

EUROPEAN WEEK ❄️
OF WINTER SPORT



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TOOLKIT

**FOR WINTER SPORT
EVENT ORGANIZERS**

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WELCOME & INTRODUCTION

1

EUROPEAN WEEK OF WINTER SPORT

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. EWWS also supports education providers and local authorities in integrating sustainability into programs and policies, fostering a culture of sustainable winter sports across Europe.

The **European Week of Winter Sport** is an exciting and important initiative, 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 Sports brings communities together for a shared experience that's healthy, inclusive, and fun.



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.



OBJECTIVES EWWS EMPOWERS..

ACCESSIBILITY

Highlight efforts to make winter sports affordable and available to all demographics, including youth, low-income families, and individuals with disabilities.

SUSTAINABILITY

Emphasize the project's commitment to environmentally friendly practices, minimizing waste, and preserving natural landscapes.

COMMUNITY ENGAGEMENT

Showcase partnerships with local communities, schools, and organizations to foster inclusive participation.

INNOVATION

Promote the use of cutting-edge technologies and sustainable materials in sports equipment and facilities.

HEALTH AND WELLBEING

Stress the physical and mental health benefits of participating in winter sports. Boost the participation of physical activity during winter periods.

THE EWWS TOOLKIT

In winter 2026, the eyes of the international sporting world will not only be on the Winter Olympics but also on the European Week of Winter Sport (EWWS). We, the strategic coordinators and official partners of the European Week of Sport, firmly believe that also winter sport can be a driver for sustainable development. Winter sport will certainly take centre stage, but we want the European Week of Winter Sport to be not just a major sporting event, but also a platform that embodies the spirit of intercultural community, the exchange of knowledge and ideas, and the contribution of sport to sustainable development and transformation at the local and European levels.

A central component of our sustainability goals is this toolkit: it provides you with a pathway and clear actions towards creating your own sustainable sport event. It is therefore our hope and aspiration to have you share our commitment to use the European Week of Winter Sport to create impetus for long-term positive effects on the environment and society.

Our holistic approach to the European Week of Winter Sport is based on the human rights conventions and the 17 global Sustainable Development Goals (SDGs) of the United Nations. With our measures, we want to further establish the European Week of Winter Sport as an annual sport event that has a long-term and positive impact. To achieve this, we work closely with local communities, national sport associations, and civil society stakeholders ... and with limited time, financial and human resources. As we all know.

Therefore, this toolkit is a call to action, participation and collaboration to realise the vision of a more sustainable winter sport world. Let's use this opportunity to leave a lasting positive impact together and establish the European Week of Winter Sport as a prime example of the interrelation between sport, education and sustainability.

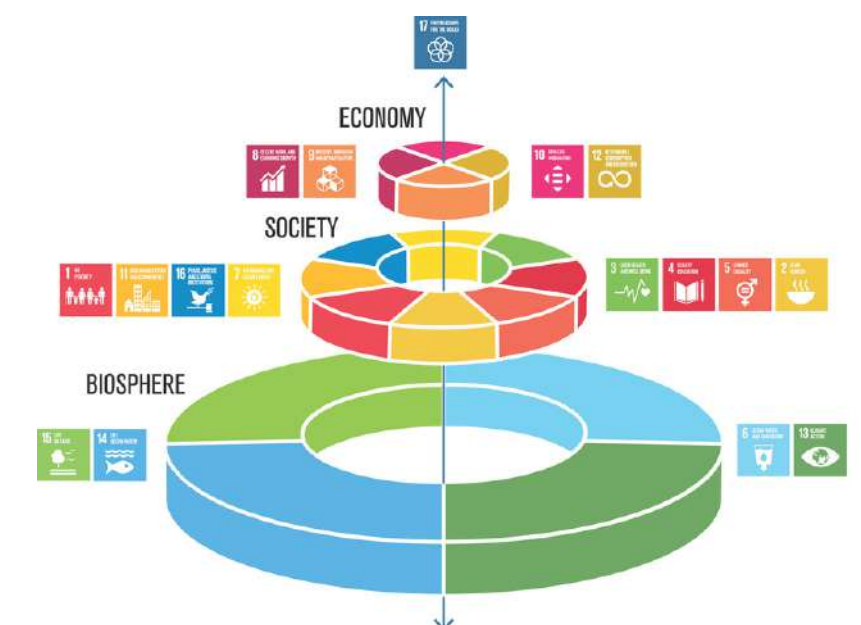
The European Week of Winter Sport is not possible without **EVENT ORGANIZERS!**

See on the next page how you can become a EWWS event organizer and support the implementation of sustainable and inclusive winter sport events.

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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

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EVENTS & ACTIVITIES YOU CAN DO...

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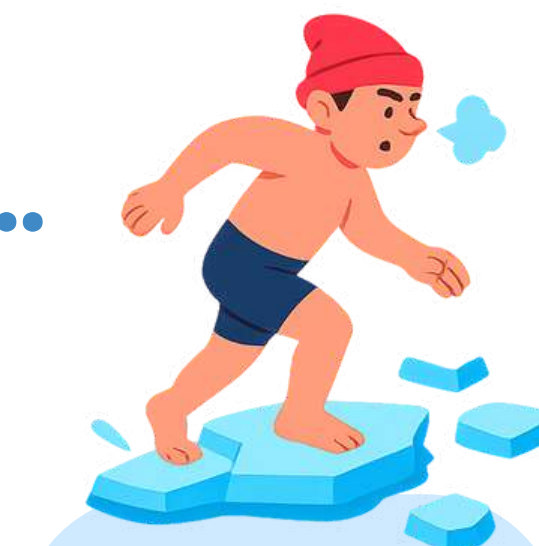
**ALPINE SKIING
COMPETITION FOR
KIDS**



**SNOWBOARD
CONTEST**



**ICE DIPPING IN
WINTER WATER**



**CROSS BIATHLON
RACE**



**ICE SKATING
ACTIVITIES**



**OPEN TRAINING
WITH YOUR
ICEHOCKEY TEAM**



SKI TOURING



**ICESTOCK
COMPETITION**



**SNOWBALL
ACTION WITH KIDS**



... AND MUCH MORE

MONO-SKI RACE • ROLLER SKIING ADVENTURES

CROSS COUNTRY SKIING

European Week of Winter Sport

#healthy

#inclusive

#fun

#climatechange

#sustainability

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The active involvement, co-organization of relevant sport communities and stakeholder groups, and transparent communication take centre stage. An open dialogue in all project phases is intended to strengthen trust and promote a collective sense of responsibility for the sustainability objectives of the European Week of Winter Sport. The EWWS team is always open to constructive dialogue, feedback and joint activities.

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 Sport organizers team, compete, volunteer, or simply cheer others on, we have a place for you.



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SUSTAINABLE SPORT EVENTS

2

2.1 INTRODUCTION TO SUSTAINABILITY

SUSTAINABILITY

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

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

Refuse involves actively choosing not to purchase or consume unnecessary or unsustainable products.

REPAIR

Repair involves fixing broken or damaged items instead of discarding them. The idea is to extend the lifespan of products and minimise waste.

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SUSTAINABILITY

Sustainability is **multidimensional** because it weaves together environmental, economic, and social goals, ensuring that development today does not compromise the needs of future generations.

ENVIRONMENTAL - SOCIAL - ECONOMICAL

Sustainability combines environmental, economic, and social aspects. It means protecting ecosystems, supporting long-term prosperity, and promoting equity and well-being. True sustainability requires balancing these dimensions, since progress in one depends on the others.

ENVIRONMENTAL

Environmental sustainability means reducing negative impacts on nature while promoting practices that protect and enhance the environment. It is based on recognising environmental impacts and aligning concepts and measures.

SOCIAL

Social sustainability means promoting social cohesion, equal rights, well-being, and education, guided by human rights principles and focused on movement & health, diversity & inclusion, and education & engagement.

ECONOMIC

Economic sustainability means using resources and creating growth in ways that support long-term prosperity without harming people, society, or the environment.

HOW

TO APPLY THE 6 Rs

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**Encourage
employees to
minimise
waste**

**Promote a
reuse culture**

**Educate
employees**

**Think about an intelligent
recycling programme**

**Review your
current
practices**

**Explore alternative
approaches that prioritise
sustainability**

**Evaluate your supply chain and
procurement processes**

Resource information link

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



SUSTAINABLE SPORT EVENTS

2

2.2 GOOD PRACTICES

ACROSS EUROPE, LOCAL ORGANIZERS ARE ALREADY TAKING ACTION.



Going digital

In Finland, ski events offer digital programs instead of printed leaflets.



Eco-friendly transport

In Slovenia, clubs encourage fans to come by train and offer free shuttle service.



Teach others on eco-habits

In Italy, volunteers are trained not just to help, but to educate the public on eco-habits.



Reuse & low-cost

In Bulgaria, school snow festivals use repurposed materials and emphasize low-cost, inclusive games.



Forest snowshoe events with environmental education

In Austria, snowshoe events are being organized in community forests, where participants not only enjoy the winter terrain but also engage in guided nature education, learning about the forest's delicate balance.



Saving trees & paper

At the 2023 Alpine Youth Cup in Austria, all event info was accessed through a mobile app - saving over 10,000 printed pages.

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Wherever your event takes place, remember - nature is not just a venue, it's a partner. Every choice matters.



France – Urban skating rinks with no terrain disruption

In France, open-air skating rinks have been temporarily installed on existing city squares, allowing communities to gather and enjoy winter sport without altering the natural environment or requiring new construction.



Portugal – Winter festivals in parks promoting active lifestyle

And in Portugal, where snow is uncommon, local governments and NGOs host winter-themed sport festivals in urban parks. These festivals blend athletics with sustainability, offering alternative winter activities that fit the local climate while spreading awareness about eco-friendly practices.



Norway – Ski event powered by wind energy

In Norway, a cross-country skiing tournament partnered with a local wind farm to power the entire event - from timing systems to mobile heating units. They proudly displayed signs throughout the course reminding participants of their low-carbon commitment.



Italy – Solar-powered logistics and biodiesel transport

In Italy, an alpine snowboarding event used solar-powered stage lighting and portable charging stations powered by clean energy. Participants were encouraged to use public transport, and shuttle buses ran on biodiesel.



Slovenia – Tree planting for carbon offsetting

Meanwhile, in Slovenia, a local youth sports club planted trees in the weeks leading up to their snow games, using the event as an opportunity to teach climate awareness while offsetting emissions.



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*All of these are examples of what we call
Zero Impact thinking.
These examples show what's possible
when creativity meets commitment.*



SUSTAINABLE SPORT EVENTS

2

2.3 MEASURING YOUR CARBON FOOTPRINT

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.

Understanding your carbon footprint is the first and most important step.
Without data, it's impossible to improve.

So start by gathering basic information:

- How many participants are coming?
- How far are they traveling, and by what means?
- What energy sources power your venue?
- How much food is being served, and how much waste is being produced?

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



GREEN SPORT HUB EUROPE

With the GSHE self-assessment 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).

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

ASSESSMENT TOOLS

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

OTHER ONLINE CALCULATORS ARE

ClimateHero

WWF's Carbon Footprint Calculator

MyClimate

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CLUB CALCULATOR

This CO₂ sports club calculator is designed to enable sports clubs of all sizes to calculate their greenhouse gas emissions.

The low-threshold calculation of the CO₂ footprint in sports clubs is intended to raise awareness of CO₂ emissions in German sports clubs on a long-term basis.

CALCULATE YOUR CARBON FOOTPRINT

Do you know your personal carbon footprint? Calculate it with the CO₂-Quick-Check or the detailed UBA-Carbon-Calculator.

Compare your values with the German average. Check which measures you can take to effectively improve your Carbon Footprint.

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.

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CARBON FOOTPRINT COMPENSATION

Calculate your carbon footprint and offset the emissions that can't be avoided. Work with certified offsetting programs that support reforestation, clean energy, or community-based carbon capture initiatives.

Offsetting involves funding projects that reduce or capture greenhouse gases. You might support forest restoration, renewable energy in developing countries, or soil regeneration projects.

Some events partner with local authorities for tree planting - a tangible, long-term investment in the local environment. Others purchase offsets from certified providers following international standards such as Gold Standard or Verified Carbon Standard.

This is a selection of CO2 offsetting initiatives and projects:

atmosfair CO2 offsetting projects

Tree-planting initiatives & forest projects

Mabey Ski Tour Operator: offset projects



***Offsetting is not a license to pollute - it's a last step, not a substitute for reduction.
Always REDUCE, REPLACE and REUSE first!***

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ORGANISING SUSTAINABLE SPORT EVENTS

3

3.1. TAKE ACTION

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



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!

FOR A SUSTAINABLE EVENT ORGANISATION CONSIDER



EFFICIENT ENERGY USE

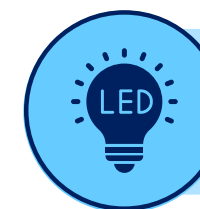
- Green energy as the primary energy source and its rational usage should be an essential element of climate protection in your approach to sustainability.
- Emphasizing energy efficiency, important areas are heating, insulation of building shells, lighting and technical snowmaking. Furthermore, energy controlling/ management plays an important role in order to prevent unnecessary energy consumption and in efficiently managing use of resources.
- Use modern technologies (digital green solutions), e.g. for snow management.
- Your sporting venues should be powered as much as possible by regionally generated energy, like hydroelectric plants, photovoltaics (PV), biogas and wind turbines.



Use renewable energy sources, like solar panels, wind turbines, or geothermal energy.



Install energy-efficient lighting and HVAC systems.



Promote the installation and use of LED lights.



Use energy-efficient AV equipment



FOR A SUSTAINABLE EVENT ORGANISATION CONSIDER



MOBILITY + TRANSPORT

- Sustainable mobility is an important component of climate protection for almost all sporting events.
- The reduction of resource consumption in mobility presents a central challenge. It means promoting environmentally friendly modes of transport such as walking or encouraging public transport, and make the entire traffic and transport system more efficient.
- Create „short paths“. Reduce private transport. Provide special and low-cost tickets for public transport. Maybe install a bus shuttle system, for transport to and from your event area.
- Communicate and campaign for trains, buses and car sharing.



Promote public transportation, cycling, and walking.



Promote carpooling or car sharing.



Provide shuttle services using electric or hybrid vehicles.



Optimize transportation routes to reduce emissions.

BEST PRACTICE

A great example of sustainable winter sport transportation comes from the Swiss ski resort, which has implemented a comprehensive eco-mobility strategy to reduce its carbon footprint. The resort offers visitors free shuttle buses powered by renewable energy, connects to major cities via train lines, and actively promotes carpooling through dedicated apps and reserved parking spaces. Additionally, the resort has invested in electric snowmobiles and e-bikes for internal transportation during events, ensuring both participants and spectators can move around with minimal environmental impact.



FOR A SUSTAINABLE EVENT ORGANISATION CONSIDER



CATERING

- By providing your athletes, spectators and volunteers with local food and beverages, awareness is raised about the food in the region.
- Catering for the athletes as well as the volunteers should consist of a range of environmentally produced food with the highest possible proportion of local produce.
- Make vegetarian dishes and fair trade products a further integral part of your approach.
- In addition, eco-friendly products should be used, whenever possible, such as reusable and biodegradable dishes for the catering.



Check for sustainable certificate labels on food providers.



Find catering from your region.



Eat at small restaurants to contribute to the local economy.



Source locally-produced and organic food.



Offer and encourage plant-based and vegetarian options.



Encourage participants to bring their own water bottles or containers.



FOR A SUSTAINABLE EVENT ORGANISATION CONSIDER



GREEN YOUR SUPPLY CHAIN!

- Purchase goods and services from sustainable and ethical sources.
- Use eco-friendly materials for merchandise, promotional items, and signage.
- Go digital when possible - from tickets to programs - to cut down on unnecessary printing – **provide QR codes** for scanning information or digital schedules on screens. And when printing is unavoidable, opt for recycled paper and eco-friendly ink.
- Prioritize suppliers with sustainable practices.



Fairtrade



Local and regional suppliers



Re- and upcycled materials



Second hand use

FOR A SUSTAINABLE EVENT ORGANISATION CONSIDER



WASTE MANAGEMENT

- Use of reusable dishes for catering for volunteers
- Use of biodegradable reusable dishes, where possible
- Minimize the use of disposable cups
- Deposit for PET bottles
- Cooperate with Foodsharing for volunteers and staff
- Implement a waste concept: waste separation through bins for plastic, for residual waste, for paper, for organic waste



Create clearly marked recycling and compost stations



Reduce food waste by better planning, through donations and composting



Implement comprehensive recycling and composting programs



Reduce single-use plastics and promote reusable materials (ex. water bottles)

Food waste is one of the biggest environmental burdens of any event, but there are many ways to address this challenge.



TIP Sort waste, compost, donate or recycle. Work with caterers to estimate quantities realistically, encourage pre-registration to reduce over-preparation, and donate leftover food when safe to do so (Foodsharing).

FOR A SUSTAINABLE EVENT ORGANISATION CONSIDER



AWARENESS & EDUCATION

STAKEHOLDER ENGAGEMENT

- Partner with local communities.
- Collaborate with environmental NGOs or local sustainability initiatives.

EDUCATION

- Educate participants, spectators, and staff on sustainability practices.

AWARENESS RAISING AND CAMPAIGNING

- Promote sustainable behaviour through campaigns and incentives.

CATERING

CHOOSE REUSABLE INFRASTRUCTURE:

- signage made from durable materials, reusable barriers and fencing, washable tableware instead of disposables.
- Partner with vendors who share your values - those who use compostable packaging or source locally to reduce transportation emissions.



ORGANISING SUSTAINABLE SPORT EVENTS

3

3.2. CHECKLIST

You can use this checklist to organize 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

☐
☐
☐



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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ORGANISING SUSTAINABLE SPORT EVENTS

3

3.3 UNDERSTAND YOUR IMPACT

Let's introduce some measures that can help you to understand and maximise the impact of your actions for sustainability.

IMPACT OF SUSTAINABLE SPORT EVENTS ORGANISATION

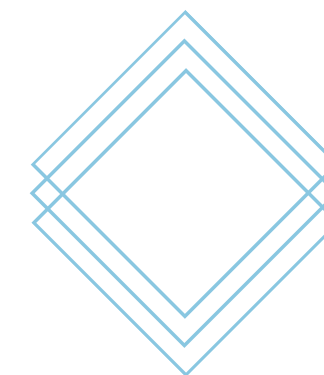
IMPACT



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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.



EWWS COMMUNICATION & OUTREACH

4

4.1. PROMOTIONAL RESOURCES & COMMUNICATION

HOW TO GET ACCESS TO EWWS PROMOTIONAL RESOURCES

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REGISTER YOUR EVENT.

[REGISTER YOUR EVENT HERE](#)

1

GET ACCESS TO THE EWWS PROMOTION.

2

Once you have registered your event and it has been approved by your national strategic coordinator, you will get **exclusive access to promotional materials**.

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!**

European Week of Winter Sport | 1-8 February 2026

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TIPS FOR SUSTAINABLE EVENT COMMUNICATION

Minimize paper use in communications with participants as much as possible.

Implement an electronic registration system to enable digital submissions and registrations instead of using postal or printed forms.

If paper is necessary, choose recycled or certified paper from sustainably harvested forests and free of elemental chlorine (TCF or EFC).

Avoid glossy or colorful publications and opt for sustainable inks.

For the production of promotional on-site materials, use recycled or natural elements (such as wood) to minimize environmental impact.

Strive to reuse these materials year after year to enhance their circularity.

Share this practice through your communication channels as part of your sustainability efforts.

If possible, and to boost the social and economical sustainability, try to partner up with local suppliers to produce/get these materials.

Promote sustainability

Reach out to diverse audiences

Foster community engagement





EWWS COMMUNICATION & OUTREACH

4

4.2. DISSEMINATION & OUTREACH

DISSEMINATION STRATEGIES

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ONLINE

SOCIAL MEDIA

EMAIL MARKETING/CAMPAIGNING

OFFLINE

PROMOTIONAL EVENTS

COMMUNITY EVENTS

MEDIA OUTREACH



SOCIAL MEDIA ENGAGEMENT: MAXIMIZING IMPACT FOR EWWS

In the **digital landscape** of the **European Week of Winter Sport (EWWS)**, social media serves as a dynamic and influential platform for disseminating information, fostering community engagement, and promoting sustainability in winter sports. With a strategic approach, we can leverage social media effectively to reach diverse audiences and encourage active participation in EWWS events. Here's an in-depth exploration of the role of social media in our dissemination strategy and how we tailor content for different platforms:

Reaching Diverse Audiences: Social media platforms have expansive user bases spanning various demographics and interests, enabling us to connect with individuals from diverse backgrounds and geographical locations. By strategically targeting our messaging, we can effectively reach and engage with winter sports enthusiasts, sustainability advocates, and community members across Europe and beyond.

Fostering Community Engagement: Social media platforms provide a virtual space for fostering a sense of community among winter sports enthusiasts. Through interactive features such as comments, likes, and shares, followers can actively engage with our content, share their experiences, and connect with like-minded individuals. By facilitating meaningful interactions and conversations, we aim to build a strong and supportive community around EWWS.

Promoting Sustainability: Social media serves as a powerful platform for raising awareness about sustainability in winter sports and showcasing eco-friendly practices. Through visually compelling imagery, informative posts, and engaging videos, we educate our audience about the environmental impact of winter sports and inspire them to adopt sustainable behaviors. By leveraging the reach and influence of social media, we seek to drive positive change and promote environmental stewardship within the winter sports community.



SOCIAL MEDIA ENGAGEMENT: MAXIMIZING IMPACT FOR EWWS

TAILORING CONTENT FOR DIFFERENT PLATFORMS



Facebook provides a versatile platform for sharing a variety of content, including **event updates, articles, videos, and live streams**. We utilize Facebook events to promote EWoWS activities, create discussion groups to facilitate conversations, and share informative posts on the project's page. By leveraging the reach of Facebook, we ensure that our content reaches a wide and relevant audience, sparking interest and fostering engagement.



As a visual-centric platform, **Instagram** is ideal for **showcasing imagery and videos of winter sport activities, scenic landscapes, and sustainability initiatives**. We utilize visually appealing posts, stories, reels, and IGTV videos to engage followers and convey our message. Through stunning visuals and compelling storytelling, we aim to inspire and captivate our audience, driving interest in participation in EWoWS events.



With its short-form video format and youthful audience demographic, **TikTok** offers an opportunity to create engaging and entertaining content that resonates with younger audiences. We leverage TikTok to **share behind-the-scenes footage, user-generated content, and challenges related to winter sports and sustainability**. By embracing creativity and authenticity, we aim to capture the attention of Gen Z users and inspire them to participate in EWoWS events and initiatives.

Through **strategic social media engagement**, we strive to create a lasting impact and foster a vibrant community of winter sports enthusiasts committed to sustainability and environmental stewardship.

EMAIL MARKETING: ENGAGING AND INFORMING THE EWWS COMMUNITY

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Email marketing is a cornerstone of the dissemination strategy for the European Week of Winter Sport (EWoWS), offering a direct and personalized way to engage our audience and promote events and initiatives. Here's how we utilize email marketing effectively:

Utilizing Email Marketing to Reach and Engage the Audience

- **Building a Subscriber List:** We collect email addresses through event registrations, website sign-ups, social media campaigns, and partnerships. Offering content and incentives encourages individuals to join our mailing list.
- **Segmenting the Audience:** We segment our subscriber list based on demographics, interests, and past interactions to send targeted emails that resonate with specific audience groups.
- **Creating Compelling Email Campaigns:** Our email campaigns include newsletters, event announcements, sustainability tips, and participant spotlights. A consistent schedule and varied content keep subscribers interested.
- **Personalizing Communication:** We personalize emails with the recipient's name, tailored content, and event recommendations, enhancing the reader's connection to EWoWS.

STRATEGIES TO MAKE YOUR EMAIL CONTENT RELEVANT AND COMPELLING

- **Understanding Audience Preferences:** Through surveys and engagement analytics, we gather insights into what content our audience values most, informing our content strategy.
- **Crafting Engaging Subject Lines:** We create attention-grabbing, relevant, and concise subject lines, often incorporating personalization and urgency to entice readers to open the emails.
- **Delivering Valuable Content:** We ensure every email provides valuable information, whether through informative articles, exclusive event previews, sustainability tips, or engaging community.
- **Using Visuals and Multimedia:** We enhance our emails with images, infographics, and videos to break up text, illustrate key points, and showcase the excitement of EWoWS events.
- **Including Clear Calls to Action (CTAs):** Each email includes clear CTAs, guiding readers to register for events, visit the website, share content, or provide feedback, increasing engagement and participation.
- **Testing and Optimization:** We continuously test and optimize various email elements, using A/B testing and metrics like open rates and click-through rates to refine our approach and improve performance.

BUILDING AND SUSTAINING MEANINGFUL CONNECTIONS

- **Consistent Communication:** Regular updates via newsletters, social media, and community meetings keep everyone informed and engaged, building trust and involvement.
- **Feedback and Adaptation:** Seeking feedback through surveys and debriefings helps us understand community needs and preferences, fostering a sense of ownership and collaboration.
- **Volunteering Opportunities:** Offering various volunteer roles and recognizing efforts builds a loyal and motivated volunteer base integral to our projects.
- **Personal Connections:** Building relationships with key community leaders and residents through face-to-face interactions and personalized invitations strengthens outreach efforts.
- **Long-term Engagement Programs:** Programs like "Winter Sports Ambassadors" and "Sustainability Champions" ensure ongoing involvement and investment in the EWoWS mission year-round.

By employing successful initiatives and building sustainable connections, we expand our reach and deepen engagement. Consistent communication, active feedback integration, diverse volunteer opportunities, and personal relationships foster a collaborative spirit. Long-term programs ensure ongoing impact. These strategies help EWoWS promote winter sports and sustainability, cultivating a vibrant, inclusive community.

COMMUNITY OUTREACH: EXPANDING REACH AND BUILDING CONNECTIONS

Community outreach is a vital aspect of the European Week of Winter Sport (EWoWS) strategy, allowing us to connect with local communities, promote winter sports, and foster sustainability. Here's how our successful community outreach initiatives expand our reach and build meaningful connections.

Successful Community Outreach Initiatives

- **Local Events and Workshops:** Hosting events such as winter sports clinics, sustainability workshops, and community fairs has proven effective in engaging local residents. These events provide hands-on experiences, allowing participants to try out winter sports and learn about sustainable practices firsthand. By making these events family-friendly and accessible, we attract a diverse audience.
- **School and University Partnerships:** Collaborating with educational institutions allows us to reach younger audiences and foster a culture of sustainability from an early age. We organize sports days, environmental awareness programs, and interactive sessions that highlight the importance of sustainability in winter sports. These partnerships often lead to long-term engagement and involvement from students and staff.
- **Collaboration with Local Authorities and Organizations:** Partnering with local governments, environmental groups, and sports clubs helps amplify our message and resources. Joint initiatives, such as community clean-up drives, tree planting events, and public lectures, leverage the strengths of each organization to create a broader impact.
- **Print and Media Campaigns:** Utilizing local newspapers, radio stations, and community bulletins effectively increases our visibility and reaches audiences less active online, ensuring broader community engagement.





CONCLUSIONS

Effective dissemination and community outreach are pivotal to the success of the European Week of Winter Sport (EWWS). By leveraging a mix of online and offline channels, we ensure our message of promoting winter sports and sustainability reaches diverse audiences. Social media platforms like Instagram, Facebook, and TikTok play a crucial role in engaging followers with dynamic and interactive content, while email marketing provides a direct, personalized communication channel that keeps our audience informed and involved.

Community outreach initiatives, including local events, school partnerships, and collaborations with local authorities, expand our reach and build meaningful connections. Consistent communication, active feedback integration, and offering diverse volunteer opportunities foster a collaborative and engaged community. Personal relationships and long-term engagement programs further strengthen these connections, ensuring sustained involvement in EWoWS initiatives.

Through a strategic approach to channel selection and resource allocation, we maximize our impact and effectiveness. By continuously monitoring and refining our dissemination strategies, we adapt to audience needs and preferences, enhancing our outreach efforts.

In summary, a comprehensive and integrated communication strategy combining both digital and traditional methods allows EWoWS to effectively promote winter sports and sustainability, creating a lasting impact on participants and communities. Ambassadors and organizers equipped with these tools and strategies can ensure the continued success and growth of EWoWS, fostering a vibrant, inclusive community dedicated to enjoying and preserving the excitement and beauty of winter sports.



SUSTAIN YOUR RESOURCES

5

5.1. SPORT CROWDFUNDING

SPORT CROWDFUNDING

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Crowdfunding has become a powerful tool for athletes, clubs, and sport-related initiatives to access resources, connect with their communities, and build sustainable growth. Unlike traditional funding models, crowdfunding goes beyond financial support: it creates visibility, strengthens community engagement, and fosters a sense of shared ownership in sporting success.

For individual athletes, crowdfunding offers the opportunity to cover training costs, equipment, and competition expenses while directly involving fans, friends, and supporters in their journey. For clubs and grassroots organizations, it provides a way to finance facility improvements, youth programs, or inclusive projects that might otherwise remain unfunded. Crowdfunding campaigns also raise awareness, attract sponsorships, and open doors to partnerships with businesses and institutions that value community-driven initiatives.

Beyond the immediate financial benefits, sport crowdfunding enables stronger storytelling and branding. Campaigns highlight the human side of sport—its challenges, aspirations, and values—building trust and loyalty among supporters. They also leverage digital tools and social media, making it easier to reach broader audiences and inspire participation across borders.

In this way, crowdfunding represents more than just fundraising: it is a platform for innovation, inclusion, and community-building, offering new opportunities to make sport more accessible, visible, and impactful.

SPORT CROWDFUNDING

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Fairplaid

Fairplaid — also known as FAIRPLAID SPORTS— is a leading German crowdfunding platform dedicated to sports-related initiatives, serving athletes, teams, clubs, and organizations in need of financial support for projects like training, competitions, camps, uniforms, and facility improvements

Sportfunder

Sportfunder is a sports-focused crowdfunding platform (launched in 2012 and headquartered in Montreal) that helps athletes, teams, clubs and events raise money for everything from travel and equipment to innovations and facility needs. The platform says it's active across 52 countries and 94 sports, with "millions+" raised since launch.

I Believe in You

I Believe In You (IBIY) is Switzerland's dedicated sports-crowdfunding platform—created "from athletes for athletes"—that helps individual athletes, clubs and event organizers fund everything from travel and equipment to facility upgrades. The platform highlights more than 4,000 successful projects, in more than 150 sports disciplines. It operates mainly in Switzerland and Austria, and has expanded via partnerships and acquisitions (e.g., Fosburit in France).

SPORT CROWDFUNDING *is innovative*

CROWDFUNDING

- **Donation-based:** general crowdfunding platforms (ie. GoFundMe, Indiegogo, and Kickstarter) allow users to launch campaigns and raise money for sporting events using a large network of individual donors. Using them, sports organizers can track donations and concurrently promote fundraisers on social media.
- **Sports-specific:** platforms like PledgeSports, Sportfunder, and Fairplaid offer athletes, teams, and organizations fundraising opportunities for their specific needs, including equipment, coaching, and trips.

TIPS FOR ONLINE CAMPAIGNING

- **Tailor the campaign** to highlight the unique aspects of your winter sport event and the specific impact donations will have (e.g., providing equipment, helping underprivileged athletes, supporting venue costs).
- **Keep donors updated** with content on social media and emails. Behind-the-scenes videos, athlete spotlights, or sneak peeks of the event can help build excitement and encourage more contributions.

In 2020, the University of Alabama-Huntsville announced their decision to discontinue their men's hockey program due to high expenses related to COVID-19. In response, the team initiated a successful crowdfunding campaign through [GoFundMe](#) and raised \$750,000 in private donations, helping them to reinstate the team and compete in the 2020-2021 season.



FUNDRAISING STRATEGIES

factors to consider

SEASONS

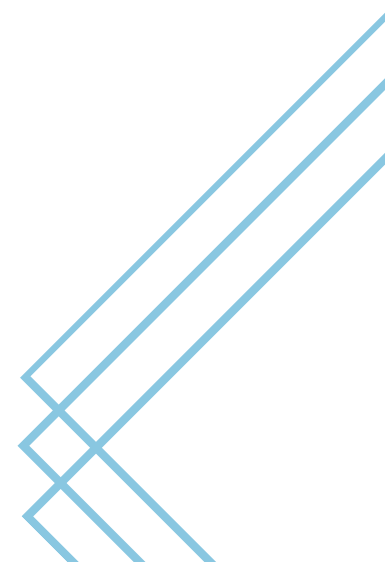
Winter sports events are often time-sensitive, so it's important to kick off fundraising early in the season when interest in winter sports is at its peak.

WEATHER

Have risk plans for weather-related cancellations. Some sponsors or donors may be hesitant to commit if the event might be impacted by unforeseen weather conditions.

TARGET AUDIENCE

Know your audience. Winter sports tend to attract people with a passion for outdoor activities and adventure, so your messaging and sponsorships should reflect the lifestyle and values of this community.





SUSTAIN YOUR RESOURCES

5

5.2 SPONSORSHIP ACQUISITION & MANAGEMENT

WHAT IS SPONSORSHIP IN SPORTS?

Sponsorship is defined as the acquisition of rights resulting from an affiliation or association with a team, municipality, federation or sport event in exchange for monetary compensation in goods and/or services, with the intention of profiting financially, strategically, or in terms of reputation from indicated affiliation or association.

Sponsorship acquisition is an effective method of raising funds to support a sport event. When it comes to planning annual winter sports events, sponsorship acquisition supports the committed municipalities, sports clubs, and federations since it is a mutually beneficial partnership in which both sides work towards achieving their objectives. Sponsorship offers the necessary resources for event planners to run successful sporting events. On the other hand, for the sponsors, they gain access to these events to engage with event's audience and increase visibility for their brand.

1) FINANCIAL SPONSORSHIP

Most common type of sponsorship. Sponsors provide financial support to an event organizers for all its expenses. Sponsors in-return get to promote their brand and engage with audience.

2) IN-KIND SPONSORSHIP

Instead of financial support, sponsor provides services or goods free of cost. Just like in Financial Sponsorship, the sponsor here gets brand exposure through their contributions.

3) MEDIA SPONSORSHIP

Involves promotion of another's activity through collaboration with media outlets. Media sponsors benefit through increased engagement and brand promotion among the event's audience.

4) PROMOTIONAL PARTNERS SPONSORSHIP

Similar to Media Sponsorship, Promotional Partners provide support through their own marketing channels to promote event. In-return, these sponsors get to reach a greater audience with the event's brand.

Chapter 7 focuses on '**Sponsorship Acquisition and Management**' - where the main goal is to present effective strategies that give municipalities, sports clubs, and federations the capacity to manage sponsors within the organizations of winter sports events during the European Week of Sport.

The importance of sponsorship acquisition and effective management are wide-ranging and extensive, may it be at the grassroots levels or the very top levels of sport competitions. Particularly, when it comes to winter sports, which frequently require significant financial resources to pay for costs like staff, equipment, marketing, and venue rental. Obtaining sponsorships is a vital source of funding that enables organizations to host top-quality events, attract athletes, connect with a larger audience, and raise visibility and recognition.

For municipalities, sports clubs, and federations, sponsorship provides community engagement and economic development. Organizations are able to promote active lifestyles, athletic excellence and also contribute to the local economies through sports goods, hospitality and related industries.

This is ideally aligned with the intended objective of creating an annual European Week of Winter Sport, enabling committed organizations to collaborate on events and projects. By attracting and managing sponsors for winter sports activities during this week-long event, organizations support the overall objective of promoting physical fitness and sport across Europe.

RECOGNIZING POTENTIAL SPONSORS

Conducting a thorough market assessment is necessary in order to identify potential sponsors who share the same objectives and can offer their support for the activities arranged by the committed organizations like federations, sports clubs, and municipalities during the European Week of Winter Sport. Following are a collection of innovative strategies to recognize potential sponsors and effectively pitch them:

1) Know your audience

- It is important to define a clear vision of the annual event of European Week of Winter Sport, who are the target audience, and what is the overall goal to achieve.
- Consider the target audience and their different demographics through analytics data collection and feedback forms from other winter sport events.
- Take into consideration the Key Performance Indicators (KPIs) related to the outcomes of attending the event of European Week of Winter Sport.

2) Make a list of potential sponsors

- Start with utilizing an organization's own network and contacts, along with analyzing the competitors and sponsors of similar winter sport events. SWOT analysis can be a useful tool for this to identify potential sponsors based on interests, values and unique marketing strategies.
- It is useful to also research on background information of a potential sponsor. Assess, sponsorship deals of similar sport events, strategies of competitors and the success of these partnerships.
- Research on current sponsorship trends, especially in winter sports.

3) Brand alignment with potential sponsors

- Research on needs, goals, and challenges of the potential sponsors listed for value matching and if they are a natural fit for winter sport events.
- Research on their target market, services offered, and strategy in previous and current sponsorships.
- Review on how the deal with a potential sponsor can bring benefits for the annual event of European week of winter sports, and also how the sponsor benefits from the same.

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CASE STUDY



Local Sponsorship Example: The Val Gardena Winter Sports Festival

The Val Gardena Winter Sports Festival is an annual event that attracts winter sports enthusiasts from across Italy. The festival features ski, snowboard, and ice-skating competitions, as well as seminars and workshops on mountain safety.

Local Sponsor: Dolomiti Adventures, a regional retailer specializing in winter sports gear and apparel.

Partnership Details: Dolomiti Adventures partnered with the festival organizers to become the official equipment supplier for the event. In return, the festival featured Dolomiti Adventures' logo prominently in all event materials, including posters, entry tickets, and participant bibs. Additionally, Dolomiti Adventures set up a booth at the festival where they showcased and sold their latest gear.

Outcome: The partnership allowed Dolomiti Adventures to directly engage with their target audience, providing them with the opportunity to demonstrate their products' quality and utility in real-time winter sports settings. This interaction not only boosted sales during the event but also increased the brand's visibility and reputation within the local community. On the other side, the festival benefited from the high-quality equipment provided by Dolomiti Adventures, enhancing the participants' experience and overall safety, which in turn attracted more attendees.

Impact: This local sponsorship example demonstrates the mutual benefits of such partnerships. The festival gained credibility and added value through association with a trusted local brand, while Dolomiti Adventures leveraged the event to enhance its market presence and connect with potential customers in a meaningful way.

DRAFT A SPONSORSHIP PROPOSAL

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.



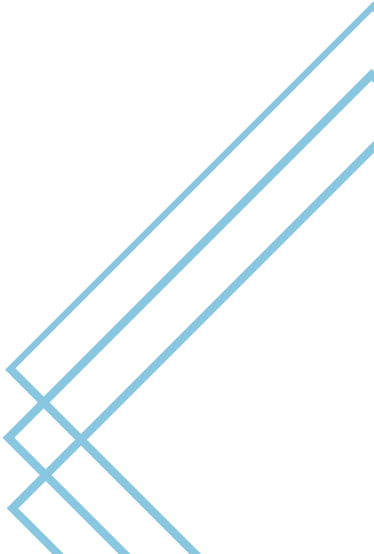
Sponsorship Level	Contribution	Benefits
Gold	€10.000	Premium branding, exclusive media access, VIP passes for the event
Silver	€5000	Sponsor sign and logo, media coverage, access to VIP area, event tickets
Bronze	€2000	Logo on event materials. social media privilege, event tickets

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.





VIDEO CONTENT CREATION

6

A BEGINNER'S GUIDE

VIDEO CONTENT CREATION

Creating impactful video content is essential in today's digital landscape, especially for promoting winter sports events.

This chapter provides comprehensive guidelines and best practices to help you craft compelling videos that captivate your audience and convey your message effectively. From scripting and filming to editing and distribution, each stage of the video production process is crucial in ensuring your content stands out. Scripting involves developing a strong narrative that resonates with viewers, while filming focuses on capturing high-quality, visually stunning footage that highlights the unique aspects of your events or resort. Editing ties everything together, transforming raw footage into a cohesive and engaging story. Effective distribution ensures your video reaches the right audience through the appropriate channels, maximizing its impact.

Video content is an exceptionally powerful tool in conveying messages and engaging audiences due to its ability to combine visuals, sound, and storytelling in a dynamic format. It can evoke emotions, provide valuable information, and create memorable experiences for viewers. Furthermore, video contests present a fantastic opportunity to gain recognition and enhance your brand's visibility. By adhering to best practices and creating high-quality content, you increase your chances of winning awards and attracting a wider audience. This chapter will guide you through the essential steps and strategies to create impactful videos, harness the power of video content, and succeed in video contests, ultimately driving greater engagement and success for your winter sports events.

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THE POWER OF VIDEO: CONVEY MESSAGES AND ENGAGE AUDIENCES



Visual Impact

The visual component of video is particularly effective in capturing attention and evoking emotions. High-quality footage of snowy landscapes, thrilling ski runs, and cozy resort amenities can transport viewers into the world of winter sports, sparking their interest and excitement. Visual storytelling can showcase the unique features of your event, such as breathtaking mountain views, state-of-the-art facilities, or exhilarating activities. These visuals not only grab attention but also make the experience more relatable and desirable.

Emotional Engagement

Video has a unique ability to evoke emotions, which is crucial for creating memorable experiences. By combining compelling visuals with music and sound effects, videos can stir feelings of excitement, joy, or nostalgia. For instance, an inspiring soundtrack paired with slow-motion shots of snowboarders performing tricks can create a sense of awe and exhilaration. Emotional engagement fosters a deeper connection with the audience, making them more likely to remember your brand and take action.

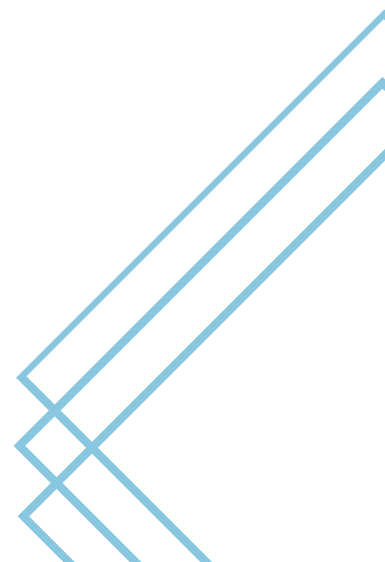
Storytelling

At the heart of impactful video content is storytelling. A well-crafted narrative can communicate your brand's values, mission, and unique selling points in a way that resonates with viewers. Stories of athletes overcoming challenges, families enjoying their first ski trip, or behind-the-scenes preparations for a major event add a human element to your videos. These narratives make your content more relatable and engaging, encouraging viewers to connect with your brand on a personal level.

Informational Value

Videos are an excellent way to convey information quickly and effectively. They can demonstrate how to use new equipment, provide a tour of the resort, or explain the schedule of events. By breaking down complex information into easily digestible segments, videos ensure that viewers understand and retain the message. This is particularly useful for instructional content, such as safety guidelines or tips for beginners, enhancing the overall experience for your audience.

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5 VIDEO TUTORIALS ON CREATING VIDEO CONTENT



EWWS - European Week of Winter Sport Video Tutorials

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Creating Impactful Winter Sports Videos

Filming in Winter Conditions

Editing Your Winter Sports Footage

Optimizing Video Content for Social Media

Participating in Video Contests



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EWWS | HOW TO ORGANIZE A SUSTAINABLE EVENT

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Your steps on the road to more sustainability.



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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.**

Shareability

One of the greatest advantages of video content is its shareability. Engaging videos are more likely to be shared on social media platforms, extending your reach beyond your immediate audience. This viral potential can significantly amplify your marketing efforts, bringing more attention to your winter sports events or resort. Encouraging viewers to share their experiences and tag your brand creates a sense of community and fosters user-generated content, further boosting your visibility.

Measurable Impact

The impact of video content is easily measurable through various analytics tools. Metrics such as views, shares, comments, and conversion rates provide valuable insights into how well your videos are performing. This data allows you to refine your strategies, focusing on what works best for your audience. By continuously improving your video content based on these insights, you can achieve greater engagement and better results over time.

GUIDELINES AND BEST PRACTICES FOR SCRIPTING

Importance of a Strong Script

A strong script is the backbone of any impactful video. It provides structure and coherence, guiding the viewer through a journey that resonates emotionally and intellectually. In the context of winter sports events and resorts, a compelling plan can transform a simple promotional video into an engaging story that captures the thrill, beauty, and unique experiences your brand offers. A well-crafted narrative not only keeps viewers hooked but also helps convey your key messages more effectively, leaving a lasting impression.

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Video content in marketing

Payatas FC, run by the Fairplay For All Foundation, is a small football club in the Philippines. Working with limited resources, they used video content to promote their team and gain visibility. A short clip featuring one of their young players alongside Philippine national team member Juani Guirado served as a form of outreach for the club, earning them appearances in documentaries and TV features such as FIFA Futbol Mundial and GMA News TV's Brigada.

Their videos and media stories connected the club to donors within the Philippines and international supporters, resulting in sponsorships that funded their football program. Today, the club fields teams in multiple age categories, with some players advancing to national youth squads. Authentic, heartfelt storytelling through video can help small sports organizations attract attention, inspire supporters, and secure resources to keep playing.

TIPS FOR WRITING ENGAGING SCRIPTS

IDENTIFYING YOUR TARGET AUDIENCE

- **Research and Understand:** Conduct thorough research to understand who your audience is. Consider demographics such as age, gender, interests, and location. For winter sports, your audience might include adventure seekers, families, or sports enthusiasts.
- **Tailor Your Message:** Once you have a clear picture of your audience, tailor your script and tone of voice to address their interests and needs. For example, highlight family-friendly amenities for parents or showcase extreme sports for thrill-seekers.

CRAFTING A COMPELLING STORY ARC

- **Introduction:** Start with a hook to grab attention. This could be an awe-inspiring aerial shot of snowy mountains or an exciting snippet of a snowboarding trick. Introduce the setting and main characters briefly.
- **Conflict/Challenge:** Present a challenge or conflict to build tension and engage viewers emotionally. This could be an athlete preparing for a competition or a family navigating their first ski trip.
- **Resolution:** Show how the challenge is overcome, leading to a satisfying resolution. This might include triumphant moments, beautiful resort experiences, or the joy of mastering a new skill.
- **Conclusion:** Wrap up the story by reinforcing your key message and including a call to action, such as visiting the resort or attending the event.

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INCORPORATING KEY MESSAGES AND CALLS TO ACTION

- **Highlight Unique Selling Points:** Throughout the script, weave in key messages that highlight what sets your event or resort apart. This could be state-of-the-art facilities, breathtaking landscapes, or exceptional customer service.
- **Be Clear and Concise:** Keep your script clear and to the point. Avoid unnecessary jargon and ensure your key messages are easy to understand.
- **Include a Call to Action (CTA):** Every video should have a clear CTA, guiding viewers on what to do next. Whether it's visiting your website, booking a trip, or following your social media channels, make sure the CTA is compelling and easy to follow.

EXAMPLE OF A SUCCESSFUL VIDEO SCRIPT IN WINTER SPORTS

THE CHAMPION'S JOURNEY

Introduction

An athlete trains hard for an upcoming snowboarding competition.

Conflict / Challenge

The athlete faces setbacks, including a fall during practice.

Resolution

Through perseverance and support from the team, the athlete makes a remarkable comeback.

Conclusion

The athlete stands victorious on the podium, with a CTA:
"Join us for the next thrilling event at [Event Name]. Get your tickets now!"



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VIDEO CONTESTS

7

CALL TO ACTION
VIDEO CONTEST
“PROMOTING EWWS”

CALL TO ACTION

PROMOTIONAL CONTEST

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

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As part of the 2026 edition of the European Week of Winter Sports (EWWS), a **promotional content contest** will be open to all individuals and organizations who organize or participate in EWWS events.

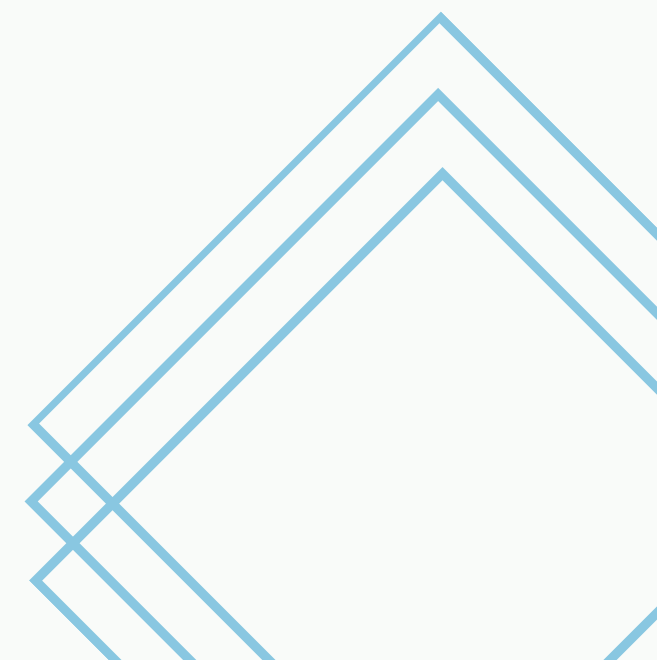
The contest aims to encourage creativity, raise visibility for local winter sport events, and highlight the values of sustainability, community, and tourism. It runs from 1 - 28 February 2026.

HOW TO PARTICIPATE? Submit either a video or a photo series. Both formats will be evaluated within a single ranking system, and the Top 5 entries will be selected and rewarded.

All winning content will be promoted via the official EWWS channels and featured in the EWWS 2026 final report

IMPORTANT, TO PARTICIPATE:

[All participants must fill out this form](#)





VIDEO CONTESTS

7

CALL TO ACTION
VIDEO CONTEST
“SUSTAINABLE EVENT
SOLUTIONS”

CALL TO ACTION

SUSTAINABLE PRACTICE SOLUTIONS AWARD

Find all details, rules, and
promotional material on the
official Contest webpage:
[https://wintersportweek.com/
sustainabilityaward](https://wintersportweek.com/sustainabilityaward)

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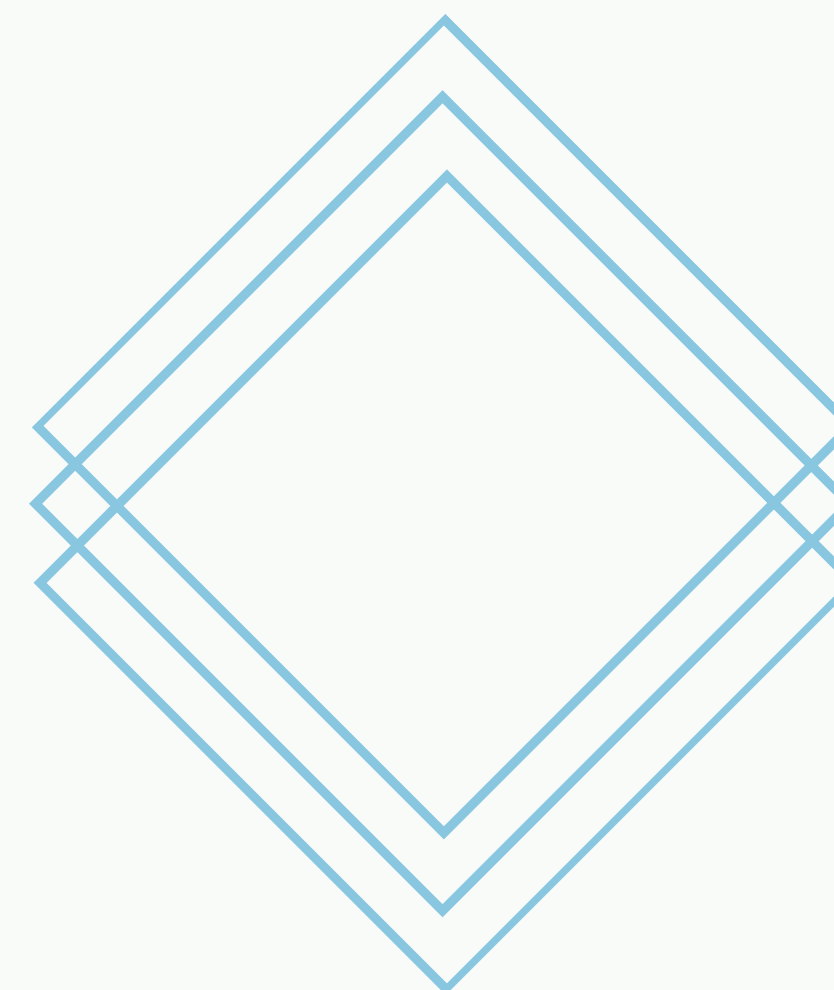


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As part of the 2026 edition of the European Week of Winter Sports (EWWS), a **contest of the best solutions for sustainable winter sport events** is open exclusively to registered EWWS event organizers.

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.





**REGISTER YOUR
EVENT**

8

**EVENT REGISTRATION &
REPORTING**

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.*

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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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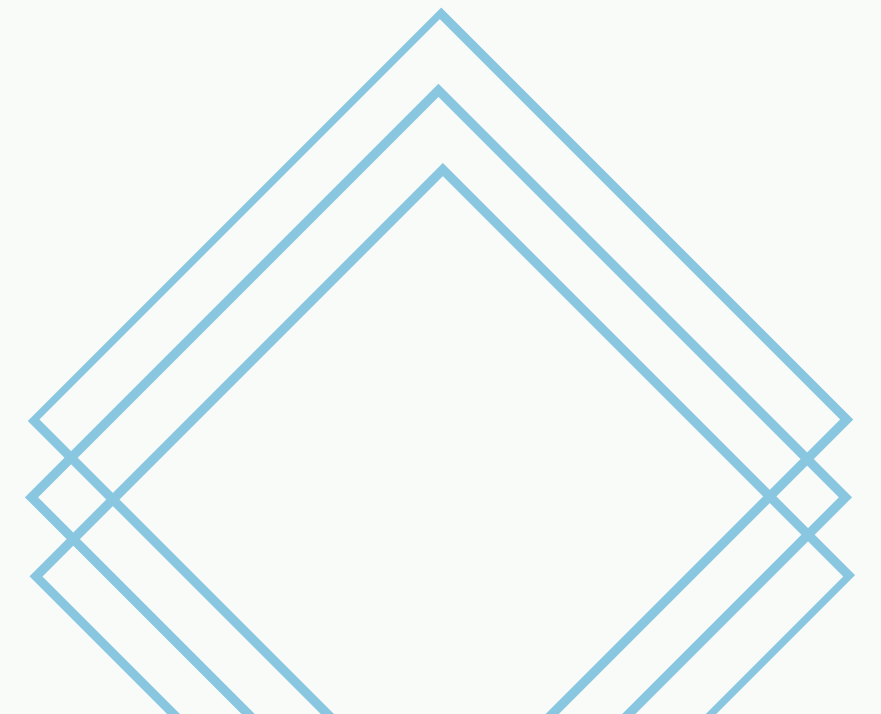
REPORTING YOUR EVENT & SUCCESS

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



Evaluation – Impact – Reporting

Fill the post-event form on our website.



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