



ISENAU 360°

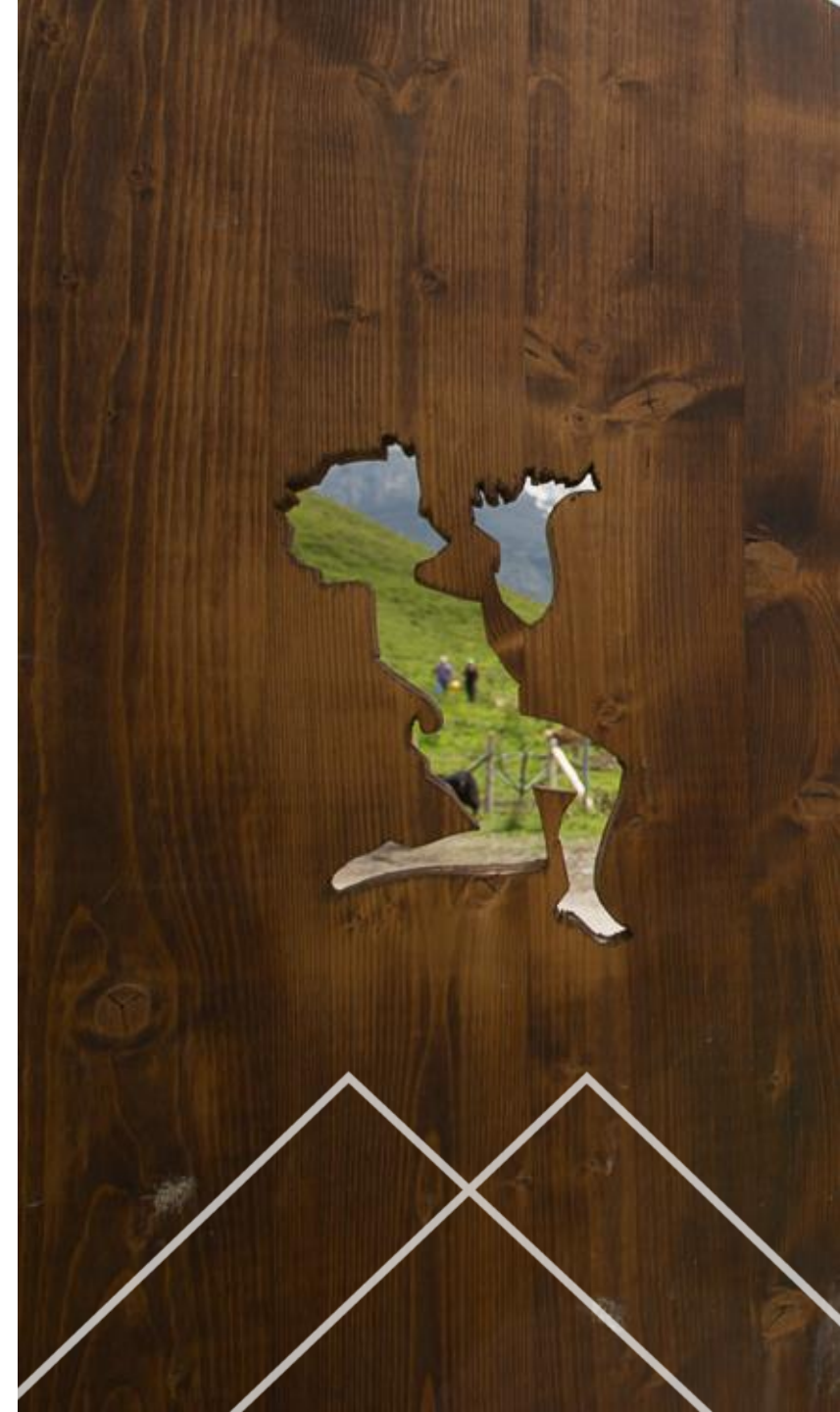
PROJECT UPDATE

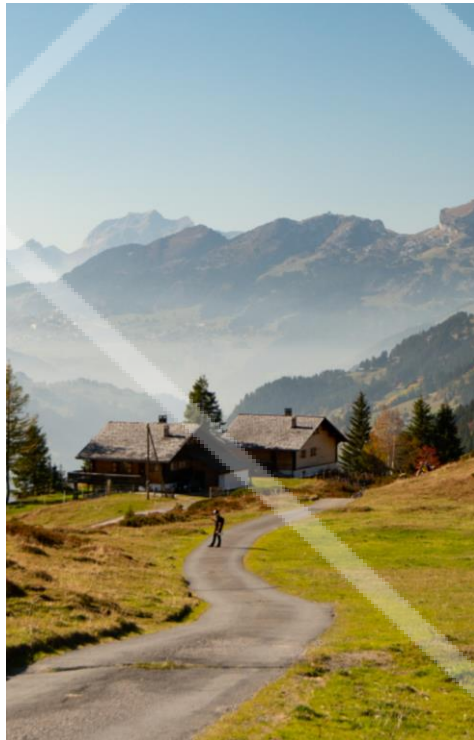


CONTEXT

The Isenau Foundation mandated a few months ago an external and autonomous Working Group, with the objective to reposition Isenau and develop a new concept, meeting certain criteria.

The result is Isenau360°.





ISENAU 360°

Value proposition: Isenau360⁰ will become an innovative/differentiated lab **for soft, 4-season tourism, focused** on:

- **eco-friendly** activities and tourism
- service to **families**
- **authenticity**, by integrating **alpine farming** and **local, high-quality products**.

ECO-FRIENDLY, 4-SEASON TOURISM



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WORKING GROUP



WORKING GROUP

- Mandated by the Isenau Foundation but working autonomously; members selected according to individual expertise and networks, as well as areas of professional activities
- Group of about 30 highly motivated people
- Local, regional & international representatives (second home owners), to match global specificities
- Only **volunteers, COMMUNITY project**
 - Communication PR
 - Strategic contacts
 - Durability, eco-friendliness, activities
 - Finances
 - Legal matters
 - Territory planning
 - Mountain resorts (cablecar, skilifts)
 - Restaurant – infrastructures
- 30% women in the Working Group



METHODOLOGY

- Organized in sub-groups, by themes
- Validation of strategy and tactics by surveys:
 - 1st survey: offer of resort and user-expectations
 - 2nd survey: financial support
- Creation of a global strategic plan
- Ultimately, validation of strategic plan by experts, including Mr Estoppey (volunteering consultant, ex-director of Lavaux Unesco), eqiilab Inc.





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SURVEY RESULTS

April 2019



ISENAU 360° CUSTOMER BASE

Local/regional

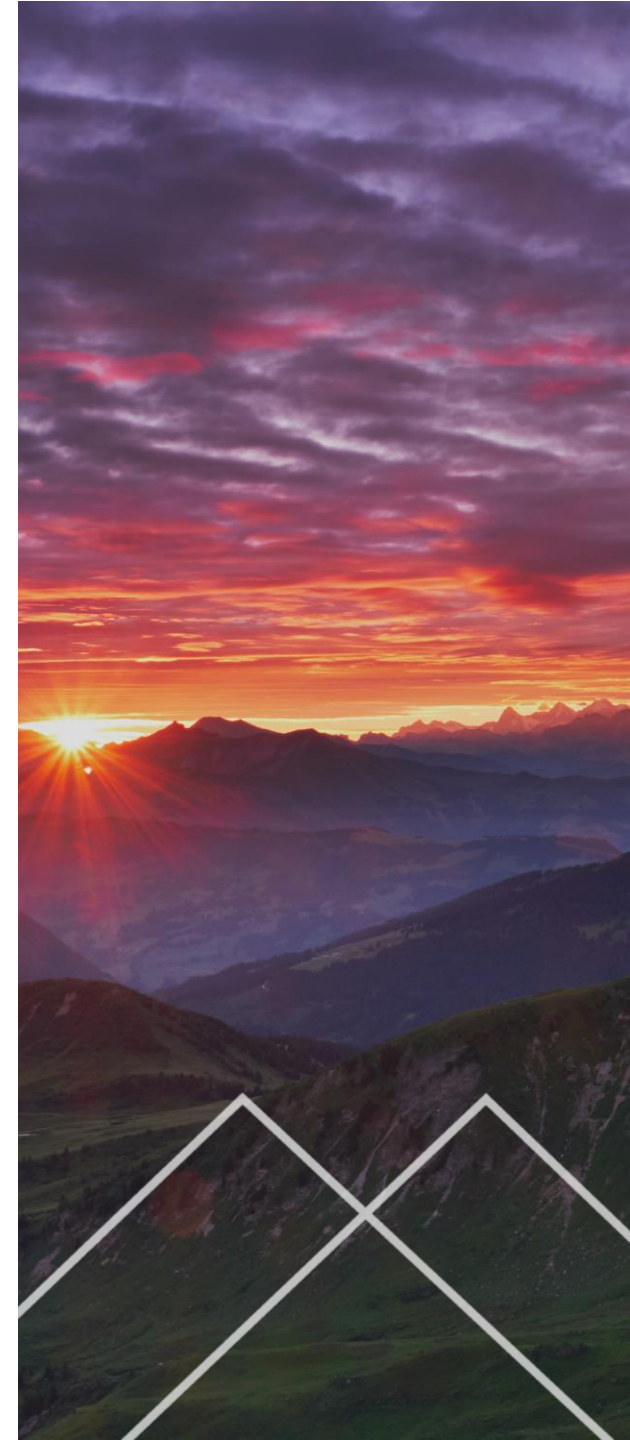
- Urban families, with children, as well as local residents
- People from Canton of Vaud and Lemanic area, looking for a quality & family-oriented resort
- Second home owners
- Magic Pass customers
- 4-season groups

International

- Second home owners, holidaymakers enjoying Diablerets' simplicity and charm, as well as Isenau's authentic image; easy-access to a mountain resort, for visitors aged from 1 to 99 years old
- Extended Lemanic area's international population ("expats")
- International tourists looking for an authentic and alpine experience, in synergy with Glacier 3000 and Télé Villars Gryon Diablerets (Meilleret)



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1ST SURVEY

- >1000 participants
- 83% participants visit Isenau more than once a year
- For >60% speed and efficiency of installations are not important
- 74% of participants believe that the ski-offerings targeting families should be developed
- 95% of French-speaking participants believe that Isenau should re-open; 100% of English-speaking participants believe that Isenau should re-open



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2ND SURVEY

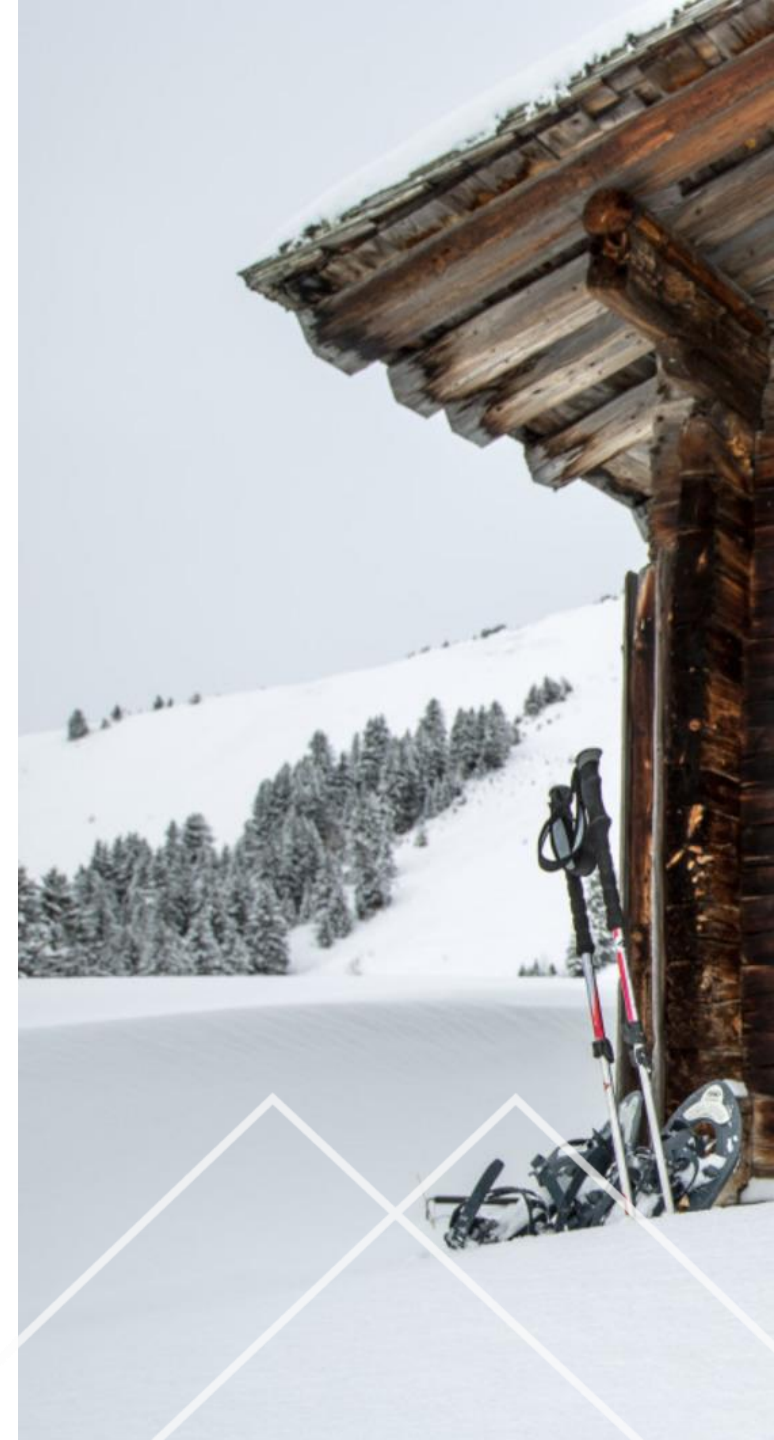
Objective of survey: validate the available options for:

- Additional financing for 360° and 4 seasons offerings
- Evaluate the opportunity of creating support clubs which help increase the resorts' profitability through yearly subscriptions
- Better understand donators' expectations about different financing possibilities.

To date > 500 answers.



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2ND SURVEY

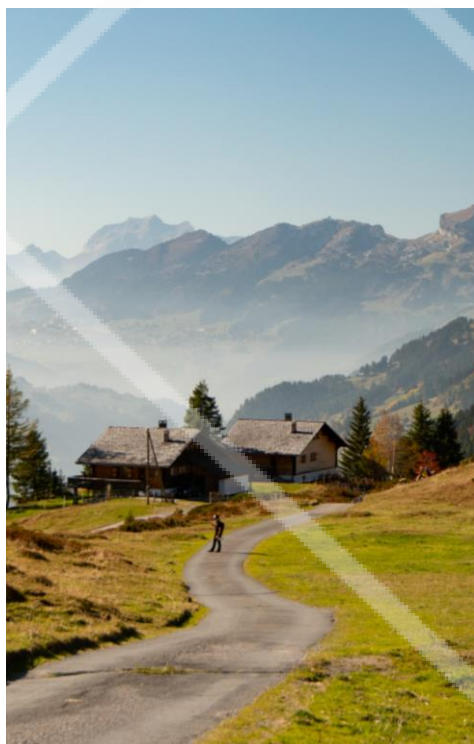
Results:

- Potential for additional own funds validated
- Profitability potential via Isenau clubs validated



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DELIVERABLE SYNTHESIS

- Synthesis
- Communication PR
- Strategic contacts
- Durability, ecoresponsabilities & activities
- Finances
- Legal matters
- Territory planning– owners and environment
- Cablecar and skilifts
- Eco-restaurant – infrastructures

FINANCIAL AND ECONOMICAL FEASIBILITY

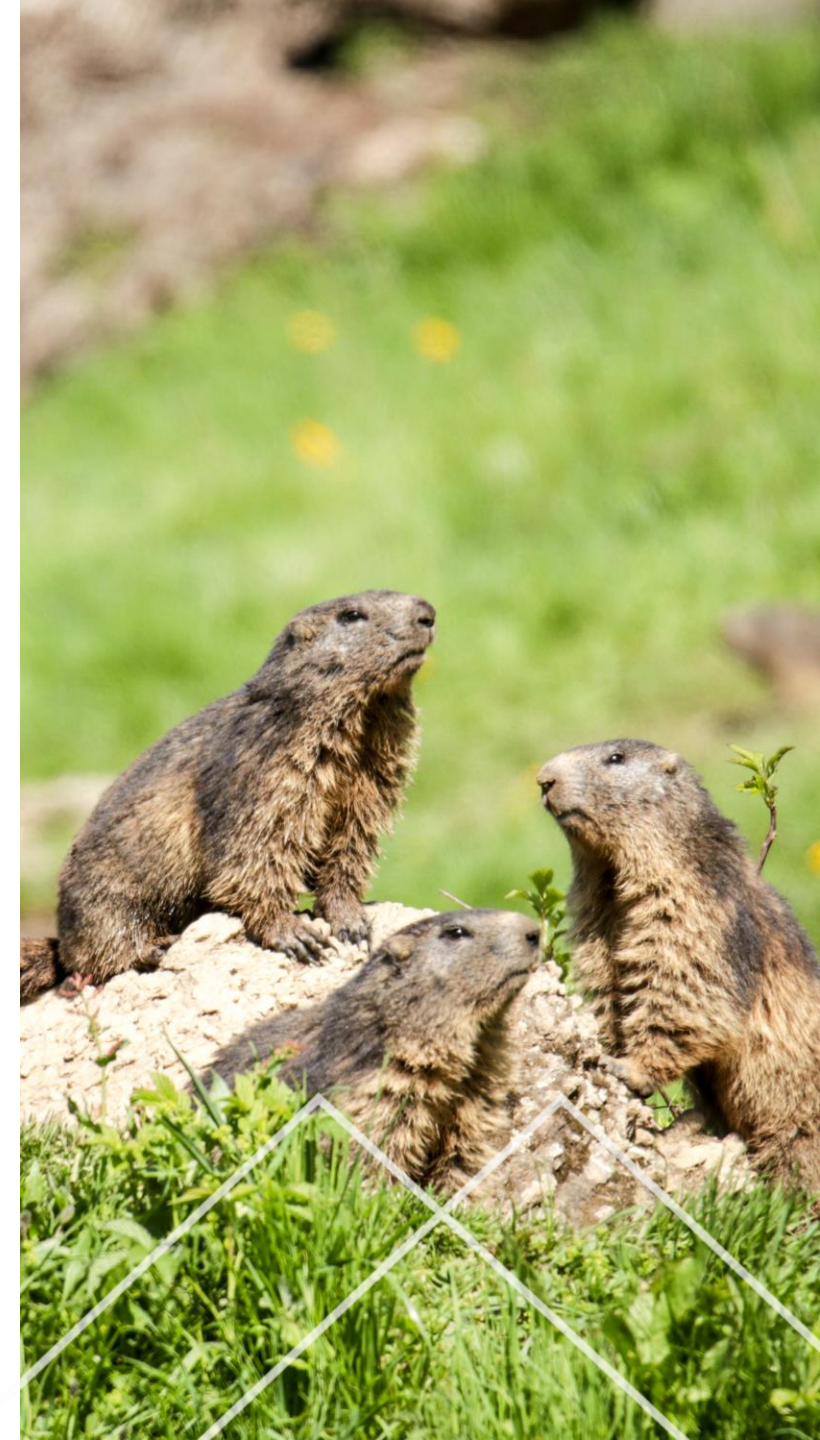
- Mr Vanat's report and figures as starting point
- Study on potential financial savings on the telecabin
- Study on the development of the profitability:
 - **Restaurant and possible events backed up by a choice of various activities for all 4 seasons and including the existing restaurant**
 - **Community support due to the fact that the general public is keen to give support to the site via various clubs**
 - Possibility of obtaining proven profitability over the **validated** period.
- Presentation to M. Laurent Vanat to have a second opinion.
- Presentation to the Canton to confirm that the financing of such a project may be taken into consideration.

Future potential additional financing sources

- Increase as from year 3 of the cablecar activity during the seasons other than winter, due to a choice of other activities, restaurants, and events
- Increase in the restaurant sector in line with market figures
- Sponsoring / private donors and publicity

ENVIRONMENTAL AND TERRITORIAL FEASIBILITY

Process, steps to be taken	Achievements, objectives reached
Contacts with environmental protection associations	<ul style="list-style-type: none">• Presentation of the project – positive reaction• Collaboration with WWF (Vaud)
Eco-responsibility	<ul style="list-style-type: none">• Fully integrated in the master plan
Activities and necessary structural modifications	<ul style="list-style-type: none">• All activities and structural modifications compatible with the “Plan Partiel d’Affectation”• Lay-out of the telecabin as already registered with the OFT
«Plan partiel d’affectation» (territorial planning)	<ul style="list-style-type: none">• Depending on the introduction of the PPA• Any pending tribunal procedure





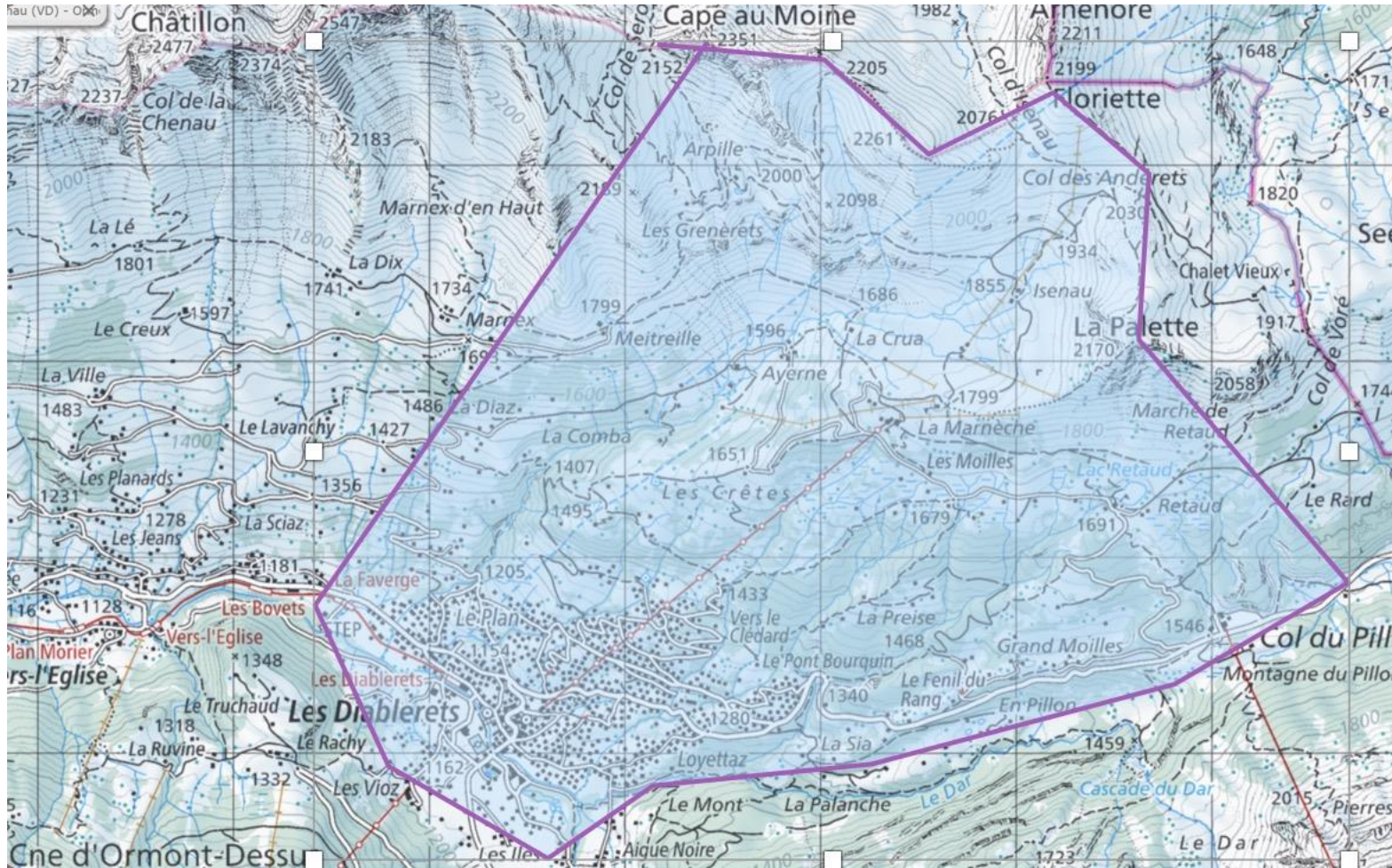
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WG – PROJECT POSITIONNING WITH EQILAB

Determine the region's assets and potential for sustainable, viable touristic development over all four seasons so that the project may be considered part of the Alpes Vaudoises ecosystem

TERRITORY

Considered territory



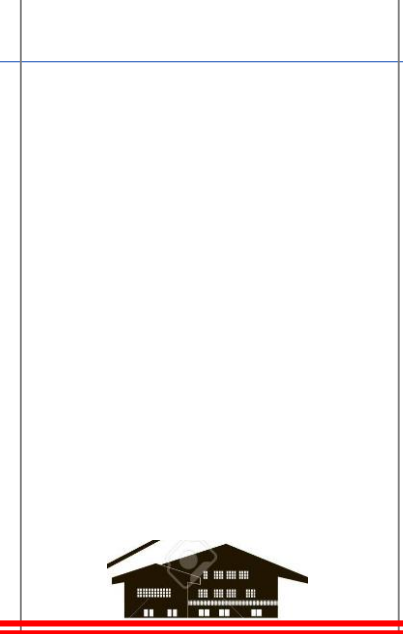
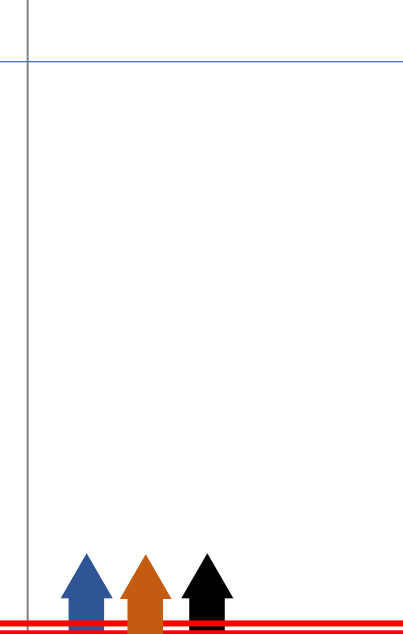
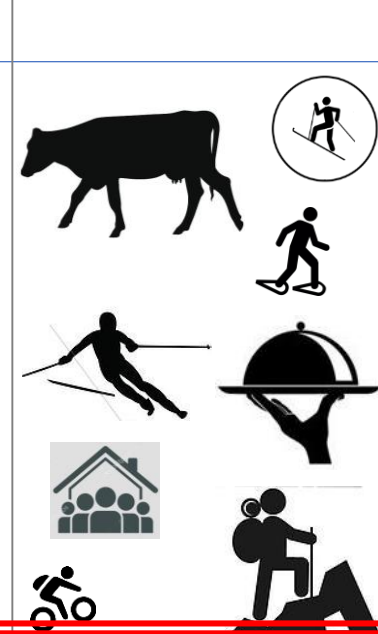
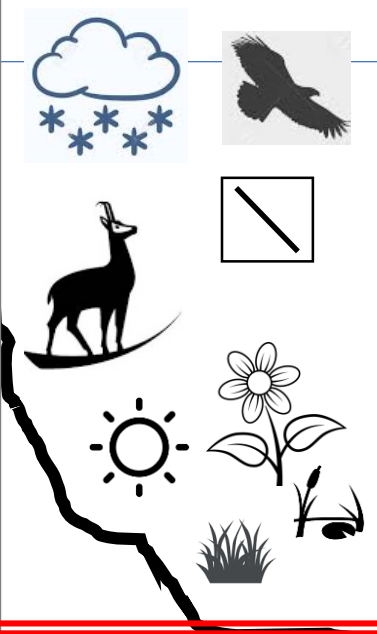
Environnement

Economy

Social

History

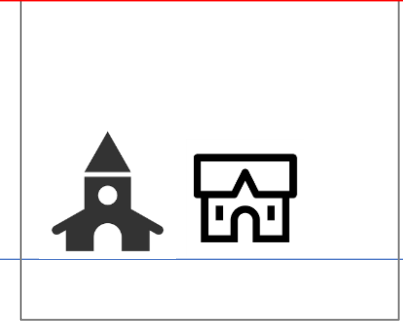
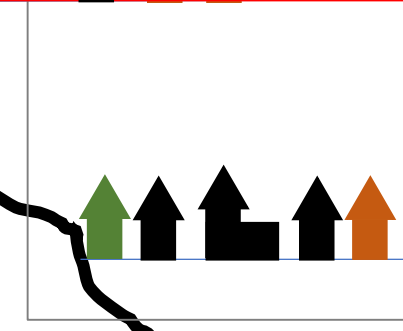
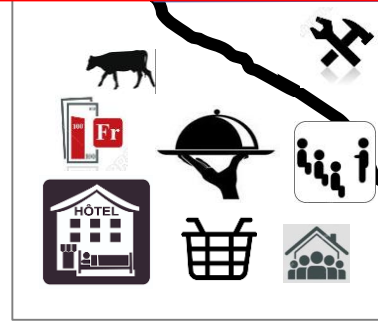
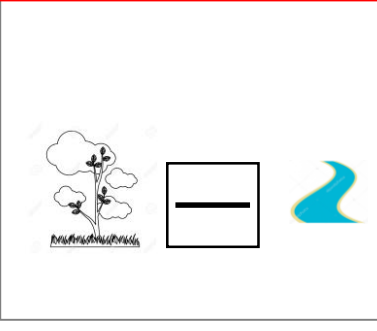
2'300 m.



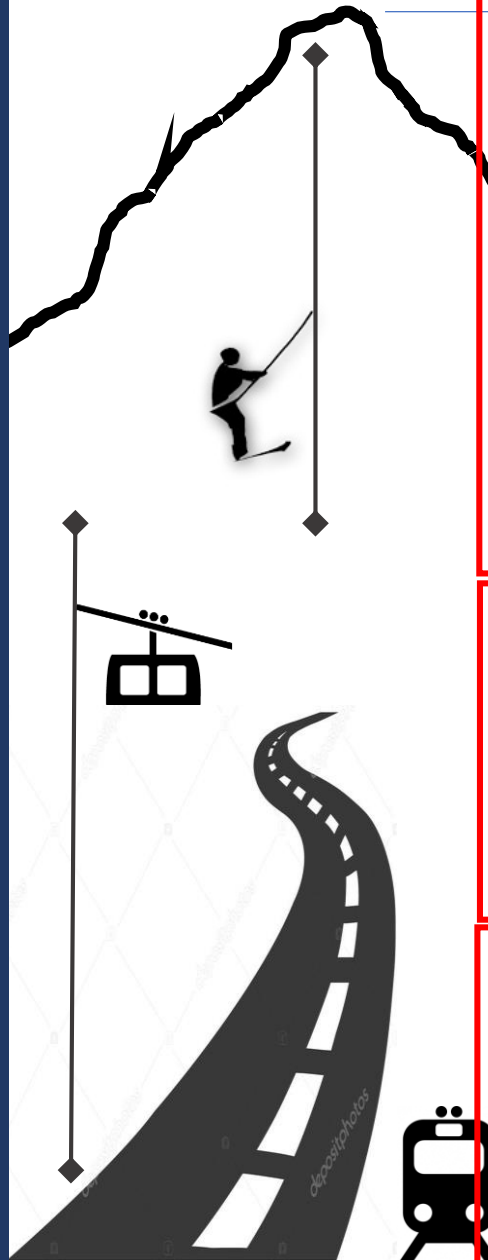
1'700 m.



1'200 m.



1'100 m.



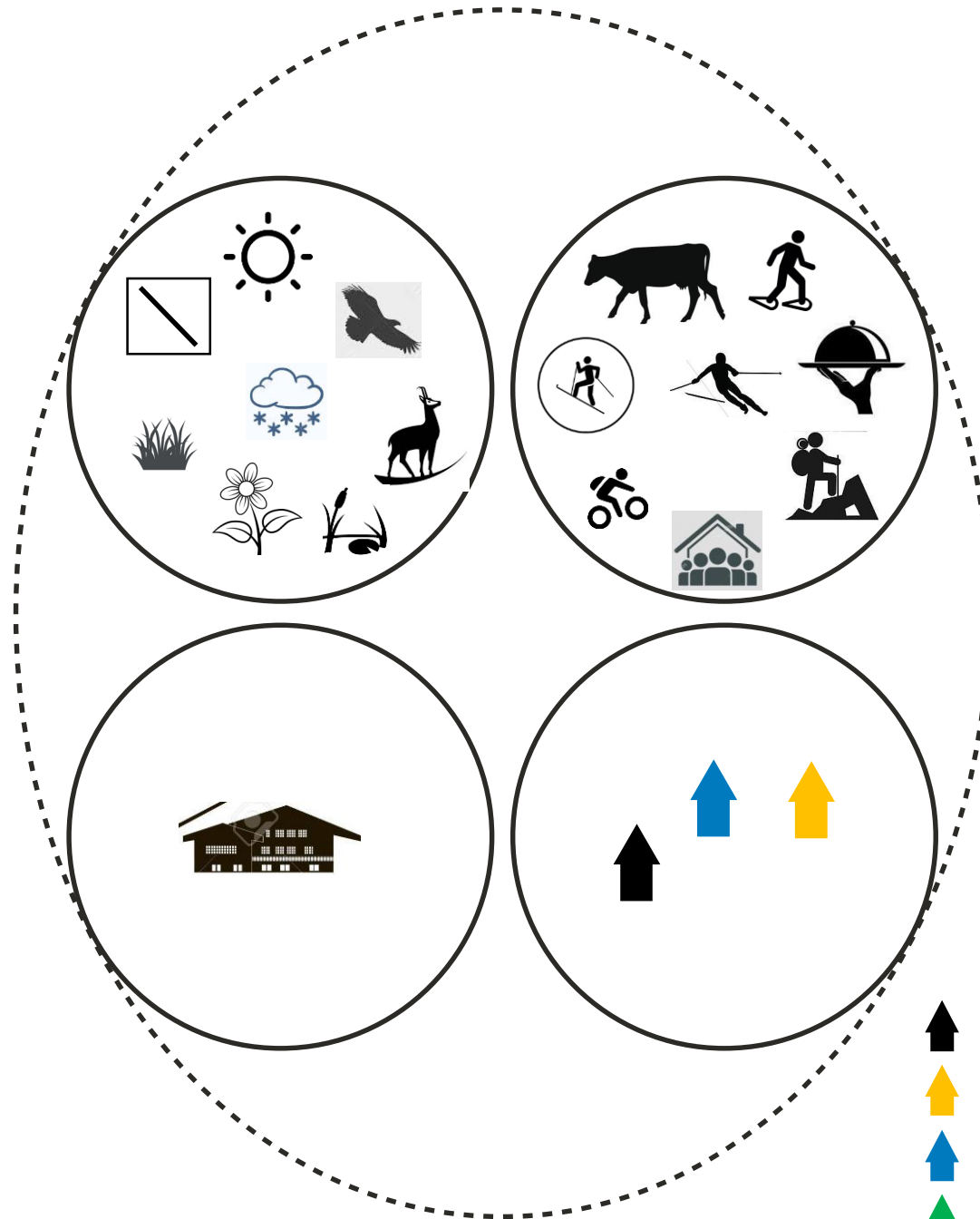


Alpine landscape

Altitude: 1600 m. to 2400m.

BENEFITS :

Winter micro-climate
Sunny environment
Natural assets
Farming
Paradize for families



POTENTIAL :

Winter :





Ski for families and beginners
Cross-country skiing
Raquettes

Summer :

Hiking
Mountain biking

4 seasons :

Nature
Family activities

-  Résidences primaires
-  Résidences secondaires
-  Résidences économiques
-  Résidences touristiques

NATURE

Isenau is a wonderful example of the great wealth and diversity of a mountain region with so many different species of animals, flora and geological features.

In this region there are also many special elements as regards marshland and an unusual ecosystem.

As for the weather, the area is lucky enough to enjoy a unique microclimate which means that it benefits from both strong sunshine and heavy snowfalls all through the winter season.



AGRICULTURE

Isenau offers an excellent opportunity for local farmers. There are two farms making cheese in the chalets at Isenau.

These farms are part of a group of 16 chalets which are still working domains in the Ormonts Valley providing an important working environment for numerous families and playing an essential role in maintaining the alpine meadows and mountains.

Such farm work is part of a century-long tradition of interaction between man and mountain and has contributed to making the mountain scenery what it is today.

Due to such history, our heritage is not only architectural - material yet also immaterial.



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TOURISM

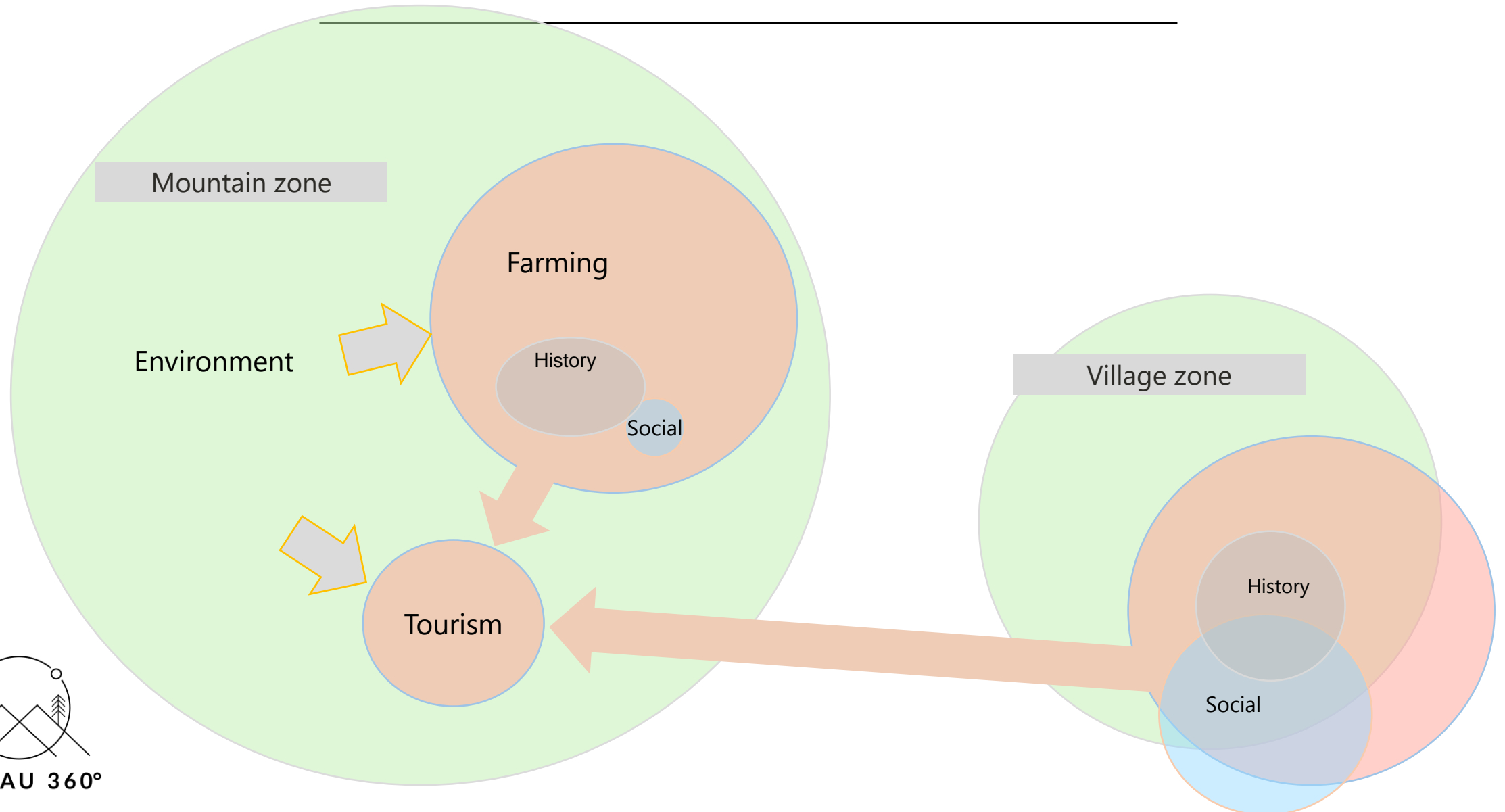
Isenau has always been regarded as a unique, top-notch site for skiing since the opening of the telecabin in 1953.

Thanks to its exposure to the sun and the environment, it is truly ideal for skiing, especially for families and beginners.

In summer, the abundance of natural wonders makes it unique for discovering all the flora and fauna, large or small, but also the wonders of water thanks to the many marshes and the delightful Lac Retaud...



INTERACTIONS



OUR MODEL: LE LAVAUX!

Optimal coexistence of **tourism, nature and agriculture.**





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ECO-RESPONSIBILITY, DURABILITY AND ACTIVITIES.

12 projects, apart from skiing, which have been selected in accordance with the following criteria:

- ✓ Eco-responsibility
- ✓ Families
- ✓ Profitability (self dependent and/or number of passengers for installations)
- ✓ Reinforcement of the Isenau360 situation
- ✓ Potential creation of workplaces

ISENAU 360⁰ - GREEN

Projects	Description	Location at Isenau	Seasonality
Agri-tourism - educational, «glamping» <i>Arnaud</i>	Tents which can be taken down in 24h, around a field dedicated to agritourism, permaculture, an alpine garden etc. Project which is both educational and in favour of ecotourism	Ayerne	Spring, summer and autumn
Wellness-Nature Concept <i>Michel</i>	“Sensorial pathway” – Themed trail - part of a wellness-nature concept, wood burning hot tubs, natural products made in the mountains, yoga, etc.	Isenau	Spring, summer and autumn
Corporate Health Seminars <i>Thierry</i>	Corporate Health, seminars specialised in eco-responsibility and the prevention of burn-out	Seminar rooms of Eco-restaurant, Isenau and surroundings	4 seasons
Educational project for children <i>Anne-Marie</i>	Teaching children about local fauna and the conservation of nature, waste disposal, renewable energy, etc.; package WWF (to be confirmed); public and private schools	Seminar rooms of Eco-restaurant, Isenau and surroundings	Spring, summer and autumn

ISENAU 360° – 3-SEASON SPORTS

Projects	Description	Location at Isenau	Seasonality
Activity park – spring-summer-autumn, removable, wooden infrastructure Cathy	Eco-friendly activity park, adults and children (families)	Next to restaurant	Spring, summer, autumn
Biking (VTT)	VTT runs, e-VTTs for hire; special trails, to avoid accidents with walkers and to respect the PPA and the expectations of various associations	Biking tracks from Isenau to Diablerets	Spring, summer, autumn
Balades thématiques, hiking Noe and Marine	Trails with a theme (study of fauna, flora, yoga, star-gazing...); medical plants trails	Vallon d'Isenau and around	4 seasons
Archery centre Serge	Archery centre; company seminars (team building)	Isenau	Spring, summer, autumn



ISENAU 360° – SPORTS HIVER

Projects	Description	Location at Isenau	Seasonality
Downhill skiing, families and beginners	On the current domain; encourage present and future clients to come back and create a new clientele for the TVGD and Glacier 3000 domains.	Isenau	Winter
Ski rando <i>Vince</i>	Security for ski rando	Vallon d'Isenau and around	Winter
Freeride Academy <i>Philippe</i>	Freeride Academy, allowing participants to enjoy their sport in a safe environment before going to Glacier 3000	Isenau	Winter
Freestyle <i>Vince</i>	Security for freestyle Inflatable cushions	Isenau	Winter



CABLECAR AND LIFTS

- Collaboration with the builder of lifts (TO BE DEFINED) who proposed several possibilities allowing some financial savings (analysis of 6 different possibilities)
- Analysis of rival solutions
- Analysis of alternative solutions (lay-out, type of installation)
- Restart of teleskis
- Provisions for future renovations
- Analysis of a halfway stop on the Route Royale
- Passage of the cantonal road (ski)
- Necessary infrastructure (machinery, snowploughs, skidoo,..)
- Collaboration with the engineering firm Petignat-Cordoba (plans and submissions) and architects ABA-Partenaires (departure and arrival stations)



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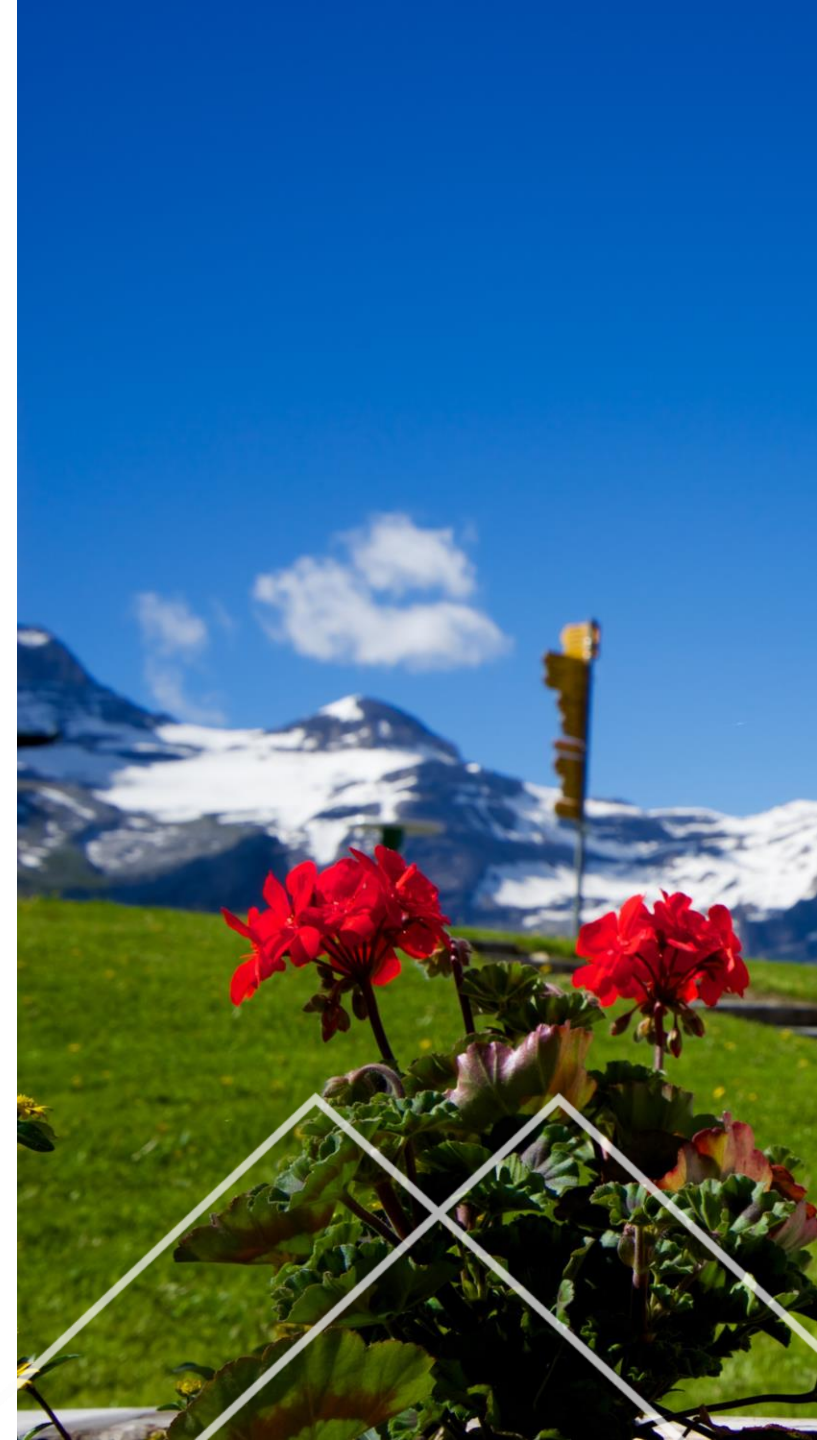


OFFER FOR RESTAURANTS, CAFES, ETC. & EVENTS

- Contacts with Charpente-Concept, and with the “Groupement de la construction d’Ormont-Dessus”
- Renovation of the building as an EcoCentre which will be autonomous as regards energy and waste disposal
- Modular seminar rooms
- Restaurants using local products, favouring local farms
- Welcome – top quality – Authenticity
- Taking into account the financing of the project



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COMMON AGREEMENT WITH THE CANTON FOLLOWING THE MEETING ON 22.2

« Two of the representatives of the GT Isenau360 met up with the Project Leader in charge of tourism in the Service responsible for the Promotion of Economy and Innovation of the Canton de Vaud on Friday 22.02. All the work accomplished over the last few weeks by each of the members of GT Isenau360 was greatly appreciated. The aims of our offer, based on eco-responsibility, 4-season soft tourism, a family targeted welcome and support of local mountain economy (including agriculture) seem to comply with Cantonal requirements as regards eligibility, this in fine under reserve of the decision of the relative official authority regarding financial support. Our way of using studies and innovation concerning the future of mountain tourism, in collaboration with the region's prestigious colleges and universities, has aroused tremendous interest. So, even if the road to be taken is still long, the adventure Isenau360 is well underway... ».

The timing is right in view of the Vivaldi motion.



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RESPONSE BY MR LAURENT VANAT

*I found your presentation on Isenau 360 **extremely impressive**. You have definitely managed to achieve a tremendous amount of work, which was missing last year, to identify concretely the potential and justify how wellfounded certain new concepts are. They will allow the gap in my reinterpretation of the business plan to be filled.*

So your work shows that it would be quite possible to find annually over CHF 200,000 additional funds, using sources which were not to be expected at the time of the initial business plan. It seems to me that this brings back hopes of finding a financial balance for the project and justifies the continuation of the research work.



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RESEARCH & INNOVATION

4-season & ecofriendly tourism lab

RESEARCH & INNOVATION

Since we believe that Isenau360 could become a research / experimentation centre for mountain eco-responsible tourism, we have contacted several research centres, with the aim of setting up some research consortiums, on the theme of mountain eco-responsible tourism, soft mobility and energy efficiency of mechanical ski-lifts. Such an interest has been validated by:

- UNIL
- EPFL
- HEG-FR
- CSEM



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UNIL / RESEARCH PROGRAMS

Objectives of research programme:

- Study case for students; Isenau as case-study
- Programme for the research still being studied (domain: mountain ecotourism, to be defined)

Contact:

Mme Leila Kebir, Professeure, IGD, Membre du CIRM (Centre interdisciplinaire de recherche sur la montagne)

Université de Lausanne - Site de Sion, ch. de l'Institut 18,
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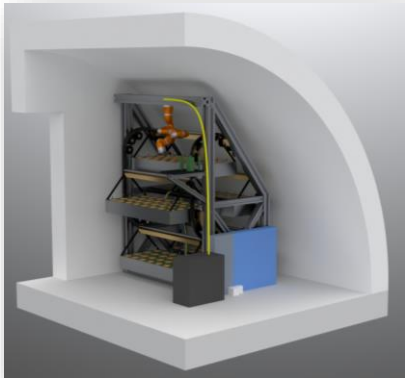
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UNIL | Université de Lausanne



EPFL / RESEARCH PROGRAM

- Objective of research programme: feasibility study of autonomous electric vehicles, between station and telecabin departures.
- Project to be set up with La Poste, in line with the Sion concept.



Objective of the research programme with cablecar provider : should allow data on mobility in the mountains to be collected:

- Study how people get around in a mountain resort, using an app with GPS, define the client's level of satisfaction (based on the TL project)
- With a specialised group, study sociological aspects (« sociology of transports »)
- via the equipment specialists' caméras (Garaventa), study security aspects of loading, telecabin trips up and down, analysis of dangerous behaviour with more rapid/more reliable alarms.
- circulation of pedestrians in the arrival and departure stations, how to render the flow more fluid

Contact:

Mr Simone Amorosi, Deputy Director of TRACE
+41 21 69 33140, TRACE
EPFL ENT-I TRACE
GC C2 400 (Bâtiment GC)
Station 18
CH-1015 Lausanne



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ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE



HEG-FR / STUDY-RESEARCH PROGRAMS

Objective of research programme:

- Case study for Bachelor degree treating the problem of eco-responsibility in the exploitation of a mountain resort
- Ecology Sector of the HEG will follow one or another of these studies, particularly the part on « eco-responsibility » and related activities

Contact: Prof. JC Naudeix



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg



CSEM / RESEARCH PROGRAM

- Install on buildings coloured photovoltaic panels which suit the surrounding environment or panels which will be used for publicity (based on Kaleol technology), support and advice of the CSEM with the help of specialised companies such as Solaxess, 3S Solar Plus, contact via Laure-Emmanuelle Perret
- Installation of a sufficient number of photovoltaic panels to cover the electrical needs of the installation as well as of the restaurant, use of technology suitable for Alpine terrain (bi-facial modules); support and advice of the CSEM with the help of specialised companies such as 3S Solar Plus, Reech (GR), Romande Energie, respecting PPA and ecological constraints.
- Research project for seasonal stocking, using power2gas technology, in order to overcome the imbalance between the production and the different needs of summer and winter, with the possibility of integrating the supply of synthetic fuel for local mobility; research to be carried out within a pilot & demonstration project by the federal office of energy with other research institutes such as EMPA, EPFL or the HSR

Contact: Laure-Emmanuelle Perret



WORKING GROUP'S CONCLUSIONS

A new project seems possible, despite the efforts which will be inevitably required to set it up. Our main partners, which include the Canton of Vaud, support our approach and, if we are successful, the entire area will be able to propose a unique offering (including expert skiing at Meilleret-Villars, altitude skiing and freeride at Glacier 3000), with a complementary 4 season offering at Isenau.

Les Diablerets would thus be repositioned right at the top of the regional tourism.

Isenau360° would become the laboratory for 4-season tourism and the skiing possibilities would attract and train the clients of tomorrow for the Meilleret and Glacier.

The beginning of the PPA remains a sine qua non condition for the realisation of this project, which must be federative and must obtain the full support of all the partners involved.





NEXT STEPS

- 14 April: presentation organised by the Foundation for all donors and the general public, recommendation to prolong for the last time the deadline for donations till 31.12.19 to allow the project to be finalised.
- Wait for the next response from the tribunal on any oppositions
- April to June :
 - Finalisation of the file for the OFT (transportation federal office)
 - Launch subscriptions for additional financing and support
 - Finalisation of the financing of the project
 - Analyse and set up the necessary legal structures
- July and August - final studies possibly necessary
- End August - validation of the project and final decision
- September - deposit final file with the OFT, additional, possibly necessary, investigations and launch research programmes.
- Possible objectives:
 - December: obtain the concession and building permits
 - End of 2019-2020 beginning of construction work
 - Opening winter 2020-21



BUDGET

- Budget for cablecar and activities at Isenau: **CHF 12.7MIO**, financing according to cantonal criteria re. financing for cablecars and similar installations
- **Ecocenter (ecorestaurant): Budget CHF 3.3MIO**, other funding sources.

Total project: CHF 16MIO

- We need to increase the Foundations' equity base by CHF 760k
- We need to access donators who have withdrawn their donations, whilst waiting for the presentation of a new project (today!) to make their decision
- We need to formalize the project profitability via the support Clubs.
- **We need YOU!**

WE NEED YOU!

From this evening onwards, you will find on the www.isenau360.ch website:

- A form allowing you to:
 - confirm your additional support (donation) to increase the Foundations' equity base (tax-deductable donations)
 - confirm your subscription to the «**Friends of Isanau Club**» for a yearly subscription of CHF 150.- entitling you to 4 return tickets in the new cablecar for you guests, as well as to the aperitifs which will be organized at the beginning of the winter and summer seasons
 - confirm your subscription to the "**Isenau360 Private Partners' Club**", for a yearly subscription fee of CHF 1'000.- entitling you to 15 return tickets in the cablecar, a yearly subscription for the Isenau cablecar and lift, an invitation for 2 for the «1'000 Dinner», and a free access for two to the aperitif organized at the beginning of the winter and summer seasons.

Advantages given to the Clubs' members might evolve, with additional services provided by our future partners.

31 Donations to the Foundation should be made once the file is submitted to OFT.

31 Subscriptions will be invoiced once the Clubs' Association is created, once the renovation of the cable car starts.





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SPORTS



ISENAU 360°
EVÉNEMENTS



ISENAU 360°
RESTAURANT



ISENAU 360°
REMONTÉES MÉCANIQUES

THANK YOU!