

A full-page photograph of two female skiers in a snowy mountain landscape. The skier on the left is wearing a light blue jacket, a purple helmet, and goggles, looking off to the side. The skier on the right is wearing a red jacket, a pink helmet, and goggles, smiling at the camera. Both are holding ski poles. The background shows snow-covered mountains under a clear blue sky.

*Committed and
engaged*

edito

The recovery of our industry post pandemic has further strengthened and confirmed our appetite for skiing, snow and the mountains. The esf instructors welcomed with great enthusiasm the return of French nationals and the array of foreign guests that love our mountains. Many signals show me that there is still a strong desire to live in the mountains and that the mountains have all the assets for the future. It is with the desire in working together for our territories and our future, but also with honor and pride, that I accepted my new mandate as President of the National Union of French Ski Instructors.

For the next four years, our commitment to our precious environment, that includes the mountain ranges, remains in the preservation of our resources, the protection of our territories and the awareness of all stakeholders. The National Union of French Ski Instructors has thus drawn up a roadmap which sets out concrete actions aimed at reducing our environmental footprint. If this has been part of a CSR approach for years, it is our duty to continue to make all our visitors even more aware.

I am determined to be at the service of the profession: our strength and our reputation are born from the collective and our values shared by each of the 17,000 instructors. The first ambassadors of their territory, the instructors and the SNMSF increasingly defend their know-how, their diploma and this unique sector.

More than ever, we are ready, the Syndicat National des Moniteurs du Ski Français and the esf, to speak loud and clear about the challenges of the mountains and our convictions and are determined to continue to commit ourselves to the mountains, all those who cherish it and all who live there.



Éric Brèche, President of the National Union of French Ski Instructors/esf

Inhoud

A positive and promising
2021-2022 season.

3

Which ski and which mountain for tomorrow?

4

At the service of women and men esf

7

A positive and *Promising* 2021-2022 season

With a welcomed symbol of reunion amongst the esf family and the shared pleasures of its customers, the 2021-2022 season has come to mark the end of two special years. It reflects the French people's attachment to all winter sport disciplines and rewards the efforts made by all esf instructors who work tirelessly in welcoming all mountain lovers in the best possible way.

The 2021-2022 season at a glance :

+ 10% IN TURNOVER
VS N-1

527 NEW INSTRUCTORS

BIRTH OF
THE ESF TEAM

CREATION OF THE WHITE
CHALLENGE

6 COMPETITIONS
BRINGING TOGETHER
7,000
PARTICIPANTS



Which ski and which *mountain* for tomorrow ?

Aiming for excellence is part of the DNA set up of the National Syndicate of French Ski Instructors, as while our whole society continues to evolve, the esf are ever more attentive to the needs of instructors, their customers on the ski slopes, learning to ski in general and mountain accompaniment.

In a constant process of improvement, esf, with the support of the SNMSF, continue to improve and work in contributing to the preservation of the environment and anticipate the future societal and climatic changes. This is achieved by stimulating a dynamic between all concerned, renewing and adapting to change and benefitting from the support and contribution of the thousands of ski instructors it has defended and supported on a daily basis for almost 80 years.

Supported by Carbone 4, in 2021, the SNMSF launched a 'mobility' approach with all instructors, in order to establish an inventory of the carbon footprint of esf instructors. The objective was to create solutions aimed at promoting a more environmentally friendly mobility, design initiatives for esf instructors and to make customers aware of reducing their carbon footprint when coming to the resort. The roadmap proposes levers such as eco-driving, reducing distances, carpooling, public transport or the use of low-carbon vehicles.

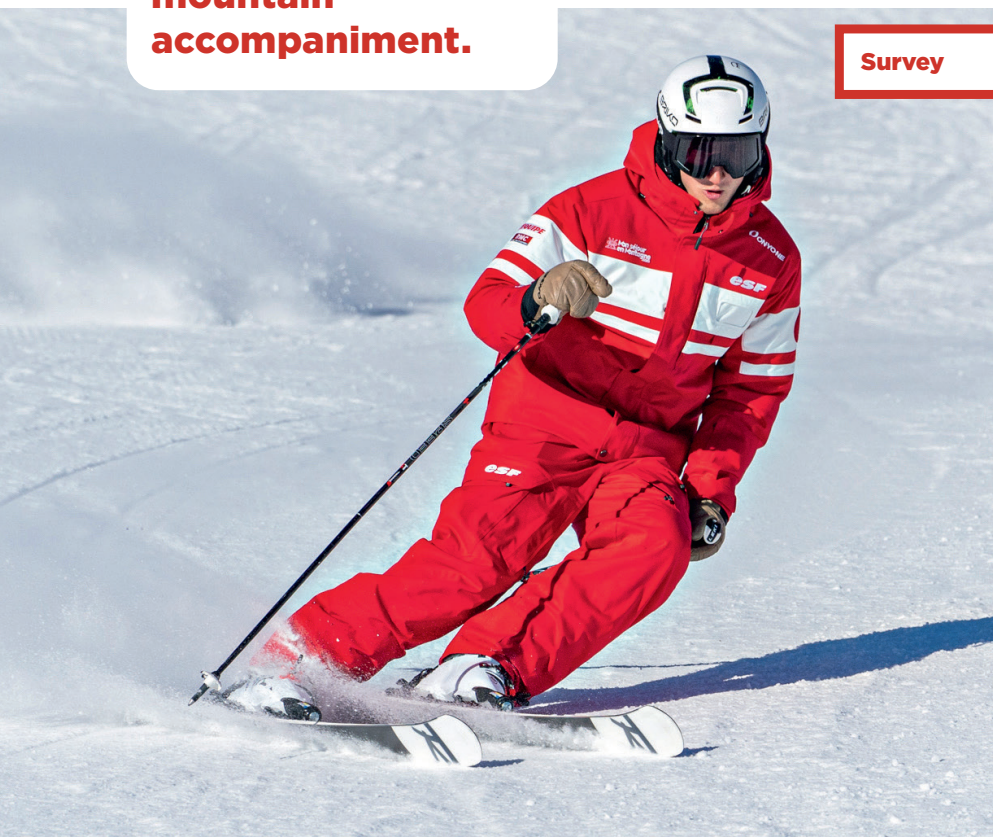
4

Survey

The desire of the esf to reduce the environmental footprint is shared by the esf instructors.

92% of them also adhere to the mobility approach presented by the union, **56%** say they are ready to carpool, **41%** are in favour to the use of public transport and **66%** have already changed their habits in favour of sustainable development*.

* Survey carried out by g2a consulting in January 2022 among 3,000 instructors



De actie «Le dernier planté de bâton»

The 'Last stick planted' operation is a fine example of the union's already well-established 10 year promotion of it's dedication to the cause. Organised at the end of the season, this day brings together instructors as well as many volunteers, all bringing together a maximum of mountain inhabitants around this eco-citizen day.

Together they travel entire ski areas to clean them of potential last waste.

The operation has recently evolved with the extensive and qualified support of Mountain Riders, an association for education in ecological transition and participation in its «Montagne Zéro Déchet» programme, aimed at reducing at source the litter in the mountains through awareness, collection and characterisation.

*

Numbers

In Val Cenis on May 21 2021, the operation collected and sorted **495 kg** of waste with the help of a volunteer team of more than **140** people.



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Esf has allocated €200,000 to this endowment fund, supplemented by the contribution of patrons (including participatory donations from esf customers) such as POMA, Dauphiné Libéré, Atout France, 2 Marmottes, Banque Populaire Auvergne Rhône-Alpes and Valraiso for €400,000.

This social responsibility is also reflected through the implementation and/or participation in unifying and meaningful events. Every summer esf and France Montagnes are present at the Tour de France and the Critérium du Dauphiné. This contributes all year round to the promotion of their territories and supporting mountain sports activities. The opportunity to highlight the beauty of the mountain setting as well as the importance of preserving it, has proven beneficial in the improvement of everyone's physical and moral health.

The esf instructors have always made their students, both young and old, aware of the mountains. To further sustain this commitment, esf has rewritten the famous student capacity notebooks attesting to the levels (stars), systematically adding a section related to the mountains and the environment. This will also complement the safety and prevention messages already present in the notebooks.

Review

Over the 2021/2022 season it supported 200 winter and summer projects including the introduction of 9,000 children who had the chance to go to a discovery class.

The year 2022 was the inaugurated first year of the 'Enfance et Montagne', the endowment fund launched by esf, for the service of education and for the benefit of mountain discovery classes.



The instructors are the very essence of the esf, forming both its strength and its reputation. esf instructors are the driving force behind all the decisions taken by the union as, in truth, they are its purpose. Since November 13, 1945, the cause has been watching over the interests and development of the profession and the esf schools.

At the service
of **esf** instructors





The esf Academy supports the access to an exciting profession that requires demanding training. Accompanied and coached by experienced instructors selected by the SNMSF, students receive precise advice and the appropriate technical preparation required before each race. Worn with pedagogy, it allows you to better prepare for the tests

Jean-Baptiste Grange
Double Slalom World Champion - member
of the esf team and esf instructor.



Accompaniment and the development of skills are part of the unions' visible actions for instructors who then benefit from the continuous educational support aimed at developing and improving their all-round skills. In concrete terms, **each year nearly 180 directors and between 700 and 800 instructors come together in the pre-season to take additional internal esf training.**

The instructors have the opportunity, for two weeks, to update their overall knowledge of teaching, which includes numerous and varied themes from teaching in the kindergartens to on and off-piste safety. They can also train in other practices or in the improvement of disciplines like freestyle, telemark, hiking or handiski. In general, they keep up to date and reinforce their teaching knowledge. The offer offered by esf instructors remains harmonious and of an extremely high quality.

8

To ensure the sustainability of the profession and to preserve its fundamentals and further strengthen its influence across France and afield, particular emphasis will be placed in the coming years, on **maintaining the quality of the instructor diploma.**

In this context, 2022 saw the launch of a specific course within the esf Academy with preparation courses for ENSA tests opening the way to the profession of a ski instructor and to encourage career paths.

By preparing young skiers for their entry into the National School of Mountain Sports, the objective is to support them in preparing for the exam with a view to obtaining the diploma in order to subsequently integrate as an instructor into the one of the 220 esf schools that are spread over all the French mountain ranges.

NEW

The quality of the professional training offered is recognised as the SNMSF has held Qualiopi certification since August 2022. A great recognition of the seriousness of the programmes and the teaching offered by the **esf Academy.**



How do you become an **esf** alpine ski instructor?

From the age of 16 and in possession of either a Flèche d'or or Chamois de vermeil level, you can start a course with a view to obtaining the State Skiing Diploma - National Alpine Ski Instructor. To integrate the National School of Mountain Sports you must pass a technical access test which, if validated, opens the doors to the 2 week preparatory cycle (the esf offers preparation for these two stages thanks to the **esf Academy**)

The validation of the preparatory cycle allows, on the one hand, access to the first training period of 3 years and on the other hand, opens the pathway in obtaining the training booklet which confers the quality of trainee instructor. The student must then join an esf which, as an approved centre, will train and allow them to teach for remuneration according to his prerogatives.



Being a ski instructor means more than just teaching technique and safety. It also requires the transmission of passion and love for the mountains and the respect that is incumbent on it. In conclusion, being a ski instructor means you wish to be part of a large and legendary family, that of the red sweaters. Joining one of the 220 esf schools means sharing a state of mind, a vision and strong and anchored values. The 17,000 instructors who make the esf all come from different backgrounds, have diverse and varied life paths but at the same time, have the love of the mountains in common, a sport and a unique environment to live and work. At the esf, there is no need for new instructors to follow others but be individual in their own particularities and singularities. This is what the union works on a daily basis to encourage, that every individual can believe they can live their passions in our territories.

An instructor's focus is not just on the winter months as the state of mind and values persist even in summer. Many of the instructors practice one or more other activities outside the winter season whether it be for love of the mountain environment, snowy or not. The esf instructors of course contribute to the influence of the resorts in winter and their involvement has direct repercussions on the economy and the attractiveness of the resorts.

96% Recent surveys tell us that 96% of the esf instructors consider that their commitment plays a vital part in the success of their station.

Moreover, the commitment of esf customers is stronger than that of others as esf customers come more often and stay longer. They spend 25% more of their holidays in the mountains and the length of stay is longer by 25%*. They claim a very strong mobilisation in the service of their territory or resort town. They are passionate about their activity and the values it embodies*. This is increasingly the case in summer thanks to an 'off-ski' offer which is growing year after year and which allows everyone including, esf experts, regional and local authorities and visitors all, to enjoy and discover the mountain in a different way. It is for these reasons that esf has launched 'Mountain experiences by esf', an initiative that brings together many activities while capitalizing on the resources of esf within the resorts. It allows all those who wish to be highlighted and to access a wider range of prospects. It has been enriched this year with an offer exclusively dedicated to children from 3 to 12 years old called 'Mon Aventure en Montagne', that brings together learning and activities for educational and fun purposes, developed in partnership with the SNGM and the SNAM.

* Enquête in januari 2022 door g2a consulting uitgevoerd bij 3 000 instructeurs



As far back as I can remember I have always dreamed of living in the mountains.

Portraits of **esf** instructors

Marie

24 years old, instructor for 18 months (Vosges mountains):

Originally from the Paris region, I have been skiing since the age of 5. When I was older I took part in competitions at my resort and my instructor took us to the Fleche and Chamois races at the end of the week. As far back as I can remember I have always dreamed of living in the mountains. At 19, I started my DE training to become a state graduate in order to work as a ski instructor and settle in the mountains. It was a big challenge and I'm proud to have succeeded! Now I live 100% from my passion. I live in the resort and as soon as the first snow appears, I take out the skins. Then when the ski area opens, I live to the schedule of each lesson plan. I work during the winter seasons but always with passion! The rest of the year I am

a big fan of road cycling which allows me to maintain my physical shape. I also have a small business where I sew zero waste products that I sell on my website and in markets. A rhythm of life that suits me perfectly and allows me to do only things that are important to me.

Jean-Pierre

56 years old, instructor for 33 years (Massif des Alpes)

The esf and I have a great story. Beyond his passion for skiing, my father shared with me the values of this beautiful family, which I myself transmitted to my 3 children. It is now my 5 grandchildren who are bathed in this state of mind. With us, skiing and esf are inseparable as one does not go without the other, they are linked. Having practiced for more than 30 years, I have seen the evolution of our profession, customer expectation and of our positioning. It is this aspect that I like as you are constantly being challenged, you never rely on what you have learned, to always satisfy our students and make sure you are always surpassing yourself. My greatest pride? To see my students leave with a smile and with memories, find them the following year, and for some to see them occupy the first places in the biggest competitions!



Having practiced for more than 30 years, I have seen the evolution of our profession, customer expectation and of our positioning.

Abel

35 years old, instructor for 10 years (Pyrenees mountains):



I found my
balance
between
sporting passion
and professional
goals.

My parents had an apartment in Orcières Merlette that we went to regularly. I took lessons with the esf then I passed my stars each time while my parents were skiing until the day when I was finally able to accompany them and then overtake them!

I continued the lessons after the Gold Star with the competition courses. I always pushed to see how far I could go and the idea of becoming a ski instructor started to get really tempting. I passed my DE in several years, continuing my studies on the side. Today, in winter, I live on my passion for skiing and once the

season is over I resume my freelance activity in financial consulting and auditing.

When I'm in the red of esf on the slopes, no one would believe it, but this accolade allows me to balance. I found my balance between sporting passion and professional goals



Read the press kit - offer
esf 2022/2023



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