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FOR IMMEDIATE RELEASE

## FIS MEDIA INFO

### Åre sets an example for sustainable development in sport - the Environmental Project at 2007 FIS Alpine World Ski Championships

Åre, 2nd February, 2007/ -- In addition to staging a spectacular winter sports event, the FIS Alpine World Ski Championships in Åre (SWE) are setting an example with their approach to the environment and sustainable development. The World Championships organizers are partnering with a local high school to design the event's Environmental Policy and Plan, as well as to assess the post-event environmental impact.

The cooperation between Åre 2007 AB, the organizer of the event, and Åre Gymnasium started in December 2004, and has involved several dozens of students in the school's Natural Science Programme. The Åre Environmental Project was initiated by Anders Sundqvist, Sports Director, Karin Halvarsson, Media Operations Manager in charge of the project, and Tomas Rydberg, Environmental Manager and teacher at Åre Gymnasium.

"The environmental legacy and sustainable development of the ski sports have been among the key criteria evaluated by the FIS Council when assessing the candidatures and appointing the organizers of FIS World Ski Championships since many years. We are very proud to recognize the progressive example set by Åre 2007 AB that has now raised the bar even higher for the future Championships," notes FIS President Gian Franco Kasper.

Working in teams, the students chose to focus on three areas: transportation/the Green House Effect; waste sorting/recycling; and information about environmental work. Their work has been guided by an interdisciplinary approach based on a method called "Problem-based schooling (PBS)" that stems from the University of Karlstad.

While the transportation team is focused on minimizing emissions of greenhouse gases through the use of public transport, alternative fuels and parking areas, the waste sorting and recycling team sought to establish effective sorting and recycling solutions and measures to reduce the amount of waste produced. The environmental information team aims to deliver the message of the Championships as a clean event with a pleasant atmosphere and inform the public about how and where to dispose of waste during the event.

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