



PROJECT BRIEF
VOTRE CERCLE DE VIE – 2022

VOTRE CERCLE DE VIE TODAY: A LIVING COMPANY



LOCATION

- * In the Pays-d'Enhaut, in the middle of Château-d'Œx village
- * Within family lands used for agriculture and livestock



THE PROJECT LEADERS

- * Nicolas and Esther Mottier-Gerber: children of farmers, farmers, and naturopath
- * A small but passionate team supported punctually by more than 500 people



CURRENT ACTIVITIES

- * Biodynamic agriculture and livestock
- * Organic shop in Château-d'Œx
- * Organic shop in Zweisimmen
- * Naturopathy
- * Second-hand shop
- * Bed & Breakfast
- * Esprit Ensemble Foundation

THE PROJECT CONTEXT: FACING THE CHALLENGES OF TRANSITION



CHALLENGES

- * Sustainability and inclusiveness issues at global and local level
- * Agriculture as the driver for transition



PROPOSAL

- * A site combining a farm, an educational eco-hotel, a holistic restaurant and a natural health centre
- * Coaching and education site for the ecological transition
- * Inclusive and intergenerational place

THE PROJECT'S PHILOSOPHY

MISSION

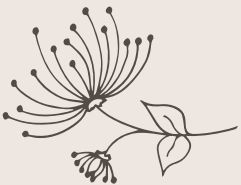
Creating the bond between humanity and nature through agriculture in order to raise awareness and practice sustainability on a daily basis, sharing skills

VISION

Be a reference for a sustainable development of the planet's resources

VALUES

Authenticity, Biodiversity, Sustainability, Innovation, Serenity, Solidarity, Tradition, Transparency, Inclusiveness, Sharing and Networking



THE PROJET: A UNIQUE AND PIONEERING CONCEPT FOR 2024



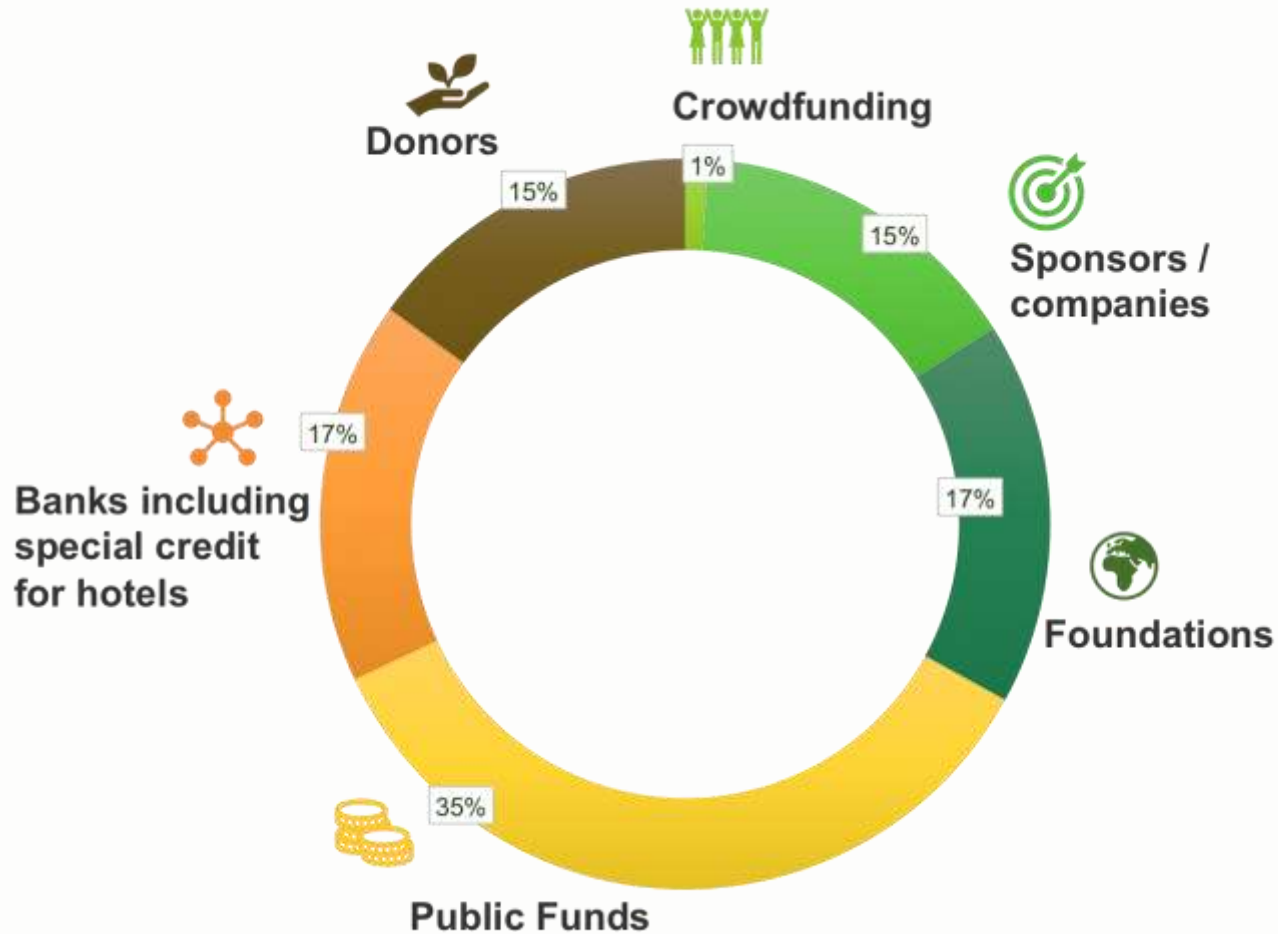
CONCEPT

- * Low tech and organic architectural design linking tradition and innovation
- * Energy self-sufficiency, water recovery and treatment
- * Local building with natural materials
- * Circular economy

GOALS

- * Rebuilding the farm in accordance with animal welfare
- * Bringing animals, plants and humans together in one place to create synergies
- * Implementing innovative solutions
- * Raising visitors' awareness of the ecological transition through the rhythm of nature and life on the farm

THE PROJECT: FINANCING AND KEY FIGURES



KEY FIGURES (validated by the EHL)

- * Balanced financing of CHF 40 million
- * 2028 targeted turnover: min CHF 6,8 million
- * 2028 targeted EBIT: 20%
- * Profitability: in 2 years



Votre Cercle de Vie

For a life in harmony



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