



FÉDÉRATION INTERNATIONALE DE SKI
INTERNATIONAL SKI FEDERATION
INTERNATIONALER SKI VERBAND

6th FIS Youth and Children's Seminar



Bring Children to the Snow

Zurich, Hotel Hilton Airport
1st October 2008



6th FIS Youth and Children's Seminar

Bring Children to the Snow

Programme

Tuesday, 30th September 2008

Arrival

19.00 *Networking Evening* - Salon La Place A
Welcome by Ken Read, Chair, FIS Coordination Group Youth & Children
Opening cocktail with finger food

Wednesday, 1st October 2008

Please note that the seminar will be conducted in English only.

Panorama C

09:00 – 09:05 *Introduction by Dr. Josef Zenhäusern*

09:05 – 10:00 Keynote speaker
Research study of the Youth from point of view of the ski industry
Dr. Helene Karmasin, Head of the Karmasin Motivation research, Austria

10:00 – 10:15 *Importance of young generations for the industry*
Jean-Pierre Morand, Secretary General of SRS (Ski Racing Suppliers)

10:15 – 10:45 *Integration of ski lessons in the school curriculum*
Mila Andreeva, Bulgarian Ski Association

10:45 – 11:00 Coffee break

11:00 – 11:30 Question and Answer Session with FIS President and Secretary General

11:30 – 12:15 Status Report: FIS Campaign *Bring Children to the Snow*
Jens Thiemer, CNC

12:15 – 12:30 *Next Steps*, Riikka Rakic, FIS Communications Manager

12:30 – 14:00 Lunch

14:00 – 15:30 *Working Group Sessions* (4 groups) focused on initial campaign concepts in the areas of 'activating', 'enabling' and 'sharing'
Group 1: Room Panorama C
Group 2: Room Chairmen's Lounge
Group 3: Room Berlin
Group 4: Room Paris

15:30 – 16:00 Coffee break

16:00 Working Group reports

17:00 *Conclusions*, Ken Read

Participation

Every National Ski Association is welcome to distribute information on what has been implemented in their countries.

We welcome active participation by every participant.

Organisation

- Ken Read, Chairman Coordination Group Youth & Children
- Josef Zenhäusern, Consultant FIS Aid&Promotion, +41 79 244 14 21
- Sarah Fussek, Assistant to the Secretary General FIS, +41 33 244 61 24

Costs

- The costs for one person per National Ski Association for the seminar will be covered by FIS for one night.
- In addition, the costs for flights (up to 500 CHF) are taken in charge by FIS for National Ski Associations within the Aid&Promotion Programme (1 person per Nation).



Attitudes Towards Winter Sports/Skiing
The perspective of young people

Summary of several research projects

- Attitudes toward wintersports (Focus groups with 14 -18 years/19 – 29 years, 500 persons representative for Austria's population, from 14 years on)
- Attitudes toward ski weeks in schools (Focus groups with students, teachers, parents, quantitative research with 500 persons)
- The meaning of winter/The mise-en-scène of winter
 - ✦ Qualitative research
 - ✦ Quantitative research
 - ✦ Semiotic and cultural analysis

Trends

Needs and Wants/Motives

Motivation Research Perspectives
Results from our Basic Surveys

Products as messages

Products as messages

- Every product/good has a functional value, it is useful for something
 - Every product has a meaning, it is valuable for me
 - ✦ Because it appeals to a want, a motive
 - ✦ It allows me to communicate something
 - ✦ It stands for a cultural ideal
- 
- ✦ You pay for the meaning
- 
- ✦ What business are you in? What do you really sell?
 - ◆ We don't sell shoes we sell pretty feet
 - ◆ SUVs (For the hunter in you)

 - ◆ Requires semiotic qualities as well: The name, the look and feel, the images
 - ◆ Skimmed milk/Fastenmilch

Goods Products/Market Offerings

Appeal to motives
Needs and wants
Yearnings
Compensate for shortcomings

Demonstrate the way we think

Allows me to express who I am and who I'm not
Distinction
Give us pleasure
Create groups etc.



I will pay for what's emotionally appealing to me



To which motives does skiing appeal in young people?
What can you express with that?

Female/Male
Mundane/Sophisticated
Old/Young
Etc.



Which concept of youthfulness does skiing convey?

**Goods/Products/Market Offerings
have to be in line with Trends/Values/Conceptions of what's
desirable**

Individuality

Autonomy

Adventure/Hedonism

Body/Body feeling

The Myth of Youthfulness

The Myth of Naturalness

The Economics of Attention

Media Orientation of Everyday Life

The Society of the Spectacle

Look and Feel/Aestheticization



What ideas does skiing convey to young people?

Associations Related to Skiing



- Racing in the snow
- The physical sensation
- The speed
- The adrenaline rush
- The feeling
- The snow
- Cold
- The sun
- The ski huts
- The disco
- Older racers
- Tough nature-boys
- Something for older/stuffy types
- Strenuous
- You freeze
- Have to lug equipment
- Boring
- Expensive

What's missing in the associations: "Stars"/media representation
The spectacle
"It's Your World!"

Young People (14-18) took an ambivalent stance

Fans

- Love the way it makes their body feel
- The speed
- The competition
- The group experience
- Winter/the cold weather
- Love the après-ski
- The fun
- Actively look for good deals
- More inclined to snow boards

Undecided

- Must be stimulated
 - ✦ Packages
 - ✦ Convenience
 - ✦ Media Posturing
 - ✦ Dread the exertion
 - ✦ The cold weather
 - ✦ The learning process
 - ✦ The equipment

Do not like it

- Skiing is for "squares"/uncool
- For older people/for parents/school
- For tough nature-boys
 - ✦ Provincial types
 - ✦ (something I'm not)
- Or for racers
 - ▼
- Strenuous
- Cold
- Tedious
- No real adventure
- No real spectacle
- There's nothing in it for young people

The Significance of Skiing for Young People (14-18, urban)

Skiing is part of their lives/their childhood/
Something they learned from their parents (+ school)



In puberty they distance themselves from it



It's part of their parents' world

Unless their peer group
participates in it



Stuffy
Regimented
Strenuous
Expensive



Then it's cool
Full of adventure
Exciting



"Stars" must be introduced
Media representation
Spectacle
Surroundings and spaces
that belong to them
Equipment that belongs to
them only
Outfits

Something for male cliques

Skiing Takes Place in the World of Winter

**This world is not represented in an attractive/enchanting way in the media
(compare this to the paradise world of summer)**

Sun/Snow/Heights

Ski Huts

Romantic Spots

Racing coverage

(Technical/dangerous/no fun, of
no real relevance to their lives)

Folk music

Cold
Tedious
Dangerous
Provincial

No "Enchantment"

Skiing has little connection to the kind of things they love to do

Music

Media
Technology

Fashion

“Stars”

Special locations
that belong to them

Motivational Appeal

Where does skiing have its appeal? Where not so much?

For fans

Adventure
Body sensations

Group stabilization
Fun within a group
Distinction, if you can ski
really well

Distinction, if you are the first to own a
new piece of technology or equipment

Distance from older people: I'm the only
one who can do this

But also

Not hedonistic/thrilling

Little prestige/distinction

Not much opportunity to present yourself
as a young person, rather creates the
fear to be considered stuffy by a young
peer group



The associated young person
The nature-boy
The bourgeois

To what degree is it in line with trends/values ?

Individuality Autonomy	You have to stay within the rules
Adventure/Body Sensations	Possible, but not possible without some skills
Recognition/respect	Is not actually achieved in social environments
The Economy Of Attention	Not interested in their code
Spectacle	Only to some extent
Aestheticization Look and Feel	Hardly at all
Medialization	Hardly at all

What would attract them (increasingly) to Skiing?

- If something spectacular were to happen, which would bring on a real feeling, an incredible ambience:
 - ✦ Night slalom
 - ✦ Concerts on the slopes
 - ✦ Skiing in May
 - ✦ Events
 - ✦ Stars
- If there were good deals for young people/special hotels, locations, trips, a youth scene
- My clique insists
- New equipment appears on the market and it'll allow you to be first again
 - ✦ Miniskis, Shortcarvers, Snow plates, Step-ins
- If you don't have to keep skiing in groups on crowded slopes

Students' Attitudes to School Ski-Weeks

- All of them had learned to ski when they were children, with considerable encouragement from their parents; it was a part of their familiar world
- They loved the snow, the cold, the fresh air, the body experiences, especially when snowboarding (after the age of 10 skiing was considered as uncool),
the company of others, the fun on the slopes, the testing of limits

BUT

- It was nothing out of the ordinary or thrilling for them nor something spectacular, unless it was connected with special offers similar to those the group of young people wished for
- It rarely served as an activity that bonded groups together, or that provided opportunities for individuals to earn distinctions
- There are many alternative offers in schools, language weeks, weeks spent in the sun and in warm weather

School Ski-Weeks

- Skiing was not foremost here, but rather the common class activity, the time-out from learning, the supporting program, the bus trip, being on a first name basis with the teachers

- However, they also clearly voiced some criticism:
 - ✦ It is becoming increasingly uninteresting, not much is being offered in the line of adventures
 - ✦ It's tedious to ski in a group
 - ✦ It's inconvenient
 - ✦ It's expensive
 - ✦ I can have better opportunities when I go with my parents

 - ✦ The teachers are not particularly keen either

The Research: Attitudes towards School Ski-Weeks

Qualitative Research (Focus groups): Teachers/students

Quantitative Research: 502 Interviews, 2007



Factors affecting the decisions and influences that have an impact on the continued success of winter sports weeks

Teachers
(and school)

Students

Parents

The socio-cultural environment: The media/trends/conceptions of what is desirable/governmental factors/the economy



Teachers are significant driving forces
They organize
Motivate
Competent or incompetent



Expect a lot of "fun"
Winter sports weeks are "expensive"



They're open-minded
Anxious
Responsible
Have the family budget in mind



They feel more and more left alone



Is it emotionally worthwhile?
(Youth Culture Values)



Are half-hearted about it

Teachers

They are facing a plethora of counter-currents in the socio-cultural environment

- The media, Ö3 are against everything concerning school, teachers, rules
- School and teachers do not have a good public image
- Skiing is not necessarily rated as a sport for young people
- Skiing on television means races
- Exertions, cold weather, difficulties are being shunned
- Everyone is becoming lazier, sedentary in front of computer/playstation
- Responsibility has been transferred from the home/parents to school/teachers; parents suffer from excessive fears
 - ✦ Increasingly larger segments of the population consist of other cultures

Teachers would wish for themselves

- To be taken more seriously as opinion formers
- To have their roles, their services as driving and organizing forces more appreciated
- To receive more help and support
 - ✦ from fellow-teachers (common ski trips)
 - ✦ from the school (recognition of the educational advantages)
 - ✦ from the parents (educational and team sports/physical value)
 - ✦ from the law (taking on of responsibilities with limited authorization)
 - ✦ from the administration (numerous checklists, explanations)
 - ✦ from businesses (sponsors willing to provide up-to-date equipment and materials, even for them)
 - ✦ from the area of tourism: places that would welcome them, offer package deals, accommodation, lifts, materials, entertainment, transportation, ski huts
 - ◆ Organizational help on the internet
 - ◆ Promotion in school, with the parents

Motivation of the Students

Students are basically interested in winter sports weeks

- If their class/cliqve shows an interest, if the opinion leader in the class is in favour, if it's considered cool
- If they can envision special adventures together as a group, and they expect to have fun together
- If they have certain expectations of the skiing experience
 - ✦ Special physical challenges
 - ✦ Motion adventures
 - ✦ Scenery, nature, cold weather, sun
 - ✦ Adrenalin rushes
 - ✦ Testing their strength
 - ✦ Possibly in a group, with friends
- If winter sports weeks enjoy a good reputation at school, older students have positive things to say about them
- If the teachers can actually generate enthusiasm
- If they can be professionally organized

Students

May express reservations or refuse to participate

- Because it's too expensive
- Spend the money on something more cool
- When they are afraid of the exertion, fear that they may not cut a good figure, are afraid of being injured
- Winter sports weeks are kind of old-fashioned, language weeks, summer sports weeks, project weeks are more modern and get you ahead more
- When the class, school, parents do not make a good case for winter sports
- When they are not prepared to go along with the rules set for winter sports weeks
- When the accommodation, the food are considered as very low

For students it would be important

To provide teachers with greater competencies for sports and group motivation

To make really good accommodation and food available for them

To try to involve the cooperation of the entire region

To have a variety of activities to choose from

- ✦ cross-country skiing, skating, tobogganing, night excursions with torches, sightseeing, ...

To have opinion leaders on board at school

To get the whole class to be enthused and think of winter sports weeks and skiing as cool

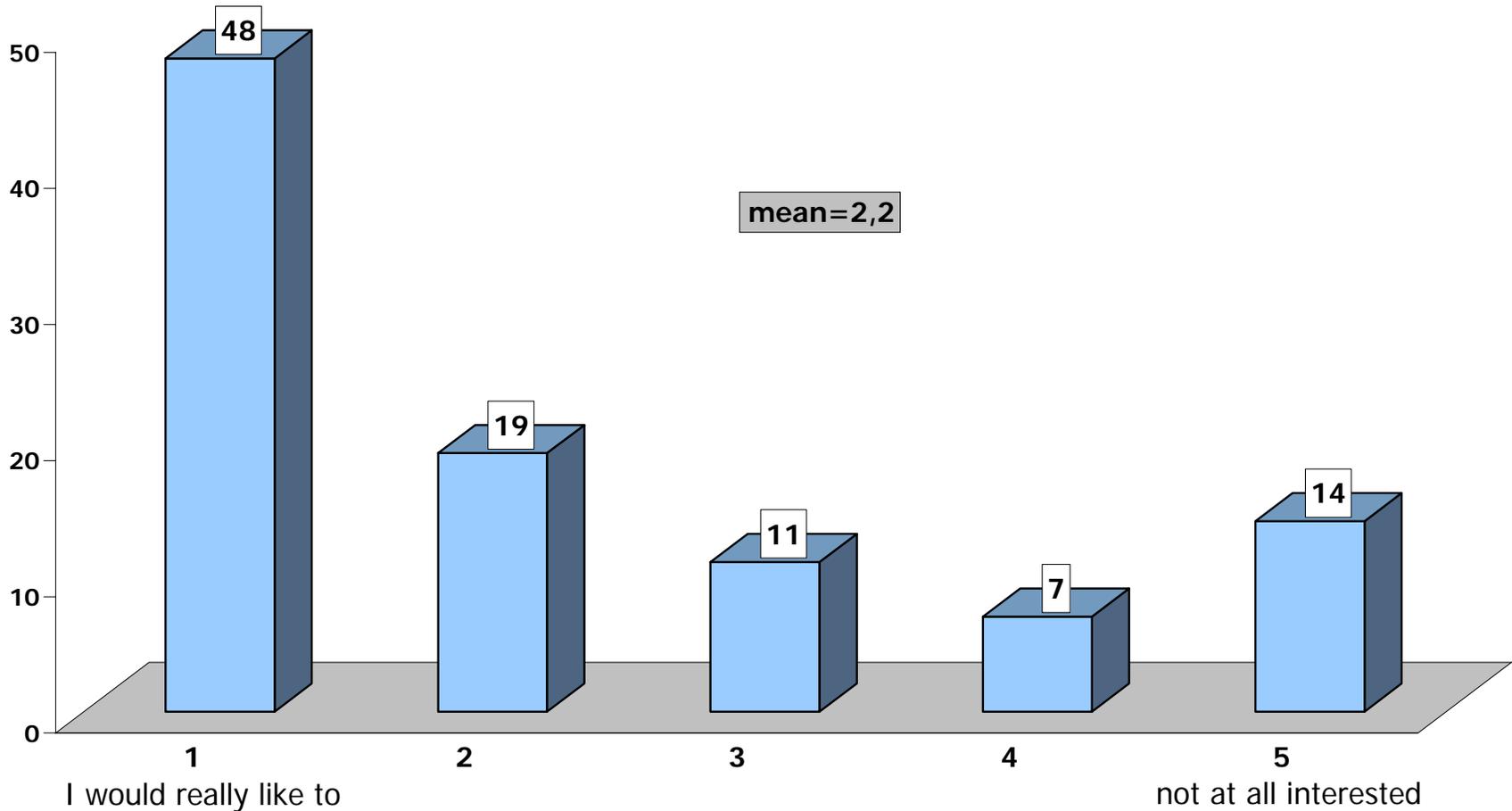
To get the media to present a good climate for winter sports weeks and skiing

To have their equipment tested, make experts out of them

Young People and Ski Racing

- They consider television a moderately interesting medium, which basically consists of “boring programs for grown-ups”
 - ✦ Unless it’s a question of special youth programs, broadcasts
- Their interest in races is mainly based on a sense of patriotism, often they watch only because their parents are taking an interest
- They see races as highly technical, a struggle for a fraction of a second, a “game of chance”
- Is little in line with the realities they themselves face
- As they see it, these sportspeople are real, serious athletes that have some local appeal, nature-boys and girls who are obsessed with training

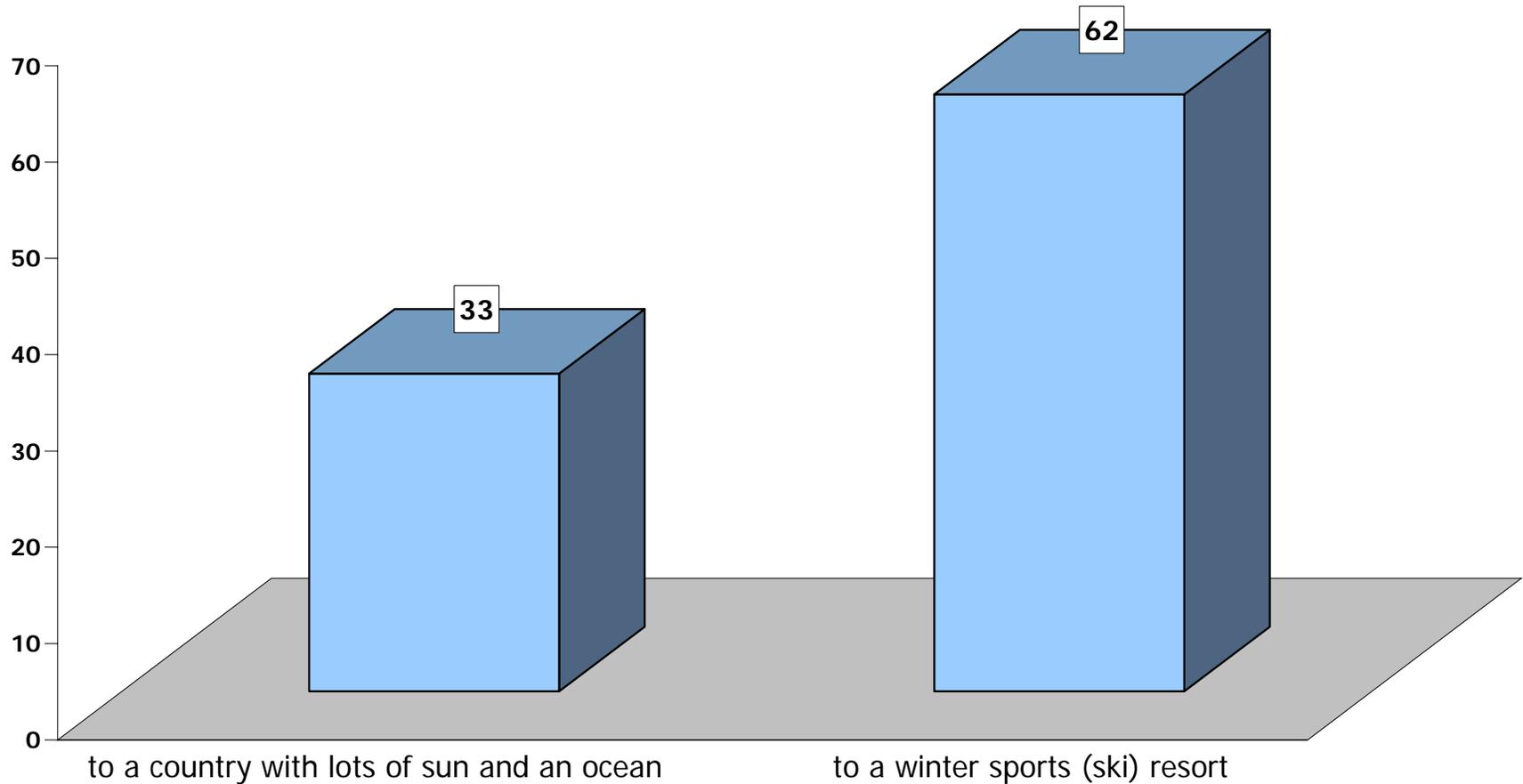
Would you like to take a vacation in winter?



Values in %

n=502

Where would you like to go?



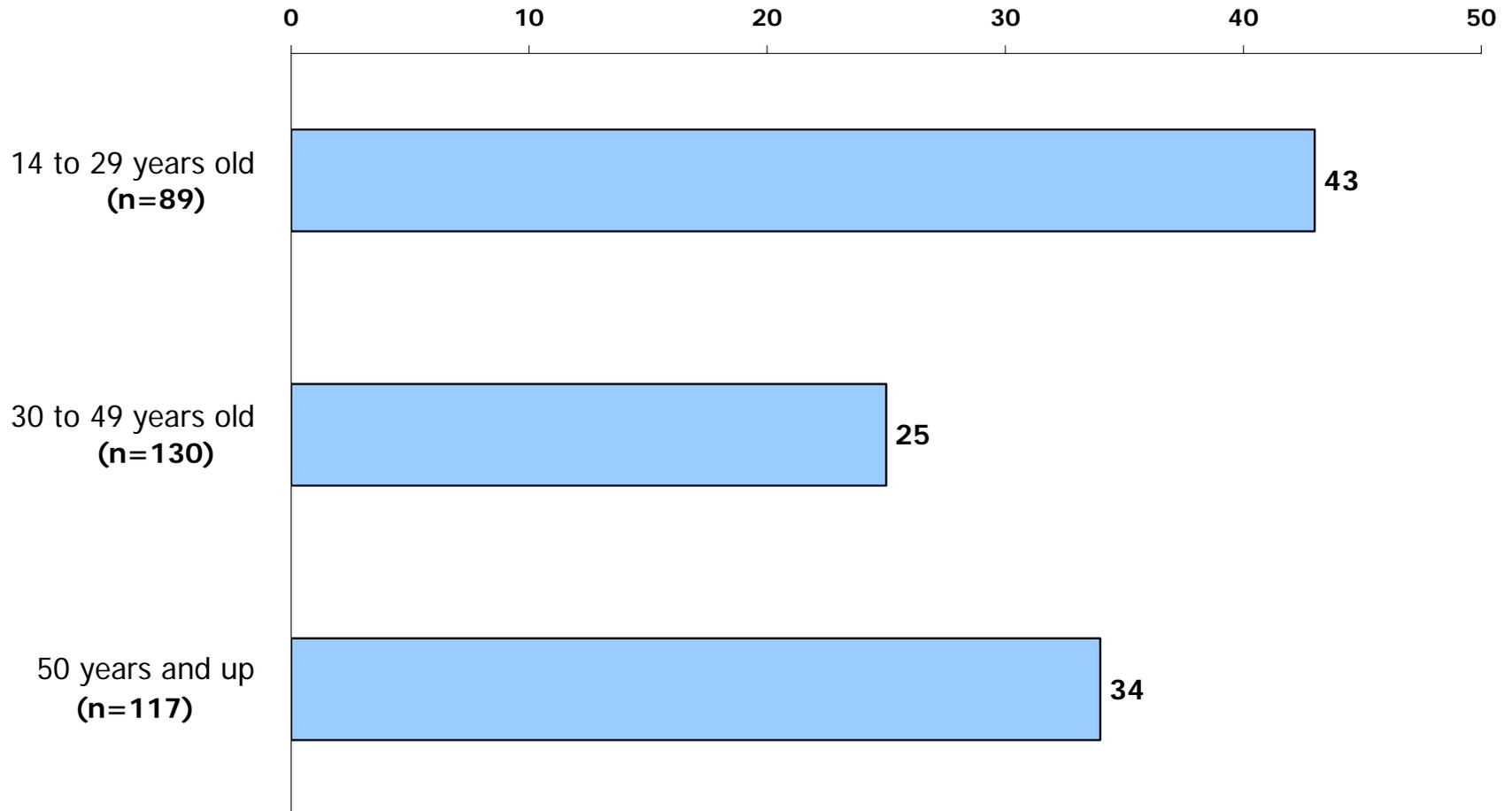
Values in %

Basis: Would love/like to take a vacation in Winter acc. Qu. 6

n=337

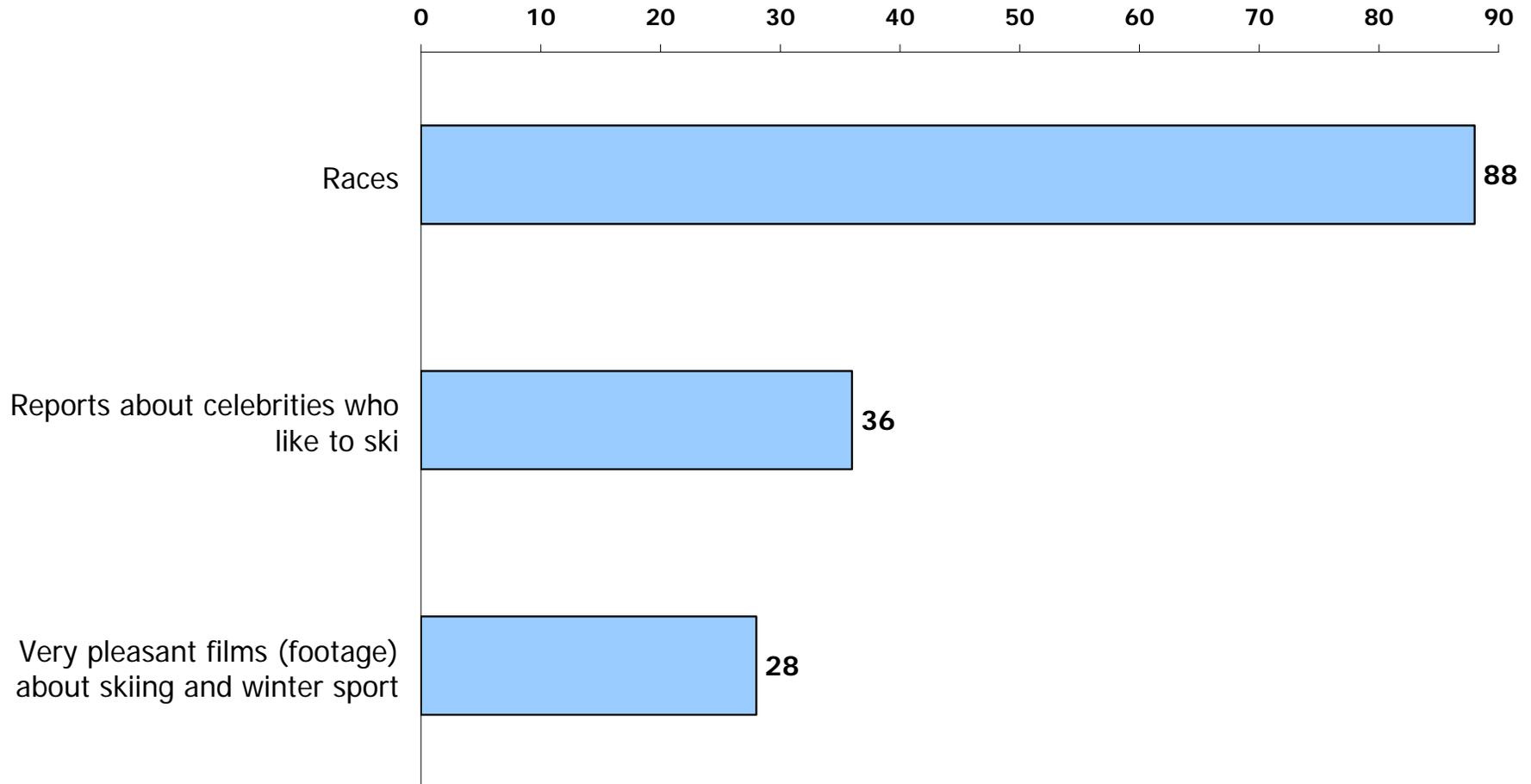
Question 6a

If you would like to drive somewhere, where would it be?
"to a country with lots of sun and an ocean"



Values in %

Question 11
Thinking about television: How is
skiing portrayed here?



Values in %

n=502

Summary of Skiing/Winter Sports (1)

■ The Potentials

- ✦ A unique and unparalleled adventure in winter/in the Alps/in the mountains/in a specific space, with a specific character
- ✦ Provides a feeling of physical awareness/of being alive, and it helps create a positive self-image/flow
- ✦ Essentially has something to offer to everyone:
 - ◆ Perfect and relaxing, premium offers
 - ◆ Interesting variety of sports, technically advanced appeal, chic, being “in”
 - ◆ Togetherness in a ski hut, Gemütlichkeit, romance
 - ◆ Action, as spectacular as Ballermann

 - ◆ Premium offers
 - ◆ Nicely central
 - ◆ Discount packages for groups of young people, for bargain hunters
- ✦ Important approach:
 - ◆ Branding/semiotic outfit
 - ◆ Media presence/communication, securing a place in people’s minds as being highly attractive and desirable
 - ◆ Starpersons, spreading the word in relevant social groups

Summary of Skiing/Winter Sports (2)

- The Dangers
 - ✦ Characterized as bourgeois, too family oriented, adult, traditional, old-fashioned, masculine, associated with folklore, with hard work, no fun
 - ✦ Regimented, with limited adventures, no magic/enchantment
 - ✦ Lacks convenience
 - ✦ Requires too much equipment
 - ✦ Moderate opportunity for distinction
 - ✦ Groups of young people no longer consider it sufficiently part of their idea of what is desirable



**Bring children to the snow.
The example of Bulgaria – A project with the State
Agency for Youth and Sport**

**Mila Andreeva
BSF**



Key Facts Bulgaria

- ✓ 35% of the country are high mountains
- ✓ 19 ski resorts up to 2000 meters
- ✓ The peak of ski activities was in the 80s
- ✓ No lack of snow
- ✓ No famous Bulgarian Ski Star
- ✓ The population around the mountains have a big “ski culture”
- ✓ 50% of population have access to ski areas
- ✓ 15.000 – 20.000 people are regular skiers (mainly located in Sofia, higher income, time for leisure activities)
- ✓ 150.000 – 200.000 people are non regular skiers (2-3 times a year)



Key Facts for Bulgaria

- ✓ After the political system was transformed into democracy the situation changed: With the privatization of ski resorts skiing became more expensive because the resorts were previously owned by the state
- ✓ Main ski resorts are Bansko (World Cup 28.02. – 01.03.2009), Borovets, Vitosha and Pamporovo/Chepelare
- ✓ Many of them are undergoing renovation
- ✓ BSF is supported by leading Bulgarian/international companies (e.g. FIB, Carlsberg, Hyundai, Generali, Kraft Foods/Milka), local sponsors (e.g. Bulgarian Telecom), equipment sponsors (e.g. Atomic)
- ✓ Wintertime became an interesting marketing field for Bulgarian companies



Sports Education in Bulgaria

Education in Bulgaria is mainly supported by the state through the Ministry of Education.

In the last years there have also been established many private schools that compete successfully with state schools but they are still not affordable for everyone.

School education is compulsory for children from seven to sixteen years of age.

Sports school education -2-3 hour per week

1-4 grade -3 hour/week

5-12 grade -2 hour/week

The results show that each third student has low physical activity or lack of such.

Girls prevail /46,4%/. A relationship is established between the physical inactivity and elevated blood pressure/ EBP/-19,7% of the male students and 48,5% of the female students with EBP do not do any physical exercises or they rarely go for sports.



Sports Education in Bulgaria

Similar trends are established for the overweight and obese as well.

Bearing in mind other risk factors, together with the low motion activity, there is an increase of the risk for children's health, which determines the necessity of development of programs for the promotion of physical activity in school age.

The compulsory sports hour in the school curriculum can compensate only 11-12% of the needed sports activity according to the article by prof. Kozhev/ sport & science journal 1/2006.

As a result of the development of the extracurricular and out of school activity, the Ministry of Education added **1 hour free sports activity per week / as a module/**

The challenge



- To use the module /1hour per week extra/ as a base for the pilot project.
- After the success of the pilot project in Sofia- to include the ski education in the school curricula
- Green school – 1-2 weeks per year
–to transform it to a white school
- To bring children to the snow and nature





Why to start in Sofia?

1. Sofia -the capital of Bulgaria– 236 schools-184 municipal, the rest private ones.
2. Distance
50 min. from the classroom to the slope
3. Vitosha mountain
 - ✓ at 1800 m above the sea level, on the eastern slopes of Cherni Vrah (2290 m) which is the highest Vitosha's peak.
 - ✓ only 22 km far from Sofia
 - ✓ Skiing conditions in Vitosha are excellent, extensive network of ski runs and lifts.
4. Tradition in winter -related activity

From the class room to the slope within 50 minutes



Children in Sofia – sport and the lack of school opportunity





SOFIA Pilot project

- ✓ Pilot project with the State Agency of Youth and Sports and Ministry of Education
- ✓ Start: 05.12.2008 for one season
- ✓ The Project's target groups are children between 1st and 4th grade (age 6-10 years, for the 2008/09 period).
- ✓ The expected total number of pupils/students is about 3.300
- ✓ The training duration is 20 hours and it will be carried out in accordance with prepared schedule as a regular part of the school curriculum



SOFIA Pilot project

- ✓ 50% are financed through state funds (State Agency of Youth and Sports), 50% BSF, sponsors, ski resorts etc.
- ✓ All schools in Sofia are participating
- ✓ Equipment provided by BSF together with ATOMIC
- ✓ The Project will take place in the city of Sofia.
- ✓ Ski trainings will be conducted in ski-area Vitosha

OUR AMBASSADORS



Peter Popangelov



Dimitar Berbatov



Marc Girardelli



Kilian Albrecht



Sofia - Pilot project

Main target

Initial ski training for children for improving their health and physical capacity and creation of conditions for continuous winter sports activities.



The project's concept

To allow the children, living near the mountain, to learn to ski in order to:

- Increase the number of children practicing winter sports
- Giving the children an opportunity to get familiar with skiing
- Acquiring initial knowledge and specific skills, related to skiing



Sofia – the project



- Favourable impact on the children's organisms with fair forming, healing and hygiene effect.
- The realisation of the project's targets will take place with the participation and cooperation of ski-clubs, ski-schools, and members of the BSF. The children will be trained by a methodology, prepared by Federation specialists with the necessary qualification.
- The successful implementation of such steady regional pilot model in Sofia will encourage other centres all over the country to follow this example.





STAGES OF IMPLEMENTATION

The Project will be implemented in the period November 2008 - April 2009 in accordance with the Training Plan.

CONTENT AND METHODOLOGY OF THE INITIAL SKI TRAINING

The allocation of children in groups depends on their level of skiing abilities and skills. Accordingly the groups are divided into three levels: Beginner, Medium, Advanced, with 8-10 children in a group.

5. General image of ski sports

6. Mastering of the preparatory exercises, preceding ski training.

7. Studying the main ski elements in the best sequence

8. Games

9. Learning the major dangers in the mountain and foundations of mountain rescue.

10. Explanation of the main rules for tow-lifts use.

11. Competitions.

Future investments in our Youth

EXPECTED BENEFITS

- ✓ Creation of conditions for ski-training of children.
- ✓ Arousing interest in children and establishing of steady motivation to practice ski sports.
- ✓ Improving the children's physical condition, diversification of the learning process and adding meaning to their spare time: as a counter-action to the negative events in society.

Future investments in our Youth

EXPECTED BENEFITS

- ✓ Motivation of sport specialist and their full engagement in the Project.
- ✓ Giving the ski clubs an opportunity coaches to select talented children.
- ✓ Isolation overcoming and integration through sports of children from different social groups.
- ✓ Provision of opportunities for the included executors to improve their material and technical equipment with a view to future ski trainings.
- ✓ Widening the children's access to qualitative services in the field of sports
- ✓ Improved coordination and cooperation between the partners engaged with the Project.

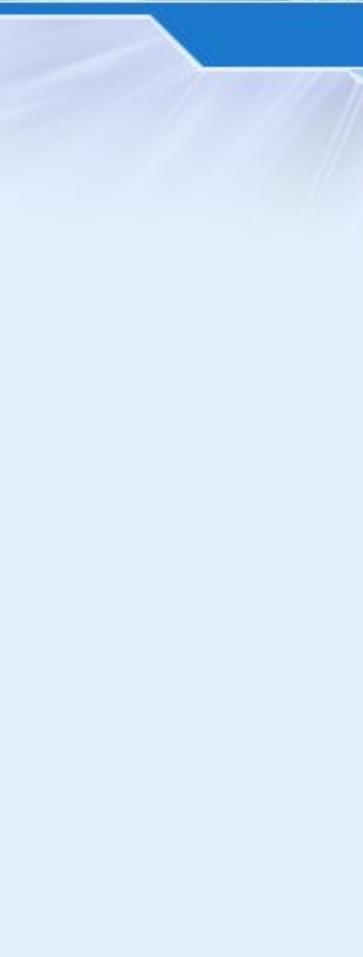


Partnership with other institutions



- ✓ State Agency for Youth and Sports
- ✓ Ministry of Education and Science
- ✓ Regional Inspectorate of Education – city of Sofia
- ✓ Ski instructors, BSF members
- ✓ Schools
- ✓ Municipality of Sofia
- ✓ *Balkan Holidays*
- ✓ *Vitosha Ski*
- ✓ Mass media

The next step– 2009/2010





SOME MORE KEY FACTS:

- **Bulgaria achieved EU membership on 1 January 2007**
- **Lowest corporate tax in Europe (10%)**
- **One of the lowest costs of living in Europe**
- **Favourable property investment costs and strong historical appreciation**



Thank you for your attention!

mila@bfski.com