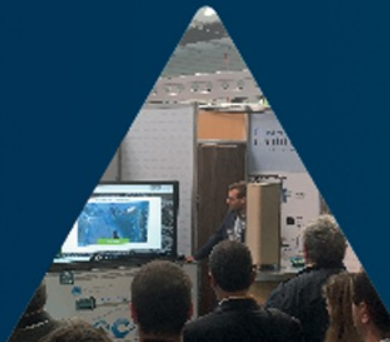


From ideas to reality,
how to impulse
sustainable innovations
for mountain issues ?

-
Cluster Montagne

**11th World Congress on
Snow and Mountain
Tourism**

23th-25th March | 2022

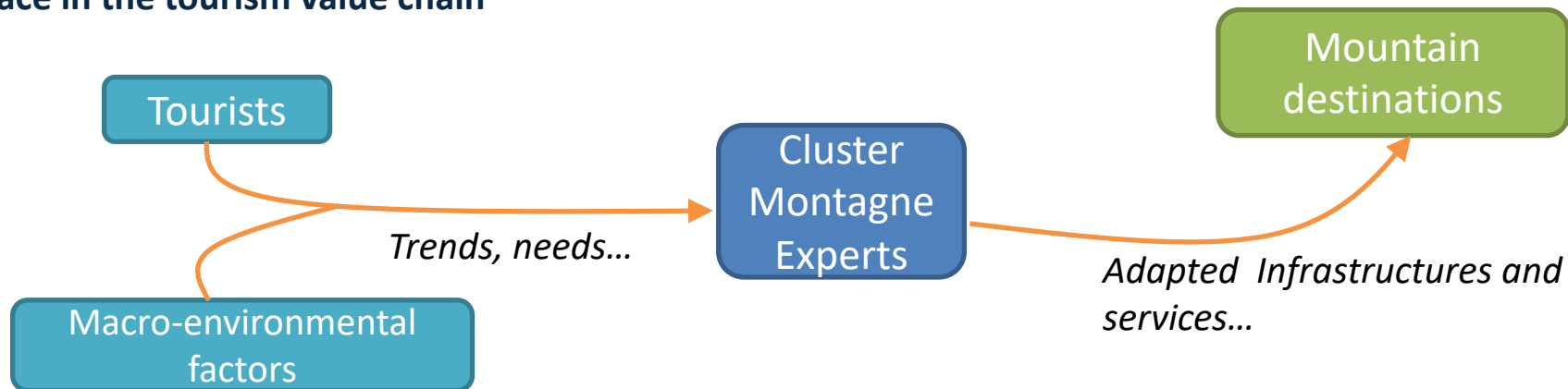


From ideas to reality, how to impulse sustainable innovations for mountain needs ?

- ① Cluster Montagne : Who are we?
- ② Build knowledge, visions and solutions to deal with mountain challenges
- ③ Focus on Cluster Montagne's innovation and sustainability solutions

1 WHO ARE WE ?

- The French network of experts in mountain tourism development
- Support and drive the performance of mountain destinations throughout the world, and to gather all stakeholders of the mountain tourism industry
- **3 main missions** : facilitate...
 - Network
 - Innovation
 - Business development
 - Sustainable development
- **Our place in the tourism value chain**



1 WHO WE ARE : 265 members en 2021



7 EXPERTISES

- Urban planning & architecture
- Winter development
- Summer development
- Natural hazards
- Environment
- Governance & public policies
- Operation, training & services

② Build knowledge and visions to deal with mountain challenges

➤ **Observe trends and detect opportunities**

➤ **Analyse and build collectives strategies**

- Mobility,
- Energy efficiency (building...),
- Decarbonation of activities,
- Circular Economy,



Mountain Trends Book



Work Group on Energy

② Build knowledge and visions to deal with mountain challenges

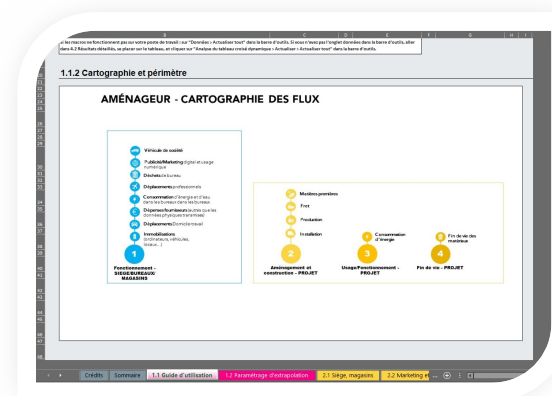
➤ Disseminate and Do :



Carbon footprint guide for
Mountain sport and tourism ecosystem



Cluster Montagne Labs
Start-ups x Ski resorts
BtoB meeting



Carbon footprint
Tool

③ Focus on Cluster Montagne Labs Innovations : ...Customer journey experience



Gliding solution for beginners



100% electric snowbikes

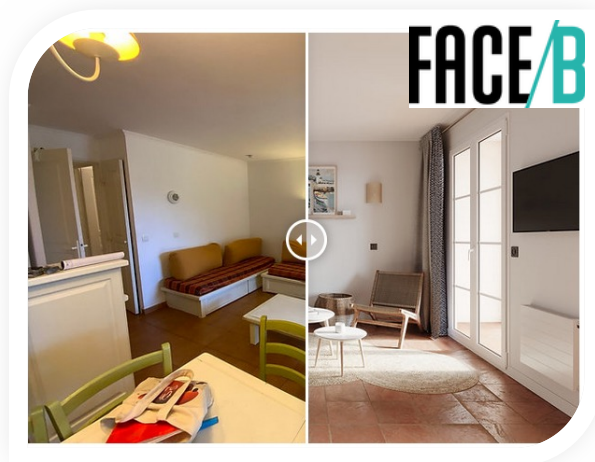


Playful and immersive experience at
Graix, Parc du Pilat, France



Automated ecological bicycle washing solution

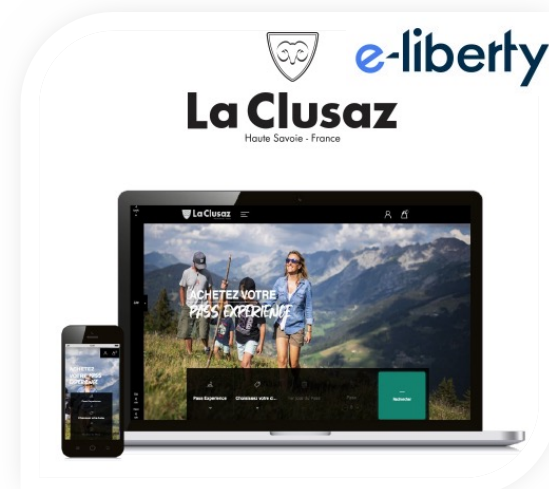
③ Focus on Cluster Montagne Labs Innovations ... Solutions for mountain professionals



Turnkey solution for private
holiday rental renovation



Structures, furniture and objects in ski

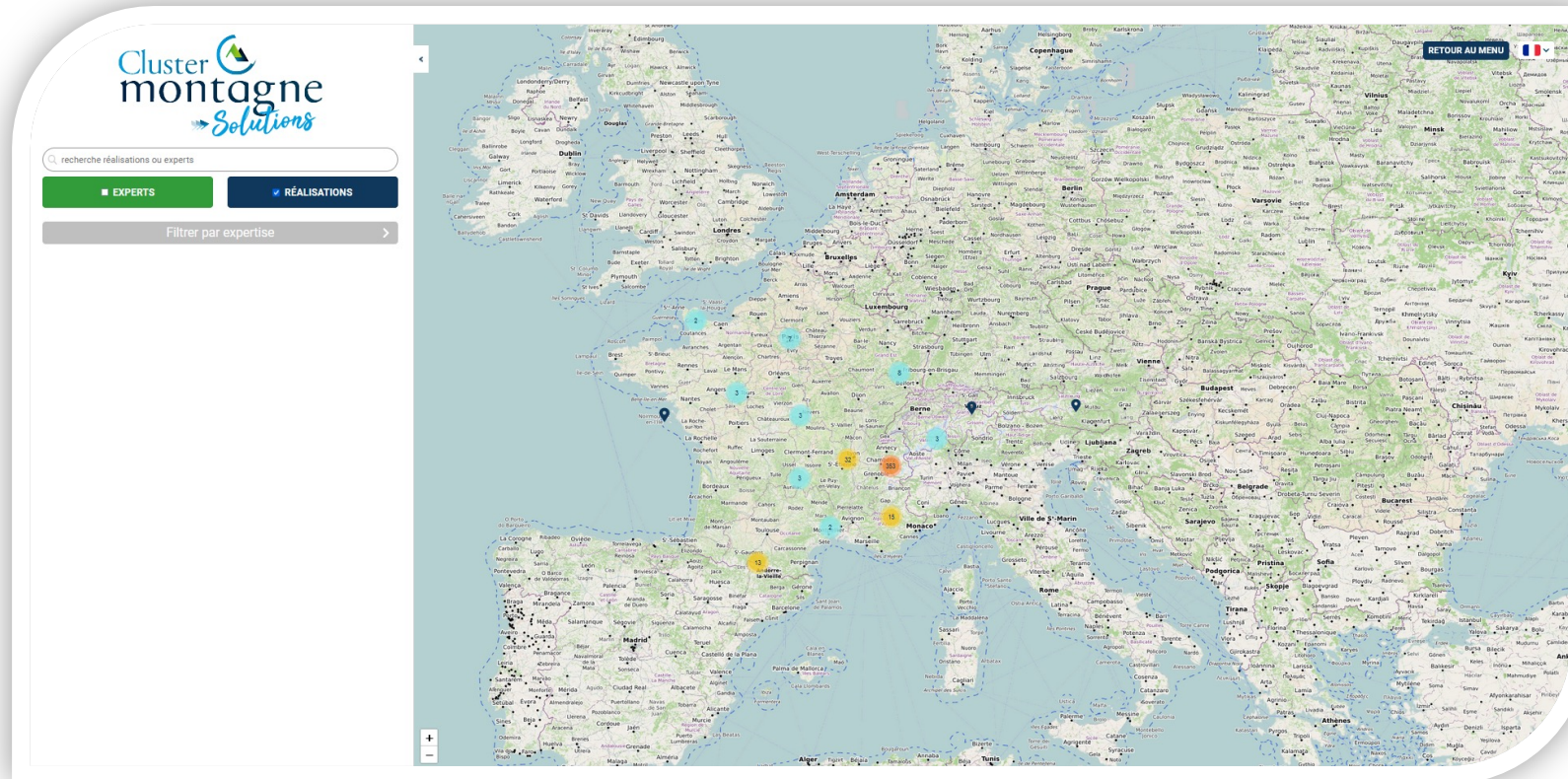


Sale and access control of outdoor
activities



Low carbon snow farming solution

Find all the French innovations on...



www.cluster-montagne-solutions.com

LET'S KEEP IN TOUCH...

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