

The Mountain & Us



BE MY GUEST-MARTIN



friendlyMenuires

OPEN
THE TOPIC

#skIImpact



Les Menuires rolls out innovative new solutions



ENJOYING
THE MOUNTAIN
**WITHOUT CAUSING
HARMING**

Mountains are magnificent, and of course we all want to enjoy skiing in winter, hiking in summer, and even just living here. Our valley is a place we call home, with houses, schools, and businesses. We want it to be a place where life is good for residents, workers, and visitors. But now climate change and other environmental challenges are forcing us to rethink how we protect this vulnerable landscape. How can we keep our harmful impacts to the absolute minimum? Should we put the brakes on tourism, jobs, and the local economy? Move out of our valleys? These are the forthright questions Les Menuires & Saint-Martin are asking, with an open mind, to start the conversation. We do not have all the answers. Far from it. But we are coming up with solutions and invite you to read on to learn more.



CLEAN ENERGY TO PRESERVE OUR MOUNTAINS

Energy issues are critical for our valleys as we seek to maintain skiing opportunities without causing pollution and without raiding fossil fuels from the other side of the world. Our energy transition is a blend of long-term investments and small steps every day that add up to a big impact over the course of a year.

Our solutions on the slopes

Renewable energy for equipment

All SEVABEL (Société d'exploitation de la vallée des Belleville) **ski lifts** have been **powered by hydroelectricity** for the last 10 years. To increase supply, a **hydroelectric plant** is being considered for the Péclet torrent.

Small things, every day

- Our **eco-friendly** grooming machines use less fuel
- Our operators **adjust the speed** of the ski lifts depending on skier traffic

Our accommodation solutions

The commune of **Les Belleville** is helping with energy transition on a **local level**. Since 2009 all public building renovations have been subject to an energy audit, and thermal kits have been available to help residents detect energy leaks in their homes. Since 2003 Espace Propriétaires de la Vallée des Belleville has been working to eliminate "cold beds" through Operation Recreational Property Renovation, which helps owners insulate and their apartments and enhance occupant comfort.

So far 540 furnished apartments with a total of more than 2,500 beds have been renovated at a cost of €3.6 million.

In exchange, owners agree to let their properties out to holidaymakers for 12 weeks each winter for 9 years.

We help owners with everything from A to Z to upgrade their furnished properties. Our model flat renovated with sustainable materials and decorated in the resort's signature friendly style serves as inspiration. We put owners in touch with local artisans and also help them fill up their booking calendars. With this virtuous approach, owners play a meaningful role in the local economy and become proud ambassadors for the resort.

Laurence Rivail

Director, SEM Renov'
Espace Propriétaires



ALL IN FOR THE CLIMATE!

Les Belleville Valley has set up a **climate observatory**.

This "great outdoors" lab looks at critical issues such as the **mobility of the future** and snow-management strategies.

LES MENURIES IS A MEMBER OF POW



The international POW alliance trains our resort workers to **fight climate change**. Armed with new knowledge, they in turn get our clients on board with the process of change and adaptation.

SEVABEL IS BIOM CERTIFIED



Biom is a Cop21 indicator that measures CSR (corporate social, environmental, and economic responsibility) engagement and action in the winter sports sector.

REDUCING OUR CARBON FOOTPRINT AND TAKING ACTION FOR THE CLIMATE

To fight climate change effectively, we combine local initiatives with international efforts that build consensus and engage mountain dwellers.

Our solutions for local transportation

Reducing the carbon impact of transportation is an issue tackled at the national, regional and local levels. But when there are 414,200 beds available in the Tarentaise Valley, and the rail network does not have capacity for that amount of traffic, how can we discourage visitors from travelling to the resort by car? We know this is a pressing issue, and it is out of our control. But our commune is taking concrete action. Here is how Les Menuires and Saint-Martin are reducing the number of cars on the roads:

- **Free shuttles** ferry visitors between the resorts.
- Auvergne-Rhône-Alpes has introduced the **Mov'ici app** to gradually replace Rézo Pouce (11 pickup points in the villages and resorts). With Mov'ici, users can find rideshare locations and organise trips for several passengers, reducing greenhouse gases even more and building strong social ties.
- **Buses** transport permanent and seasonal workers. This common-sense solution has been in place between Moûtiers and Les Menuires for 20 years.
- **Charging stations for electric vehicles** are available in Saint-Martin and Les Menuires.



PROPER MANAGEMENT OF WATER RESOURCES: A CRITICAL ISSUE FOR OUR VALLEY

We preserve water carefully for our slopes

Snow in the right place

Our grooming machines are equipped with Snowsat software that measures snow depth. Operators move only the exact amount of snow needed to shape the slope as desired. Based on data sent to a central server, artificial snow is produced only where needed, saving 8% in fuel and 15% in artificial snow each year.

Reliable snow cover

According to Météo France, annual rainfall in the Rhône-Alpes region will be 10% less by 2080. Although Les Belleville will have enough raw water for human consumption, the figure is alarming.

That is why we plan to create a 306,000 m³ reservoir to store water when streams are full and limit the amount of water drawn off when levels are low. The reservoir will secure the supply of snow for our slopes and allow us to create stable snow cover to supplement the work of our grooming machines, for the best possible ski conditions.

New, eco-friendly process for potable water

Our new treatment facility uses biofiltration to treat the wastewater generated by the more than 83,000 people present during the winter season. The buildings at the facility are heated using the calories in the wastewater.



SEASONAL WATER MANAGEMENT

« In the past, we simply drained the ground under the slopes in winter to prevent them from turning into ice patches. Now, we plug the drains in the summer to restore the natural hygroscopic levels of wetlands. »

Stéphane Berthaud

Quality, Safety, and Environment Manager,
SEVABEL Data Protection Officer

PROTECTING THE LAND TO PROTECT SPECIES

We monitor, protect and promote local flora and fauna. Residents, visitors and other stakeholders are committed to preserving nature.

A close look at biodiversity

Les Belleville is a signatory to the Vanoise Park Charter and in 2019 and 2020 was the first community in Savoie to conduct an **Atlas of Biodiversity** in the Commune (ABC). Inventories by naturalists and data collected by volunteers via workshops on photographic monitoring of pollinating insects help us better understand the remarkable natural heritage all around us.

Protecting fauna

- We have created **ecological corridors** for wildlife in our ski area.
- We are involved in **preserving bird species emblematic of the Alps: the black grouse, rock ptarmigan and golden eagle**. Some birds have GPS tags to monitor how they use the sheltered spaces created for them, on and off the slopes.
- We have installed **markers on gondola cables** to prevent collisions that could injure birds.

Knowledge sharing

- Educational trails in our new Friendly Natural Park area help visitors identify local species: black grouse, golden eagle, rock ptarmigan, badger, marmot, common frog, etc.
- In partnership with tourist bureaus, **park rangers** lead hikes to identify animal tracks and organise gatherings on specific topics (such as birds of prey, insects, etc.) in the preserves.

Protecting alpine flora

The **blue thistle** is one of the typical local plants, and one that is regularly monitored and managed.

Restoration of sensitive environments

We have restored a **peat bog** and are committed to maintaining it up until 2050. This important carbon sink is a feature on one of our popular educational tours. More than 400 wetlands in the valley are part of a preservation plan designed and implemented by the commune, the Savoie Conservatory of Natural Spaces, and Vanoise National Park.



A dedicated space

A home for dark bees and honey bees opened on 22 December 2019 in a former alpine pasture chalet.

« The new home protects our honey bees, a local species under threat from the mass arrival of foreign swarms. We have set up a fertilisation hive to produce dark bee queens and we train beekeepers who want to boost the population of this species that adapts so well to mountaintop conditions. Western honey bees have pollinated wild flowers here for thousands of years and play a major role in the biodiversity of our ecosystem. »

Klébert Silvestre

Deputy Mayor of Les Belleville, President of CETA (the Savoie Centre for Technical Beekeeping Studies), Vanoise National Park Board Member, summer beekeeper and leader of mountain beekeeping hikes.

« FRIENDLY MENUIRES »

MORE THAN A SLOGAN, A SHARED STATE OF MIND



Our hospitality is something that visitors really remark on. But hospitality is not just for tourists. We want residents, workers and holidaymakers to maintain strong ties with our area all year long. Mountains inspire dialogue and sharing. We take hospitality seriously without taking ourselves too seriously.

Figures to be confirmed

LIVING AND WORKING AT OUR RESORTS

POPULATION

3500 year-round residents > 60 000 in winter

WHERE SEASONAL WORKERS SPENDING 4 TO 6 MONTHS AT LES MENUIRES COME FROM

5000 1500

seasonal workers from France, abroad or the valley local seasonal workers with 2 jobs, 1 in summer and 1 winter

BREAKDOWN BY JOB CATEGORY

60% of seasonal workers are employed in hospitality (cafés, restaurants, hotels) as wait staff, cooks, receptionists and housekeepers.

30% have snow-related jobs (ski lift operators, instructors, patrollers)

> 95% are valley residents

> 15% work in retail, in services or in snow removal

EMPLOYEE RETENTION AND LOCAL EMPLOYMENT INITIATIVES

2/3 of seasonal workers at our resorts come back year after year.

The town hall and the local job centre advertise 2000 positions each year to fill seasonal vacancies.

An all-Alpine commitment

We have committed to Plur'Alps, part of Europe's Alpine Space initiative to showcase the very best of our mountains. After discussions with ten communes from several Alpine countries, we have identified five topics that are a core part of our daily life.

After surveying **housing, mobility, culture, leisure and citizen engagement**, we have proposed further strengthening our local/seasonal accommodation programming plan, creating places that bring people together, promoting ridesharing to develop soft mobility, carrying out more public consultations before launching projects, and drawing up a cultural action plan. »

Mathieu Jay,
*Social Affairs and Seasonal Worker Coordinator,
Les Belleville Town Hall.*

MORE THAN RESORTS, YEAR-ROUND VILLAGES



Our municipalities are committed to cultivating vibrant communities for both residents and visitors by addressing important economic and environmental issues.

Aiming high

Although the valley will depend on skiing for years to come, local stakeholders are working together for seamless growth from winter to summer. The goal? To balance out the seasons for greater resilience, maintain year-round jobs, attract talent, foster business diversity, and develop sustainable investments for both seasons. We are taking new approaches to summer based on our mountain DNA: via ferrata, canyoning, nature exploration, cycling in all its forms, etc.

« Our mission is to introduce holidaymakers to the mountains, from 1,200 to 3,200 metres above sea level, from flowery pasture to snowy peak. We used to target visitors from France for the summer season, but now we are massively expanding our communication and marketing efforts to appeal to a wider European audience. »

Marlène Giacometti,
Director, Les Menuires Tourist Office & Central Booking System

Supporting jobs and cultivating community

At Les Menuires, we believe that hospitality staff deserve, well, great hospitality! To help seasonal workers settle in and enjoy great working conditions, we provide support for their professional and personal lives.

HELPFUL INFO

La Maison des saisonniers, a Belleville Town Hall initiative pending approval for "France Service" accreditation, is a youth, job, tax, health insurance, business & employment, and housing service office all rolled into one.

A **local handbook** is available to guide seasonal workers with their jobs and day-to-day life.

A **handbook for newcomers** is in development. structure pilotée par la mairie des Belleville en cours de labellisation « France service », regroupe les guichets CAF, Mission Locale, Pôle emploi, Impôts, CPAM, Diréccte, Action logement.

HOUSING

The commune runs **Agibel**, a service that oversees 700 housing units in accordance with Loi Montagne II, a law that governs mountain environments. Our goal is to provide comfortable accommodation to single people, couples and families. For decades we have offered seasonal classes to the children of seasonal workers.

EMPLOYMENT

Our **Tarentaise Job Calendar** encourages seasonal workers to take training and to stay in the area throughout the year. In summer, the public works sector offers an alternative to snow-related jobs. Seasonal unemployment affects twice as many women as men, so programmes are available to help women secure public works jobs and offset the cost of an HGV licence. Through partnerships with Ardèche, La Rochelle, Blois, and Côtes d'Armor, our seasonal workers can find work at job fairs held in late winter in our area and in October in the other four localities.

QUALIFICATIONS

Grants are available as an incentive for students to train in sectors other than tourism. For example, we are working to develop the electricity sector by offering a variety of vocational qualifications (BEP, CAP and diplomas for school leavers). Although their roots here run deep, half of young people with qualifications leave the area due to the lack of stable employment.

LOCAL LIFE

Let's be realistic. Life in our mountain villages, where activity comes in waves, calls for a high degree of adaptability. « Although our associations do a great job, we could do even better by encouraging home ownership and making things easier for families who want to come and live here. We do not want to become a theme park that is completely deserted off season. The commune is also a place where people live. To safeguard the future, we need to balance economic and social imperatives. » **Mathieu Jay** > qui le remplace ?

Protecting local delicacies!

- The “**Esprit Parc national**” label is found on local organic products (honey and dairy) and artisanal items and is also used to designate the walking tours run by the guides’ office and a restaurant.
- The “**Eau des Belleville**” label on jugs in restaurants highlights the quality of our drinking water.



For a happy and harmonious community at Les Menuires and Saint-Martin-de-Bellevue, we want to make our activities available to as many people as possible.

Partnership with Action Enfance
Agence des Alpes (housing) Sogevab
(multi-activity cards)

« Each season, accommodation facilities at the resort host children in the care of Fondation Action Enfance, a foundation that protects and educates vulnerable siblings until they reach adulthood. We are also thrilled to help ill children discover the joy of the mountains through Association Petits Princes. For the last 25 years, the resort has held Trophée de l'Espoir to raise funds for ADIMC74, a local association that supports people with cerebral palsy. »

Marlène Giacometti »

Director, Les Menuires Tourist Office & Central Booking System