



Sustainability Policy – Pure Biking Verbier

Our Commitment to the Summits

At Pure Biking Verbier, we believe that riding these mountains is a privilege that comes with a deep responsibility. Our sustainability policy isn't just a list of rules; it is our compass. We are committed to minimizing our footprint on both the natural and social environments, increasing local economic welfare, and inspiring every rider to respect the fragile beauty of our playground: the Swiss Alps.

1. On the Trail: Nature and Biodiversity

The silence of the peaks and the purity of the landscapes are our greatest assets. We protect them actively:

- **Respect the Track:** We follow strict codes of conduct to minimize trail erosion. "Leave No Trace" is not an option; it is our standard.
- **Wildlife Protection:** We do not offer excursions that harm animals or natural resources. We strictly respect wildlife quiet zones, especially during sensitive breeding or wintering seasons.
- **Zero Harmful Souvenirs:** We prohibit and discourage the purchase of any souvenirs containing endangered species of flora or fauna.
- **Rider Education:** We provide you with clear guidance on how to act in the mountains—focusing on resource conservation (water/energy), waste management, and respect for protected areas.
- **Hands-on Commitment:** We don't just ride; we dig in. We actively participate in trail maintenance volunteer events to ensure the very ground you ride on remains healthy, flowing, and resilient for future generations.

2. The Heart of Valais: Local Economy and Culture

Pure Biking thrives thanks to its community. We are committed to supporting those who make our valleys breathe:

- **Local First:** We prioritize hiring our guides, drivers, and staff from the local talent pool in Valais. When skills are equal, local is always our first choice.
- **Supporting Mountain Huts:** On the Haute Route and our private tours, we choose local mountain huts and family-run businesses for meals and lodging, ensuring your adventure directly supports the regional economy.

- **Fair Wages:** We guarantee our guides and partners a living wage that meets or exceeds the legal minimum and industry standards in Switzerland.
- **Cultural Immersion:** We encourage you to discover local crafts and "terroir" products, creating a meaningful link between your ride and village life.

3. Responsible Logistics and Operations

Even behind the scenes, we strive for consistency:

- **Conscious Transport:** We prioritize sustainable transport options for our trips, carefully balancing carbon impact with practical requirements and costs.
- **Ethical Sourcing:** Our contracts include standard sustainability clauses focusing on waste management, biodiversity protection, and anti-corruption.
- **Zero Tolerance:** We maintain a zero-tolerance policy for any form of human exploitation, specifically regarding children's rights, throughout our entire supply chain.

4. Safety and Integrity

Sustainability is also about the long-term safety of our people and guests:

- **Continuous Training:** Our guides are regularly trained not only in safety and technical skills but also in the environmental and social aspects of our sustainability policy.
- **Emergency Preparedness:** Our team is trained to act with clarity and efficiency in critical situations.
- **Accountability:** We continually review our goals and guidelines to ensure that Pure Biking is always moving toward a more responsible and transparent model.