
The Ecoleader program

Ski Areas committed to sustainable development!

TERREBONNE, August 22, 2024 – The Quebec Ski Areas Association (ASSQ) is pleased to announce the completion of the first cohort of the Ecoleader program. This program, developed in partnership with the specialized firm Ellio, aims to support ski areas as well as the ASSQ in structuring their sustainable development initiatives.

The following ski areas participated in this cohort: Mont Adstock Recreational and Tourism Center, Destination Owl's Head, Gleason, Les Sommets, Mont Grand-Fonds, Mont Rigaud, Mont SUTTON, Ski Garceau, and Massif du Sud Tourist Station.

Achievement of the ECORESPONSIBLE Certification, Level 2: Performance, issued by Ecocert Canada.

The ASSQ proudly holds this certification, awarded in recognition of its ongoing commitment to sustainable development. With this position, the ASSQ intends to play a leading role in supporting the ski industry in the transition to responsible and sustainable tourism, while ensuring the sustainability and attractiveness of Quebec's ski areas.

"The ASSQ team has been collaborating with Ellio's team for more than ten years to mobilize the ski industry in adopting sustainable practices. This certification is a significant milestone in our ongoing efforts to ensure the sustainability of Quebec's ski areas for the enjoyment of all mountain enthusiasts," said Gabrielle Larose, Director of Strategic Knowledge and Sustainable Development.

A tailor-made support program for ski areas

The Ecoleader program offers a unique approach combining training, collaborative work, and personalized support. The program is structured around several key steps, including co-creation sessions with participants and individualized support to identify actions already taken, diagnose strengths and weaknesses, and develop a long-term strategic vision. The goal is also to adopt a sustainable development commitment charter specific to each ski area, along with an action plan. To support the entire ski industry, a range of tools has been made available, including a greenhouse gas (GHG) emissions calculator and best practices for organizing eco-responsible events. This support was made possible thanks to the Ecoleader Funds.

About the Quebec Ski Area Association

The ASSQ is a non-profit organization that represents and defends the interests of its 75-member ski areas, promotes the practice of snow sports and improves the quality of the product and the performance of the ski areas. Established in the ski industry for over 40 years, its mandate to develop the next generation of skiers and snowboarders in Quebec. Each year, more than 50,000 young people are introduced to snow sports through the various ASSQ programs.

- 30 -

Source:

Caroline Couture
Communications and public relations coordinator
Quebec Ski Areas Association (ASSQ)

media@assq.qc.ca

450 765-2020

www.maneige.ski

Photo: 2024 Ecoleader cohort

<https://photos.app.goo.gl/ZXqXjAkrdkqYeJsB9>

