



Communiqué de presse - Energy Observer's Odyssey "On top of positive energies"

03 février 2023 - 11h37



Energy Observer's exhibition village opens its doors in the station of Avoriaz: a pioneer of ecology in the high mountains, for a large-scale awareness event: "On top of positive energies."



© Energy Observer Productions - Antoine Drancey

Actors from the region, the hydrogen industry, and the general public will gather around this exhibition of general interest to raise awareness of the challenges that face the energy transition and sustainable development.

"Hosting the Energy Observer village is in line with the history and reason of the Avoriaz station, a station which, since its conception in the early 1960s, seeks to be "different"; a station fully integrated into its environment thanks, in particular, to a bold approach to mobility. It is this same boldness that the Energy Observer Odyssey claims, as it makes a stopover at the top of our village of Morzine-Avoriaz, where we are multiplying our actions to develop and multiply the sources of positive energy. Beyond the majestic setting offered by this stopover in Avoriaz, on top of positive energies, I hope that all the animations and demonstrations offered by the Energy Observer village will inspire us and all the actors of the mountain in an approach of transition that has become essential!" Mr. Fabien Trombert, Mayor of Morzine.

This exhibition aims to highlight local initiatives for energy sobriety and to expose low-carbon solutions that bring a concrete and positive response to the imperative of the energy transition. An overall demonstration of what Energy Observer can bring together beyond the maritime world.

For Thierry Kovacs, Vice-president delegated to the environment & the positive ecology, Region AURA

"Faced with the climate emergency in the mountains, we must drastically reduce greenhouse gas emissions. By mobilizing all of its action levers - Mountain Plan II, Solarization Plan, and Regional Strategy for the deployment of hydrogen mobility and hydrogen industry, the Auvergne Rhône-Alpes Region intends to be there and to pave the way for a positive and economically sustainable ecology in mountain areas, alongside all the sectors and players in the territories."

This pedagogical installation opens its doors at an altitude of 1800 meters from February 4 to 24, bringing together concrete applications of mobility and electro-hydrogen systems with the presence of SERMA, EODev, Toyota, Hyvia, HRS, MoonBikes, MEP74, etc.

"While our laboratory vessel continues her around-the-world Odyssey and prepares its return to France during the Paris 2024 Olympic Games, it is in a completely different setting that our team is mobilizing! The objective is to showcase concrete solutions that will help reduce the carbon footprint of ski resorts and skiers and to raise awareness of the preservation of unique ecosystems" says Victorien Erussard, president, captain, and founder of Energy Observer.



© Energy Observer Productions - Antoine Drancey

Mobilizing an entire ecosystem

Energy Observer has already sailed over 92,000 km since its launch in 2017. A self-sufficient and emission-free round-the-world Odyssey thanks to the energy mix combining hydrogen and renewable energies. More than a boat, Energy Observer is a plea and a laboratory for the energy transition, whose innovations tested and verified on board allow to open the perspectives of applications without direct emissions, at sea, and ashore.

The "On top of positive energies" event takes place at a time when many countries are accelerating the development of the hydrogen industry, particularly in France, as Michel Delpon, a former member of parliament and ambassador of France 2030, reminds us: *"In this global race of environmental urgency, France must become the leader in Europe and the world. Let's not look elsewhere because we have all the assets to do so to regain healthy growth and, at the same time, our confidence and pride."*

Local companies, French and international industrialists will display their mobility solutions and applications to offer a concrete, optimistic and innovative perspective to reduce direct emissions: EODev electro-hydrogen generator, HRS mobile hydrogen recharging station, Toyota Mirai, Hyvia hydrogen utility, Caetano bus, MEP74 electric snowmobile, MoonBikes electric snow bike, etc.



© Energy Observer Productions - Antoine Drancey

For Séverine Blot, CSR Manager of the Société d'Exploitation des Remontées Mécaniques d'Avoriaz (SERMA): *"To continue to live and welcome visitors in the mountains, reducing the carbon footprint of the ski area is a true challenge in the strategy of adaptation and mitigation of climate change. The actions already in place to control and reduce consumption, although necessary, are insufficient. Hydrogen is one of the interesting technological avenues for a more rapid transition."*

Having a global vision of direct and indirect emissions is crucial when we know that the largest source of greenhouse gas emissions in a mountain destination is upstream: the transportation of visitors to get to the destination represents more than 50% of emissions (source: Bilan de filière Montagne carried out by UTOPIES/ADEME in 2021).

"The violence of climate change requires us to find new solutions. Hydrogen is certainly one of them. It will enable us to decarbonize large sectors of the economy and will also help integrate renewable energies into the energy system. Hydrogen is synonymous with reindustrialization in the regions, with the creation of value and development, as well as job conversion. Hydrogen makes it possible to develop all energies: those of the territories and those of the men and women participating in this new sector's structuring. Local authorities have seized this opportunity and are one of the powerful drivers of this deployment" emphasizes Philippe Boucly, President

of France Hydrogène.

An unprecedented audiovisual production

While the laboratory vessel sails the seas to meet those who find everyday sustainable solutions, Energy Observer's Odyssey goes beyond the course of the boat up to the high mountains, where the energy transition question is as important as elsewhere.

The global approach of energy sobriety implemented by the resort of Avoriaz takes the problem of emissions head-on: here pedestrians take precedence over cars, buildings are designed to be energy efficient, and snowmobiles are electric.

Victorien Erussard met local actors committed to a more sustainable future for the station, putting forward concrete solutions, which will be the subject of a dedicated audiovisual production broadcasted exclusively in the Energy Observer Foundation exhibition village.



© Energy Observer Productions - Mélanie De Groot Van Embden

Raising awareness among the youngest

As the first French ambassador for the Sustainable Development Goals, the opening of the Energy Observer Foundation's exhibition village is in line with the awareness-raising approach of the project's endowment fund.

This temporary structure, made up of two domes linked by a corridor, houses a timeline designed in collaboration with ADEME. All around the world, this exhibition will inspire and inform elected officials, schoolchildren, students, and the media, mobilize mobility and energy players, and offer an optimistic, and innovative perspective on the issues at stake for the sector, the territory, the economy, and society.

Many students from Morzine-Avoriaz will attend the exhibition to learn, understand, seize, and build knowledge for tomorrow's energy issues.



© Energy Observer Productions - Agathe Roullin

Practical information for the "On top of positive energies" event

Open to the general public from February 4 to 24

Opening hours: from 10 am to 6 pm

Guided tours with Energy Observer members are scheduled.

Location: 430 Rte de l'Accueil, 74110 MORZINE AVORIAZ

A press tip will be sent after the press release.

Press kit of the event

"In a fragile environment to be preserved such as the high mountains, it is important to present innovative, non-polluting and non-CO2 emitting solutions to raise awareness among the greatest number of people such as those proposed by EODev.

We design and industrialize clean and silent hydrogen electric generators in order to replace diesel generators in all their applications. From construction sites to major events, from grid backup to battery-powered vehicle recharging, our hydrogen generators are ideal for use in mountain environments where the electrical grid is often less dense and the risk of failure higher. This is why it was relevant and important for us to be present at the Positive Energy Summit in Avoriaz to also contribute, at our level, to the preservation of this ecosystem for future generations."

Jérémie Lagarrigue, Managing Director of EODev

"In 2018, our president Akio Toyoda announced a significant shift for the Toyota group and his will to transform it from an automotive company to a mobility company.

This new direction in mind, our goal was to go beyond our industry's borders by building a decarbonized society. We think that hydrogen technology takes center stage in this transition. However, this commitment does not stop with the Mirai, it also goes for other vehicles, such as buses, trains, boats, planes, but also generators. Toyota is looking to popularize the use of this energy on a daily basis, launching more and more projects involving its fuel cell"

Cédric Borremans, Head of Olympic and Paralympic division, Toyota Motor Europe.

"HYVIA, the joint-venture between Renault Group and Plug, is proud to exhibit its hydrogen van at the Energy Observer Foundation exhibition village in Morzine-Avoriaz. Renault Master Van H2-TECH is a concrete solution already on the road for delivery professionals, which meets the challenges of the energy transition, especially in the fragile environment of the high mountains.

With its unique ecosystem of vehicles and recharging stations, HYVIA is a logical partner for this excellent initiative. This initiative is all the more essential as it is located at the heart of the Auvergne Rhône-Alpes region, which is at the forefront of H2 mobility and is piloting the first European "Zero Emission Valley" project."

Julien Etienne, Chief Commercial Officer HYVIA

About:

Energy Observer is the name of the first hydrogen-powered, zero-emission vessel to be self-sufficient in energy, advocating and serving as a laboratory for ecological transition. The development of reliable, sustainable, emission-free, and economically accessible energy solutions is at the heart of our odyssey and our industrial subsidiary EODev. We have been sailing around the world for 7 years, stopping in iconic cities to meet pioneers who devote their energy to the development of sustainable solutions that respect the planet.

As the first French ambassador for the 17 Sustainable Development Goals set by the UN, our mission - reinforced by our endowment fund Energy Observer Foundation - is to raise awareness of the ecological transition issues and explore solutions that prove that another energy future is possible.

Energy Observer has received the High Patronage of Mr. Emmanuel Macron, President of the French Republic. It has the official support of the Ministry of Ecological Transition, UNESCO, the European Union, Irena, and Ademe.

→ www.energy-observer.org

#EnergyObserver

Host partner

MORZINE AVORIAZ
Portes du Soleil

