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<p style="text-align: center;">Second International Forum “Wintersports resorts for a better world” Avoriaz - 17 and 18 January 2008</p>

**participants having confirmed their attendance*

17 JANUARY

Morning: Welcome of the participants followed by an exhibition on ecological mountain facilities (technical machines such as tracked vehicles and snow cannons as well as a visit to a village which would attract a more general public with for instance eco-friendly snowboards recycled ski wear....)

Afternoon:

Climate change: strategic and economic challenges that ski resorts have to tackle

Moderator : Elisabeth Laville, director and founder of Utopies

14h00-14h30: Welcoming speech

François Passaquin, Mayor of Morzine/Avoriaz

Gérard Brémond: Chairman and Founder of Pierre et Vacances

14h30-15h00: Climate change: the challenges on the tourist industry

Francesco Frangialli, General Secretary of the World Tourism Organization*

15h00-16h00: Climate Change: what are the strategic and economic impacts for the average and high altitude mountain resorts?

- Pierre Radane, Founder of the Green Party and former chairman of the ADEME (Agence de l'Environnement et de la maîtrise de l'énergie : French energy conservation agency)
- Michel Bouvard, Deputy of the Savoie and Vice-president of the Savoie County Council
- Hans Brunhart, President of the Board of Directors of the VP Bank (Switzerland) who founded the Pro Natura Pro Ski Foundation
- Christian Mantei, President of the ODIT France (Observation, development and engineering in the Tourist industry)
- Laurent Reynaud, director of the National Office for the French cable-cars (SNTF = Syndicat National des Téléphériques de France) and leader of the environment commission
- A representative of Laax (a Swiss ski resort)

16h00-16h15: Questions and answers

16h15-16h30: Organic and fair-trade coffee break

16h30-18h00: How do the resorts get involved in the fight against climate change?

- **The initiatives from the European resort of Davos (Switzerland):** *creation of the Davos Climate Alliance in order to fight against global warming; financing a study aiming at identifying where the majority of carbon dioxide emissions stems from; the goal to reach consists in reducing the annual emissions by 15% in 2014; implementation of renewable energy sources and sensitization of the local population.*
- **The initiatives from the American resort of Aspen (Colorado):** *first resort to have adopted a policy for climate protection; it is directed towards the ski runs but also towards the tourist industry, the use of biodiesel for its snow grooming machines, production of a certain kind of snow aiming at curbing the quantity of water used and the energy consumed during the process; it is the first American resort to boast of an electricity contract ensuring wind power supply and it was awarded the 2006 Golden Eagle Award prize for its environmental commitment; in July 2006 it published an impact study of the climate change on Aspen activity and particularly on the activities linked to the winter sports industry.*
- **Example of a resort fully supplied with wind power:** *Vail Resorts (Colorado), often rewarded resort which buys more green energy than any other resort in the world: purchase of wind power in order to make up for its 100% use of electricity in its 5 ski resorts, its properties, its renting places and its new headquarters.*
- **View of the expert:** *Shardul Agrawala, environment specialist at the OECD, author of a report on the impact of climate change in winter sports tourism*

Alternative in case of the absence of Aspen or Davos: the Austrian resort of Tux which uses the renewable energy of a hydroelectric power station and melted waters from glaciers in order to generate electricity has a “Climate Condition Community” whose purpose is to find ways to reduce the impact of the resort on global warming.

18h00-18h15: Questions and answers

18 JANUARY : 18 January: What do the high and low mountain resorts really do to protect the environment?

8h30-9h: Breakfast

9h-10h15: How do the resorts integrate the protection of the environment into their daily activities?

- **The main environmental challenges for ski resorts** (water, waste, recycling, biodiversity management, ...), especially in the alpine “éco-region”: *Bernard Cressens, director of programmes at WWF*
- **A French resort and a European one : two models to be considered**
 - *The Austrian resort of Neustift (Altitude: 1000 m): restaurants neither use plastic forks and knives nor plastic dishes; the resort has recourse to snow towing machines only using biodiesel, used waters are treated in resort, ski runs are open to agriculture and fertilized during the snowless months; twice a year voluntary workers clean the forests, rivers and fields. There exists in Austria the “cable car act” which ensures that each ski lift operator can choose the most respectful options for the protection of the environment.*
 - *St Martin de Belleville (Altitude 1450 m- inclusive of the Menuires and Val Thorens towns): selective sorting of the waste, artificial snow is made from a*

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collecting water tank, use of water-saving and energy – efficient snow cannons; the ski lifts society of the Menuires as well as a real estate agency are guaranteed ISO 14001, 70% of the surface of the town are not developed in order to protect its biodiversity.

- *Val d'Isère who will welcome the 2009 Olympics Games*
- *Villers-Côterets, first commune to be ISO 14001 certified*
- **An American model:** Jackson Hole Mountain Resort (Wyoming – Altitude 1200 m): *it has an environmental management system and it is among 2 American resorts to be certified ISO 14001. It sets such goals as to reduce the use of electricity by 5% or more by 2011, water consumption, waste, total carbon dioxide emissions and to increase the recycling volume by 10%.*
- **View of the expert:** Bernhard Russi, expert within the FIS, International Ski Federation, *who manages the programm www.skiaudit.com*

10h15 – 10h30: Questions and answers

10h30-10h45: Organic and fair-trade coffee break

10h45-12h00: How do the resorts integrate sustainable construction practices?

- Arnaud Dutheil, Director of the CAUE (Architecture, town planning and Environment Consultancy) of Haute-Savoie: *the issues of sustainable construction in the mountain environment.*
- **Examples of sustainable buildings in ski resorts:**
 - Aspen (altitude 2400 m): *its ski patrols headquarters are the most ecological ones among the skiing industry: use of recycled cotton to insulate the walls, use of sustainable material for the construction of the building proper, etc...*
 - Riders Palace Hotel in Laax (Switzerland) : *Minergie label*
 - Or Ruth Gamper, Vigilius Mountain Resort (Italian Tyrol), *ClimateHouse A label*
- **View of the expert:** Dominique Gauzin-Muller, *architect and journalist writing a book on the Vorarlberg (Austrian land): a reference in sustainable construction*

12h-12h15: Questions and answers

12h15-13h45: Lunch

13h45-15h00: How can wintesports resorts use “soft” methods of transport?

- Study of WWF Italy about transport in the Alpin eco-region
- The Mobilalp european programme
- The « eco-modell » project (Germany) which associates tourism professionals, hotels, companies which resulted in the creation of a free bus for skiers
- Synthesis of the « Sommets de Chamonix » which took place last year in France and were about
- **View of the expert:** Alexandre Mignotte, CIPRA France (French Delegation of the International commission for the protection of the Alps)

15h00-15h15: Questions and answers

15h15-16h30: How to integrate sustainable development into the marketing and communication strategy of ski resorts?

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- **Emphasizing on the importance of sustainable development towards the tourists and the local community**
 - Ad campaign of Aspen
 - The Stash in Avoriaz (altitude 1800 m): allowing to convey messages on the protection of the environment; these messages would be delivered in a entertaining way so as to better sensitize the youths.
 - Julien Perrier, AREMACS, association specialized in selective sorting during events and consciousness raising
- **Emphasizing on the importance of sustainable development towards the organizers of events**
 - Pal Schmitt, President of the Sport and Environment Commission within the International Olympic Committee
 - Whistler Blackcomb resort (Canada) which will welcome the 2010 Olympic Games
- **View of the expert:** Laurent Burget from Mountain Riders *who will have published in November 07 the second version of the Green Guide for the mountain resorts ; he will introduce the European research project entitled “Skisustain” aiming at integrating the notion of sustainable development into the ski resorts management and communication as an added value to the clientele.*

16h30-16h45: Organic and fair-trade coffee break

16h45-18h00: Are we heading towards an evolution of the business model of the mountain resorts? How to preserve snow coverage and the environment?

- A representative from the County Council (Conseil Général) of Isère, author of a prospective study *whose purpose is to bring ideas on how to make up for lack of snow which has now become sparse.*
- **Examples of ecological practices:**
 - St Anton resort (altitude 1300 m – Austria) *uses for 84% of its runs the “crystals” artificial snow only made with drinking water and air without any added chemicals*
 - The Verbier resort (altitude 1500 m – Switzerland) *wraps up its glacier in order to longer preserve the snow coverage; skiing is now forbidden.*
 - The brand York Neige making snow cannons
- **Example of a resort whose activities have been diversified:**
 - Villars de Lans (altitude 1050 m) *implemented balneotherapy with a swimming-pool opened all year round; it also develops business tourism and the “climatisme sportif” whose purpose is to organize sports events and therefore to develop tourism. Besides, it is the first resort to have initiated since march 2007 a scheme within the Agenda 21.*
- **View of the expert:** Jorgen Randers, *international expert on issues related to sustainable development and co-author of the famous work entitled “the limits of growth”, member of boards of directors as well as of group advisory committees such as Dow, BT....*

18h-18h15: Questions and answers

18h15-18h30: Conclusion

Gérard Brémond, Chairman and founder of Pierre & Vacances