



FISE MONTPELLIER 2022

A MORE ENVIRONMENTALLY AWARE FESTIVAL

A global approach for Hurricane Group, taking root through its events

Initially developed for the organisation of urban sports events, Hurricane Group has broadened its field of activity by integrating its production of sports structures (Hurricane Parks and Tracks), visibility and communication solutions (Print Event), and creative agency (Hurricane Creative).

Since 1997, Hurricane has brought together the talent of the sports industry to offer unique experiences, such as the FISE Montpellier festival, which every year brings to the city over 600,000 people united in their passion for urban sports. Hosted not only in France but around the world, these must-see events help stimulate unprecedented growth in the sports' disciplines which are still, in some circles, considered «alternative».

Each event uses the expertise of the group's subsidiaries and continually updates events and their organisational processes to maintain the highest standards. At the same time, the process improves environmental impacts inherent to large-scale gatherings. The variety of Hurricane Group's activities has led to a diverse but sustainable development plan that each individual part must incorporate into its management strategy from design stage onwards.

The group's approach to CSR (corporate social responsibility), initiated in February 2021, is divided into several parts: inventory and evaluation of actions already established; definition of short-, medium- and long-term objectives; drafting of a vision/values for internal dissemination and stakeholders; analysis of suppliers and their CSR approach, mapping of flows, carbon footprinting, implementation of internal information and awareness-raising tools; involvement of partners through proposals for CSR activities; support for service providers in collaborating with and adhering to the approach, etc.

The edition of FISE Montpellier being prepared in 2022 is, therefore, unprecedented: concern about environmental impact carries as much weight as do the competitions and festival activities. In looking for ways to improve and reduce any impact – and perhaps even harness positive outcomes – FISE invites its 600,000 festival-goers to join them in creating a more environmentally aware festival.



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JULES: a unique partnership to develop the FISE In Progress project

FISE is collaborating with the JULES brand to offer event attendees immersive, sustainable and innovative activities. By working with partners who are sensitive to its social and environmental commitments, the festival is putting forward concrete actions to limit the impact of such a large-scale gathering. JULES has been working proactively on these issues for the past three years and will contribute to the development and implementation of the FISE In Progress project.

Festival-goers will be mobilised in three stages: by signing up to collect their free e-tickets; by accessing a fun and instructive quiz (incorporating numerous competitions); by the FISE In Progress guide that tells them how to limit their environmental impact and optimise their festival experience.

In order to place people at the heart of its development, the JULES brand has created a capsule collection dedicated to the world of FISE: available from May 2022 on jules.com, in a selection of shops, and in a pop-up store at FISE Montpellier. The latter will be the centre of the JULES x FISE In Progress activation, a daily meeting point for all festival-goers in conjunction with the competitions.



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Passion beyond gender

All urban sports benefit from globalisation expansion, unaffected by gender, as evidenced by the increase in female and other riders. Whether in BMX, Roller, Skateboard or Scooter, these riders now fill the categories of all ages and stages. Their numbers are increasing season by season. So too is their determination to stand atop the Park podiums. FISE events give them an opportunity to showcase their passion, inspire youngsters to take up urban sports, and prove that Freestyle gives you the freedom to do what you want, without gender restrictions.

Juniors and amateurs at the heart of the events

Although professional riders receive the most media attention, the majority of riders compete as amateurs. The details of urban sports mean that the distinction between professional and non-professional riders can be ambiguous, and varies according to the discipline and background of each rider. Nevertheless, for 25 years FISE Montpellier has been a springboard for riders throughout France, bringing them media coverage and local recognition. The same applies to younger riders, many in the Kids and Juniors categories. The spirit of FISE means giving everyone the opportunity to ride and participate in events: whether you are 5, 12, 20 or 45, FISE inspires talent at any age.

Un panel de riders internationaux

There are many features that attract headliners at each stage of the festival's world tour: increased prize money for the 2022 season, points counting toward Olympic qualification, the prestige of a title to add to one's list of achievements, the desire to ride in unique Parks ... A total of almost 50 nationalities come together every year and this number is constantly increasing. Here are just some of the names lining up this year: Daniel Sandoval (USA), Kenneth Tencio (Costa Rica), Daniel Wedemeijer (Netherlands), Irek Rizaev (Russia), Brandon Loupos and CJ Wellsmore (Australia), Jack Clark and Joe Atkinson (UK), Nikita Ducarroz (Switzerland) and Macarena Perez (Chile).