



FIS COMBINED FOR CHANGE AWARD Official Booklet

**POWERED BY
VIESSMANN CLIMATE SOLUTIONS**



There is something extremely powerful in experiencing firsthand how events can reduce their environmental impact while strengthening local communities.

— Susanna Sieff, FIS Sustainability Director —



During the 2024/25 season, the organizers of the Viessmann FIS Nordic Combined World Cup collaborated on the #CombinedForChange Sustainability Tour, a pioneering initiative that united all eight Local Organizing Committees (LOCs) around a shared goal: promoting sustainability in winter sports.

Each LOC was invited to develop and present a project that delivered environmental or social benefits, focusing on areas such as clean energy, waste minimization, sustainable transportation, and community involvement. At the end of the season, all projects were evaluated through a collaborative voting process involving the FIS, Viessmann, LOCs, athletes, and fans. This culminated in the Combined for Change Award, which honors the year's most impactful and scalable sustainability project. To strengthen the effectiveness of this initiative, the selected project received a € 10,000 voucher for an innovative climate and energy solution provided by Viessmann Climate Solutions.

The Combined for Change Sustainability Tour showcased how local action can drive meaningful, collective impact within the Nordic Combined community. Over the course of the season, nearly 200,000 spectators participated, and more than 10,000 schoolchildren were involved through inclusive outreach programs – nurturing the next generation of winter sports enthusiasts.

Above all, the season underscored the power of collaboration. A standout moment came when representatives from Schonach's organizing committee shared their insights and expertise during the second session of this year's FIS Sustainability Webinar Series. This growing culture of peer-to-peer learning is shaping a more sustainable future for Nordic Combined events, season after season.

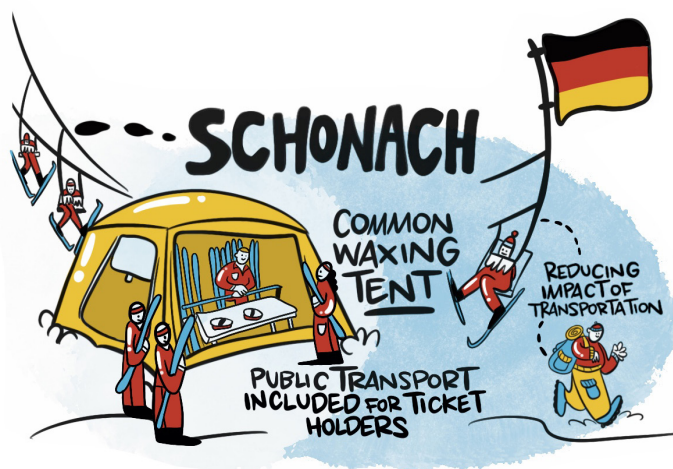
This booklet showcases eight standout submissions. These initiatives illustrate that winter sports events can serve as catalysts for positive change. From protecting natural ecosystems to engaging local communities and educating fans, these projects demonstrate that sustainability and sport can go hand in hand. This is how we keep the sport we love alive and viable for the future.



We are proud of what we have already achieved with the FIS, and we want to further expand and improve to ensure a long-term positive impact on environment and climate, which is key for generations to come.

— Georg van der Vorst, Head of Sport Sponsoring at Viessmann Climate Solutions —





SCHONACH

Smart Shared Infrastructure & Green Mobility

WINNER

of the first FIS Combined for Change Award

presented by Viessmann Climate Solutions

DESCRIPTION	Three standout initiatives set this event apart. First, a communal waxing tent equipped with a centralized CO₂-neutral wood pellet heating system, which replaced the need for multiple electric fan heaters. This initiative cut 14 tons of CO₂ emissions. Second, the event ticketing system was seamlessly integrated with public transportation, allowing free travel to and from the venue throughout the Baden-Württemberg region, significantly reducing car usage and emissions. Lastly, snow production utilized surface water from a nearby lake. This water naturally returns to the ecosystem in the spring, preserving the agricultural landscape of the ski stadium during the summer months.
GOALS	The project aimed to increase spectator use of public transportation to reduce travel-related carbon emissions. Venue emissions are also reduced by using a centralized, CO₂-neutral wood pellet heating system in a communal waxing tent, eliminating the need for multiple electric heaters. Plus, shared infrastructure enables smarter energy use by reducing redundancies across teams. Snow production is managed responsibly by sourcing surface water from a nearby lake, which naturally returns to the ecosystem in spring. This approach preserves the land's seasonal rhythm by allowing the ski stadium to return to agricultural use each summer.
MEASURES	Implement a centralized wood pellet heating system to replace multiple electric heaters; integrate event ticketing with regional public transportation to reduce car usage, and use surface water for snowmaking to protect the local water cycle and agricultural land during the off-season.
RESULTS	>> The project avoided 14 tons of CO₂ emissions through CO₂-neutral heating. >> An estimated 10 tons of CO₂ emissions were avoided by increasing public transportation use. >> Shared infrastructure improved energy efficiency. >> Sustainable snowmaking preserved the local water cycle, ensuring the ski stadium remains viable for agriculture in the summer.
TOTAL IMPACT & COMPARABILITY	• Attendance: 14,500 attendees participated in the event. • Emissions Reduction: A total of 25 tons of CO₂ emissions were avoided compared to previous editions. • Sustainable Transport: 20% of spectators arrived via public transportation, thanks to integrated ticketing.

TABLE continues on the following page.



LESSONS LEARNED	Centralizing resources and integrating sustainable technologies – such as CO ₂ -neutral heating, linked public transportation ticketing, and eco-friendly snow production – can significantly reduce carbon emissions and environmental impact while maintaining venue functionality and supporting local ecosystems.
MARKETING	Promoted via Instagram and the official #CombinedForChange campaign.
SCALABILITY	Easily replicable measures include the shared waxing tent and the integration of public transportation into event ticketing.
EXTERNAL STAKEHOLDERS	A longstanding partnership with the municipality, local council, and mayor, along with active involvement from regional clubs as volunteers, have built a strong sense of community support and ownership of the event.
FEEDBACK	>> Positive: Stakeholders praised the event for its vibrant atmosphere and modern approach. They highlighted the impressive number of visitors for a Nordic Combined World Cup and commended the genuine integration of sustainability throughout the event. >> Negative: A few stakeholders raised questions about whether the overall energy demand of hosting an event at this scale is fully justified
VIDEO	https://www.fis-ski.com/uncategorized/video/2025-01/episode-4-free-public-transport-in-schonach-613600205
REPRESENTATIVES	Nordic Combined Athlete: Natalie Armbruster Chairman SC Schonach: Christian Herr



OTEPÄÄ

Green Ambassadors program

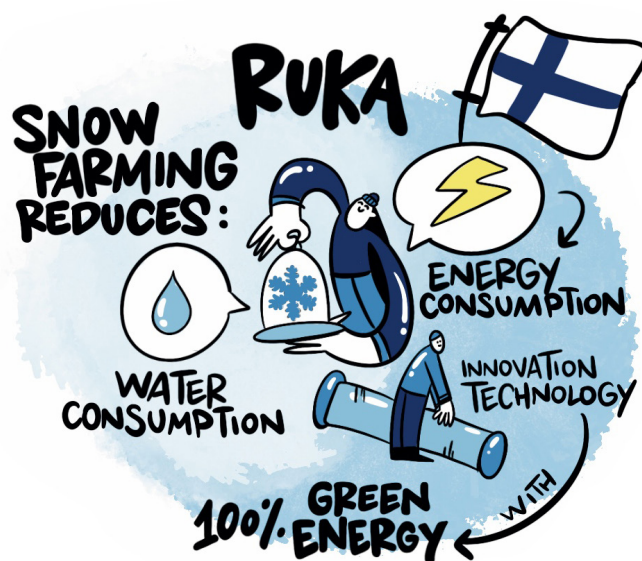
SELECTED FOR THE FINAL PHASE of the first FIS Combined for Change Award

presented by Viessmann Climate Solutions

DESCRIPTION	At the FIS Nordic Combined World Cup in Otepää, sustainability was put into practice through a structured Green Ambassadors program. Volunteers who joined the initiative were trained not only in sustainability but also in effective communication. Armed with educational resources and wearing distinctive vests, each ambassador assisted both participants and spectators in embracing more sustainable choices. From demonstrating proper waste sorting to advocating sustainable transportation alternatives, ambassadors motivated active involvement in sustainability initiatives while making sustainability visible and accessible throughout the event.
GOALS	The Green Ambassadors Program was designed to raise environmental awareness, inspire lasting sustainable habits, and improve the overall event experience through noticeable and interactive sustainability efforts. The project set measurable goals to minimize total waste, increase recycling rates, and monitor participant involvement in essential initiatives like effective waste sorting and choosing sustainable transportation options.
MEASURES	Local volunteers were recruited and trained in sustainability and communication skills before being assigned clear on-site roles. Equipped with identifiable clothing and educational materials, Green Ambassadors guided waste sorting, promoted sustainable transportation, and engaged directly with attendees. Data on waste management and participant interactions were collected to evaluate the program's impact and inform future improvements.
RESULTS	>> Project goals were successfully achieved, supported by clear positive outcomes. >> Attendance and sustainability efforts have steadily grown. >> The Green Ambassadors program reached 7,000 attendees directly, with pre-event campaigns engaging up to 50,000 people. >> 10 trained ambassadors helped boost recycling rates by nearly 30%. >> Five workshops strengthened ambassadors' knowledge and impact. >> Strong attendee support shows sustainability is widely embraced.
TOTAL IMPACT & COMPARABILITY	• Total Participants: 12,611 (12,000 spectators, 611 athletes). • CO₂ Emissions in 2025: 96.74 tons (7.67 kg per person), down 9.1% overall from 2024; per-person emissions down 24.1%. • Waste Reduction: Waste grew with event size, but recyclability improved, and single-use plastics were minimized. • Expanding Public Transport: While public transportation access was already available, a dedicated fan bus was introduced to further enhance sustainability. • Inspiring Behavior Change: Green Ambassadors inspire lasting sustainable action by encouraging behavior change and community engagement.



LESSONS LEARNED	Without budget constraints, the event could go even further by expanding sustainable transportation options, investing in advanced waste management and renewable energy, and amplifying outreach efforts. One key takeaway is that clear communication and community collaboration are vital for encouraging more sustainable behaviors. A valuable challenge was managing spectator engagement, which revealed strong interest in sustainability but also logistical limits. The greatest point of pride was fostering a genuine culture of environmental responsibility and witnessing real, positive behavior changes among attendees and volunteers.
MARKETING	Marketing efforts prioritized practical guidance over flashy slogans, making sustainability feel accessible and actionable. For example, guidance was provided on how to sort waste, use sustainable transportation, and adopt more sustainable habits.
SCALABILITY	The Green Ambassador program offers a replicable model for other event organizers by clearly outlining volunteer roles, delivering hands-on sustainability training, and actively involving local communities and partners.
WHAT ELSE WOULD YOU LIKE TO TELL US ABOUT THE PROJECT?	The success of the Green Ambassadors initiative depends on strong community and partner engagement, teamwork, and collaboration, reflecting a growing societal commitment to sustainability and the importance of grassroots environmental education.
EXTERNAL STAKEHOLDERS	Close collaboration with strategic partners, including local charities and volunteer organizations, proved vital to achieving sustainability goals, underscoring the value of early planning, clear agreements, and shared understanding.
FEEDBACK	>> Positive: Stakeholders praised the project's clear environmental impact and deep community involvement. Volunteers appreciated the opportunity to gain practical sustainability skills, and participants responded positively to efforts encouraging behavior change for improved sustainability, such as supporting effective waste management. >> Negative: Feedback highlighted the need to recruit more ambassadors to enhance waste sorting, deepen participant engagement, and strengthen sustainability management as the event grows.
VIDEO	https://www.fis-ski.com/uncategorized/video/2025-02/episode-6-green-ambassador-in-otep-627239950
REPRESENTATIVES	Nordic Combined Athlete: Natalie Armbruster Sustainability Manager in Otepää: Kristi Loit



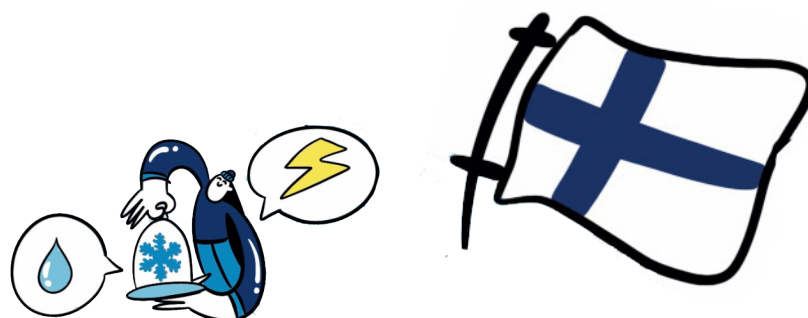
RUKA

Snow Farming

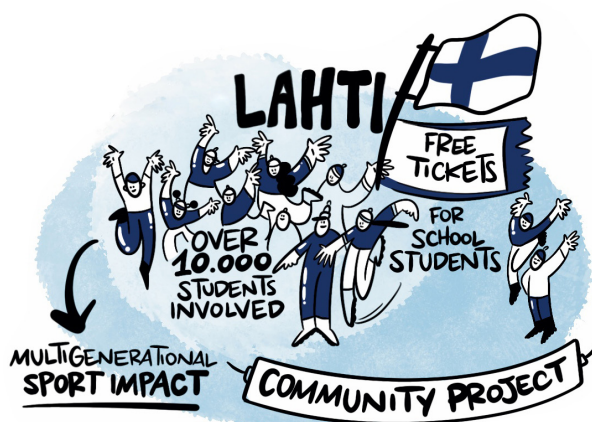
SELECTED FOR THE FINAL PHASE of the first FIS Combined for Change Award

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DESCRIPTION	This initiative supports sustainable snow production throughout the cold, arid winter months (–10 to –20°C), when snowmaking is up to ten times more efficient than in warmer, more humid environments – the snow output per unit of energy can be significantly higher. Plus, the automated snow making system further conserves water and energy by adjusting to weather conditions and snow demand in real time. Snow farming is also used to collect winter snow and preserve it through the summer for early use in the next season. During this process, snow depth sensors on grooming machines ensure effective snow distribution and minimize energy consumption. Collectively, these advancements reduce energy usage by as much as 90% compared to conventional early-season snowmaking methods.
GOALS	The goal was to ensure reliable snow coverage and optimal training and racing conditions for over 200 days each winter, while minimizing energy use throughout the entire snow production process.
MEASURES	Since 2016, approximately 220,000 m³ of snow has been produced and stored each winter. Large snow piles are insulated to preserve the snow through the summer, which is then redistributed across slopes and tracks for early-season use.
RESULTS	>> Powered entirely by wind and hydro energy, the system – combining snow farming, automation, and snow depth control – has reduced energy use for snow production by 90% since 2016. >> This approach ensures over 200 days of reliable snow each season, supporting elite training and international events across multiple skiing disciplines.



TOTAL IMPACT & COMPARABILITY	• Participants: 25,000 spectators, 600 athletes, and 720 volunteers. • CO₂ Reduction: Snow production emissions have been reduced by approximately 90% since 2016 through snow farming and technological innovation. • Transport Access: The venue is easily accessible by train, bus, and taxi. • Public Transport Use: Around 70% of attendees used public transportation. • Long-Term Impact: Snow farming remains a key sustainability strategy for future seasons.
LESSONS LEARNED	Snow farming has become the core strategy of winter operations, enabling reliable snow coverage with minimal environmental impact. While a high standard has already been achieved, plans are in place to gradually expand snow farming to support a wider range of training and competition opportunities from early October through May. Through continuous learning and innovation, snow production methods are being refined to further reduce energy use. Although no major issues occurred this season, the commitment to improving efficiency and scaling the approach remains strong for the future.
MARKETING	Ruka Resort has been carbon neutral since 2016 and continues to actively communicate this achievement in marketing efforts. Snow farming is a key pillar of the resort's broader, long-term sustainability strategy, and is communicated as such.
SCALABILITY	Snow farming provides an energy-efficient and reliable solution for maintaining consistent snow conditions, making it a scalable model for sustainable winter sports operations.
WHAT ELSE WOULD YOU LIKE TO TELL US ABOUT THE PROJECT?	Snow farming requires significant investment of time, resources, and expertise, making it less suitable for one-time events. However, as a long-term strategy, snow farming delivers lasting environmental and operational benefits.
EXTERNAL STAKEHOLDERS	Close collaboration with the City of Kuusamo and the local sports club Kuusamon Eräveikot ensures optimal snow conditions and seamless event delivery. This strong partnership and shared commitment make it possible to host world-class snow events year after year.
FEEDBACK	>> Positive: The event ran smoothly, with participants praising the excellent training and racing conditions - aside from one day of temporary high winds. >> Negative: While no major issues were explicitly reported, continuous refinement is ongoing based on observations and stakeholder feedback.
VIDEO	https://www.fis-ski.com/uncategorized/video/2024-12/episode-1-snow-farming-in-ruka-590398156
REPRESENTATIVES	Nordic Combined Athlete: Johannes Rydzek Ruka Resort CEO: Antti Kärävä



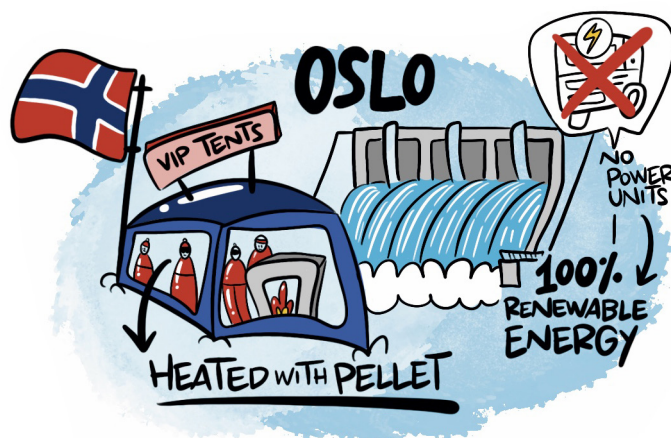
LATHI

Free Tickets for School Students

DESCRIPTION	In collaboration with LähiTapiola, the community initiative provided complimentary event tickets to every school student in the Päijät-Häme area, fostering youth involvement and encouraging a passion for skiing and active living. By bridging generations, from young students to seasoned enthusiasts, the initiative strengthens community ties and helps ensure the sport's accessibility for future generations.
GOALS	The goals were to encourage youth participation by providing free event access to school students; foster community spirit and intergenerational connections; promote physical and mental well-being among young people; and reduce environmental impact through sustainable event practices.
MEASURES	In partnership with LähiTapiola, over 22,000 free tickets were distributed to school students, sparking youth interest and making the event widely accessible. A variety of engaging physical activities promoted movement and well-being among young attendees. To reduce the event's environmental footprint, recycling stations were installed throughout the venue, and public transportation was actively encouraged through targeted marketing and attractive incentives.
RESULTS	>> The free ticket initiative successfully welcomed over 10,000 school students to the Lahti Ski Games, doubling youth participation compared to previous years. >> This surge contributed to a 15% overall increase in attendance from 2024 to 2025. >> Alongside growing engagement, the event reduced its environmental impact by promoting public transportation, enhancing recycling efforts, and optimizing snow use, energy efficiency, and renewable energy across all operations.
TOTAL IMPACT & COMPARABILITY	• Participants: 57,000 • Community Impact: The Lahti Ski Games fosters lasting community engagement by introducing winter sports to new generations, enhancing accessibility, and promoting sustainability through public transport incentives and environmental initiatives.
LESSONS LEARNED	Extending free ticket access beyond the Päijät-Häme region and linking it with free public transport could further increase attendance and inclusivity. Effective collaboration with local stakeholders has proven essential for strong community support. Although initial communication with schools faced some delays, resolving those issues ultimately led to stronger, more resilient partnerships. Overall, engaging 10,000 children helped make this year's event the most accessible yet, inspiring a new generation of winter sports enthusiasts.



MARKETING	Marketing focuses on promoting the free ticket initiative for local children while actively encouraging the use of public transportation.
SCALABILITY	Other LOCs can easily replicate the free ticket initiative by partnering with local businesses or government agencies.
EXTERNAL STAKEHOLDERS	The partnership brought together LähiTapiola Vellamo, which founded the free ticket initiative; local schools, which energized the community by distributing tickets and rallying participation; and public transport authorities, which boosted capacity and offered valuable discounts. This collaboration generated mutual benefits: partners gained greater community visibility and a deserved positive brand image, while schools and families experienced improved accessibility and engagement.
FEEDBACK	>> Positive: Local schools and families responded enthusiastically, and public transport users appreciated the added convenience and sustainability focus. >> Negative: None explicitly reported, though continuous refinement is ongoing based on observations and stakeholder feedback.
VIDEO	https://www.fis-ski.com/uncategorized/video/2025-03/episode-8-free-tickets-for-school-students-in-lahti-645750016
REPRESENTATIVES	Nordic Combined Athlete: Johannes Rydzek Head of Sustainability Lahti Ski Games: Santtu Hulkonnen LOC Lahti SkiGames: Heidi Salomäki LOC Lahti SkiGames: Tomi-Pekka Kolu



OSLO

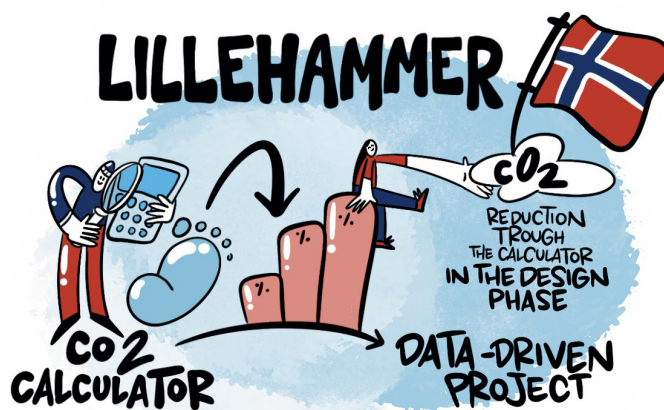
100% Renewable Energy

DESCRIPTION	The initiative aimed to enhance the sustainability of heating in the three-section hospitality tent. The first floor accommodates volunteers and the general public, while the second floor is reserved for VIP guests. To reduce the environmental footprint, heating has transitioned from diesel to renewable energy sources such as electricity and biomass pellets, with the goal of completely eliminating the carbon footprint associated with tent heating. This project marks a significant step forward in the commitment to sustainable events and responsible sports experiences.
GOALS	The goal was to achieve a 100% reduction in the tent's heating carbon footprint while also lowering heating costs.
MEASURES	Working hand-in-hand with suppliers, renewable electricity was prioritized as the primary heating source due to its sustainability and cost-efficiency, with biomass pellets reserved only for the coldest days. Strong partnerships are essential for achieving event goals.
RESULTS	>> Warm weather limited pellet use, reducing both costs and emissions. >> By switching from diesel to electric heating and using 100% renewable energy, emissions dropped from 63,104 kg to 4,445 kg, a nearly 93% reduction. >> All electrical power at Holmenkollen comes from renewable sources, primarily hydropower and some wind power.
TOTAL IMPACT & COMPARABILITY	• Participants: 13,000 spectators across Ski Jumping, Cross Country, and Nordic Combined events, supported by 900 volunteers. • Public Transport Access: Spectators largely rely on efficient public transit, with no parking provided at Holmenkollen. • Public Transport Usage: Approximately 98% of attendees arrived via tram, bus, or on foot. • Long-term Impact: Cutting costs for organizers and lowering the event's environmental footprint contribute positively to preserving winter sports sustainability.



LESSONS LEARNED	The project highlighted the need for more permanent infrastructure to reduce reliance on temporary structures like tents and cabins. Throughout the project, strong collaboration with all stakeholders proved essential to success, alongside the understanding that sustainable solutions often involve higher initial costs before savings are realized and require careful decision-making. Significant emissions reductions have been achieved, from 63,104 kg to 4,445 kg, by transitioning from diesel to renewable pellets.
MARKETING	Sustainability efforts were widely communicated through social media, the website, and various media outlets, with several upcoming TV documentaries set to feature the initiative.
SCALABILITY	Strong partnerships enable the achievement of innovative solutions; therefore, it is recommended to encourage suppliers to think creatively and push boundaries.
EXTERNAL STAKEHOLDERS	Key partners, especially the main suppliers of the tent and technical systems, have played an essential role in developing the most sustainable solutions.
FEEDBACK	>> Positive: Suppliers praised the project for encouraging innovation and inspiring fresh, creative thinking. >> Negative: None explicitly reported, though continuous refinement is ongoing based on observation and stakeholder input.
VIDEO	https://www.fis-ski.com/uncategorized/video/2025-03/episode-7-100-renewable-energy-in-oslo-642558066
REPRESENTATIVES	Nordic Combined Athlete: Natalie Armbruster CEO Holmenkollen Skifestival: Stefan Marx

LILLEHAMMER CO₂ Calculator



DESCRIPTION	In 2023, the Lillehammer organizing committee took a major step toward sustainability by adopting a CO ₂ calculator tool to monitor and evaluate the environmental impact of their events. Building on this momentum, they teamed up with other Norwegian ski organizations in 2024 to roll out the tool more broadly within the wider FIS community. The calculator empowers organizers to enter data manually across different operational sectors, while the software automatically generates insights tied to specific planning and operational strategies.
GOALS	The goal was to implement a reliable, user-friendly tool to calculate CO ₂ emissions related to sporting events, promote the calculator's use across other FIS events as a standard for environmental impact monitoring, use data insights to guide more sustainable operational decisions, and support future generations by embedding sustainability at the core of event planning.
MEASURES	Organizers manually input data into the CO ₂ calculator, covering key event areas such as transportation, energy use, and procurement. This enables them to assess environmental impacts early in the planning phase, leading to better product and supplier decisions. To further reduce emissions, electric vehicles (EVs) are used for transportation during the event.
RESULTS	>> Transportation was identified as the most significant source of emissions, guiding organizers toward the use of EVs and better integration of public transport. >> The CO₂ calculator tool proved effective not only for post-event evaluation but also for guiding sustainable decisions during planning and purchasing.
TOTAL IMPACT & COMPARABILITY	• Low Emission Travel Option: The train connection from Oslo Airport to Lillehammer (approximately two hours) offers an efficient low-emission travel option. • Smart Energy Use: Key interventions, such as deploying electric vehicles, reduce the need for additional energy consumption during events. • National Sustainability Alignment: The project aligns with Norway's broader commitment to sustainable sports and aims for consistent CO₂ tracking across events to enable better comparisons and long-term progress.
LESSONS LEARNED	Transportation is the largest source of emissions, making it a top priority in sustainable event planning. Plus, the most significant sustainability gains happen early during the planning or procurement phase. With these two points in mind, user-friendly tools like the CO₂ calculator can help shift sustainability from a reporting task to a practical guide for smarter decision-making and help identify emission hotspots. Another key learning point is that long-standing venues like Lillehammer, which has been used since the 1994 Olympics, offer infrastructure advantages that should be maximized.



MARKETING	Messaging focused on responsibility for future generations and setting an example within the wider ski community. Promotions were carried out through the official FIS #CombinedForChange campaign.
SCALABILITY	The CO ₂ calculator is simple to use and easily adaptable to other events. The project serves as a blueprint for the broader FIS network to adopt similar tools and practices.
WHAT ELSE WOULD YOU LIKE TO TELL US ABOUT THE PROJECT?	This initiative is not just about measuring carbon; it empowers organizers to make real-time decisions that actively reduce environmental impact. Lillehammer's use of the CO₂ calculator reflects a commitment to long-term sustainability, with hopes that the broader FIS community will adopt and adapt the tool to suit diverse event formats.
EXTERNAL STAKEHOLDERS	Oslo Airport serves as the main international entry point for participants and spectators, offering strategic, low-emission transport options to Lillehammer. Norwegian Railways provide a direct train connection from Oslo Airport to Lillehammer (approximately two hours), playing a key role in reducing transport-related emissions and supporting public access. Norwegian Ski Sport Organizations collaborated on adopting and refining the CO ₂ calculator, sharing data and practices to align sustainability efforts across national events.
FEEDBACK	>> Positive: Internal feedback highlighted the calculator's ease of use and its effectiveness in guiding better decisions early in the planning process. >> Negative: None explicitly reported, though continuous refinement is ongoing based on observations and stakeholder input.
VIDEO	https://www.fis-ski.com/uncategorized/video/2024-12/episode-2-co2-calculator-in-lillehammer-594048880
REPRESENTATIVES	Nordic Combined Athlete: Natalie Armbruster Lillehammer Health, Safety & Environment Manager: Jan Oddvar Tangen

RAMSAU-DACHSTEIN

Waste Reduction



DESCRIPTION	The recent expansion of Ramsau's event has led to an increase in waste, which has motivated the organizing committee to launch a comprehensive waste management program. This initiative aimed not only to minimize environmental impact but also to encourage responsible behavior among all participants.
GOALS	The goal was to introduce an effective waste management system to accommodate the growing size and complexity of the event; promote recycling, reuse, and overall waste reduction; reduce CO ₂ emissions associated with waste and resource consumption; and inspire long-term sustainable practices within and beyond the event.
MEASURES	A customized management system was implemented to meet the demands of the event's increasing size and complexity. Recycling stations were installed throughout the venue to accommodate a variety of waste streams. To reduce plastic waste, single-use plastic cups were replaced with reusable alternatives. Several circular economy strategies, including upcycling and reuse, were piloted to explore innovative sustainability approaches. Waste volumes were closely monitored, and scalable solutions were tested for potential implementation across future event areas.
RESULTS	>> There's been a noticeable reduction in total waste output, even as the event expanded its offerings and amenities for visitors. >> Lower CO₂ emissions and resource usage have been recorded due to reduced use of single-use materials. >> Improved visitor experience through clearly marked recycling systems and a reusable cup program. >> Strengthened sustainability branding and community engagement.
TOTAL IMPACT & COMPARABILITY	• Infrastructure Upgrade: Event growth required new infrastructure and waste systems, both of which were successfully implemented. • Plastic Reduction: Plastic usage and overall waste were significantly reduced through the introduction of reusable items. • Environmental Impact: A positive environmental impact was achieved, though specific data on waste volumes or emissions has not yet been disclosed. • Scalability: New waste systems proved to be both scalable and adaptable to events of varying sizes.
LESSONS LEARNED	As events grow, so must their commitment to environmental responsibility. Achieving a low-waste future requires that even smaller venues adopt advanced circular waste systems. For these efforts to succeed, fans and vendors need to be engaged early in the sustainability process. Plus, sustainable solutions should be practical, highly visible, and closely aligned with the core values of winter sports.



MARKETING	Sustainability messaging comes alive through eye-catching visual cues, such as recycling bins and reusable cups, seamlessly integrating environmental responsibility into the event experience. Marketing initiatives proudly showcase Ramsau's commitment to preserving winter sports and natural landscapes, amplified by the official #CombinedForChange campaign.
SCALABILITY	The waste management system is flexible and adaptable to events of all sizes. Reusable items and recycling infrastructure offer practical solutions that are becoming increasingly affordable for events of similar scale. Circular practices currently being piloted show great potential for expansion into other operational areas in the future.
WHAT ELSE WOULD YOU LIKE TO TELL US ABOUT THE PROJECT?	This initiative is part of Ramsau's broader ambition to embed sustainability into every aspect of event planning. The team approaches waste management not just as an environmental responsibility but as a cultural shift toward more mindful event experiences. Preserving nature and the future of winter sports demands ongoing commitment and collaboration throughout the sport.
EXTERNAL STAKEHOLDERS	A longstanding partnerships with the municipality, local council, and mayor, along with active involvement from regional clubs, have fostered a deep sense of community support and strong local ownership of the event.
FEEDBACK	>> Positive: Support from vendors and attendees for visible and practical sustainability measures. >> Negative: None explicitly reported, though continuous refinement is ongoing based on observation and stakeholder input.
VIDEO	https://www.fis-ski.com/nordic-combined/video/2025-01/episode-3-waste-reduction-in-ramsau-608835738
REPRESENTATIVES	Nordic Combined Athlete: Johannes Rydzek Sustainability & Waste Manager: Martin Peer Michael Rangger



SEEFELD

Reducing Food Waste

DESCRIPTION	Seefeld's initiative to reduce food waste directly confronts one of the world's most pressing sustainability challenges, with nearly one-third of all food produced globally entering the waste stream. The organizing committee has made it a priority to slash surplus and ensure leftover food reaches those who need it most. This project highlighted the importance of precise meal planning, real-time adjustments, and collaborations with local organizations to guarantee that food is utilized rather than discarded.
GOALS	The goal was to cut down food waste through smart planning and efficient distribution, lowering the environmental impact associated with wasted food, including CO₂ emissions and resource use. Surplus food is also donated to local organizations and communities, setting a powerful example of sustainable food practices for the entire winter sports world.
MEASURES	Organizers implemented daily food quantity forecasting to match real demand. Plus, a system was developed to document and track food orders and distributions from previous years to improve accuracy. Logistics were also carefully coordinated to ensure leftover meals were quickly packed and delivered to local organizations and regional communities. For spectator catering, surplus food was redirected to ski clubs and hotels for reuse. Tight timeframes for food service (11:00–14:00) were maintained, followed by the immediate redistribution of leftovers.
RESULTS	>> A significant reduction in food waste was achieved through improved planning and documentation. >> Efficient redistribution ensured surplus meals were put to good use, to support local causes instead of going to waste. >> These efforts cut CO₂ emissions and conserved resources such as land and water. >> Year after year, performance continues to improve, driven by expanding datasets and lessons learned from past events.
TOTAL IMPACT & COMPARABILITY	• Food waste has steadily decreased thanks to documented insights and data-driven planning. • The CO₂ footprint and resource consumption tied to food production have seen a significant drop. • Local organizations continue to benefit from regular meal donations, strengthening community ties. • Progress is easily compared to previous years due to tracked ordering and delivery records.



LESSONS LEARNED	Food waste reduction should be a core consideration in all event planning processes. Precision in planning and fast redistribution are key to cutting food waste. Plus, clear documentation helps continuously improve efficiency and reduce overproduction. Collaboration with local organizations is both environmentally and socially beneficial.
MARKETING	The project is communicated internally and within the winter sports community as a success story. It is highlighted as a model for other organizers looking to reduce their environmental impact through practical measures. Plus, initiatives are promoted as part of Seefeld's ongoing commitment to sustainability and community responsibility.
SCALABILITY	The model is highly replicable for events of any size, utilizing meal forecasting, food tracking, and redistribution partners. These initiatives can be easily tailored to the needs of different regions and organizations, offering a practical entry point into sustainability for events seeking immediate impact.
WHAT ELSE WOULD YOU LIKE TO TELL US ABOUT THE PROJECT?	Seefeld believes that high-performance sports and sustainability can - and must - coexist. By reducing food waste and sharing surplus with local communities, the event becomes more than just a stage for elite competition; it transforms into a platform for driving meaningful impact. The team is proud to lead by example and hopes to inspire other events within the winter sports community.
EXTERNAL STAKEHOLDERS	Local organizations and regional communities received packed surplus meals, benefiting socially from the initiative. Ski clubs and hotels reused surplus spectator catering food, reducing commercial food waste. Catering partners played a key role in food preparation, service, and redistribution logistics.
FEEDBACK	>> Positive: Efficient use of food reduced costs and waste, while supporting community goodwill. >> Negative: None explicitly reported, though continuous refinement is ongoing based on observations and stakeholder input.
VIDEO	https://www.fis-ski.com/uncategorized/video/2025-02/episode-5-reducing-food-waste-in-seefeld-620352082
REPRESENTATIVES	Nordic Combined Athlete: Johannes Rydzek President of the OC – World Cup Seefeld: Jaqueline Stark Michael Rangger



**INTERNATIONAL
SKI AND SNOWBOARD
FEDERATION**

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