

#BEACTIVEWINTER 
EUROPEAN WEEK OF WINTER SPORT



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GUIDE

**FOR WINTER SPORT
EVENT ORGANIZERS**

European Week of Winter Sport

European Week of Winter Sport is an Erasmus+ initiative promoting winter sports for all, while raising awareness about climate change and sustainability.



The **European Week of Winter Sport** makes winter sports more accessible and inclusive for all ages and backgrounds. It promotes physical activity, focusing on improving health, particularly for those facing economic challenges. **EWWS** also raises awareness about climate change and sustainability, encouraging healthy, eco-friendly lifestyles. For individuals, the project provides opportunities to engage in winter sports and learn sustainable practices. For sports organizations, it offers tools to organize inclusive, sustainable events. Whether it's skiing, snowboarding, ice skating, or simply enjoying outdoor activities in winter, the European Week of Winter Sports brings communities together for a shared experience that's healthy, inclusive, and fun.

EWWS EVENT ORGANIZERS

IDENTIFY

Identify with the key objectives of EWWS.

COMMUNICATE

Maintain communication between the EWWS Strategic coordinators and your organisation or community (go-to-person for both sides; interlink function)

IMPLEMENT

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

EVALUATE

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

PROMOTE

Promote the EWWS platform and downloads

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 2026

WHO

EWWS strategic coordinators, official partners, sport event organizers and winter enthusiasts across Europe.

WHY

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

HOW

Become a **EWWS EVENT ORGANIZER** 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.

EVENTS & ACTIVITIES YOU CAN DO...

ALPINE SKIING
COMPETITION FOR
KIDS



SNOWBOARD
CONTEST



ICE DIPPING IN
WINTER WATER



CROSS BIATHLON
RACE



ICE SKATING
ACTIVITIES



OPEN TRAINING
WITH YOUR
ICEHOCKEY TEAM



ICESTOCK
COMPETITION



SKI TOURING



SNOWBALL
ACTION WITH KIDS



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... AND MUCH MORE

MONO-SKI RACE • ROLLER SKIING ADVENTURES
• CROSS COUNTRY SKIING

Celebrate Winter. Inspire Movement.

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REGISTRATION FOR EVENT ORGANIZERS



*It's free, flexible, and gives your initiative visibility across Europe.
Whether small or large, your event can inspire people to embrace winter sports.*

Find practical steps for registration in the next page



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BE PART OF EUROPE'S BIGGEST WINTER SPORT CELEBRATION!

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HOW TO REGISTER YOUR LOCAL EVENT:

1

Register your local activity event at the [EWWS website](#).

2

Enter your contact and event details (name, location, description)

3

Upload photos, logo and links to your organization

4

Select one or more **sustainable actions** to implement at your event. Discover how to be eligible for the [EWWS 2026 Best Sustainable Solution Award](#).

5

Send and wait for approval. Once your event and has been approved by your national strategic coordinator, you will get **exclusive access to EWWS resources and materials.**

REGISTER BEFORE
31.12.2025



SCAN ME

Spread the word!

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European Week of Winter Sport | 1-8 February 2026

EUROPEAN WEEK OF WINTER SPORT

REGISTER BEFORE
THE
31.12.2025

Spread the word about the upcoming European Week of Winter Sport by **sharing the video** on the right with your family, friends and community. **Get active now!**

DISCOVER THE DIFFERENT FIELDS OF ACTION FOR SUSTAINABILITY

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ENERGY USE

MOBILITY &
TRANSPORT

CATERING

SUPPLY CHAINS

WASTE MANAGEMENT

AWARENESS &
EDUCATION

LOCAL STAKEHOLDERS
& VOLUNTEERS

Footprint and handprint - from sustainability to legacy

The (ecological) footprint emphasises the negative effects of our actions. The core message is: cut back, make savings and recognise the leverage for change to minimise the footprint. In contrast, the handprint emphasises the positive impact of activities. The core message here is: bigger and more is better. The handprint appeals to everyone and invites everyone to get involved in an organisation or civil society. Sustainability becomes a joint endeavour and a challenge for society as a whole that everyone must tackle together. More information can be found here: handabdruck.eu

Resource information link

MAKE YOUR EVENT SUSTAINABLE!

Let us know which sustainable initiative your event plans to implement!

Integrating sustainability into your event helps reduce environmental impact, raise awareness among participants, and align with broader efforts to protect our natural surroundings, especially in fragile mountain and winter sport environments. Even small actions can inspire meaningful change and set a positive example for others.

Here is a selection of simple and effective solutions for more sustainability

- Use of reusable or biodegradable materials (e.g. cups, signage, bibs)
- Promotion of carpooling among participants
- Agreements or incentives for public transport (e.g. discounted train or bus tickets)
- CO₂ offsetting initiatives (e.g. tree planting, carbon footprint compensation)
- Digital-only communication and materials (no printed flyers or posters)
- Use of local suppliers and products
- Limiting single-use plastic during the event
- Organizing waste separation and recycling points
- Encouraging participants to bring their own water bottles or containers
- Inclusion of an environmental education moment during the event
- Adapting the event to avoid energy-consuming infrastructure (e.g. artificial snow)
- Collaborating with environmental NGOs or local sustainability initiatives
- Other (please specify)

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**SHARE YOUR IDEAS
FOR MORE
SUSTAINABILITY
HERE!**

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KEY IS ..

Incorporate sustainability into everyday life without turning it immediately into a major project.

Start with small, tangible measures, and have a big impact.

Sustainability is team work!

Partner with other organisations to develop a strategy for positioning your association in a sustainable and future-proof manner, establish networks, and acquire funding.

Let's strive for a significant contribution to reduce emissions – with positive effects above and beyond your EWWS winter sport event!

EWWS | HOW TO ORGANIZE A SUSTAINABLE EVENT



Your steps on the road to more sustainability.



Introduction to Zero Impact Events

Choosing Eco Friendly Event Locations

Green Energy & Carbon Neutral Operations

Zero Waste Event Management

Eco Friendly Transportation Solutions



Participate in our contest for the
EWWS Sustainability Award:
[https://wintersportweek.com/
sustainabilityaward](https://wintersportweek.com/sustainabilityaward)

Sustainable Equipment & Gear

Ethical & Sustainable Food & Beverage Services

Protecting Natural Landscapes & Biodiversity

Sustainable Branding & Merchandise

Measuring & Offsetting Carbon Footprint

As part of the 2026 edition of the European Week of Winter Sports (EWWS), a contest of the best solutions for sustainable winter sport events is **open exclusively to registered EWWS event organizers.**

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CHECKLIST

You can use this **checklist to organize sustainable events**, allowing you to avoid disposable tableware, use regional and seasonal products, avoid throwing away food, use minimal and environmentally friendly paper, take social responsibility, ensure accessibility, and appeal to all genders.



ARRIVAL AND DEPARTURE

Inform participants about the use of environmentally friendly means of transportation


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Create incentives for the use of public transportation

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Provide bicycle parking spaces

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Compensation for unavoidable greenhouse gas emissions

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ENERGY AND RESOURCES

Energy efficient lighting of rooms (LED etc.)


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Purchase and use of electricity from renewable sources

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☐



CATERING

- Provide vegetarian and vegan food
- Offer products from organic farming
- Offer products from fair trade
- Use of seasonal foods
- Provision of tap water
- Use of packaging that avoids waste
- Use of reusable crockery, cutlery, and glasses
- Distribution of leftover food (Foodsharing)
- Use of food transported in an environmentally friendly manner

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WASTE MANAGEMENT

- Set up waste islands for separate waste collection

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COMMUNICATION & EVALUATION

- Appoint a contact person for sustainability and communicate internally and externally
- Inform guests about sustainable measures
- Communicate new measures to the public at early stage
- Inform employees, staff, and volunteers about sustainable measures
- Obtain feedback from guests and employees on information materials on recycled paper if required (USE DIGITAL evaluation, QR)

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ACCESSIBILITY

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

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GENDER MAINSTREAMING

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

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IMPACT

ORGANISING SUSTAINABLE SPORT EVENTS

SUSTAINABLE PRACTICE SOLUTIONS AWARD

Measuring the impact of your local event is crucial!
Let's introduce some measures that can help you to
understand and maximise the impact of your actions
for sustainability.

SUSTAINABLE PRACTICE SOLUTIONS AWARD



As part of the 2026 edition of the European Week of Winter Sports (EWWS), a **contest of the best solutions for sustainable winter sport events** is open exclusively to registered EWWS event organizers.

The contest aims to highlight the most impactful and original eco-friendly solutions implemented during the events.

The **best practice and solution for sustainable winter sport events** will be awarded with the exclusive **Best Sustainable Solution Award - EWWS 2026**.



Find all details, rules, and promotional material on the official Contest webpage:
<https://wintersportweek.com/sustainabilityaward/>

IMPACT OF SUSTAINABLE SPORT EVENTS ORGANISATION

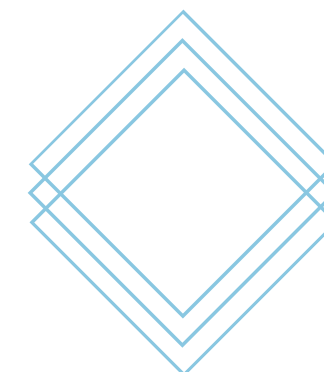
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SELF-ASSESSMENT

Measure and offset the carbon footprint of the event.
Invest in certified carbon offset projects.
Encourage participants and sponsors to offset their travel emissions.



MONITORING

Set clear, measurable sustainability goals.
Monitor your actions to track and report on sustainability metrics.

EVALUATION

Conduct post-event evaluations to identify areas for improvement.

COMMUNICATION OF ACHIEVEMENTS

Promote sustainable behaviour through campaigns and incentives.

LONG-TERM IMPACT

Plan for the long-term positive impact of the event on the local community.
Support local sustainability projects and initiatives.
Leave a lasting positive environmental impact.

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REPORTING YOUR EVENT & SUCCESS



Let us know what you have done and achieved in the reporting section.

EVALUATION



IMPACT



REPORTING

Fill the post-event form on our website.

DISCLAIMER

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STRATEGIC COORDINATORS

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KILIAN
JORNET
FOUNDATION

SKI klub Rijeka



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