

#BEACTIVEWINTER
EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

GUIDE

**FOR EWWS COORDINATORS &
SUSTAINABLE WINTER SPORT
EVENTS**

European Week of Winter Sport

#healthy

#inclusive

#fun

#climatechange

#sustainability

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

European Week of Winter Sport is an Erasmus+ initiative promoting winter sports for all, while raising awareness about climate change and sustainability. Co-funded by the European Union, this unique initiative aims to encourage more people to get active during the colder months by promoting participation in winter sports and physical activity. Whether it's skiing, snowboarding, ice skating, or simply enjoying outdoor activities in winter, the **European Week of Winter Sport** brings communities together for a shared experience that's healthy, inclusive, and fun.

Getting involved is easy! You can join by visiting our official website www.wintersportweek.com where you'll find all the information you need on upcoming events, registration details, and how to participate in your local area. Whether you want to become part of the European Week of Winter Sports organizers team, compete, volunteer, or simply cheer others on, we have a place for you.



www.wintersportweek.com

KEY FACTS

WHAT

A week-long celebration across Europe promoting winter sports activities, with small-scale to big events, with competitions, workshops and more.

WHEN

1-8 February 2025

WHO

EWWS coordinators, winter sport clubs, associations, municipalities and winter sport enthusiasts across Europe

WHY

Creating the future of winter sport - sustainable, inclusive, and fun!

HOW

Become a EWWS COORDINATOR and share your passion for winter sport, nature and a healthy lifestyle with many others. Join the EWWS community and create your own winter sport event, to become part of the European Week of Winter Sport.

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

- Member of a sport club, a sport association or community
- Experience in (small) event organisation
- Leadership experience, e.g. leading teams, running sport camps
- Interest in middle to long-term perspective for EWWS cooperation

YOUR ROLE

YOUR PROFILE

EWWS COORDINATOR

IDENTIFY

Identifying with the key objectives of EWWS

COMMUNICATE

Maintaining communication between EWWS project team and your organisation (go-to-person for both sides; interlink function)

IMPLEMENT

Leading implementation of a winter sport event during the European Week of Winter Sport

EVALUATE

Supporting **evaluation of objectives** (measuring impact, providing feedback and evidence)

PROMOTE

Promoting EWWS platform and downloads

www.wintersportweek.com

A COMMUNITY GUIDE

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

JOIN

You're part of a winter sport clubs, association, municipality or simply a winter sport enthusiast across Europe - ready to share your passion for winter sport, nature and a healthy lifestyle with many others..? Join the EWWS community and create your own winter sport event, to become part of the European Week of Winter Sport.

.. CREATE YOUR OWN SUSTAINABLE WINTER SPORT EVENT

Because at the heart of the European Week of Winter Sport project lies a strong commitment to promoting eco-friendly practices, ensuring that the joy of winter sports is experienced responsibly and sustainably. The European Week of Winter Sport initiative brings together sport organizations, educational institutions, local governments, and community members to foster a culture of active living while addressing environmental challenges.

In this **EWWS GUIDE** for the European Week of Winter Sport you will find the most important tools, quick and easy enough to apply, so that they can be readily adapted by any winter sport club, community or federation, and their many affiliates and members.. to create a sustainable winter sport event, make the EWWS community grow and foster a healthy and sporty lifestyle!

SUSTAINABLE WINTER SPORT

Sustainability is the practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It's about balancing economic, social, and environmental factors to mitigate climate change and its negative impact on our society and planet.

THE 6 R'S OF SUSTAINABILITY

The main elements of sustainability actions taking into account the proper usage of materials and plausible steps to ensure the sustainability.

REDUCE

THE FIRST R, "REDUCE," IS ABOUT REDUCING THE NUMBER OF PRODUCTS AND SERVICES WE USE. THIS CONCEPT REVOLVES AROUND CONSUMING LESS TO WASTE LESS.

REUSE

REUSE SIMPLY MEANS FINDING NEW WAYS TO USE ITEMS INSTEAD OF THROWING THEM AWAY. IT'S ABOUT EXTENDING THE LIFESPAN OF PRODUCTS BY FINDING ALTERNATIVE PURPOSES FOR THEM.

RECYCLE

RECYCLING INVOLVES CONVERTING USED MATERIALS INTO NEW PRODUCTS, REDUCING THE NEED FOR RAW MATERIALS AND MINIMISING WASTE. WHILE RECYCLING MAY SEEM FAMILIAR TO MANY, ITS ACCESSIBILITY CAN VARY DEPENDING ON THE LOCATION.

RETHINK

RETHINK CALLS FOR BUSINESSES TO ADOPT A MORE STRATEGIC, LONG-TERM APPROACH TO SUSTAINABILITY BY QUESTIONING TRADITIONAL PRACTICES AND CONSIDERING THE BROADER IMPACT OF THEIR OPERATIONS.

REFUSE

LET'S EXPLORE THE FIFTH R: "REFUSE." REFUSING INVOLVES ACTIVELY CHOOSING NOT TO PURCHASE OR CONSUME UNNECESSARY OR UNSUSTAINABLE PRODUCTS.

REPAIR

THE SIXTH R, REPAIR, INVOLVES FIXING BROKEN OR DAMAGED ITEMS INSTEAD OF DISCARDING THEM. THE IDEA IS TO EXTEND THE LIFESPAN OF PRODUCTS AND MINIMISE WASTE.

HOW

TO APPLY THE 6 Rs

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

Encourage
employees to
minimise
waste

Promote a
reuse culture

Educate
employees

Think about an intelligent
recycling programme

Audit your
current
practices

Explore alternative
approaches that prioritise
sustainability

Evaluate your supply chain and
procurement processes

[Resource information link](#)

SELF-ASSESSMENT. FIND OUT WHAT YOUR ENVIRONMENTAL SCORE IS.

ASSESSMENT TOOLS

Before you start implementing key measures to improve your environmental score, first test how sustainable your sport events already are.

You can use one of the assessment tools linked here, or find additional ones on the internet.

GREEN CHAMPIONS

The aim of the GREEN CHAMPIONS portal is to provide sport event organizers and interested parties with information – from useful checklists to practical examples – around possible and concrete courses of action for planning and hosting sustainable sports events.

GREEN SPORT HUB EUROPE

With the GSHE self-assessment is tool you will be able to evaluate the level of maturity of the actions carried out by your structure.

Based on this assessment, you will know what potential actions to take for a greener and more sustainable future for your winter sport event.

FIS CO2 CALCULATOR

FIS CO2 Calculator is a custom-designed online tool specifically developed to help measure, manage, and reduce greenhouse gas emissions in snow sports. With a focus on skiing and snowboarding, the tool is tailored to support FIS World Cup and FIS Championship Local Organizing Committees (LOCs) as well as National Ski Associations (NSAs).

MAIN POINTS FOR SUSTAINABLE EVENT ORGANISATION

MOBILITY

TRANSPORTATION AND LOGISTICS

Promote public transportation, cycling, and walking.
Provide shuttle services using electric or hybrid vehicles.
Optimize transportation routes to reduce emissions.

RESOURCES

SUPPLY CHAIN

EFFICIENT ENERGY USE

WATER MANAGEMENT

WASTE MANAGEMENT

CATERING

AWARENESS

STAKEHOLDER ENGAGEMENT AND EDUCATION

IMPACT

MONITORING

EVALUATION

REPORTING

LONG-TERM IMPACT

CHECKLIST

ARRIVAL AND DEPARTURE

- Informing participants about the use of environmentally friendly means of transportation ☐
- Create incentives for the use of public transport Sufficient ☐
- Bicycle parking spaces (also for cargo bikes) ☐
- Compensation for unavoidable greenhouse gas emissions ☐

ENERGY AND CLIMATE

- Do not heat rooms above 20° ☐
- Energy-efficient lighting of rooms Purchase of electricity from renewable sources ☐

PROCUREMENT

- Rent used products or products ☐
- Products with ecological and/or fair seals Recycled sanitary paper ☐
- Environmentally friendly cleaning agents ☐
- Flowers from the region and/or Fairtrade seal if required ☐



CHECKLIST FOR SUSTAINABLE EVENT ORGANIZATION

CHECKLIST

CATERING

Purely vegan and vegan catering	<input type="checkbox"/>
Offer products from organic farming	<input type="checkbox"/>
Offer products from fair trade	<input type="checkbox"/>
Use of seasonal foods	<input type="checkbox"/>
Use of food transported in an environmentally friendly manner	<input type="checkbox"/>
Provision of tap water	<input type="checkbox"/>
Use of reusable crockery, cutlery and glasses	<input type="checkbox"/>
Use of packaging that avoids waste	<input type="checkbox"/>
Distribution of leftover food	<input type="checkbox"/>

WASTE AND NOISE MANAGEMENT

Setting up waste islands for separate waste collection	<input type="checkbox"/>
Plan the timing of the event so that residents are inconvenienced as little as possible	<input type="checkbox"/>
Active noise protection (correct positioning of loudspeaker systems)	<input type="checkbox"/>
Passive noise protection (noise barriers)	<input type="checkbox"/>
Involvement of local residents on waste and noise issues	<input type="checkbox"/>



CHECKLIST

COMMUNICATION AND EVALUATION

- Appoint a contact person for sustainability and communicate internally and externally
- Communicate new measures to the public at an early stage
- Inform employees about the sustainable measures
- Inform guests about the sustainable measures
- Obtain feedback from guests and employees on information materials on recycled paper if required

ACCESSIBILITY

- Accessibility of documents (invitation, on site)
- Measures for participants with disabilities
- Provide suitable seating and parking spaces Easy-to-open doors
- Avoiding obstacles on paths

GENDER MAINSTREAMING

- Gender-equitable formulations
- Ensure a balance of people with active roles
- Provide childcare on site or nearby as required

CHECKLIST FOR SUSTAINABLE EVENT ORGANIZATION

PROMOTION AND ENGAGEMENT

#BEACTIVEWINTER
EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

For promoting your EWWS event, use the EWWS BRAND AND MEDIA KIT (EVENT PROMOTION KIT). It can be downloaded from the official EWWS website.

[DOWNLOAD HERE](#)

For any use of promotional materials, follow our guidelines for the EWWS sport event promotion and communication.

DISSEMINATION STRATEGIES

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

ONLINE

SOCIAL MEDIA
EMAIL MARKETING/CAMPAIGNING

OFFLINE

PROMOTIONAL EVENTS
COMMUNITY EVENTS
MEDIA OUTREACH

www.wintersportweek.com



FUNDRAISING+ SPONSORSHIP

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

TRADITIONAL

DONATIONS
SPONSORS
GRANTS

INNOVATIVE

SPORT
CROWDFUNDING

Fairplaid

Sportfunder

Drafting an attractive sponsorship proposal is essential to obtaining the support of potential sponsors and increasing the European Week of Winter Sports' visibility and recognition.

A well-written proposal makes the event appear like an enormous occasion and makes the sponsor's requirements and benefits extremely clear. Here's a detailed guide on what elements should be included to customize the sponsorship proposals to different partners:

1) Executive Summary

- A Sponsorship packet should always start with a brief Executive Summary, describing the event, its significance and goals.
- Include key details about the event, the type of sponsorship to seek and the main benefits of the sponsor.
- The Executive Summary should be written with a customized note, which engages the reader to directly have a conversation with the seeker without having to read the entire report.

2) Sponsorship Opportunities

- Outline the total budget and the services required from the potential sponsor.
- Create different "levels" of sponsorship packages customized to align with the sponsor's marketing goals. Explain the contributions for each level and the benefits the sponsor receives, like in the example below:

3) Offer a 'Call to Action'

- Clearly state the next steps for a sponsor if they are interested. It can be a form to fill-out and send to you or it can be contact information to have a meeting regarding the sponsorship deal.
- Keep it simple and precise with stated deadlines to ensure efficiency.

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

Sponsorship Level	Contribution	Benefits
Gold	€10.000	Premium branding, exclusive media access, VIP passes for the event
Silver	€5000	Sponsor sign and logo, media coverage, access to VIP area, event tickets
Bronze	€2000	Logo on event materials. social media privilege, event tickets

www.wintersportweek.com

EWWS VIDEO CONTEST

#BEACTIVEWINTER
EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

**VIDEO CONTENT
CREATION**

... BE PART OF IT!

2 VIDEO CONTESTS

STORYTELLING & SUSTAINABILITY

The first contest, the Top 5 Best Promotional Videos, invites you to capture the essence of winter sports, sustainability, and local tourism in a creative and engaging way. Your video can be anywhere from 10 to 90 seconds long, showcasing how winter sports bring communities together while highlighting the importance of sustainability. Whether it's through Instagram, Facebook, TikTok, or YouTube, you can share your story using the official hashtags #EWWS, #BeActiveWinter, and #Top5BestPromotionalVideos.

#EWWS

#BeActiveWinter

#Top5BestPromotionalVideos

INNOVATION & IMPACT

Our second contest, the Top 5 Best Sustainable Solutions Awards, is focused on addressing the challenges of climate change in winter sports. We're looking for innovative ideas and practical solutions that reduce environmental impact while maintaining the spirit of winter sports. Whether through video reels, photos, or carousel posts, your submission should reflect how sustainability can shape the future of winter sports. Use the official hashtags #EWWS, #BeActiveWinter, and #Top5BestSustainableSolutions to share your vision with the world.

#EWWS

#BeActiveWinter

#Top5BestSustainableSolutions

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

**THE TOP 5 WINNERS
IN BOTH CATEGORIES
WILL RECEIVE
EXCITING PRIZES,
INCLUDING WINTER
SPORTS EQUIPMENT,
ECO-FRIENDLY
MERCHANDISE, AND
CERTIFICATES OF
ACHIEVEMENT.**

SHOOT A 10 - 90 SEC VIDEO, UPLOAD AND SUBMIT YOUR LINK.. IT'S THAT EASY!



SUBMIT AND REGISTER YOUR VIDEO HERE

MORE INFORMATION AT

www.wintersportweek.com

DISCLAIMER

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

#BEACTIVEWINTER 
EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union

www.wintersportweek.com

PARTNERS

#BEACTIVEWINTER

EUROPEAN WEEK OF WINTER SPORT



Co-funded by
the European Union



www.wintersportweek.com