

Manifest for the Promotion and Attractivity of the Maurienne

Many of us have observed that the Maurienne is experiencing major disaffection, which has led it to enter a series of difficulties that are weakening it. The communes at the bottom of the valley are victims of its de-industrialization, of the complete upheaval of its historical role as a major international communication axis, of the persistent decline in its demography due to the out-migration of its youth.

Contrary to popular belief, high-altitude communes, the “backbones of winter and summer sports resorts”, are not protected from difficulties. They face unbridled real estate, gross negligence regarding the environment and an ecological crisis that poses a deadly threat to our existence. An increasingly technocratic governance, subject to experts as well as economic and financial interests from outside the region, means that resorts are replacing the villages to the detriment of the communities.

As individuals or as representatives of organizations, members of associations, economic stakeholders, we are determined to take action and join forces to create conditions conducive to the development and attractiveness of the Maurienne. This, outside of elections and electoral calendars, outside of any partisan spirit. We will organize the Maurienne Convention in the first half of 2019, which is intended to mobilize all the stakeholders of the area, from Aiguebelle to Bonneval, communes along the Arc, and high-altitude communes, which must find the path to unity.

Our action is based on the respect of common values and rules; the attachment to the Republic, its institutions, and its motto: Liberty, Equality, Fraternity, which should not be just a mere promise; the strengthening of the fundamental role of the local elected officials who have, unquestionably, the authority to keep the communities alive. However, they must be attentive to the technocratic drift of which they are both victims and participants, resulting in a weakening of local democracy. In this respect, they will have to invent, with their fellow citizens, a new form of democracy, participative, co-contributory, which will place the citizen at the heart of public action. Social issues are a continuous concern that every elected representative must put at the heart of his or her efforts: the French are unanimously attached to them, and no one can or should remain apart from national solidarity.

The Maurienne has many assets on which we must rely to restore its self-esteem, its confidence in its own strengths, and confidence in all its interlocutors. Its first asset is its land, the quality of its landscapes, a countryside more generous than it seems at first glance, as long as we get to know and respect it. Another asset is its history, a wealth of experience, valuable lessons learned in the hands of local institutions, knowledge of and respect for ecosystems, three points for which the use of common

resources has been a determining factor, but also, in the richness of its artistic heritage, in the existence of ingenious minds, inventors and remarkable industrialists, known worldwide.

The past is not the only reason to be confident. The present is just as much so. Its mountain agriculture is, at the same time, local agriculture, a formidable means of maintaining the landscape and bearing the name of the Maurienne outside Savoie, thanks to excellent products.

Its craftsmanship, with its diverse forms, is dynamic, its industry, although small, is efficient. Its athletes honor it by setting an example and winning world titles. Its tourism, the first activity of the area, makes its name shine but must learn to become ecologically responsible. Finally, the valley is home to prestigious research centers that are eager to be developed, welcomes scientists and researchers from the five continents who work on the most relevant subjects of the moment, and is the venue for a construction site with European interests at stake. It is up to the people of the Maurienne to make the most of it.

We will not be able to face the great challenges of the 21st century, first and foremost that of the ecological emergency, without being imaginative and creative, bold, and courageous like our predecessors. To succeed, let us restore the art, so precious, of the government of the people, which alone can ensure civil peace and take care of the public interest. Let us ensure that words are no longer dissociated from action and that action brings the desired result. All things that can only be part of an ambitious project, which requires us to be reconciled with nature.

The logo features a large, stylized black hashtag symbol (#) on the left. To its right, the words "MAURIENNISEZVOUS" are stacked vertically in a clean, sans-serif font. The letters are white with a thin black outline, and they are partially overlaid by the vertical stroke of the hashtag.