



The Les Arcs/Peisey-Vallandry/Villaroger Mountain Area obtains B Corp™ social and environmental certification, a first in Europe

The Les Arcs/Peisey-Vallandry Mountain Area in Savoie, managed by ADS, is joining the B Corp™ community. B Corp™ certification rewards the adoption of stringent standards in terms of social and environmental impact, transparency and responsibility, and commits the company to continuing its CSR* approach.

ADS is the first Mountain Area manager in Europe to obtain B Corp™ certification. This recognition, which reflects on the entire region, is the result of several noteworthy initiatives carried out jointly with elected officials of the local authorities driving this area, as well as the practical rollout of initiatives undertaken by Compagnie des Alpes – of which ADS is an integral part – and now enshrined in the Group's Corporate Mission.**

Internationally recognised, and considered the most comprehensive certification in terms of social, environmental and societal impact, B Corp™ certification has been awarded to 7,000 companies worldwide, of which just 300 in France. The award process saw the Les Arcs/Peisey-Vallandry Mountain Area screen the impact of its operations and business model against the five B Corp™ impact areas, namely Governance, Workers, Community, Environment and Customers.

While obtaining the B Corp™ label is based on a “Business Impact Assessment” (BIA) measuring a company's impacts across the board, certain initiatives bring the role of the mountain area's teams in the achievement into sharper focus.

Raising awareness of environmental issues among visitors, residents and employees

The Mountain Area manager relies above all on a unique collective known as La Ruche, made up of a hundred committed employees who, for over four years, have been driving initiatives aimed at accelerating the environmental transformation of the Les Arcs/Peisey-Vallandry Mountain Area, involving the company's employees in their implementation.

Its successes include the regreening of mountain areas thanks to the planting of 900 trees in 2023, the restoration of several wetland areas, litter picking action days and the organisation of Climate Fresk workshops.

Another of ADS's iconic achievements for customers and residents was the creation of the Museum of Mountain Animals in partnership with the Vanoise National Park in 2021. The aim of this free museum area is to showcase mountain fauna and flora, while raising awareness among visitors of the need to protect them.



Reducing our carbon footprint

Two essential levers for achieving the net zero carbon target by 2030 are covered by initiatives underway. First, there are the initiatives concerning internal mobility within the company, with the widespread use of HVO 100 fuel chosen by the Group for all its snow groomers, which has enabled the Les Arcs/Peisey-Vallandry Mountain Area to reduce CO₂ emissions linked to grooming and company vehicles by over 80%.

Secondly, the Les Arcs/Peisey-Vallandry/Villaroger Mountain Area is actively contributing to the mobility transition sought by the region's elected officials, relying in particular on the funicular railway. This link between the valley and high-altitude sites is a soft mobility tool that fits into the aim of offering a car-free and exclusively pedestrian pathway from its point of departure. The Mountain Area is contributing to this resolute regional commitment by offering free access to the funicular for all visitors arriving by train.

Involvement in the local economy

Operating at the heart of a region whose economy is closely linked to tourism, the Mountain Area strives first and foremost to be an exemplary and responsible employer for its 550 employees. But it is also keen to fulfil its role as a driving force in the region, with nearly 2,500 indirect*** jobs across the Area's four towns (Bourg Saint Maurice - Les Arcs, Landry, Peisey-Nancroix and Villaroger).

The Les Arcs/Peisey-Vallandry/Villaroger Mountain Area has also adopted a new responsible purchasing policy that focuses on the environmental impact of its suppliers, enabling it to make nearly 90% of its purchases in the Auvergne Rhône-Alpes region.

This B Corp certification is therefore both recognition of our ongoing commitment to working collectively towards the same vision, and of an ongoing challenge that encourages all teams within the Les Arcs/Peisey-Vallandry/Villaroger Mountain Area and the Compagnie des Alpes Group to surpass themselves in order to enhance their positive contribution to the world we live in.

“The B Corp™ certification process is based on a rigorous and independent assessment of each applicant company's impact on people and the planet. Everything is examined, from our carbon footprint to the care we take of our employees. B Corp certification is conditional on compliance with strict criteria in five impact areas, namely governance, workers, community, environment and customers. Furthermore, given that the certification has to be renewed every three years, our company plans to continue investing in improvements to further its social and environmental commitment over the years. It is a practical commitment; we are taking action for the present and for the future,” said Frédéric Charlot, Chief Executive Officer of ADS.

* <https://www.lesarcs-peiseyvallandry.com/en/nos-engagements-rse>

** <https://engagements.compagniedesalpes.com/en/accueil-en/>

*** ADS socioeconomic impact study carried out by Utopies, 2022.

About ADS, THE LES ARCS/PEISEY-VALLANDRY MOUNTAIN AREA: Since 1968, ADS has been maintaining, developing and operating the Les Arcs/Peisey-Vallandry Mountain Area, a concession granted by the municipalities of Bourg Saint Maurice, Peisey Nancroix, Landry and Villaroger. ADS is committed to ensuring the prosperity of this region, its ecosystem and its residents, and is undertaking a transition in its businesses and practices to sustainably preserve the mountains, develop the region and offer visitors a wide range of high-altitude experiences.

ADS, a COMPAGNIE DES ALPES Group company: Since its creation in 1989, Compagnie des Alpes (CDA) has been shaping unforgettable moments of leisure for millions of people, with a single objective: allowing everyone to reconnect with themselves and with others by experiencing exceptional moments in some of the most extraordinary parts of the world. Today, CDA consists of 5,000 employees working in 10 of the most beautiful mountain resorts in the Alps, 12 renowned leisure parks, the leading online distribution marketplace for holidays in the French Alps, accommodation, outdoor and other activities, all operated in an integrated approach devoted to operational excellence and quality, in the service of the Very High Satisfaction of its customers and its host regions.

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