



## VOLVIC VOLCANIC EXPERIENCE eco-responsible charter

The organization of a sporting and recreational event in a classified environment, remarkable for its geography and its biodiversity obviously led the organizers to implement measures to protect the integrity of the natural resources and environment.

So the first 2 VVX editions made possible the deployment of the first eco-responsible actions around this event (promotion of the car-sharing, implementation of a waste sorting, preservation of the biodiversity, selection of biodegradable materials (wood) for the marking of routes, free shuttles to access the site, favoring social ties, etc.).

The organizing committee assessed the first 2 editions and it resolutely initiated a **process of progress, evaluation and measurement** by including these actions and any new one in an eco-responsible charter.

The goal is therefore to go from declarative knowledge to action and progress in harmony with the environment in which the VVX takes place:

- All the VVX races are located in the Chaîne des Puys - Limagne fault tectonic arena listed as UNESCO World Heritage.
- Most events take place within the Volvic Impluvium which benefits from a remarkable natural setting.
- The Goulet site which hosts the VVX includes a regional natural reserve, a Natura 2000 site, a Sensitive Natural Area (nearby) and Natural Areas of Ecological, Fauna and Flora Interest. It is the home of many heritage species of European interest that need to be preserved.
- The Regional Natural Park of the Auvergne Volcanoes is committed to the positive energy territory approach for green growth, and the municipality of Volvic received in 2019 the Golden Marianne for the quality of its sustainable development initiatives for 10 years.

**During this year 2019**, the previous actions are amplified and reinforced with a quantified objective and new fields are initiated according to the following items:

- Collecting and sorting 100% of the recyclables by strengthening the training of the volunteers so they become actors and eco-ambassadors of the sorting and recycling of all consumed products during the VVX.
- Maximizing food supplies in short and organic circuits.
- Measuring and optimizing energy and water consumption.
- Developing social action by favoring the integration of people in social difficulty and the involvement of associations working on this integration.
- Encouraging the involvement of the runners as local actors by inviting them to contribute to participatory projects set up in the fall: maintenance and restoration of natural areas located on the Volvic Impluvium.
- Ensuring that biodiversity and sustainable ecosystems are maintained on the territory by limiting the number of runners and by validating the routes in partnership with associations involved in nature protection.

Objectively measuring these actions means being able to better define the areas for improvement by quantifying them, and being part of a structured progress approach for the next years.

**In order to do this, the VOLVIC VOLCANIC EXPERIENCE will promote**

**Waste Management:**

- Sorting waste: bio-waste, recyclable and domestic waste. Target: 100% of recyclable products sent to the right sorting centers.
- **Zero waste territory.**
- Collaboration with recycling centers (SBA, Paprec) to improve collection and sorting during the VVX.
- **Workshops on recycling** and training of the volunteers in sorting gestures.
- **Raising awareness** among participants and visitors about composting and vermicomposting.
- Workshop for the production of zero waste household products.
- Encouraging the runners to come with their ecocup.
- Plates and table cutlery made of biodegradable materials (or reusable dishes) for all meals available during the VVX.
- Using reusable dishes (earthenware for catering).
- Ecocup on all events, **zero** non-recyclable plastic cups.
- Using fully recyclable mineral water bottles (bottles produced in PET 100% recycled), preferably 8-liter bottles.

**Local and organic catering:**

- Purchasing local products (produced within 200 km) or locally processed: a minimum of 70% local products.
- Purchasing products from organic and, if possible, local farming: a minimum of 50% of organic products.

### **Reducing energy consumption:**

- Using LEDs and a photovoltaic electric generator.

### **Reducing fluid consumption:**

- Measuring the consumption of the VVX and set up tools to reduce it with a target of a 10% drop in 3 years.
- Limiting the consumption of shower water by encouraging water savings through adapted messages and timers equipment (4 minutes).

### **Reducing the impact of travel:**

- All of the events take place in the town of Volvic, mainly on the Goulet site and in the town center (10 minutes away on foot).
- Setting up free shuttles to avoid individual vehicles travels.
- Encouraging visitors and participants to car sharing to go to the VVX.
- Promoting active mobility by encouraging to walk and by making electric bikes available for the volunteers.

### **Local involvement:**

- Developing volunteerism in all VVX actions. **The number of volunteers stands at 550** for the 2019 edition, an increase of X% compared to the inaugural edition.
- Highlighting local know-how: food products, discovery of artisans and local artists through cultural events.
- Involving local sports associations to promote volunteer involvement.
- Collaborating with the municipality of Volvic to develop additional activities during races and involve the Volvic associations.

### **Social involvement:**

- Collaboration with the AVENIR association which works for social inclusion in favor of sustainable development => furniture in recycled pallets.
- Volunteer participation of the Cecler association (around 50 people) to promote social integration and the sharing of experiences.

### **Preserving biodiversity:**

- Developing the race routes while ensuring that they have no impact on the sensitive environments and priority species.
- Developing nature projects on the Volvic impluvium with the help of the Regional Natural Park of the Auvergne volcanoes and the associations looking after nature preservation.
- Increasing participants' awareness of the remarkable areas and species of the regional natural reserve of the Cheires and caves of Volvic, the red kite and the preservation of the Volvic Impluvium.
- Inviting each runner to contribute to the preservation of the Chaîne des Puys - Limagne fault tectonic arena with a contribution of 1 € donated to the PNR of the Auvergne volcanoes.

**Recycling initiatives:**

- Building on action: *Run collecte* operation: Fundraising and recovery of used but still functional running shoes among trailers for a new use thanks to partner organizations.

**The organizers of the VVX therefore intend, through this charter, to resolutely commit to an approach of responsible management of the wealth constituted by the exceptional environment in which this event takes place, and establish a set of measurable and sustainable indicators.**