyrénées-Orientales (66)  
 Altitude : 1650 m - 2250 m  
 Number of tourist beds : 25 970  
 Number of inhabitants : 1 840  
 Date of certification : 2022  
 Flocon Vert strenghts : Waste & Natural heritage

### An environmental and citizenship festival to bring people together and raise awareness



A two-day event to raise awareness of environmental issues and, above all, strengthen ties within the region. Supported by the ski resort, socio-professionals, the town hall, and local associations.

Schools are also involved in preparing for this event, with students developing projects related to environmental issues, which they then present at a "solutions market." The program includes a large-scale waste collection, awareness-raising stands, citizen activities, and a festive concert to close the event. This initiative combines fun and commitment every year !

## LES ANGLES

Mountain range : Pyrénées-Orientales  
 Departement : Pyrénées-Orientales (66)  
 Altitude : 1600 m - 2400 m  
 Number of tourist beds : 18 000  
 Number of inhabitants : 528  
 Date of certification : 2021  
 Flocon Vert strenghts: Local economy & Cultural heritage

**Les Angles**



### Magasin pour rien: a free zone to make the mountains socially accessible



Designed to combat waste and reduce litter, the "Magasin pour rien" gives a second life to items in good condition, with no conditions of access. Open to all, it operates on the principles of respect, conviviality, and solidarity.

Seasonal workers looking for furniture, residents searching for a useful item, or simply the curious: anyone can come and freely give away or pick up baby equipment, kitchenware, appliances, or books.

Open every Monday and Wednesday from 3 to 5 p.m., the store encourages a different approach to consumption, focusing on sharing and recycling.





# IDEAS FOR REPORTS

## Local life : from resort to village, life all year round



### Chamonix



6h by train from Paris

9h by train from London



Night in the Alpina Hotel (Green Key certified)

Facing of the Mer de Glace, explore Chamonix and its commitments to tackling climate change.

- Meet Hervé Villard, Vice-President in charge of ecological and energy transition at the Communauté de Communes de la Vallée de Chamonix Mont-Blanc (governance section)
- Visit the Glaciorium and the Mer de Glace with explanations from a glaciologist.
- Discover five concrete actions taken by the Compagnie du Mont Blanc with Aurélie Esteve Conrozier, (Sustainable Development Manager).



### Passy



1h by bus from Chamonix

- Waste management: Shredding of plant waste at home by a local social integration company
- Discovering the PEPS business incubator

## Citizen participation at the heart of regional transformation



### Les Arcs



5h by train from Paris

Direct train from London

- Meeting with Valérie Geslin, Head of Citizenship and Flocon Vert Representative
- Meeting with the Mayor, Guillaume Desrues
- Meeting with Léo Tixier (head of development on the estate) on the subject of the Varet Glacier



### Lans en Vercors



5h by train from Paris

- Visit to Le Cairn cultural center, national theater.
- Understanding the flexible and socially responsible model of the Lans en Vercors ski area with Michael Kraemer, Mayor of Lans-en-Vercors.
- Visit to the community apiary.

© Marius Simon



## New sustainable mobility in the mountains



### Saint Gervais



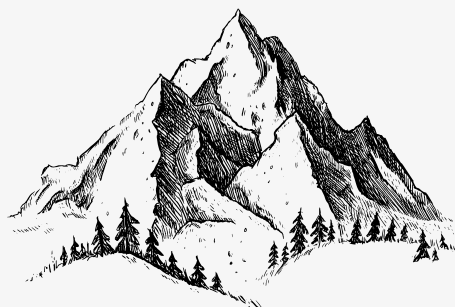
5h by train from Paris

8h by train from London



Night and meal in the Plan B

- Discover the thermal baths elevator and valley elevator in Saint Gervais with an explanation from POMA (world leader in cable transport).



The suggested report ideas are examples. You can contact us to propose a specific topic on one or more territories.



# UPCOMING FLOCON VERT EVENTS

## Flocon Vert Eductour

- April 2026 (Northern Alps)

A day of sharing, visits, testimonials, and discussions for Flocon Vert territories and those interested in the initiative. An educational tour to bring together those who want to take action for the transition of their territory. On the agenda: field visits to innovative transition projects, group workshops, experience sharing, and more.



## "Understanding Flocon Vert" meetings

Every first Monday of the month

Meet once a month between 12:00 p.m. and 12:45 p.m. for a quick and effective video presentation to separate fact from fiction about Flocon Vert and better understand the challenges, benefits, and limitations of this initiative !

## Flocon Vert awards ceremony

June 2026 and November 2026

The committee meets twice a year to review the applications of the territories that have been supported by the Flocon Vert team. New destinations will be awarded or renewed the label on this occasion.



Check our agenda for more information !



# MOUNTAIN RIDERS



At Mountain Riders, we cultivate joy and working together to support mountain regions in their transition towards sustainability, in the service of life.

Mountain Riders' mission is to educate and support mountain enthusiasts and stakeholders on the challenges of ecological transition.

Our mountains are places of life, hospitality, wonder, and inspiration, which is why we take action every day through our initiatives:

Our education and training projects to raise public awareness of nature and living things; the Flocon Vert, to structure and accelerate the transition of mountain regions; and the Zero Waste Mountain in 2030 program, which mobilizes mountain stakeholders and raises public awareness about reducing waste at source.





# ZERO WASTE MOUNTAIN BY 2030

## A historic commitment: Zero Waste Mountain by 2030.

The ambition is simple: zero litter in our mountains by 2030. This goal is no longer just Mountain Riders' goal: on March 16, 2023, many mountain stakeholders committed to this goal by signing a national charter and creating action plans. What we are aiming for today: reduction at source. If we want to stop picking up trash, we need to turn off the tap !

The action plan consists of three steps: reducing waste through collection operations, raising public awareness, and collecting and evaluating waste through characterization, which allows us to identify its origin in order to reduce it at source.

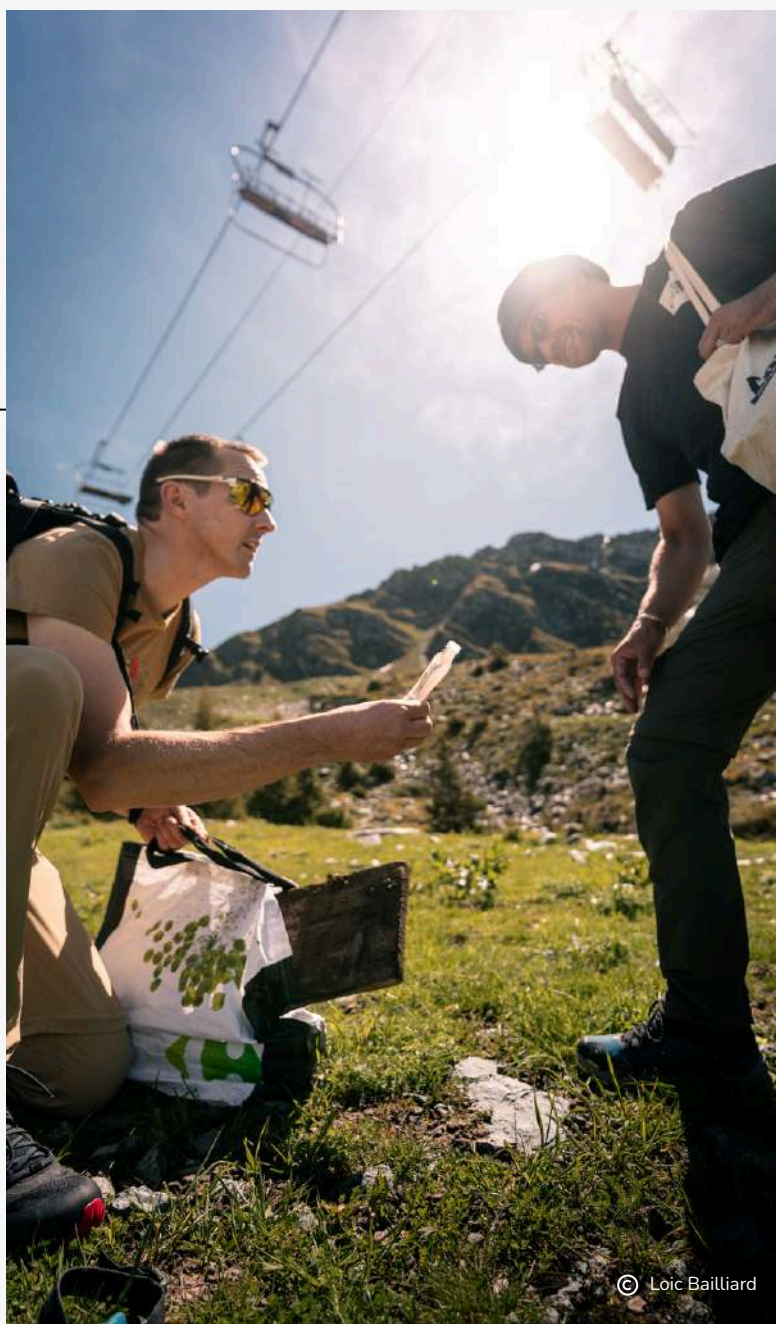
In 2024, Mountain Riders carried out 82 large-scale collection operations, with the participation of 4,685 committed individuals and a total of 18 tons of waste collected, including 58,776 cigarette butts.



## Discover the Zero Waste Mountain Press Kit

Clean-ups take place in all French mountain ranges from spring to fall ! To join the association for a clean-up :

<https://www.mountain-riders.org/agenda/>



© Loic Bailliard



# EDUCATION AND TEACHING

Since 2001, Mountain Riders has been working with young people (in and out of school) and adults (company/association employees, mountain enthusiasts, the general public) on the following themes: education on climate change in the mountains, mountain land use planning, discovery of the mountain environment, illegal dumping in the mountains, citizenship/engagement, and participatory democracy.

We want to promote the democratization of the mountain environment (its environment, culture, professions, etc.) with all that it can bring to an individual in terms of personal development, fulfillment, and social integration. It also means supporting the development of a global and complex way of thinking, by awakening curiosity and encouraging debate and engagement. We use a variety of educational approaches, with a particular focus on the outdoors, combining wonder, sensitivity, and science.

## Focus on the "Montagnez-nous" project : making the mountains accessible

Launched in 2015, in partnership with associations in Chambéry, the "Montagnez-Nous!" project aims to accompany young people and adults in the mountains (hikes with bivouacs or refuges or day trips, etc.) and to make them active participants in their outing by involving them in the preparation. Although they live close to the mountains, few are familiar with the mountain environment that surrounds them. The mountains generally evoke notions of "effort, boredom, and difficulty." The project's objectives are clear: to discover, feel, touch, encounter, taste, and experience everything the surrounding mountains have to offer.



# PROFESSIONAL TRAINING



Raising awareness of current issues is key to triggering change. Once this step has been taken, it is important to train and support all professionals so that everyone, including managers, employees, elected officials, and socio-professionals, can :

- Become responsible and autonomous by taking ownership of the societal and environmental issues facing mountain regions
- Support the acceleration of ecological and social transition in mountain areas by improving individuals' skills
- Encourage everyone to act autonomously
- Develop their ability to take ownership of tools and reuse them
- Getting moving around a dynamic of eco-responsibility

More informations about our training [here](#)



*"For us, the most important thing is to share our practices in a friendly atmosphere and do it together. Recognized in the mountain ecosystem for our expertise, we believe that we must act without moralizing, so that everyone dares to get involved and feels co-responsible for the transformation of territories and their economies."*

Camille Rey-Gorrez, Director of Mountain Riders



# WANT TO STAY IN TOUCH ?

## Press contact

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Illustrations : Elisabeth Gayard



Mountain Riders' complete  
address book



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