

PADDLE BOAT FESTIVAL

An intergenerational event that brings people of all ages together for one day.

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MISSION

Offer a unique experience that fosters **intergenerational exchange** and raise awareness on the physical and mental health of elder generations through social interactions and by sharing personal experiences.

VALUE PROPOSITION

The highlight of our event will be a **paddle boat competition**, open to all ages, that will take place at the Lac de Géronde in Sierre. To animate this "festival", there will also be food and beverage stands, by using only local resources.

VALUES

OPEN-MINDEDNESS
PEACE & RESPECT
COMMUNITY

VISION

Build a better future by enhancing social **sustainability** through sustainable practices and community engagement.



USP

Intergenerational
The objective of this day is to bring people from different generations together.

FAMILIES



HOME

SCHOOLS

PARTNERS

- Tourist Office
- WEBLO
- HES-SO

STAKEHOLDERS

- Students
- Tourist Office
- HES-SO
- Police
- Commune
- Safety guards
- Bus Sierrois
- Sponsors
- Customers
- Locals
- WEBLO
- EMS Beaulieu, Foyer St-Joseph & Résidence Plantzette