



LAUNCH OF THE “CHANGEONS D’ERE” THINK-TANK

Paris, 15 January 2024 – In keeping with its Commitment no. 5, Compagnie des Alpes is launching the Lab Changeons d’Ere by CDA.

On the front line of global warming, the mountains call on us to think positively about different ways and means of preserving them as areas of freedom and as living spaces for those who reside, work or stay there.

Compagnie des Alpes is committed to creating and supporting a multi-disciplinary think-tank, the “Lab Changeons d’Ere by CDA”, bringing together independent profiles from a variety of backgrounds to initially brainstorm changes in all facets of the French mountains (social, economic, environmental, sociological, demographic, etc.).

The think-tank met for the first time on 29 November and will be reporting regularly on its work.

Jean-Laurent Cassely, Sylvain Coutterand, Emmanuelle Duez, Jean-Claude Mailly, Philippe Moati and Clémence Perrin-Malterre are the six members of this multidisciplinary think-tank.

They will contribute their views and expertise to provide perspective on the threefold ecological, economic and social-territorial challenge facing the mountains. The aim behind this think-tank, through its original composition and free-flowing ideas, is to research, reflect and compare points of view, in order to act, innovate, find solutions and build a bright future for our mountain regions and their communities.

Biographies

Jean-Laurent Cassely: specialist in lifestyles and territorial issues, he has worked for magazines *Slate.fr* and *L’Express*. He is the author (alongside Jérôme Fourquet) of *La France sous nos yeux* (published by Éditions du Seuil, 2021) and winner of Lire Magazine’s Book of the Year and Best Economics Book awards. He is now the founding president of Maison Cassely, a trends consultancy agency specialising in narrative strategies, which depicts and tells the story of the transformations affecting regions, commerce, the world of work, real estate and leisure.

Sylvain Coutterand: As a native of the Chamonix valley with a passion for glaciology, Sylvain Coutterand has been studying glacial environments for over 30 years. At the age of forty, he left his job to enrol on a master’s course. He presented his thesis on glacial geomorphology in the north-western Alps in June 2010 and now works with a number of laboratories, including the University of Lausanne (Institute of Geography and Sustainability) and the University of Savoie (ISTerre, Institute of Earth Sciences).



Emmanuelle Duez: After completing a wide range of studies (Law, Sciences Po Paris, ESSEC, Diversity & Leadership Chair), Emmanuelle Duez founded The Boson Project in 2013, a consultancy specialising in future employment trends (<https://thebosonproject.com>). The Boson Project supports organisations in their human transitions, with a dual expertise in employee engagement and management accountability. The future of work, new generations, sustainable performance, parenthood and work, managerial excellence, overhauling the social contract, new forms of solidarity, and more. The themes are varied, with activism-centred research shared in open source. Ever since, entrepreneurial adventures have come in rapid succession. Emmanuelle Duez has been a member of the Board of Directors of the ADEO group (Leroy Merlin) and Banque Populaire, and is currently a director of LNA Santé (nursing homes and nurseries - a family business).

Jean-Claude Mailly: After completing doctoral studies in economics and social sciences, Jean-Claude Mailly joined the French National Health Insurance Fund for Salaried Employees as a research officer. Also a trade union activist, he joined the economic division of the *Force Ouvrière* trade union confederation, where he held various posts until being elected and re-elected Company Secretary from 2004 to 2018. He was also a member of the French Economic, Social and Environmental Council (CESE) from 1994 to 1999. Today Jean-Claude Mailly is involved in various activities: Senior advisor at Alixio, Director of Homa capital responsible for ESG and Vice-Chairman of Synopia, among others.

Philippe Moati : Associate professor of economics at Paris Cité University and a member of the Social Dynamics and Recomposition of Spaces Laboratory (Ladyss, UMR 7533). After over 20 years at Crédoc, Philippe Moati helped set up the Society and Consumption Observatory (ObSoCo) in 2011. His work focuses on analysing changes in the economic and social system. He is a renowned specialist in trade and consumption. His most recent publications are *La société malade de la consommation* (published by Odile Jacob, 2016) and *La plateforme de la consommation. Peut-on encore contrer l'ascension d'Amazon?* (published by Gallimard, 2021).

Clémence Perrin-Malterre: After obtaining a doctorate in Science and Techniques of Physical and Sporting Activities in 2003, Clémence Perrin-Malterre was recruited as a lecturer at the University of Clermont Auvergne. She is currently pursuing her career at the University of Savoie Mont Blanc, where she is deputy director of the EDYTEM research laboratory (Environments, Dynamics and Mountain Territories). In 2019, she obtained accreditation to supervise research in sociology at Grenoble Alpes University. Her research focuses on the environmental management of mountain sports in protected areas, the diversification and transition of tourism in mid-mountain territories and changes in the professional practices of sports service providers, particularly their strategies for adapting to and mitigating climate change. She is a member of the scientific councils of the Haute-Savoie Conservatory of Natural Areas, the Vanoise National Park and the Bauges Massif Regional Nature Park. She also sits on the board of directors of the French-language society for the sociology of sport and the executive board of the “Sociologie du Sport” research committee of the International Association of French-speaking Sociologists.

ABOUT LA COMPAGNIE DES ALPES

Since it was founded in 1989, Compagnie des Alpes (CDA) has been creating unforgettable leisure experiences for millions of people, with one objective in mind: to enable everyone to reconnect with themselves and with others by experiencing exceptional moments in extraordinary places.

Today, CDA has more than 6300 employees, 10 of the finest mountain resorts in the Alps, 12 renowned leisure parks, the No. 1 online marketplace for holidays in the French Alps, the leading network of estate agencies in the Alps, Mountain Collection, the operator of MMV residences and leisure clubs, accommodation, outdoor activities, etc..., all operated under an integrated approach to operational excellence and quality, to ensure the very highest satisfaction of its customers and the regions in which it operates

Structural developments, attractions, shows, immersive accommodation, digitisation... the CDA regularly wins awards for the quality of its offer and the unique concepts it develops.

Concerned about the balance of the regions in which it operates, the CDA aims to contribute to their vitality and quality of life, while driving forward the ecological transition. The Group believes in the virtues of dialogue with its stakeholders and respect for specific local and regional characteristics. It is therefore using its capacity for innovation to find tailor-made or scalable solutions to preserve these extraordinary areas in the long term. The Group is committed to achieving Net Zero Carbon (scope 1 and 2) by 2030.

- ▶ Ski Areas and Outdoor Activities: La Plagne, Les Arcs, Peisey-Vallandry, Tignes, Val d'Isère, Les Menuires, Méribel, Serre Chevalier, Flaine, Samoëns – Morillon – Sixt-Fer-à-Cheval, Evolution 2
- ▶ Leisure Parks: Parc Astérix, Futuroscope, Walibi Rhône-Alpes, Grévin Paris, France Miniature, Walibi Belgium, Aqualibi (Belgium), Bellewaerde Park (BE), Bellewaerde Aquapark (BE), Walibi Holland (NL), Familypark (AT), Chaplin's World (CH)
- ▶ Distribution and Hospitality: Travelfactory (Travelski, Yoonly...), Mountain Collection (ex-CDA Agences Immobilières), MMV, YOONLY&FRIENDS residences
- ▶ Transversal expertise: Ingelo, CDA Management, CDA Développement Produit



CDA is included in the CAC All-Shares, CAC All-Tradable, CAC Mid & Small, and CAC Small. ISIN: FR0000053324; Reuters: CDAF.PA; FTSE: 5755 Recreational services

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