



3RD EDITION OF THE VOLVIC VOLCANIC EXPERIENCE MAY 30TH TO JUNE 1ST

TOGETHER, LET US BE ENVIRONMENTALLY-FRIENDLY!

Press release, May 2019

The Volvic Volcanic Experience – VVC – offers an athletic immersion into what is one of France’s most iconic landscapes: the Chaîne des Puys – Faille de Limagne, newly designated as a UNESCO World Heritage Site! The VVC will embark all athletes, trail runners and hikers on an odyssey of the senses through the pristine natural landscapes at the heart of this unique natural site, shaped over the years by volcanoes, stone and water.

Here in Volvic and at the heart of the Chaîne des Puys-Faille de Limagne, each resident lives in complete harmony with their surrounding nature. Just as spectacular as it is rare; all locals are extremely fond, if not passionate, about their local environment. This can easily be witnessed by sharing with the locals, exploring some of the authentic villages, and hiking the local trails. The preservation of the historical heritage, the emblematic natural elements (volcanoes, stone and water) and the natural tranquility of the area are omnipresent. Gradually, as you explore the area and meet the locals, you’ll get an increasing feel for the uniqueness of the environment and its history. Consequently, the organization behind a sports event in such an extraordinary venue therefore had to absorb this ambiance in order to preserve the fundamentals of a whole region.

The stakes were therefore quite clear: **imagine and create an athletic, cultural and festive event that is committed to being environmentally-friendly! Sustainable development, a limited ecological footprint, short supply chains, and social cohesion are all at the heart of the VVC’s spirit.** To achieve this, the event’s organization now includes a specific environmental team dedicated to obeying the following commitments:

A limited and fair number of runners!

Contrary to numerous other events that seek the largest number of participants, one of the VVC’s very first commitments is to limit the number of runners (no more than 600 per race), hence preventing the overrunning of the environment, fauna and flora. By doing so, the event ensures its convivial atmosphere and encourages a sense of belonging towards the environment as well as fellow participants. Here, the quality of the races, the natural environment and the local heritage prevail. To ensure this, the organization has implemented a partnership with the Regional Natural Park of Auvergne’s Volcanoes. Part of the VVC’s entry earnings are even given to the Park in order to ensure the trails upkeep all year-round.

Preserving natural resources:

- ✓ Limit waste production by encouraging short and local supply chains and zero to limited packaging...
- ✓ Organize recycling and waste recovery
- ✓ Create educational activities about recycling and selective sorting
- ✓ Use long-lasting and reusable signage on all trail running and hiking paths and ensure it is taken down immediately after the last participants pass through

Biodiversity conservation:

- ✓ Particular attention payed to not disturbing the existing eco-systems. This is ensured by systematically consulting the territory's acting administrators when deciding the trail routing (Bird Conservation League, Regional Natural Park...). The trails are re-routed every year in order to take into account the local fauna and flora's needs and habits (reproduction sites, arrival of new species...).
- ✓ 1€ is redistributed to the PNRVA (Regional Natural Park of Auvergne's Volcanoes) for each race bib purchased
- ✓ Organization of an annual eco-event in collaboration with the PNRVA inviting all VVX participants, Volvic natural Mineral Water employees, local associations (Bird Conservation League...) and all local residents to come participate in small environmental projects in order to maintain, protect and increase environmental awareness. Last year, several hundred people participated!

Limiting CO₂ emissions:

- ✓ Provide for public parking and implement the use of free shuttle service to all event sites
- ✓ Use of local service providers and partners in order to reduce the transportation and traffic generated by the event
- ✓ Encourage carpooling

Promoting the local and sustainable economy:

- ✓ Choice of local suppliers hereby encouraging short supply chains
- ✓ Highlight local craftsmanship and expertise through each aspect of the event (local produce served on the race refreshment posts, promoting of artists and artisans from Auvergne via the various cultural activities...)

Fostering social cohesion:

- ✓ Create social vectors by prioritizing the involvement of local residents and associations (for example, CeCler : <http://cecler.fr>)
- ✓ Offer event content open to all by developing activities for all age groups and offering a large panel of free activities

NEW IN 2019 ON THE VVX: recycling of tennis shoes with RunCollect

Eager to take the eco-friendly attitude one step further, the VVX's organizers partnered with RunCollect, an association in Lyon that works towards implementing a circular economy in the running world.

A cohesive and ecological concept:

At the end of each race, used tennis shoes are collected independently. The harvest is then brought to Lyon where the shoes are then to be sorted and redistributed to those in need via various French associations. Whatever shoes are too damaged to be given a second life, they're recycled, in turn, giving to the development of innovative projects related to the recycling of shoes.

More information: <http://www.runcollect.fr/>

PORTRAIT: Emilie Lamure, environmental ambassador for the VVX

Also involved in the previous edition of the VVX, she'll be back once again to show big and small what eco-actions can be put in place before, during and after the VVX. She'll particularly be hosting educational workshops on the different forms of compost as well as DIY workshops to learn how to make your own household products, all zero waste and 100 % organic!

THE VVX IS NOW 5 RACES TO COMPETE, EXPLORE AND EXPERIENCE...

The "XGTV®" Great Volcanic Crossing Experience

220 km for solo competitors or two person teams – 7500 m elevation gain
Limited to 20 teams of 2 and 20 solo runners

The Chaîne des Puys-Faille de Limagne Trail Experience

110 km solo competitors or two or three person teams – 3500 m elevation gain
Limited to 400 participants

The Volvic Impluvium Trail Experience

43 km – 1670 m elevation gain / Limited to 600 participants

The Volcanic Trail Experience

25 km – 900 m elevation gain / Limited to 500 participants

The Lava Trail Experience

15 km – 550 m elevation gain / Limited to 500 participants



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