PRESS KIT 2025-2026

CSF RED SWEATERS FOR 80 YEARS

A year with the esf instructors



RED SWEATERS FOR 80 YEARS A YEAR WITH THE esf INSTRUCTORS

This year, the École du Ski Français (esf) invites you to step into winter through the eyes of its 16,500 instructors who proudly wear the iconic red sweater. More than teachers of technique, they are the guardians of mountain traditions, ambassadors of their regions, and companions in discovery for every skier they guide. True pillars of the esf community, they embody both expertise and passion, carrying forward the spirit of skiing while adapting to the changing rhythms of mountain life.

The 2025/26 press kit reveals their perspectives, their commitments, and the stories that give esf its enduring soul.

The people behind the Red Sweaters

- Cross-generational perspectives: transmission and commitment as seen by a president and a young instructor in training.
- Portraits from the field: diverse profiles and life paths mirror the richness of today's society.
- Multiple callings: from instructor to doctor, shepherd, or elite athlete — An esf instructor wears more than one hat.

The mountain, as told by those who teach it

- Tailored instruction: programs designed for every age and skill level, to learn, progress, and excel.
- Reinvented experiences: from freestyle to hiking, from safety training to sustainable mountain practices — esf creates opportunities year-round, winter and summer alike.
- Pedagogical excellence: esf Academy and a rigorous State diploma program provide structure and ongoing professional development.
- A cooperative spirit: a modern and historic model built on equality, solidarity, and deep ties to local communities.

esf

This Season's Highlights

Snowboard progression

A new medal system, clearer and more adaptable for learners.

Nordic Piou-Piou Club

A new program tailored to introducing the youngest to cross-country skiing.

Culture Montagne

Innovative educational tools to support **esf** instructors in guiding both children and adults in discovering the mountain ecosystem.

Exclusive IPSOS survey

90% of instructors have a second occupation; 50% wish to teach in summer.

Sustainable Mountain Roadmap

Ambitious targets for carbon reduction, soft mobility, eco-driving, and zero waste by 2030.

Enfance & Montagne

More than 16,000 children have already discovered the mountains thanks to the foundation.

"FROM GENERATION TO GENERATION, THE RED SWEATER WORN WITH PASSION"

"Through the voices of both Éric Brèche, President of the SNMSF and Jules, a young instructor in training, emerges a shared commitment: to pass on knowledge and guidance and to bring the mountains to life with dedication and responsibility, generation after generation."



Éric Brèche President of the SNMSF

«The Strength of a Collective »

For over 80 years, **esf** instructors have embodied a singular tradition of transmission — one that goes beyond teaching a sport. In the specific environment of a snowy mountain, they are guides and mentors, but also storytellers of their valleys, ambassadors of their resorts, and active contributors to the vitality of mountain life throughout the year.

Their role extends far beyond the slopes: they teach, inspire, and keep the mountains alive in ever-evolving ways.

Today, in a context of economic, social, political, and environmental instability, their role is even more meaningful. In a context of shifting seasonality, they are paving the way toward a vibrant, year-round mountain. As educators, health professionals, farmers, entrepreneurs, or coaches, they sustain the vitality of local communities well beyond the winter months.

Serving 2.5 million students, teaching skiing is at the heart of the **esf's** DNA, and supporting the profession of ski instructor and its development is our priority. This involves recognising the need for access to multiple occupations and building on the instructors' vocation as sports educators through the support of summer teaching projects. Youth is our future, and it must be given the tools to flourish. Through the *Enfance & Montagne* endowment fund, more than 16,000 children have already discovered the mountain this season. To educate about the mountains is also to prepare tomorrow's citizens: curious, responsible, and attuned to others and to nature.

I take pride in welcoming a new generation to the collective of Red Sweaters, bringing both clear-eyed awareness and boundless enthusiasm for the profession and its challenges. Together, through collective intelligence and the strength of intergenerational bonds, we are shaping a mountain environment that is welcoming, exacting, and deeply committed.



Jules D., 21 Instructor Trainee

« A Calling, a Responsibility, a Commitment »

Joining **esf** is not simply choosing a profession, it is joining a story, a community and a territory. The Red Sweater carries a strong responsibility which is to pass on expertise, to foster a love for the mountains and to care for them. It is also the symbol of a collective commitment, both demanding and inspiring.

Today, thanks to the "Mon Aventure Montagne" (MAM) and "Mon Expérience Montagne" (MEx) programs, the SNMSF actively supports instructors in building a year-round professional project. These initiatives make it possible to establish deep local roots, broaden skills — for example, by leading summer courses — and maintain a mountain life that is active and inhabited in every season.

This support is invaluable in building a local, balanced future centered on transmission. Being an instructor also means being an educator, a role model, a mediator. It means ensuring that the mountains remain accessible, vibrant, and welcoming.

I feel privileged to learn alongside experienced instructors who share their knowledge generously. Their connection to the field, their versatility and their love for the mountains are vital touchstones. It is up to our generation to enrich this heritage, to embrace it and to carry forward, in turn, the spirit of **esf** all year round.

RED SWEATERS FOR 80 YEAR

- 6 − We Are the esf Instructors
- 9 Our Daily Life
- 11 Our Offer
- 18 A Profession of Excellence
- **20** Our Commitment
- 22 Our Model
- 24 Our Season

WE ARE THE esf INSTRUCTORS

The 16,500 esf instructors have always been the face and the voice of the École du Ski Français. They embody it on the ground, serve as its ambassadors and play a central role in its longevity and professionalism. They are also a reflection of society itself — varied in age, gender, origin, and career paths.

The diversity of these mountain professionals is both a strength and a real asset.

Nearly half also hold (or are working toward) a second State Sports Qualification, enabling them to teach another discipline and <u>diversify their activities</u>.

Despite their differences, they all share a strong sense of community, a taste for challenge, a passion for sharing and a deep attachment to their home regions — values they proudly and passionately pass on within the 210 esf schools to all who wish to learn, explore, and perfect their skills in skiing and snow sports.





Why did they become instructors?

For the passion for skiing, wide open spaces and the mountains

Maurice Manificat, member of the esf team and Nordic ski instructor in Autrans, Vercors: « After my time with the French national team, becoming an instructor felt like the natural next step. In addition to passing on my knowledge, it's an incredible opportunity to continue evolving in our magnificent mountain environment and to keep practicing the sport that has inspired and driven me so much. »



For the desire to pass on knowledge

Anne P., instructor in La Tania:
« Alongside my medical studies,
I began training to become
an instructor. It was an obvious
choice for me, as I've been skiing
since I was a child. As a general
practitioner, health prevention
and promoting sport are part
of my work. Being a ski instructor
also allows me to be in an
excellent position to talk
about it. »

It's a family tradition

In Le Dévoluy, the B. family

has been passing down the passion for three generations:
André, the first instructor in the family, now 76, still teaches a few weeks each winter. His daughter Létizia and grandson Louis, 24, have now taken up the torch. Many families in our resorts pass the baton in the same way, teaching in the footsteps of their elders.

For the love of sport

Michka G., instructor in Chamonix:

« I've always practiced a wide variety of outdoor sports. I need to train, to push myself physically and mentally, to discover new sensations and to progress in self-awareness. I also practice pilates and yoga for breathing and body awareness. This helps me better understand my students' movements and to detect their hesitations more easily. »

To put down year-round roots in a region, with a multi-activity (and independent) lifestyle

Amandine P., instructor in Termignon-Val Cenis:

« I joined my family's sheep farming business as a shepherd. It's a source of pride to continue a profession essential to maintaining the mountain and ski areas — grazed areas with short vegetation helps anchor the first layer of snow. It's a perfect complement to my work as an instructor, which I'm equally passionate about. » A survey conducted by the SNMSF with Ipsos in April 2025 confirms the richness of esf instructors' backgrounds, particularly in terms of multi-activity. Key findings include:

CONSIDER SKIING THEIR PRIMARY ACTIVITY AND THEIR MAIN SOURCE OF INCOME

NEARLY

90%

OF THOSE AGED 25-54 HAVE ANOTHER OCCUPATION, MAINLY IN SPORT (20%). **52**%

HAVE ANOTHER OCCUPATION FOR MORE THAN 10 YEARS.

would like to continue teaching elsewhere or develop another educational activity. Younger instructors are the most motivated to continue, while older ones are more

reluctant to relocate.

are interested in teaching during the summer

during the summer in their own resort — a figure that rises above

among those under 45.



OUR DAILY LIFE

Sport, pedagogy, transmission, learning, human connection, sharing, exchange, encouragement, adaptability, trust, enjoyment, progress...

There are probably not enough words to fully capture the daily lives of the men and women in Red Sweaters.

One thing is certain: it is a life both rich and committed.



OUR VALUES:

PASSION
RESPONSABILITY
KINDNESS
ENTHUSIASM
AND BOLDNESS



Camille A., Instructor in Font-Romeu:

« Our days are very varied,and for me, that's one of the bigadvantages of being an instructorno room for routine!

During school holiday periods, my days usually start at 9 a.m. and end around 6 p.m., but no two are alike: group lessons, private lessons, children, adults, all levels... It's extremely varied!

Sometimes I work 'engagement journée' — about six hours of private lessons in a row, usually with a few adults. That's very pleasant, as the days are slightly shorter and allow me to explore the entire ski area.

Not to mention switching from skis to snowboard, or setting up the Piou-Piou Club in the morning... Truly, it's impossible to get bored! »







Camille's 10 rules for good conduct on the slopes, inspired by FIS's rules

LEARN WITH A PROFESSIONAL

Learning to ski is, above all, learning to know yourself on skis.
Being guided by an **esf** instructor helps you better understand your abilities, progress with confidence, and enjoy yourself — all while respecting others.

2

CHOOSE AN APPROPRIATE PATH

On the slopes, the skier below you has priority. Always keep an eye on them... and adjust your trajectory to maintain flow and mutual respect. 3

STOP IN THE RIGHT PLACE

Stopping? Yes — but never just anywhere.
Use the edges of the piste and avoid blind spots (behind a bump, after a turn or at a lift exit).

4

LOOK BEFORE YOU GO

Before setting off or crossing, take a few seconds to look around. A simple habit that greatly improves safety for everyone. 5

OVERTAKE CONSIDERATELY

When overtaking, anticipate. Keep your distance, watch the other skier's movements, and stay flexible on your skis. This too is part of the mountain's good spirit.

6

ON FOOT, KEEP TO THE EDGES

Whether walking, climbing back up, or helping a friend, always stay at the edge of the piste — for your safety and for the smooth ride of others.

7

READ AND RESPECT THE SIGNS

Signs, markers, crossing notices or level changes... the signage is there to guide you. It's an integral part of the experience.

8

ADAPT YOUR PRACTICE

Adjust your behaviour according to your skill level, the weather, the crowd on the slopes, or the difficulty of the run. The key is to feel comfortable — and stay alert.

9

RAISE THE ALARM IF NEEDED

In the event of an incident, calmly call for help (emergency number: 112) and remain available for the ski patrol. Being there for others is also part of the mountain spirit.

10

SHOW RESPECT IN ALL ITS FORMS

Respect others, the mountain, and everyone's pace — that's what ensures everyone can make the most of their day.



OUR OFFER

Every learner is unique — their knowledge, ambitions, skill level and objectives differ. To meet the needs of as many people as possible, esf has developed a comprehensive range of programs that evolve with changing practices and expectations.

Each instructor strives to understand the people they teach, to build trust and to make the mountains a place of fulfilment, accessible to all.





Our lessons: From Age 3 to... Almost No Age Limit!

Maxime J., Instructor in Orcières Merlette: « Many of us instructors have vivid memories of our first ski lessons, often linked to the Piou-Piou Club. So it's with a touch of nostalgia, but also great responsibility, that I now teach the fundamentals of snow sports to children aged 3 to 5.

Getting familiar with snow, learning at their own pace, building confidence... so that they can earn their first medals (Piou Piou, Blanchot, Sifflote, Garolou) and develop a desire to keep improving or discover other disciplines! »

From the age of 5, whether they have been through the Piou-Piou Club or are new to skiing, children can continue their progress toward new medals — Ourson, Flocon, then 1, 2, and 3 Stars.

Later, they can aim for the Team Étoiles levels: bronze, silver, and gold stars.

To keep skiing enjoyable, learners must master the fundamentals of one level before moving to the next. These standards are part of a national framework — the same in every **esf** and for every instructor.

Teenagers and adults also have dedicated courses tailored to their interests and goals, whether in private or group settings.

For example, there's a specific teen offer: the Team Rider course.



The Nordic Piou-Piou Club

From the age of 3 to 5, children can discover the joys of Nordic skiing in a specially designed environment: safe, playful and perfectly adapted to their needs.

Through fun scenarios, games and progressive learning, all the fundamentals of the **esf** teaching approach are applied to the Nordic setting.

Guided by **esf** instructors, young skiers gain confidence while developing coordination, balance, and independence on skis.





MORE ON esf LESSONS



STARS, A TRUE SYMBOL



Our Experiences:

Thinking outside the box.
Go beyond the traditional!
Ski differently, deepen your
knowledge, enjoy the mountains
in summer and experience the magic
of the mountains in a new way.

Julien J., Instructor in Alpe d'Huez: « As skiing evolves and expectations rise, esf enriches its offer year after year. It's very rewarding to be part of a collective that moves and innovates. I'm thinking of the 'Ladies Camp' or the 'Chrono Challenge' that we offer in our resort, which provide new adventures guided by expert instructors. We also offer the 'Ski Differently' experiences with ski touring, freeride and Nordic activities.

Finally, the **esf Club** for those passionate about competition. Competition and self-challenge are in our DNA and we love sharing them with anyone who wants to take part. »

mon aventure MONTAGNE

Since 2022, Mon Aventure Montagne has been inviting children aged 3 to 12 to discover the mountains in summer. Designed by the esf together with mountain guides and instructors, these stays offer an experience tailored to each age group.

The programme includes discovery, games, exploration, and environmental awareness, allowing young people to thrive in the mountains and share memorable moments with passionate instructors.

















Our disciplines:

Alpine skiing, snowboarding, freestyle, Nordic activities (cross-country skiing, biathlon, snowshoeing, telemark), ski touring, adaptive skiing plus more.

Something for everyone and for all tastes. There to vary the fun and take on new challenges.



NEW

Snowboard gets its own medals!

To offer a clearer and more relevant progression — above all for the learner - snowboard











MORE ON ALL DISCIPLINES









Étoile d'Or

900 participants aged 9-14: qualification round (giant slalom - Flèche format) then finals (parallel slalom), leading to the Ski Open Cog d'Or finals.

Ski Open Coq d'Or

1,500 participants, U12 and U14: reveals future champions, in partnership with the French Ski Federation.

Past winners include Gauthier de Tessières, world super-G silver medallist in 2013 and winner of the first Coq d'Or in 1994, and Tessa Worley, double giant slalom world champion in 2002.

Kid Contest by esf

150 skiers and snowboarders aged 10–18: three events - freeride, skiercross, and freestyle.

Biathlon & Nordic Skiercross

200 participants, boys and girls, U11 and U13): a cross-country ski race run in heats.

Ski d'Or

800 competitors / 200 in the Ski d'Or Parents:

over two days, slalom races (Chamois format) and a parallel slalom final. The Parents' event lets families compete against each other.











Our services:

To make stays easier - whether for families, friends or colleagues.





With the digital Mon Séjour en Montagne (MseM) platform, you can book lessons at nearly all the Écoles du Ski Français stations, purchase lift passes,

rent equipment at over 580 stores, reserve transport (train, bus, etc.) and find accommodation from more than 200 marketplaces.

All this is professionally executed online, in a single secure basket, via the national site www.mon-sejour-en-montagne.com (25,000–30,000 daily visitors) and many partner resort sites.

For station professionals who list their accommodation or services on the platform, it's an opportunity for visibility and convenience as they set their own prices with no extra commission.

FOR THE 2024—2025 SEASON: 660,000 ORDERS PROCESSED ACROSS ALL MARKETPLACES, GENERATING €216 MILLION IN SALES.





18

A PROFESSION OF EXCELLENCE

The professionalism and technical expertise of esf instructors are widely acknowledged, even beyond our national borders.

To wear the iconic red jacket and earn their badge from ENSA (awarded by the French National School for Skiing and Mountaineering), aspiring instructors must follow a structured and rigorous training pathway, culminating in a demanding State Diploma.



Throughout their careers, instructors receive ongoing support through the **esf Academy.** This skills centre coordinates all existing support initiatives and offers tailored training **modules delivered by qualified specialists.**

Loïc F., instructor in Vars:

« It is a real privilege to have access, throughout our careers, to training of such high quality. Whether it's to maintain our skills, to progress or to diversify, these annual sessions are an excellent opportunity. Personally, I undertook training that enables me to work with people with physical disabilities. I was determined to share the joys of skiing with all audiences and especially with those facing physical challenges. I truly enjoy highlighting this different aspect of our profession and showcasing our expertise in this field. »



Challenge des Moniteurs, The annual competition for esf instructors

Adeline Mugnier, instructor at Les Gets, French Champion of instructors of the 73rd Challenge des moniteurs in Alpe d'Huez

Challenge des Moniteurs (2,000 participants):

closes the season with a week-long, high-level event - 40 competitions in all disciplines, for all ages, from trainees to veterans.



team

To uphold and embody
this high level of excellence
everywhere and in every
circumstance and to showcase
the international sporting
sphere in which France excels,
the esf Team grows each year
with new ambassadors.
These former elite athletes
represent esf and their sport,
share their expertise, provide
coaching and meet with both
young and seasoned skiers
alike.





Meet one of the most recent athletes to join the **esf Team**:





MARIE BOCHET, esf TEAM

Nastasia Noëns, Marie Bochet, Pierre Vaultier, Tessa Worley, Maurice Manificat



OUR COMMITMENT

esf instructors work in a magnificent natural environment. One they strive to preserve and protect more with each passing day. This commitment is something they also pass on to their students, forming an integral part of all our teaching.

Every year, initiatives are undertaken to safeguard and care for this precious mountain environment, so valued and respected by the red sweaters.

Marie Bochet, member of the esf Team and instructor in Arêches: « The 'Dernier Planter de Bâton' (The Last Ski Pole) operation, co-organised with Mountain Riders, is extremely important. At the end of the season, it enables us to collect the waste revealed as the snow melts. In Peyragudes, for example, it brought together around a hundred people this year, who gathered 300kg of waste, including 150kg of plastic! It's a hands-on, committed initiative with real tangible results, reminding us of the importance of caring for our environment and raising awareness among all who experience it. »



"La Culture Montagne"

Designed to introduce mountain life and help people better understand how a ski resort operates within a complex ecosystem.

Instructors from around twenty esf schools will soon have access to new tools (card games and large visual panels) to spark conversations about mountain life, biodiversity, the water cycle, infrastructure, landscapes, and waste.

This is a great opportunity to go even further in sharing and passing



on their knowledge.





The commitment of the red sweaters also extends to supporting schools organising mountain discovery classes.

Thanks to the 'Enfance et Montagne' endowment fund, thousands of children each year are able to take part in these collective stays.

During the 2024–25 season, 819 classes (with a budget of $\[\epsilon 620,000 \]$ will take part, enabling 16,676 pupils to experience the magic of the mountains, deepen their understanding of nature, and build environmental awareness.

Pierre S., instructor in Saint-Sorlin-d'Arves:

« I had the privilege of taking part in a discovery class last winter. Over the course of two half-days, I accompanied children, many of whom were seeing the mountains for the very first time. Their curiosity, smiles and wonder truly moved me. It made me even more eager to share what the mountains have to offer.

I've already signed up to do it again this year! »











OUR MODEL

Built on a cooperative structure, esf has developed an inclusive social model that serves both the profession, and, more broadly, the local communities. Although each instructor is self-employed, they rely on a strong collective spirit and unwavering solidarity.



Gilles C., instructor in Valberg for 44 years, and Julien D., instructor in Tignes le Lac for 5 years:

How do you view the sharing of knowledge between instructors?

Gilles: In my day, back in the 1970s, the senior instructors would already take us under their wing and we learned a great deal from them. Beyond the official state diploma, there was an intangible passing down of knowledge. It's deeply embedded in our DNA and now I eniov passing on what I've learned in turn, while also drawing inspiration from the vounger generation who bring great freshness to the profession. It's a source of pride to see them taking up the baton.

Julien: That's what struck me immediately when I joined my school. The sheer willingness of the more experienced instructors to help us progress. There's real mutual support and a strong human connection. It's not just about technical tips; it's full, holistic guidance. It makes you want to get involved and live up to the trust placed in you.

What do you think of esf's egalitarian model?

Gilles: It's a very strong foundation. Whether you have twenty or fifty years in the profession, whether you're a woman or a man, there is no difference.

It's not just words when it comes to pay, training or career development, it's a truly inclusive and egalitarian model.

Julien: It's both reassuring and motivating. You immediately feel recognised as a full instructor, even if you've just started. It allows you to focus on what really matters which is giving your all in teaching, improving and passing on your knowledge. Despite its 80 years of history, I actually find it a very modern economic model.

What is your vision of the instructor's profession?

Gilles: I was born in the mountains and for many of us, becoming an **esf** instructor was the obvious path. We knew the environment, the people

and the seasons. An instructor plays a role in the economic vitality of the resort ecosystem, where we are part of a larger chain of different players who bring life and energy to our regions and communities.

Julien: For me, what I enjoy is being able to make a living from my passion while maintaining a certain freedom. The profession allows me to stay connected to nature and have a lifestyle I've chosen. I also do trail running and paragliding in the summer and I enjoy this versatility and diversity.





Rouge Légende Ceremony

Every year, this event brings together hundreds of new instructors who join the great Red Sweater family. It's an opportunity to gather everyone together to present them with their medal and their iconic red sweater.

In 2024, there were 444 new graduates celebrated on that day.









KEY FIGURES FOR 2024-2025

OUR SEASON

2 MILLIONS
STUDENTS AND 800,000 INDIVIDUAL CLIENTS

HOURS OF LESSONS DELIVERED

A CONTRACTOR OF THE STATE OF TH



esf

















Déborah Zeitoun deborahzeitoun@dz-co.fr 0625698759

ginette. 09/25. Photos credits: Agence Zoom, Nils Louna

Mark Neville mark@everyonesawinner.net +44 (0)7 79 987 85 52



