

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

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 Radanne**, Founder of the Green Party and former chairman of the ADEME (French energy conservation agency)
- **Jean Picchioni**, Isère county officer within the Anem (National Association for mayors of mountain resorts)
- **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

16h00-16h15: Questions and answers

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

16h30-18h00: Feedback from international resorts / Reducing carbon emissions, off-setting, renewable energies, etc ... : How do resorts get involved in the fight against climate change ?

- **Arthur de Jong**, Mountain Planning and Environmental Resource Manager Whistler Blackcomb (Canada), Official Alpine skiing venue for the 2010 Olympic and Paralympic winter games.
- **Gian Paul Calonder**, Environmental Protection Officer Davos (Switzerland)
- **Matthew Hamilton**, Manager of Community and Environmental Responsibility Aspen / Snowmass (Colorado)

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- **Luke Cartin**, Environmental Coordinator Vail resorts (Colorado)
- **An expert's view : Bruno Abegg**, Senior Scientist at the University of Zurich, Economic and Geography division : member of Switzerland Tourism

18h00-18h15: Questions time

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

8h30-9h: Coffee and tea

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

Presentation of environmental challenges :

- **Bernard Cressens**, director of WWF France

Feedback reports :

- **Maria Opelz**, In charge of Environment, Saint Martin de Belleville
- **Stéphane Lereudu**, Director of Avoriaz
- **Guy Vaxelaire**, Mayor of La Bresse and President of the commission « Town and country planning and sustainable development
- **Maxime Rougeaux**, director of communication, York Neige
- **Expert's view : Laurent Burget**, in charge of environment, Mountain Riders association

10h15 – 10h30: Questions time

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

10h45-12h00: Feedback reports / How do resorts integrate sustainable construction practices?

- **Helmut Dietrich**, architect of the sustainable development project in Vorarlberg (Austria)
- **Matthew Hamilton**, Manager of Community and Environmental Responsibility Aspen / Snowmass (Colorado)
- **René Meierhofer**, architect of Riders Palace Hotel in Laax (Switzerland)
- **Fritz Oettl**, architect of Pos Architekten (Austria)
- **Jacques Labro**, architect of Avoriaz
- **Expert's view : Arnaud Dutheil**, Director of the CAUE (Council of architecture, urban planning and environment) Haute-Savoie.

12h-12h15: Questions time

12h15-13h45: Lunch

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

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- **Pierre Moreau**, technical adviser of CIPRA France (French delegation of the international commission to protect the Alps)
- **Andrea de Bernardi**, author of the report “Tourism and mobility”, WWF Italy
- **Christian Monteil**, Vice-president of the Haute-Savoie county, in charge of Mobilalp
- **Wolfgang Wimmer**, in charge of the “eco-modell” project in Chental (Bavaria)
- **Expert’s view : Philippe Martin**, manager of Mountain Wilderness

15h00-15h15: Questions time

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

- **Matthew Hamilton**, Manager of Community and Environmental Responsibility Aspen / Snowmass (Colorado)
- **Hans-Kasper Schwarzenbach**, director of Arosa-Tourism (Switzerland), partnership with Alpine Pearls
- **Arthur de Jong**, Mountain Planning and Environmental Resource Manager Whistler Blackcomb (Canada), Official Alpine skiing venue for the 2010 Olympic and Paralympic winter games
- **Expert’s view : Tobias Luthe**, in charge of environmental issues for the German Ski Federation

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 ensure snow coverage and protect the environment at the same time ?

- **Christian Pichoud**, vice-president of the tourism department of the Haute-Savoie county
- **Serge Cettour-Meunier**, Mayor of La Chapelle d’Abondance
- **Tom Wallis**, elected member of Corrençon en Vercors
- **Marc Verdier**, architecte and town planner, lecturer of the school of architecture in Strasbourg and town planning specialist in alpine regions
- **Eric Guilpart**, director of communication, Compagnie des Alpes
- **Eric Balet**, director of Téléverbier, Verbier (Switzerland)
- **Frédéric Hébrard**, in charge of environmental issues, Les Angles

18h-18h15: Questions time

18h15-18h30: Conclusion

Gérard Brémond, Chairman and founder of Pierre & Vacances