

MOUNTAIN WALKS IN THE AUVERGNE-RHÔNE-ALPES REGION

The Auvergne-Rhône-Alpes region covers an area of nearly 70,000 km² and has a population of about 8 million people. It is the largest mountain region in Europe, with 80% of its surface covered by 3 massifs: the Alps, Jura and Massif Central. The richness of its natural heritage, particularly its concentration of rivers and lakes and unique landscapes, constitutes a significant asset for the region.

The mountain economy in Auvergne-Rhône-Alpes generates 120,000 direct jobs and represents 74% of the French mountain economy. Although the tourism sector, especially ski tourism, is the main economic activity (203 ski resorts, top international ski destination, 41.3 million skiing days in winter), other sectors are gaining in importance, such as engineering, consulting services and construction. It is also the leading industrial region in France with 770,000 companies and 500,000 jobs in the industry.

In this region, the Cohesion Policy offers tailored support to business development and educational opportunities. It also valorizes its natural and cultural heritage and improves access to basic services for families, such as schools.



This brochure is produced in the framework of the communication campaign Montana174- How does the Cohesion Policy shape mountains?

This brochure illustrates how the Cohesion Policy has a tangible impact on the daily life of mountain citizens, using concrete examples from Auvergne Rhône Alpes Region.

www.montana174.org



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NOAH - MOUNTAIN WALK

4 SCHOOL

A new boarding school was built in Chambéry that serves over 900 meals a day and accommodates 200 students. **Noah can now attend some preparatory classes on scientific subjects. This is the main route to prepare for the entrance exam for engineering institutes and later become a distinguished researcher.**



3 COMPUTER SKILLS

Open workshops and activities to make digital education accessible were organized in Chambéry. **Noah was helped to acquire digital skills that will help him through his higher education.**



2 CYCLING

The Ecomobility Agency launched a project to encourage students to make walking and cycling part of their daily routine. **Noah began riding his bike to go out with his friends and his younger brother. It's not only fun, but also a great way to get around the city.**



1 SCIENCES

A mobile app was developed to tell visitors the stories of the Fine Arts Museum at Chambéry Museum and make their visit more engaging. Thanks to this app, Noah learnt about the historical heritage of his city in an interactive way. **Noah is fascinated by innovation, and he is keen to learn more about science and do research.**



NAME

Noah

PROFILE

High school student living in Chambéry

AMBITION

To become a scientist



CYNTHIA - MOUNTAIN WALK

3 INTERNATIONAL

Personalized support for business was offered to entrepreneurs. **Cynthia can now work on expanding her company internationally and attract more sales.**



2 FAMILY

An elementary school was constructed in the Hoche neighbourhood. **This school is close to Cynthia's shop, meaning she spends less time driving her children to school and can spend more hours in her store.**



1 WORK

An incubator of local enterprises was set up in Grenoble. **Cynthia tested the viability of her project idea through the incubator. Thanks to the support and mentoring that she received, Cynthia opened her own fashion store.**

NAME

Cynthia

PROFILE

Single mother

AMBITION

To open her own fashion store



LOUIS - MOUNTAIN WALK

3 PASSION

A regional initiative offers funding to help would-be entrepreneurs start a business. **Louis has always been passionate about flowers. As he has now more time, he has decided to open a small flower shop so that he can spend more time on his hobby and meet people.**



2 MOBILITY

The House of Mobility was created at Annemasse railway station. **Louis' children live in Geneva. Thanks to this hub, he can now save a lot of time when travelling from Annecy to Geneva, allowing them to meet up more regularly.**



1 NATURE

A sensory path to discover natural paths in the mountains was built in Turin, Cuneo and Annecy. **The path allows Louis to engage in multiple activities, enjoy the fresh air and walk barefoot, which are all good for his physical and mental health.**



NAME

Louis

PROFILE

Retiree from Annecy

AMBITION

To remain active and healthy in mind and body

