



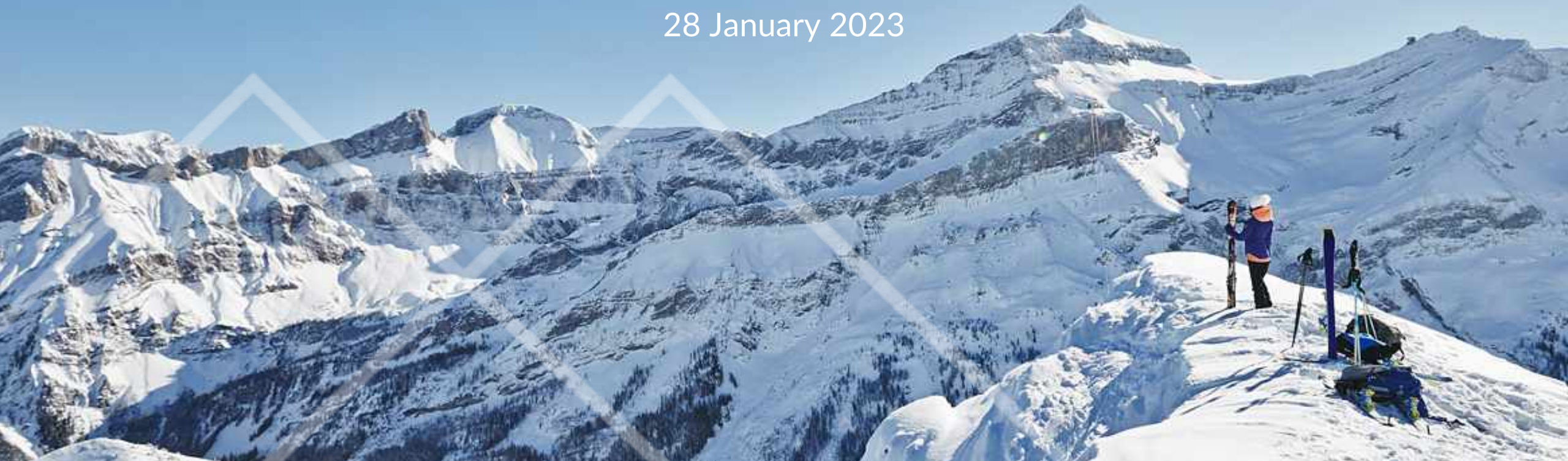
ISENAU 360°

# INFORMATION MEETING

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Public session - open to all

28 January 2023



# AGENDA

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1. A word from Mr Christian Reber, syndic
2. Retrospective
3. Where are we now?
4. What's next?
5. The continuation of the project
6. Questions and answers





ISENAU 360°  
**A WORD FROM  
MR CHRISTIAN REBER, SYNDIC**

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Syndic of the municipality of Ormont-Dessus  
Member of the Foundation

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# A QUICK LOOK BACK...

**2013**  
Creation of the  
Foundation

**2015-2016**  
Donations 1.8 MIO in  
bank  
Significant municipal  
support 1.5 MIO

**2018**  
Orientation of the  
project towards Isenau  
360°.

**2020**  
Creation of the  
cooperative society with  
400k raised in 3 weeks

**2021/2022**  
Purchase of the  
restaurant Terrasse,  
open for two seasons  
Purchase of the two  
stations, a shed,  
11'700m2 of land,  
a snowcat, a parking  
space,  
5 ski lifts  
etc...

**2023**  
Continuation of the  
project  
Remaining donations  
1.9MIO + continued  
strong communal  
support of 1.5MIO  
Further development of  
the project  
-Cable car  
-Restaurant  
4-season activities  
-Tourism laboratory

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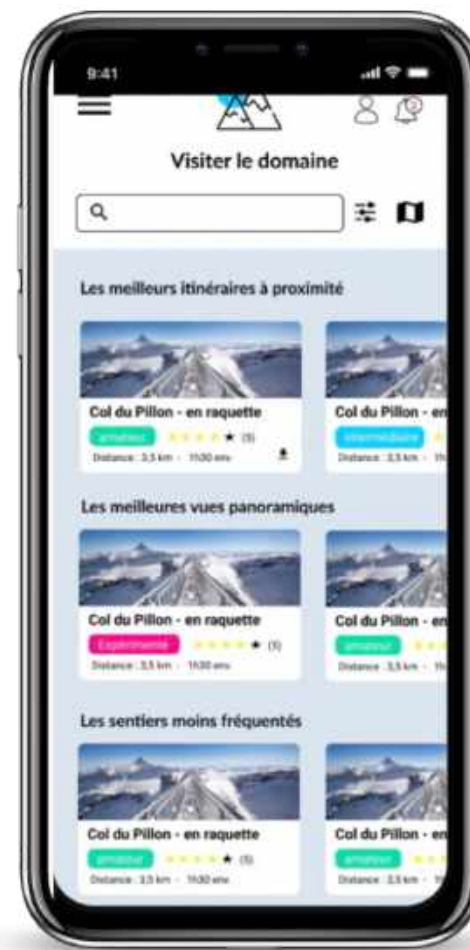
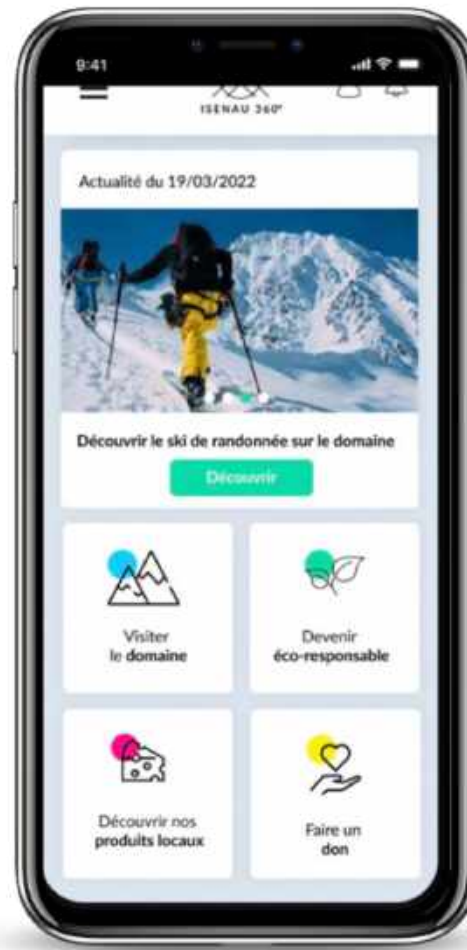
# STATE OF AFFAIRS

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- The project is identical to the one presented at the last information session, pending the Allocation Plan.
  - Community
  - Sustainability
  - 4 seasons, 360 degrees
  - Innovation
- Launch of activities related to the 4-season and eco-responsible mountain tourism laboratory
- Two national awards for an ecoapp project



GÉNÉRATEUR  
INNOVATION



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- Two national awards for an ecoapp project
- A circular economy project with universities





ISENAU 360°

# Circular Economy at Swiss Mountain Resorts

Delessert Louis, Savioz Elodie, Weick Uilliam

IMD

EPFL

Unil  
UNIL | Université de Lausanne

# GUIDE FOR THE CIRCULAR ECONOMY OF A RESTAURANT

LOUIS DELESSERT,  
ELODIE SAVIOZ, WILLIAM WEICK



## Circular Economy Evaluation Decision Tree

Circular Economy

Upstream product  
management  
(see page 5)

Waste management  
(see page 30)

Transport  
(see page 40)

Energy used in product  
(see page 44)



## Food Waste and Orders



## FOOD WASTE

Page 8

### FOOD WASTE AND ORDERS

#### DESCRIPTION

First, the causes and contributing factors of food waste must be determined. It will then be possible to identify where the losses are and how to reduce them. The following table helps to define these causes and contributing factors [4].

Food type	Quantity	Stage of the supply chain*	Cause	Contributing factor

\*In the supply chain, there are several stages such as primary production, processing, distribution, retailability.

#### CAUSES: EXAMPLES (1)

- Food prepared but not eaten
- Degradation
- Inadequate preparation of the food
- Exceeding the use-by date
- Spoiled food
- Cosmetically degraded food
- Food not meeting food safety standards

#### CONTRIBUTING FACTOR: EXAMPLE (1)

- Excessive orders
- Poor demand forecasting
- Individual purchases are poorly planned
- Food is not stored adequately and appropriately
- Portions served are too large
- Inadequate transport of products
- Too much diversity in the products offer
- Difficulty in managing the cold chain

## Guide's Objectives



Easy to use



Visually enticing



Accessible and understandable by anyone

## Minced Meat



- **Low waste** generated
- **Combined** transport
- Vacuum conservation **avoid food waste**
- Animals are **well treated**



- Vacuum conservation uses **single-waste plastics** and freezing requires **energy**
- Meat has a **high carbon & water footprint**

## Mushrooms



- **Bulk order** reduces transport
- Vacuum conservation **avoid food waste**
- **Labelled**



- Vacuum conservation uses **single-waste plastics** and freezing requires **energy**

## Fruits & Vegetables



- They are **seasonal**
- Come from **Switzerland**



- Most of them are coming from Bern, thus transported over a **considerable distance**.

## Soda rinks



- Produced in **Switzerland**



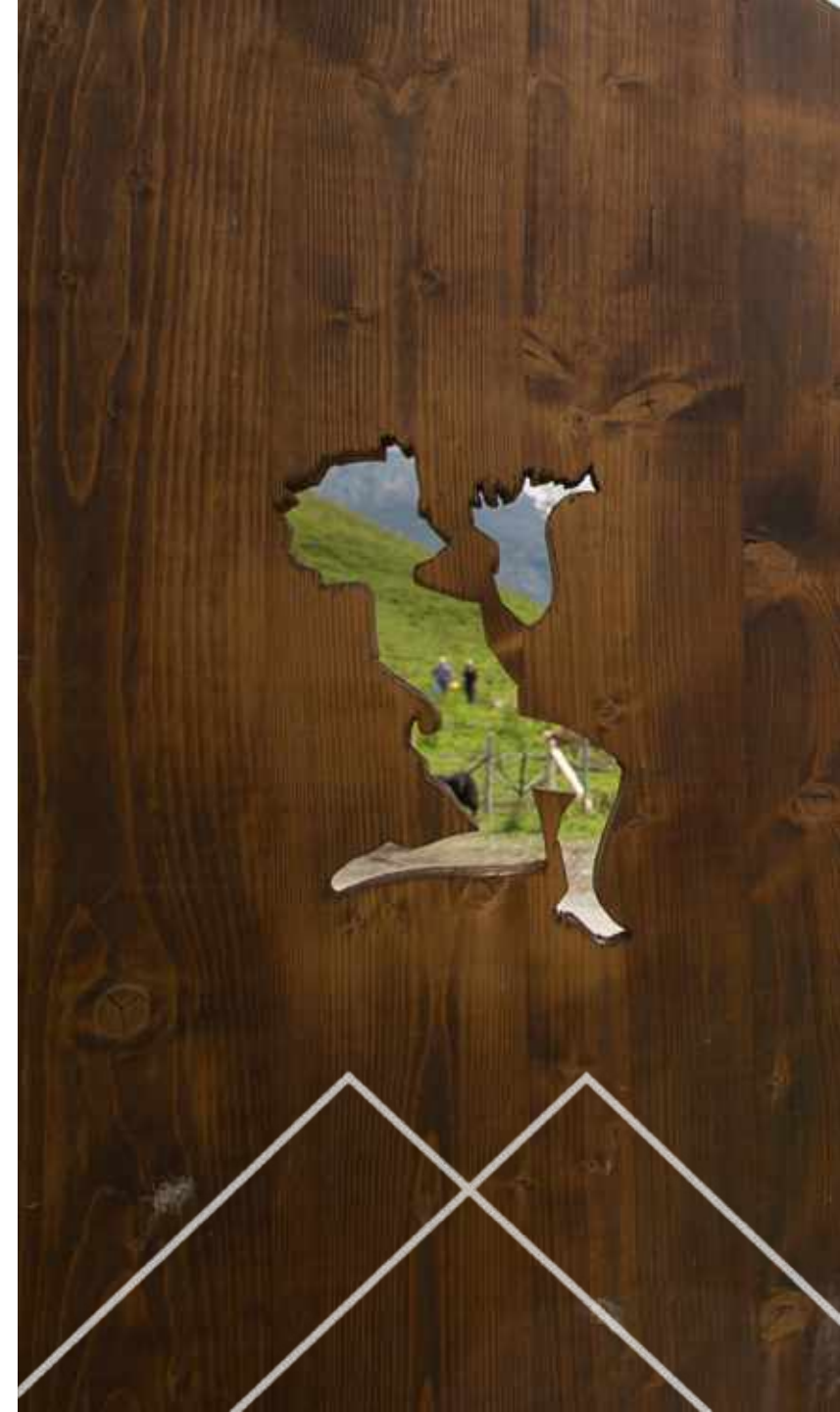
- **Not produced** within the **30km radius**

***"Could we stop offering traditional sodas in Swiss mountain restaurants?"***

# STATE OF AFFAIRS

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- Tourist exploitation of the estate with the restaurant terrace as a cornerstone
- Work with the canton on the taxation of the project and on the future of the Foundation



# STATE OF AFFAIRS

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- Plan d'Affectation: a work in progress for more than a year with the Commune, the Canton and the Confederation, other stakeholders (mountain bike club) and the consulting engineer, which will be finalised in 2023, with the acceptance process to follow in 2024.
- Since the launch of the project;
  - Hundreds of posts on social networks, thousands of messages of support, dozens of articles and reports
  - **Thousands of hours of volunteer work.....**



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# WHAT'S NEXT ?

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**THE TIME HAS COME TO  
CONTINUE THE JOURNEY  
AND GO FURTHER...  
TOGETHER !**



# CONTINUE THE WORK OF RUNNING THE ESTATE

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- Develop turnover, profitability and offer
- Buvette, extension of the opening ? (currently 4 months a year, 95K turnover)
- Dormitory in Isenau until the arrival of the cable car?
- Cable cars, maintenance work, thoughts on future operation
- Develop events
- Continue the research projects launched and prepare new ones on the development of the on-site offer in integration with the future 4-season and eco-responsible project
- Prepare the launch of the Isenau support clubs provided for in the SCOOP statutes



# DEVELOPMENT OF THE 4-SEASON OFFER

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- Develop the offer on the part of the 4-season activities foreseen in the initial project and other tracks under analysis
  - Ski touring routes
  - Hiking itineraries and themed hiking offers
  - Agri Tourisme / glamping
  - Archery
  - Mountain biking and eVTT
  - Wellness and corporate health
  - Educational projects on flora and fauna, educational trails from Retaud to the Isenau plateau (bus to Retaud) with optional return to the village
  - Restaurant renovation



# DEVELOPMENT OF THE 4-SEASON OFFER- CONTINUED

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- Reflections on an off-winter multi-activity park
  - Technical MTB course
  - Finnish track
  - Wooden playground for children
  - Nature trail
  - Possible activities in the course of analysis
- Consideration to be given to the possibility of creating of a plan of water / biotope also serving as a place for walks and as a water reserve for the farms on the estate



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# ACTIVATING THE CORE OF THE PROJECT

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- Continue to actively assist the municipality and the canton in finalising the entry into force of the allocation plan
- Validate the financing and consolidate the equity
- Follow-up with the FOT on the construction permit for the cable car

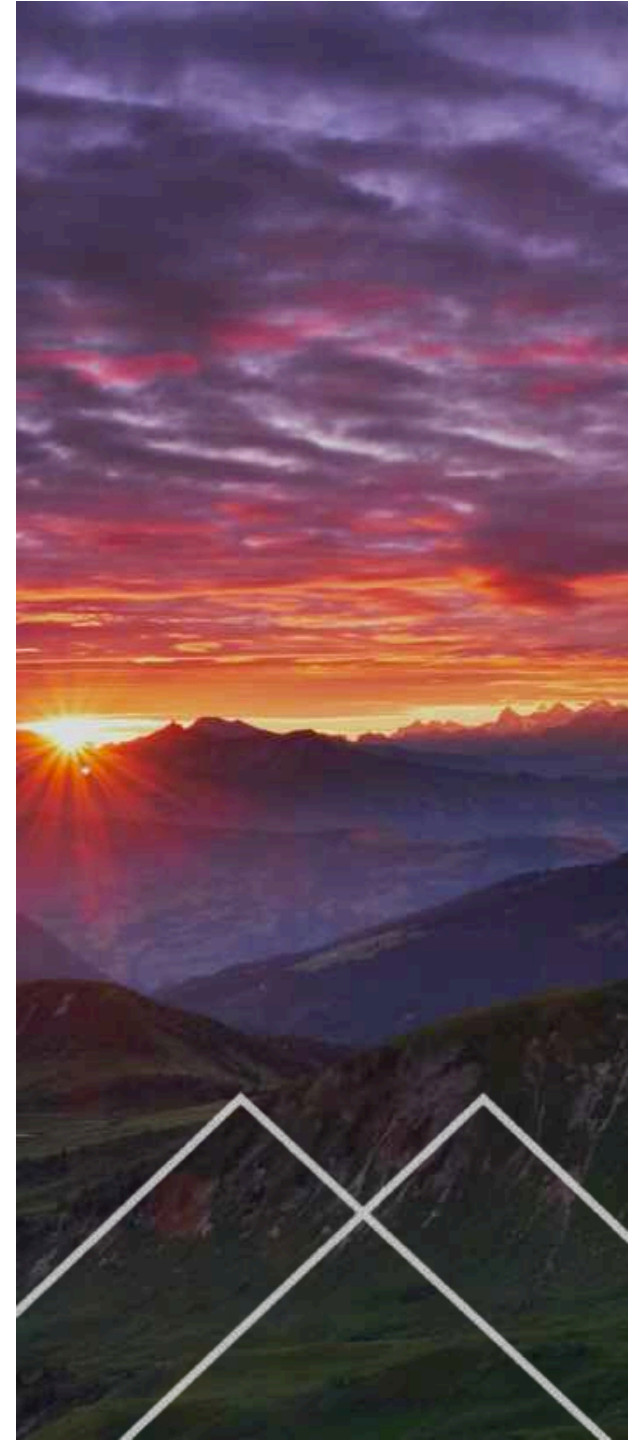


# THE CABLE CAR

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- Garaventa variant, new technologies, 700 people per hour
- The COVID and the war in Ukraine have come and gone, budgetary risk as long as we do not have a final negotiated offer
- We will remain within the expert ratios requested by the canton and the OFT
- We will remain a profitable and therefore sustainable project=> to ensure the project
  - Tuning work on the selected offer
  - Analysis of a cheaper variant B, if possible, but allowing the necessary customers to be transported (max 1000 ppd)

.... What if we don't make it ???.....



# ISENAU 360° CONTINUES !!!

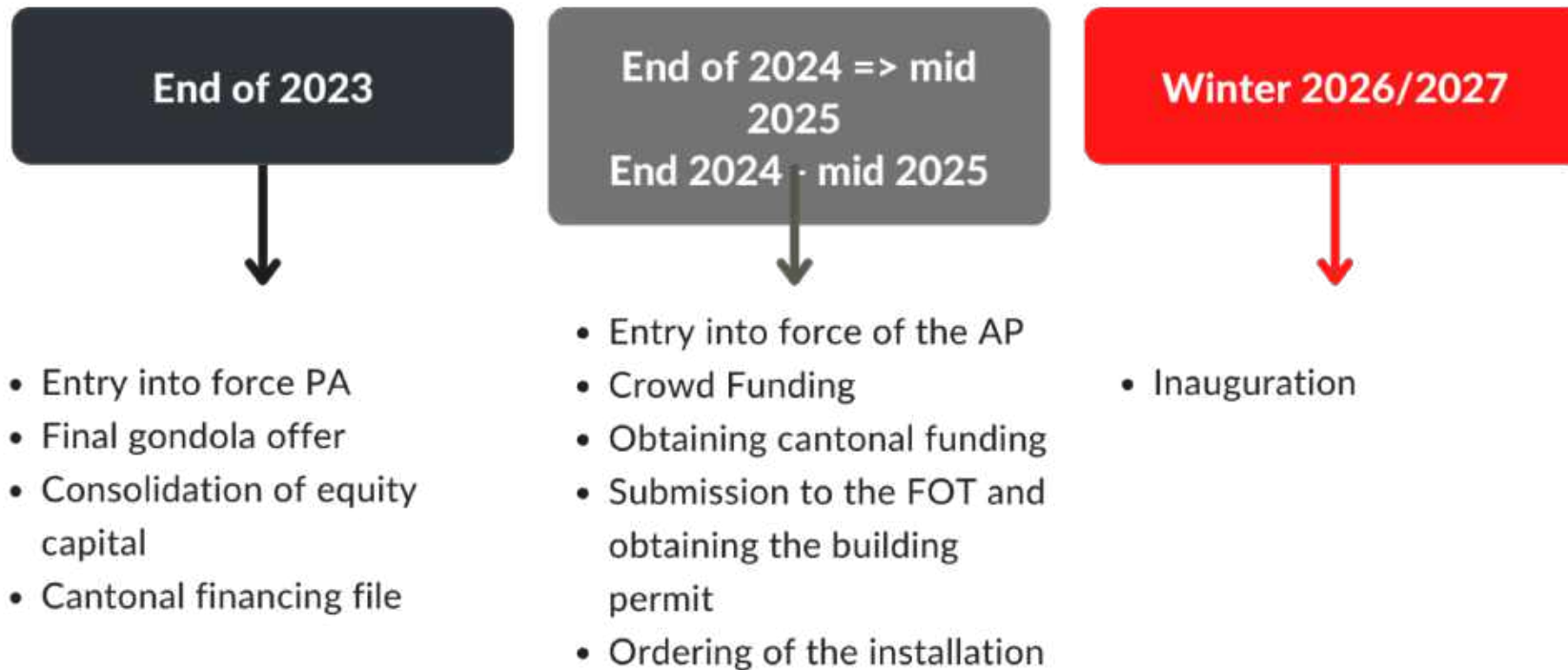
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A mountain area without a gondola with a restaurant renovated to be operated as a super mountain refuge and benefiting from the planned 4 season activities.



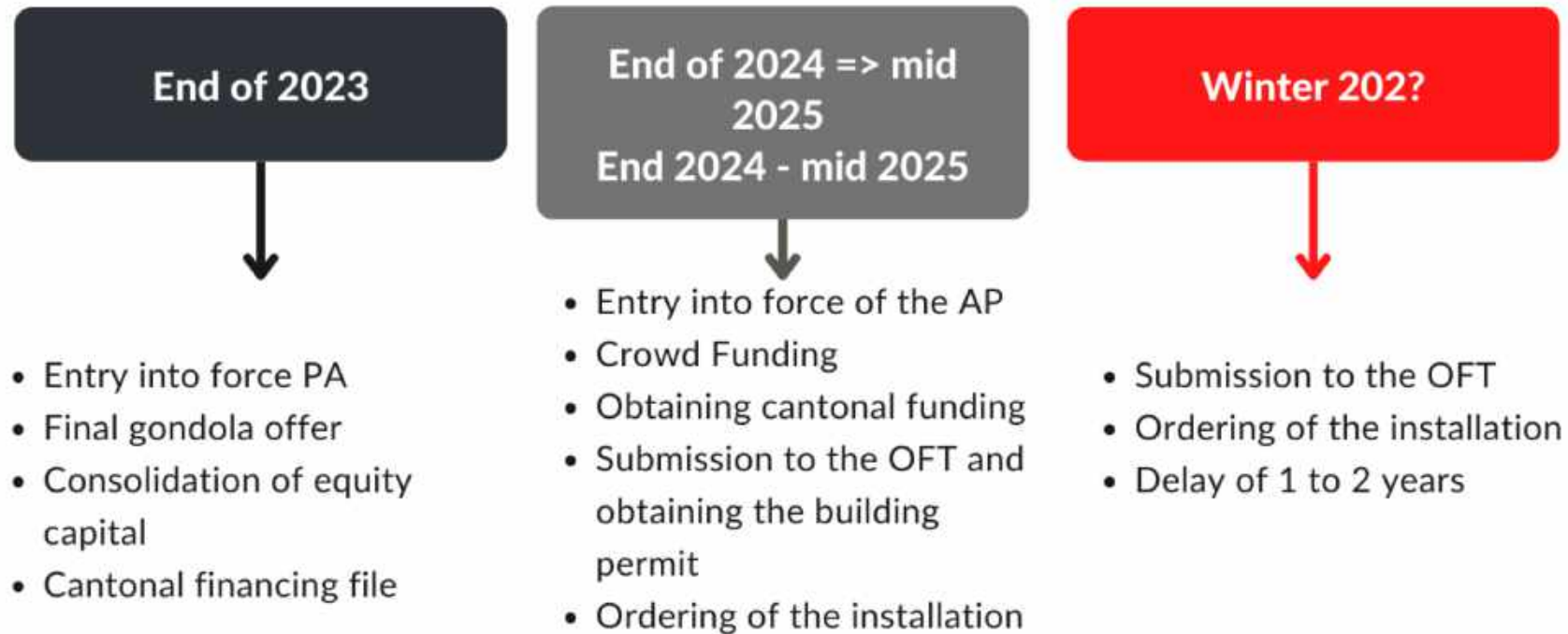
# TIMELINE - V1

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# TIMELINE - V2

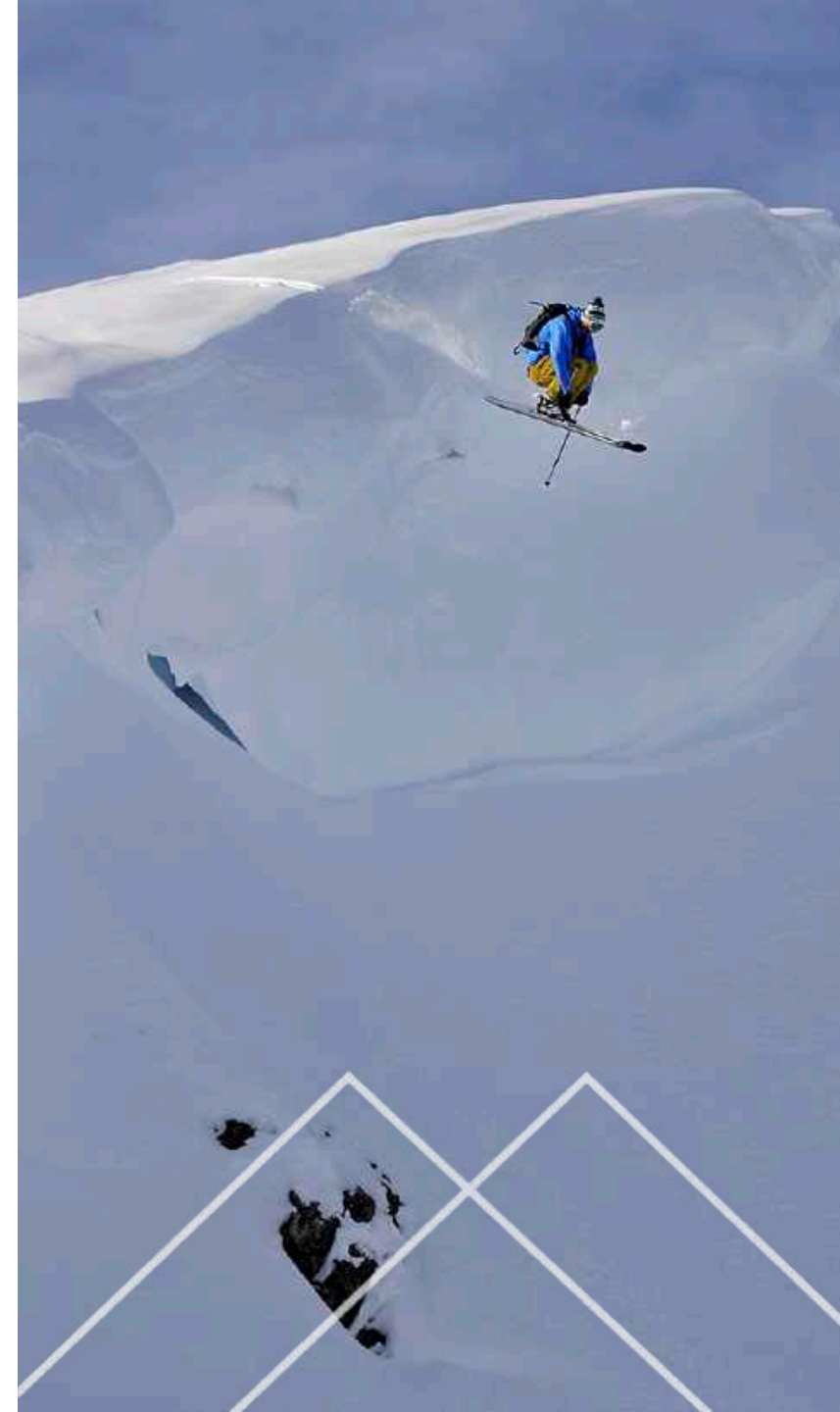
In case of appeals or other  
procedural delays...



# REMINDER OF THE BUDGET

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- Investments :
  - Gondola lift and related infrastructure
  - Renovation of ski lifts
  - Renovation of the restaurant
  - On-site activities
  
- TOTAL 19.3MIO



# WE STILL NEED YOU

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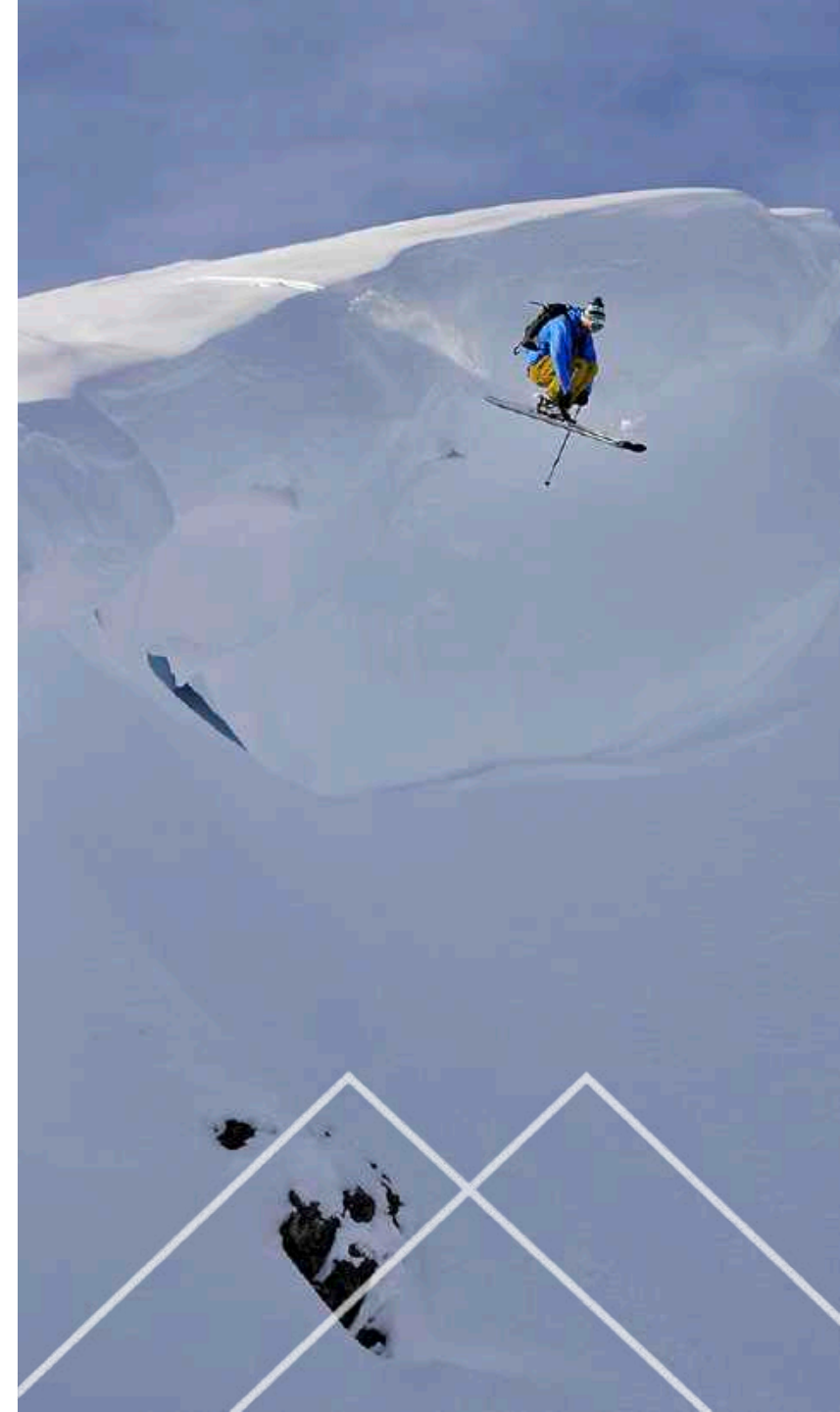
- Funds currently in the SCOOP (0.35 MIO), the foundation (1.90 MIO) and promised municipal support (1.50 MIO) = 3.75 MOI
- Additional equity requirement :
  - 2.95 MIO for investments in the project (including the financing of the renovation of the restaurant, the ski lifts and the planned activities)
  - 0.70 MIO of working capital needed for operations in the SCOOP



# FUTURE ACTIONS

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- Private and institutional contact campaign (2023)
  - Mail and email donors and members
  - Isenau360 subscribers -> Register on the website!
  - Announce yourself at the exit
- Crowdfunding Campaign(2024)



# YOUR INVESTMENT IN THE PROJECT

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- In agreement with the canton and the tax authorities, the bearer of the project and the economic risk must be the SCOOP (and no longer TVGD)
- This is very positive for us, as we are convinced that the Isenau 360 project must be supported by an active and participative community (members involved in the project for the long term)
- The Foundation played its role in the first fundraising, but it cannot fiscally hold shares in the SCOOP
- We have obtained the right to transform donations made to the Foundation directly into shares in the SCOOP (with the individual agreement of each donor and without tax exemption)
- The Foundation and the SCOOP will be transformed for a harmonious operation of several thousand members

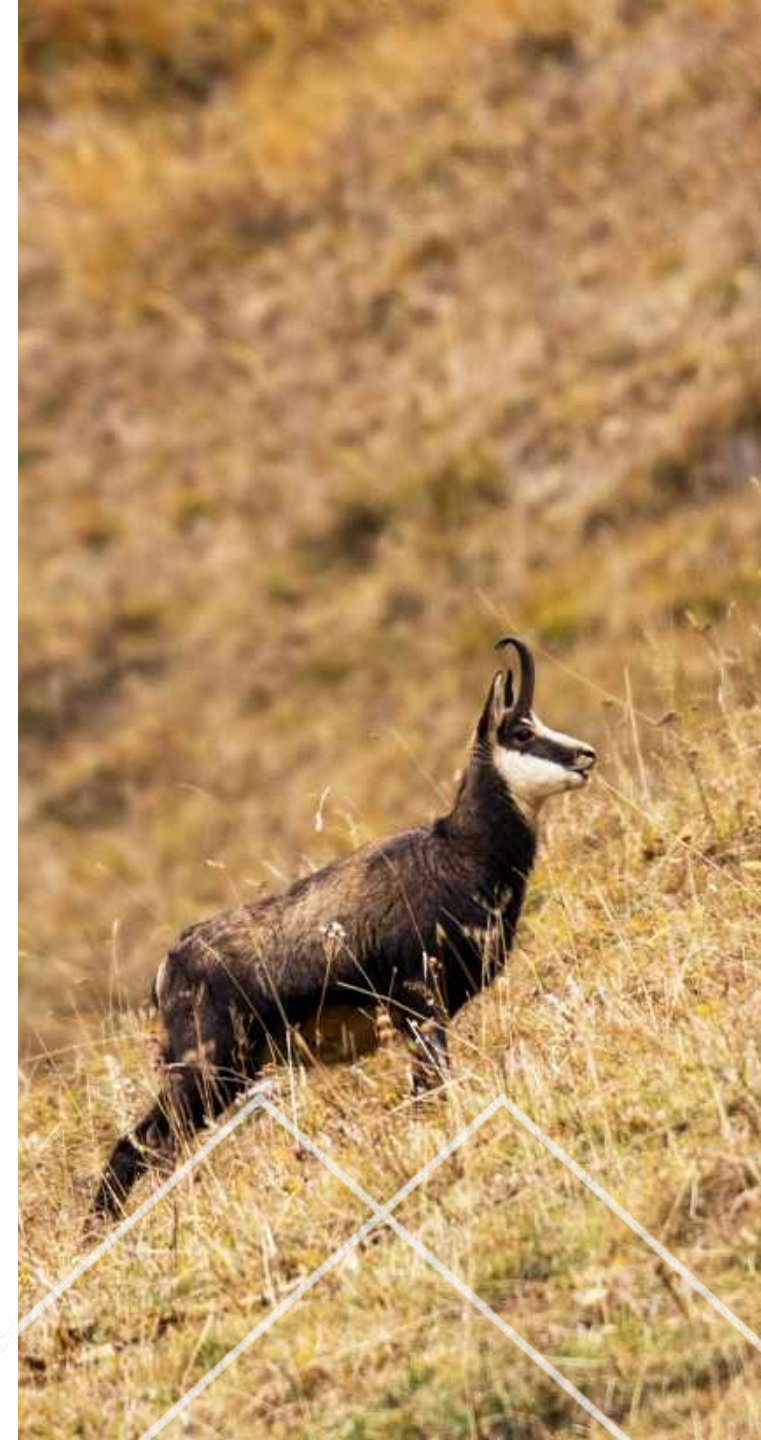


# YOUR INVESTMENT IN THE PROJECT IN 2023

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- You are a registered donor in the Foundation -> your options :
  - **Accept the transfer of funds into the SCOOP (-> 31.12.2023) and obtain shares in the SCOOP in exchange (01.01.2024)**
  - Accept the transfer of funds into the SCOOP (-> 31.12.2023) and participate in exchange in the convertible loan\* (01.01.2024)
  - Withdraw your funds and support the project later in the Crowdfunding operation (2024)

*\*Prêt convertible : sans intérêt, converti en parts de la SCOOP en cas de réalisation de la télécabine, sinon remboursé sans intérêt si le projet se fait sans télécabine*

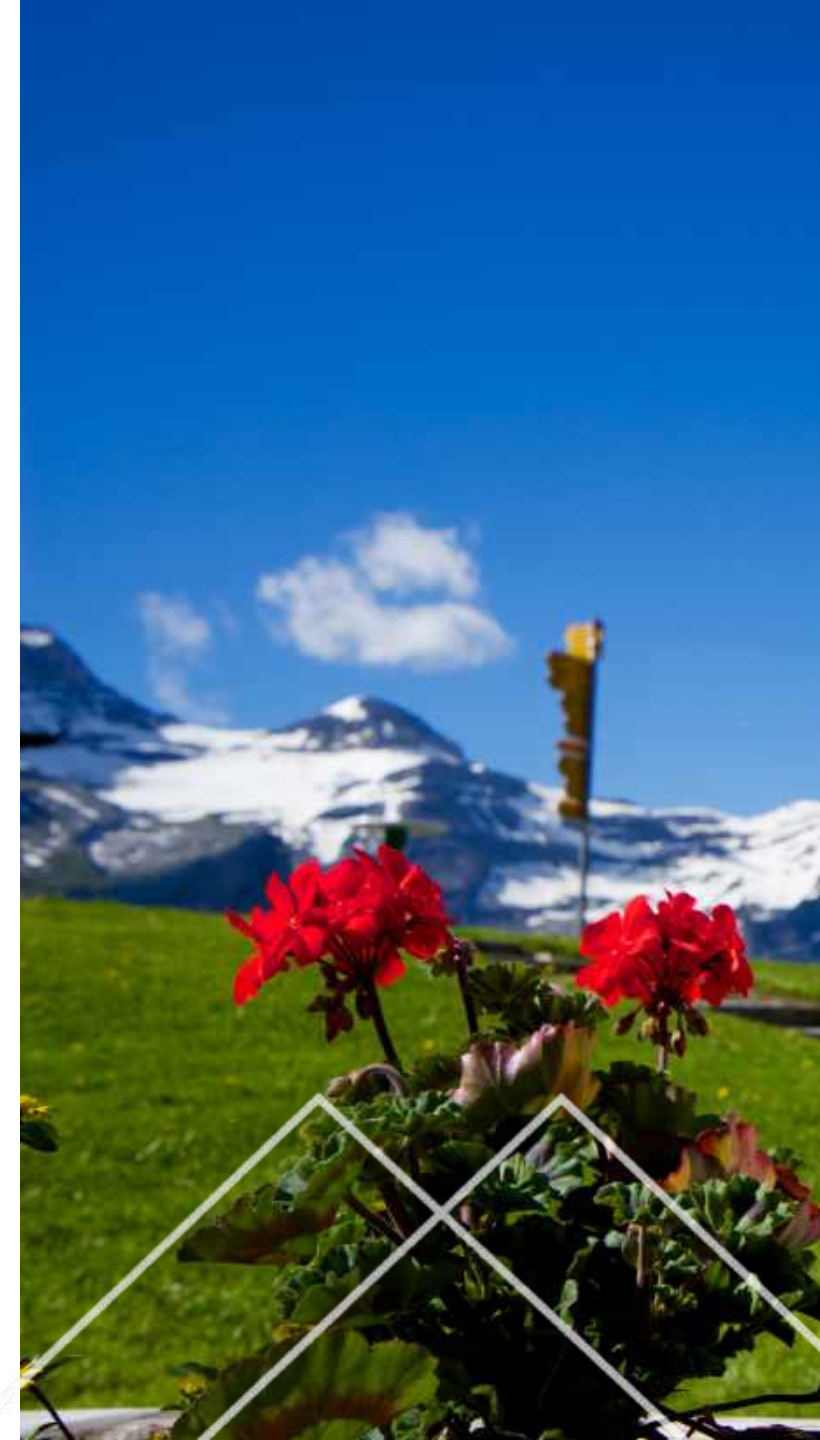


# YOUR INVESTMENT IN THE PROJECT IN 2023

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- You were a registered donor in the Foundation (but have withdrawn your funds) or you have registered a pledge on the Isenau360 website or you have never supported the project before -> your options
  - **Subscribing directly to shares in the SCOOP**
  - **(-> 31.12.2023) and obtain shares in the SCOOP (01.01.2024)**
  - **Participate directly in the conditional convertible loan\* (-> 31.12.2023)**

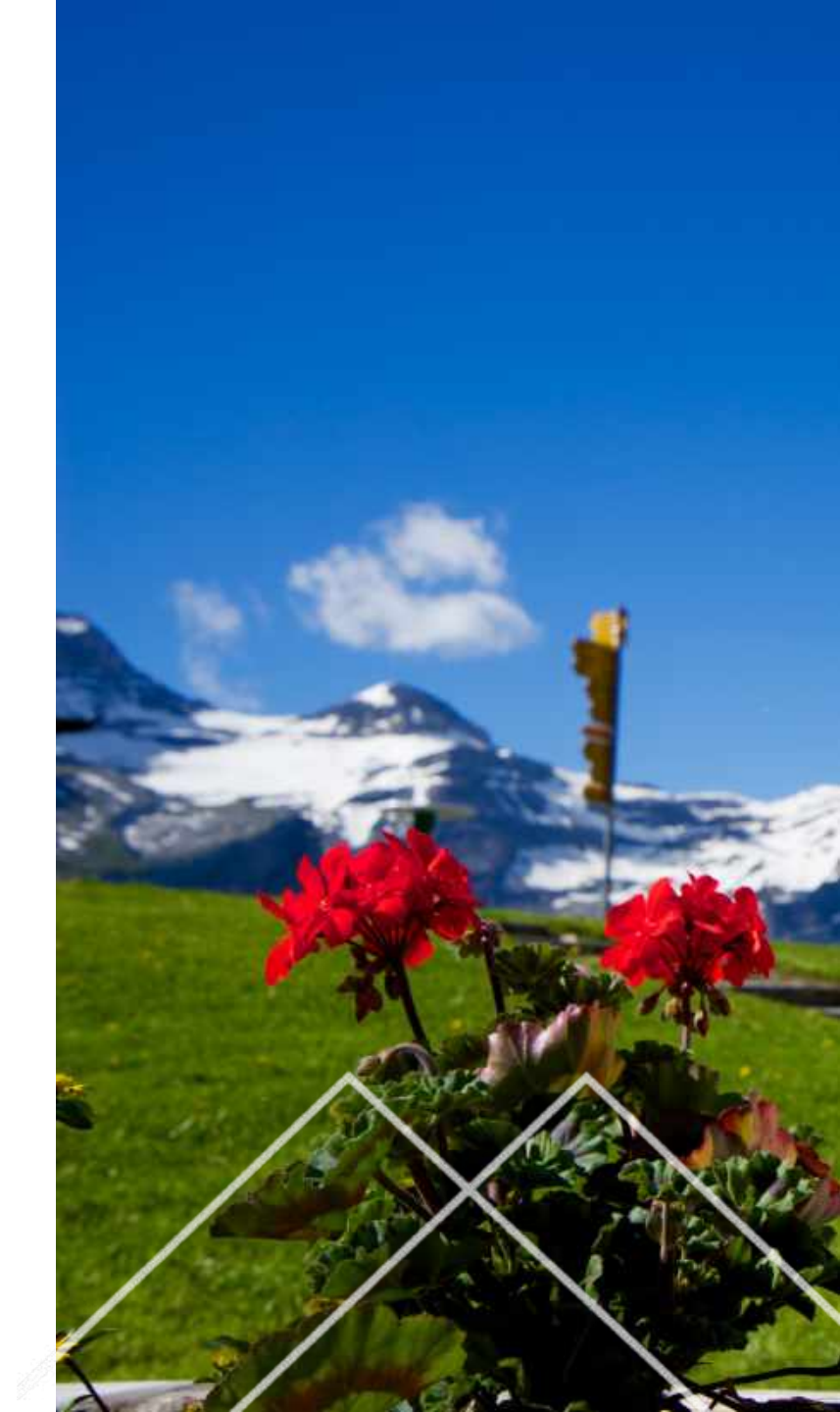
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# FUTURE FUNCTIONING OF THE COOPERATIVE

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- According to its statutes, SCOOP members will automatically be members of one of the support clubs set up for this purpose.
- The support clubs will have an associative and autonomous form.
- Clubs will be able to organise themselves to act as members' representatives at the GA.
- They will make it possible to animate the participation of the SCOOP's members outside the GA.
- They will receive benefits in kind which will have to be proposed / validated by the GA.





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# QUESTIONS - ANSWERS.

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[www.isenau360.ch](http://www.isenau360.ch)

