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

Tourists

Macro-environmental factors

Trends, needs...

Cluster Montagne Experts

Adapted Infrastructures and services...

Mountain destinations
WHO WE ARE: 265 members in 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,
② Build knowledge and visions to deal with mountain challenges

Disseminate and Do:

Cluster Montagne Labs
Start-ups x Ski resorts
BtoB meeting

Carbon footprint guide for Mountain sport and tourism ecosystem

Carbon footprint Tool
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
Focus on Cluster Montagne Labs Innovations
... Solutions for mountain professionals

Turnkey solution for private holiday rental renovation

Sale and access control of outdoor activities

Structures, furniture and objects in skis

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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