

Presentation of Innov-Mountains.fr



Media and portal of sustainable development in mountain areas

What is the interest of Innov Mountains website ?

Innov-mountains.fr is a **digital media and portal** dedicated to promotion of sustainable development in mountain and valley areas. Available in French and soon in English, you will find news, a projects box, the Massifs Tourism space, the Label 4 Seasons Tourism, a shop, a Partners space and a forum.

The goal is to **promote projects and strategies of sustainable development led by French and foreign mountain and valley stakeholders**, as much to professionals as to individuals.

How ? By offering them a double online visibility on French and English versions of Innov Mountains, via articles, digital ads or by their online visibility in different site sections. The proposed formats of online advertising can vary : **infomercial, advertisement, native advertising (contextualized ad), video, Facebook, sponsored link**, etc.

For example, an producer of organic wines or natural soaps can propose his items in our Shop, promote a new product with an **infomercial** and have an **advertisement** on the Vercors Massif page in Massifs Tours section, with a **link** towards his website. He can also appear in the Partners **Space**, that are **four different communication chanel**s to catch **French and foreign customers' attention**, because English is still the first international and commercial language.

The aimed professional are large : **transports, energy, water, biodiversity, construction, renovation, engineering, architecture, tourism, industry, agriculture, services**, etc. Different kinds of public can potentially be interested by our news and other sections : **businesses, local authorities, insitutions, associations, NGO, universities, professors, researchers and individuals**.

Objectives of Innov Mountains sections

News & Docs

You wil find **news** and **documentation** related to **mountain and valley** stakeholders who commit in the **sustainable development** way. The aim is simple : inform and communicate

informations about **projects, innovations and strategies** concerning this theme in French and foreign mountains.

Partners Space

The objective of this section is to **gather public, private or semi-private professional stakeholders** acting for **sustainable development in mountain areas** in order to create an **international directory-network** which members will be searchable -findable- by geographic space (country, mountain range) or by professional sector (transports, energy...) Professionals can show their main informations and their scope of action. If they aim international audience for their services and products, they can be visible on French and English sites.

The only condition : develop a strategy, a product, a service or a project linked to sustainable development in mountain areas, which will be put forward.

The sections overall : News, Projects Box, Massifs Tours, Label 4 Seasons Tourism, Partners, Shop and Forum target to facilitate exchanges between the different kinds of stakeholders, in order **to favour projects and employment linked to sustainable development in mountain and valley areas.**

Projects Box

Several choices : 1) **Find out** about sustainable projects regarding your town, massif, region, or any other mountain or valley territory. 2) Find projects you would like to **participate to, support, or share** with your relations. 3) **Post** your project !

Who can post a project ?

Anyone – individual, researcher, association or company member- **can propose one's project related to mountain or valley and sustainable development, wherever she/he is in the world, even if she/he does not live in a mountainous region.**

The author can introduce oneself and **explain** one's project to propose it to the webreaders' vote on the site and via Facebook but also to **find partners, help or a recruiter.** If your project interests a person or an organisation, this one shows it by contacting you publicly, posting a comment to **precise the kind of support** one offers : **volunteering, sponsorship, recruitment, equipment, etc.**

For what ?

The author of the project should have precised on one's announcement the **kind of support she/he is looking for**, e.g. if she/he seeks or not to be **recruited** to set up her/his project, or if she/he graciously shares it hoping it would **be fulfilled.** She/he can also add his resume as an attached file.

Property rights

The projects published on innov-mountains.fr are under their author's intellectual property, therefore Innov Mountains responsibility cannot not be engaged. Projects authors can protect their concept if they record a « *Soleau enveloppe* » on the INPI site, which will allow them, in case of legal conflict that they own the concept anteriority.

Aim

There are many goals to this section : boost sustainable projects and local economy in mountain and valley areas, make access to passion-jobs easier for project developers and why not invent new professions ?

Massifs Tours

Useful section to find a **large panel of cultural, touristic, sports, leisure, nature, relaxing activities, by mountain range and by massif, in mountain as in valley areas !**

For instance, in the North Alps, Oisans Massif, you will find activities to do in all this massif, classed by category, from natural, historical sites visits to local producers visits, passing by sports, relaxing activities and public transports networks.

The goal ? One only website to find it all, in English and in French in order to attract more and more French and English-speaking people to come and visit our mountainous lands.

The Label 4 Seasons Tourism

You plan mountain holidays out of the traditonnal ski season ? **You can be sure, in every seasons, to have at least 5 activities to do in each of this 4 categories** : Accomodation / Sports and nature / Culture, Events, Relaxing / Crafts & Gastronomy, in the labelled territory. Any local government situated in mountain or valley area can apply to the Label 4 Seasons Tourism, including intermunicipalities.

Shop

Natural or organic products, alimentary and non-fresh like wines, honeys, vegetal oils, or natural cosmetics, you will find in the shop all natural or sustainable products conceived in mountain or valley areas. Order online and be delivered directly by the source, producers and manufacturers !

Forum

Participate to the forum, post **classified ads**, everything on the theme of sustainable development in mountain and valley areas.

Contact

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Business in creation

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Summary of my career path :

- Writer for Montagne Expansion group : Montagne Leaders, Montagne News, Montagne Ambition, Andes Liders (2014/2015).
- 6 months internship, assistant project manager, Sports Service, Conseil départemental de l'Isere, Grenoble (2014).
- 4 months internship, policy officer, digital and 4 seasons tourism, Syndicat intercommunal Arlysere, Albertville (2013).
- Master of International and responsible Tourism (LEST), University Joseph Fourier, Grenoble (2012/2014).
- Master of Public and Environmental Law (1st year), University Paris 1 La Sorbonne, Paris (2011/2012).