

8th FIS Youth and Children's Seminar

Ski Sports in Schools

Hotel Hilton Zurich Airport, Zurich, Switzerland 29th September 2010



FÉDÉRATION INTERNATIONALE DE SKI INTERNATIONAL SKI FEDERATION INTERNATIONALER SKI VERBAND



8th FIS Youth and Children's Seminar

Programme

Tuesday, 28th September 2010

Individual Arrival

19.00 Networking Evening - Salon La Place A (Opening Cocktail)

 Welcome by Ken Read, Chair FIS Coordination Group Youth & Children

Wednesday, 29th September 2010

Room Panorama C

| 9.00 – 9.15 | Introduction | |
|---------------|---|--|
| | Josef Zenhäusern, Consultant Aid&Promotion | |
| 9.15 – 10.00 | Potential Arguments to Establish Ski Sport as Part of the School Curriculum | |
| | Stefan Künzell, Sportpsychologe, Universität der Bundeswehr, Neubiberg, Germany | |
| 10.00 – 10.30 | Development of Integration of Ski Sport in Schools in Armenia | |
| | Gagik Sargsyan, Secretary General of Armenian Ski Association | |
| 10.30 – 11.00 | Coffee Break | |
| 11.00 – 11.30 | The Support of a Government for Youth and Children's Skiing | |
| | Lorenz Ursprung, Project Manager Youth Sports, Federal Office of Sports, Magglingen, Switzerland | |
| 11.30 – 12.00 | The Norrköping Model – All Young People on Snow | |
| | Charlotta Bürger Bäckström, Project Manager, Chairman of IVSS Sweden (International Association Snowsports at Schools and Universities) | |
| 12.00 – 12.15 | Discussion | |



| 12.15 – 12.30 | Youngsters, the Future of Skiing and FIS | |
|---------------|---|--|
| | Sarah Lewis, FIS Secretary General | |
| 12.30 – 12.45 | Update Bring Children to the Snow Project (SnowKidz) | |
| | Riikka Rakic, FIS Communications Manager | |
| 12.35 – 14.00 | Lunch | |
| 14.00 – 15.30 | Working Groups "School and Ski Sport - 10 TO DO points" | |
| | Working group I (Alpine), led by Ken Read | |
| | Working group II (Nordic), led by Satu Kalajainen and Harald Haim | |
| | Working group III (Snowboard/Freestyle), led by Denis Giger | |
| 15.30 – 16.00 | Coffee Break | |
| 16.00 – 16.45 | Working group reports, podium discussion, questions | |
| 16.45 | Conclusions, Ken Read | |

| Participation: | The seminar is open to all FIS Autumn Meetings participants! |
|----------------|---|
| Organisation: | Ken Read, Chairman of the Coordination Group Youth&Children Josef Zenhäusern, Aid & Promotion Consultant Sarah Fussek, Assistant to the Secretary General |
| Registration: | through <u>fussek@fisski.com</u> until 31 st August 2010 |
| | Please note that the seminar will be conducted in English only. |



Why Should Snow Sports Be Taught in Schools? Potential Arguments to Establish Ski Sport as Part of the School Curriculum

Prof. Dr. Stefan Künzell University of Bundeswehr, Munich University of Augsburg (as of 1. 10. 2010)

Introducing myself





Stefan Künzell

- Childhood and school in Aachen
- Studied in Berlin
- Teaching and doing research in Gießen,
- München and Augsburg
- Member of the "Arbeitsgemeinschaft Schneesport and Hochschulen" (ASH)

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- The different goals of the snow sports associations and the educational institutions
- Analyze the goals of educational system in more detail
- Show where there is scientific support in favor of teaching snow sports an where it is lacking
- Give examples of how the DSV cooperates with educational institutions
- Suggest what to do to teach snow sports in schools

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Different goals – same ways?









PE's dual task

- education *to do* sports
- education by doing sports
- Movement fields
 - education by different forms of movement
- Multiple perspectives
 - doing sports for different reasons







- Goal: Ski 20 minutes at a stretch
 - Goals within cross-country skiing
 - Learn the cross-country ski technique
 - Strengthen endurance
 - Goal by doing cross-country skiing
 - Strengthening the immune system
 - Impart the relation between endurance, overweight, and health
 - Impart training principles to train skiing alone
- Overall goal: Competence to do cross country skiing
 - In a nutshell: competence implies knowledge, skill and intention



Six perspectives (Kurz 2000)





Example: Snowboard



Planned teaching unit

- Theoretical introduction into jumps on a snowboard
- Building teams of two pupils that are mutual responsible for each other
- Both decide on their starting points of the inrun
- Both decide on prolonging the inrun and on the tricks on the basis of previously taught criteria
- Perspectives: risk & responsibility, cooperation
- Goals within snowboarding
 - jumping technique, style, performance estimation
- Goals by doing jumps on snowboard
 - Social competences



Arguments for snow sports



Education to ski (snowboard, ...)

- Skiing is an important part of the cultural heritage
- Skiing is an important part of the current sport reality
- Skiing is a life-time sport
- Education by skiing (snowboarding, ...)
 - Education for sustainable development
 - Social competence
 - Covering all pedagogical perspectives







- There are other sports that compete with snow sports
- Empirical evidence of achieving the claimed goals' achievement is still lacking



Empirical evidence



> Requirements

- A valid measurement of the postulated effect
- Two repeated measurements (before and after the snow sports course)
- At least two groups (snow sports group and control group, better additional sport groups)



Health



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- The immune system profits from recreational cross-country skiing (Müller et al, 2001) ③
- "Alpin ski and snowboard are among the safest sports, if you consider the ratio of the number of suffered injuries to the number of people doing this sport" (Aschauer et. al, p.306) ^(C)

Müller, O., Villiger, B., O'Callaghan, B., & Simon, H. U. (2001). Immunological effects of competitive versus recreational sports in cross-country skiing. *International Journal of Sports Medicine, 22, 52-59.* Aschauer, E., Ritter, E., Resch, H., Thoeni, H., & Spatzenegger, H. (2007). Verletzungen und Verletzungsrisiko beim Ski- und Snowboardsport. *Der Unfallchirurg, 110, 301-316.*





- Ski courses make strong! (Kuhn et al., 2001)
- Investigation on the impact of snow sports courses on the self concept
 - Piers-Harris Children's Self-Concept Scale (PHCSCS)
 - Subscales behavior, intellectual and school status, physical appearance and attributes, anxiety, popularity, happiness and satisfaction
 - Pre-Posttest-Design, 113 pupils (67 girls, 46 boys)
- Significantly more positive self-concept after the ski courses ③
- > But: No control group 🛞

Kuhn, P., Ströhla, C., & Brehm, W. (2001). Skikurse machen stark! *Sportunterricht*, *50(1)*, *4-8*.



Social competences



- Outdoor education (Reuker 2009)
- Evaluation of the impact of different types of sport excursions on the willingness to act in a social and cooperative manner
 - Questionnaire and score of cooperative computer game
 - Different treatment and control groups (outdoor education, sport excursion, sport program, ...)
- Advantage for outdoor education program ③
- But: No snow sports courses investigated S

Reuker, S. (2009). Sozialerzieherische Wirkungen schulischer Bewegungsangebote. *Sportwissenschaft, 39, 330-338.*

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Actual situation in Germany



In snow-far regions

- Sometimes snow sports as excursion (5 to 8 days)
 - Marginal in primary schools
 - Partially part of a school profile in secondary schools
- In snow-near regions
 - Snow-days in primary and secondary schools
 - Snow sports as excursion (5 to 8 days)



Concepts of the DSV



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- Snowsport "kinderleicht" (Wippert et al., 2009)
 - Moved city (Bewegte Stadt)
 - Moved country (Bewegtes Land)
- On your marks, set ... ski! (Wolf et al. 2010)
 - DSV school sport concept
 - ticket2nature

"Bewegte Stadt, bewegtes Land"



- Goals: Health education, motor development, social competences, integration through sport.
- Target groups: Children 3 6 years, families with low snow sports affinity, children with migrational background, socially weak children and families
- Cooperation between ski club, kindergarten, ski association, local authority



Pia-Maria Wippert http://www.spgm.tum.de/static /cms/images/stories/psychologi e/wippert.jpg

Stefan Künzell

Universität 🔬 München





Realization in 6 unit

- Moving playfully in the snow
- Snow sport devices in action
- My ski an me
- I climb a hill with ski (alpin) / I experience the terrain (nordic)
- My ski do what I want
- I'm a skier / a cross country skier



Evaluation



| | 2008 (N=38) | 2009 (N=47) |
|------------------------|------------------|------------------------------------|
| emotional conditioning | + qualitatively | + qualitatively |
| self-esteem | + qualitatively | + qualitatively, quantitatively |
| well being | no effects | + qualitatively, quantitatively |
| integrative processes | + qualitatively | + qualitatively, quantitatively |
| sport commitment | + quantitatively | + quantitatively |

Wippert u.a. 2009, S. 26

-Universität 🔬 München

On your marks, set ... ski!



- Module A (Wolf, Wippert, & Molt)
 - Concepts for primary schools
 - focus on recreational sport
 - focus on competitive sport
- Module B (Roth & Lienemann)
 - ticket2nature



DSV school sport concept



- Responsibility for the motor development of children
- > Motivate children to lifetime sport
- Support children in competitive snow sports



Jürgen Wolf http://www.ski-online.de/1900viewbig_4939.htm

Cooperation of schools and snow sports clubs







Monetary support of the club-schoolcooperation by the state

- Personal support by institutionalized voluntary services (voluntary social year)
- Planning support
- Evaluation support







- Monetary support of the club-schoolcooperation by the DSV
- Personal support by the DSV
- Certification on the basis of well defined criteria
- Not for "snow-far" regions



Different goals – same ways?





ticket2nature



- Realization in snow camps: Backcountry ski, alpine ski, cross-country ski, snow shoes
- Overall goal: Impart fun and joy being outdoorsy in a sustainable way
 - Education for sustainable development
 - Develop competences for a sustainable life style
- Nature based experience correlates with ecological behavior



Ralf Roth http://www.dshskoeln.de/natursport /institut/team2.html



Different goals – same ways?









- Snow sports should be taught in schools! It enriches life significantly
- > Snow sports are good for the pupil's health
- Snow sports are presumably a way to spark interest in sustainable development
- Teaching snow sports is presumably a favorite way to achieve educational goals that are strived for in physical education







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- Analyze the educational goals on a global, national and local level
- Show that teaching snow sports is an excellent way to achieve these goals
- > Try to give (scientific) proof of that statement
- Expand cooperation between schools and snow sports clubs, ministery of education and snow sports associations

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http://www.gss-bensheim.de/08-09/Sport/DSC06786.JPG

DEVELOPMENT OF INTEGRATION OF SKI SPORT IN SCHOOLS IN ARMENIA

Gagik Sargsyan Secretary General of Armenian Ski Federation

ZURICH 2010

ARMENIA

The Republic of Armenia is situated at the south-eastern border of Georgia in the southern part of Caucasus. It is a small north-eastern part of an extensive highmountainous area of the Armenian Upland. The capital of Armenia is Yerevan. The duration of winter in snowy areas is 5-6 months.The thickness of snow layer is 30-80sm and reaches 1m. and more in some areas. One of the largest and developed ski resorts in Armenia is Tsakhkadzor





WHAT WE HAD

- 1. The most common sports during the Soviet Union were ski sports
- 2. During the winter ski sports were included in the physical education program in schools
- 3. Ski education was an obligatory program for the 2 -10th grade schoolchildren
- 4. Various events and tournaments were held for schoolchildren
- 5. The equipment was provided by government
- 6. Qualified personnel


WHAT WE HAVE NOW

The activities are divided into two directions:

 The work undertaken with the schools of Yerevan (the capital of Armenia);
The work undertaken with the schools of snowy areas.



FIRST The work undertaken with the schools of Yerevan

- 1. The relief of Yerevan is rather diverse;
- 2. The population of Yerevan is 1,103.000people;
- 3. 45.000 of them are 6-8 age-old children.
- 4. Duration of the winter is 3-4 months;
- 5. The thickness of snow layer is 20-40sm.



- Theoretical and practical seminars were held for 1. the teachers of physical education in January and February in 2009;
- Launch of the program in the schools of Yerevan; 2.
- Cognitive lessons for about 300 pupils of 3-4th grades in 3. ten schools;
- Schoolbooks for the 2-3th grades, with relevant 4. electronic version;



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Չմեռը եկել է, ժամանակն է քայլել, սահել, վազել դահուկ-Թարմ, մաքուր օդում դահուկներով սահելը շատ լավ մի-

ng է քո առողջության կոփման և ֆիզիկական զարգացման แป้แมก

ճիշտ ընտրի՛ր դահուկները և փայտերը։

Դահուկները կանգնեցրու ուղղահայաց։ Դահուկի երկարությունը պետք է հավասար ոնի քո վեր պարզած ձեռքի ափին։

> Դահուկափայտերի երկարությունը պետք คเมนิก:

> t hudwuwn ihûh pn թեատակի բարձրու-













Դու, իհարկե, կարո դանում ես սահնակու բլրակից իջնել, իսկ հի մա փորձի՛ր դահուկներով։

Դահուկներդ տեղադրիր իրար կողքի, ձեռքերդ ու ծընկներդ մի փոքր ծալիր, մարմինդ բեքիր առաջ և սահիր բլրակից։

Իսկ հիմա փորձի ր բլուսկը բարձրանալ «եղևնածն»։ Դահուկների ծայրամասերը տեղադրիր միմյանցից բացված, իսկ հետնամասերը մոտ, ծընկներդ ծալիր, դահուկափայտերդ փոփոխական դիր կրունկներից մի փոքր ետ և տեղաշարժվելու ժամանակ ակտիվ իղվիր նրանցով։

Առաջադրանը.

Պատմիր ինչպես պետք է
Պատծի դեպես պետք է դահուկներով բլուսկից իջնել,
Պատմայի ինչպես պետք է դահուկներով բլուսկից իջնել,

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Յիմա դահուկների առաջնամասը հերթականությամբ վեր բարծրացրո՞ւ և առաջ տար։ Փործի՛ր։ Ստացվե՞ց։

ԴԵ՛, շարժվի՛ր առաջ դրվող քայլերով, սկզբում առանց դահուկափայտերի, հետո դահուկափայտերով։ Արդեն ժամանակն է տեղաշարժվելու սահող քայլերով։



Կանգնիր դահուկների վրա, իրվիր ձախ ուղջով առաջ, իսկ աջ ուղջը ծալած ծնկահոդում՝ ակտիվ տեղափոխիր առաջ և սահիր աջ ուղջի վրա, ձախ ձեռքի առաջչարժումը օգնում է երկար սահքին։ Երք սահքն սկսում է դանդադել, հրիր աջ ուղջով։





Իմացիր, որ առաջին դահուկները ստեղծվել են Յայաստանում։ Նրանք իրենց տեսքով նման չեն եղել այսօրվա նեղ դաուվներին, եղել են ավելի լայն և կարճ։

Դայաստան աշխարհը հարուսու է լնոներով, ծորերով։ Չմգանը այդ լնոները, ձորերը ծածկվում են սպետակ ծյունով և դառնում ավիի գիդելինի։ Չմօւանը ուրոր հրեկաները չատ են սիրում լինել դրսում, տեսնել բնության գեղեցկությունը և խաղալ։ Կարծում ենք, որու նույնպես չատ ես սիրում ձմգանը ընկերներիդ հետ ասհնավուվ, ուրեւուկներով, վույլելներով ասհել, խաղալ և զվարճանավու, ուրեւուկներով, սիույլելներով ասհել, խաղալ և զվարճանավու, այուհուկներով, սիույլելներով ասհել, խաղալ երանքինքով մաքրուր օդում՝ անմիջապես զգում ես, թե ինկածև է թարծրամում տրանադրությունը, լսվանում ինքնազգացրողունակներով սահըի, վերելքների, վալուքցների, արզելակումների ժամանակ աշխատում են մարծնիդ բոլոր վեսճները, արագա նում է ծլյառությունը և սրուրդ աշխատանքը, ինչը կազուրիչ է և առողջարար։ Նրանք, ովքեր սահում են դահուկներով դառնում են առույգ, արի, համարձակ և ընկերասեր։

Իմացիր՝ այն զգալի ակտիվացնում է քո մտածողությունը։ Նշանակում է տնային առաջադրանքները՝ արագ կկատարես։

Չմեռային մարզածևերն են դահուկային սպորտը, գեղասարքը, բիաքլոնը, չնչկավագքը, տափօղակով հոկեյը և այլն։ Եթե ցանկանում ես, կարող ես զբաղվել։ Այդ մարզաններից մրցումներ և օլինսլիական խաղեր են անցկացնուն։

Դու հավաճաբար լսել ես, որ ձմռանը շատ շատերը գնում են Ծաղկաձոր, որտեղ լավ պայմաններ կան հանգստի և մարզվելու համար: Իսկ դու եղե՞լ ես Ծաղկաձորում։

Գիչիր, որ երկրորդ դասարանում սովորել ես, թե ինչպես ընտթել դահուկները, դահուկափայտը, հագնել դահուկները, կատաթել տեղում դարծումներ, շարժվել սահոդ քայլերով, եղևնածև և կիսածդնածե բարծրաննալ բլրակը։

եթե այս բոլոր վարժություններն արդեն կարողանում ես կատարել, կեցցես։ Եթե նույնիսկ մի քամիսը չես հասցրել տիրապետել, մի վիատվիր, քանի որ իիմա դու պետք է սենրոցնությանց կիլննս ելկորող դասարանի նյուքը։ Որից հետո կարդա՞ և տվորիը նոր վարժությունները, որոնք ավելի քարդ են։ Խնդրի մեծերին։ Նրանք կօգնեն քեջ աղվորելու փոփոխական երկքայլ ընթացքը, աստիճանան, բարծ-

րանալ բլրակը և արգելակել վայրէջքներին։ Սկզբում սովորիր դահուկները՝ մարզակոշիկներին ճիշտ ամրացնել և

հուկները մարզակոշիկներին ճիշտ ամրացնել և բօնել դահուկափայտերը։ Դու իիմա պետք է սովորես փոփոխական երկքայլ ընթացքը։ Ուշադիր







ուղքով և ծախ ծեռքով։ Ապա սահիր ծախ ուղքի վրա։ Սահելու հետ ծրաժամանակ իրվիր աջ ծեռքի դահուկափայտով, աստի ճանաքար ծակ ծեռքը և աջ ուղջը տար առաջ, այն պահին, երբ դահուկենքը հավասարվուն եմ, ծախ ուղքով կառափիր ուժեղ հղում։ Ժողծիր և փործիր, անպայժան կառափի։ Դիչիր, փոփոխական երկչալլ ընթաքքի ժամանակ մարծինդ

երենը հարարարությունը հերությունը հարարը։ հերուց հարարարությունը հերությունը հարարը։ հարարությունը հերությունը հարարարությունը հերությունը հեր



ստացվի: քթի ժամանակ մարմինդ Դի կարելի սահել ուղիղ ուղբերով: Սկզբում դոժվար են ստացվում ծեռքերի և ուղբերի համածայնեցված շարժումները: Ուստի սկզբում փոլես է կառաջել փոփոլեսպան գուկերու փոլեսպան գուկերու հուսությունը

կափայտերի։

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Առանց դահուկափայտերի սահաքայլքին տիրապետելուց հետո կարելի է անցնել դահուկափայտերով փոփոխական երկքայլ ընթացքին։

Փորձե՛ք փոփոխական երկքայլ ընթացքով անցնել 100 մ տարածություն։

Դու արդեն գիտես բլուսկը բարձրանալու եղևնաձև և կխաեղևնաձև եղանակենդը։ Այժմ կարդա և սովորիր տանդղաձև վերելքը։ Դրան տիրապետելու համար սկզբում կատարիր կողադիր բայլին՝ աջ կամ ձպի։

այնուհետև կանգնիր կողջով կերելքի ուղղությամբ և շարժվիր վեր կողադիր քայլերով։ Սկզբում հենվիր ներքեի դահուկին և

վերնի դանուկը փոխադրիր առաջ վեր և հենվիր վերևի դանու լին: Դնացիր՝ վարժությունը՝ (միրելըը) պետք է կոնել մի քանի անցան Ուչստիր նայիր նկադին և պույնիսի անցան գութանան արգելակուն գութանան արգելակուն կանգնիր հարթ ծլան վրա կանգնիր հարթ ծլան վրա հունքալի քանարիներո

ների հետնամասերը սահեցրու (զատի՛ր) դեպի կողք։ Գութանի դիրջն ընդունելուց հետո նույն ճանապարհով պետք է վերադառնալ ելման դորւթյուն։ Կրկնիր վարժությունը մի քանի անգամ։ Ստացվե՞ց, ապրես։ Այժն կատարիր բլրակից վայրէջը։ 200 - 20

բերու և օնկներդ մի կերցը՝ ծայլիս, ծարմինդ թեյքիր առաջ։ Ստաց-Աի՞ց՝ Իսկ հիմա հիմնական կանգուվ կայրէքը կատարիր առանը այնուկափայտերի, այնուհետև՝ դանուկափայտերով։ Այժմ ուշատիր նակին, նկարին, պետբ է ցածր կեցկանջով վայ-Իրջե կատաբել ավորեն։ Ակզբում հետևյալ վարժությունը կատա-



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րիր կանգնած դիրքից՝ ծնկներդ գրկած, կքանստած։ Նույնը կատարիր՝ դահուկասահքի՝ ժամանակ։։ Այժմ՝ կատարի՛ր՝ վայրէջք բլրակից ցածր կեցվածքով։

աս հետարգրել է ընկերների հետ շարժականը կարգրը։ Սահուղիների այն և ձախ կողմերի վատ արդակներ կամ առարկաներ են որվում։ Անդրաժեշտ է վարինքը կատարելիա վերցնել շակներ է հավակցում։





Ընկերներով բաժանվեք երկու հավասար բիձի։ Մեկնարկից 201 հեռավորության վրա գտնվում է «կայարանը»։ Առաջադրանքն է՝ ուղևորներին սահնակով արագ տեղափոխել «կայարան»։ Չայոքու և այն թիձը, որն ավելի արագ է տեղափոխում ուղևորներին։





- 1. The trainings were conducted from December 5 to February 22;
- 2. The schedule of trainings:
 - every weekend,
 - starting from January 4 to February 1 every Tuesday and Thursday except Weekends;
- 3. The trainings were free for everyone;
- 4. February 22 end of the season in Tsakhkadzor





THE SCHOOLS WERE CHOSEN BASED ON THE FOLLOWING PRINCIPLES

- 1. The quantity of schoolchildren
- 2. Availability of equipment
- 3. Availability of appropriate conditions for trainings
- 4. Availability of specialists



A SOCIOLOGICAL STUDY

- 1. Pupils
- 2. Teachers
- 3. Community administration
- 4. Parents,



This child gives us a very simple question

Hey you, up there, what else are you going to do for us?



FURTHER ACTIONS

- Obligatory ski education in the schools of snowy areas
- Conduction of permanent seminars, trainings for the teachers and specialists
- Conduction of ski competitions for schoolchildren
- Propogation of ski sports, especially in young families
- Preparing and shoting of films, show programs and other programs about ski sports.
- And the most important part: active support of relevant state representatives in solving the above mentioned problems

NO COMMENT



NO COMMENT



QUESTIONS



THANK YOU FOR YOUR ATTENTION

QUESTIONS ???



Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra Federal Office of Sport Sport Policy

Switzerland: Support of the Public Sector for Youth and Children's Skiing

Lorenz Ursprung, Federal Office of Sport (lorenz.ursprung@baspo.admin.ch)

Zurich, September 29, 2010

Overview

- Sports Activities in Switzerland
- The Swiss Education System
- Youth + Sports and the support of snow sports

Sports Activities in General



Most Popular Sports Among Children and Youth in Switzerland

0

| | 10-14yr. | 15-19 yr. |
|--------------------------|----------|-----------|
| Cycling, mountain biking | 58 % | 30 % (1) |
| Swimming | 53 % | 25 % (3) |
| Football | 52 % | 28 % (2) |
| Downhill skiing | 38 % | 18 % (6) |
| Walking, hiking | 18 % | 8 % (13) |
| Gymnastics | 17 % | 9 % (10) |
| Running, jogging | 13 % | 19 % (5) |
| Floor Hockey | 12 % | 10 % (9) |
| Snowboard | 11 % | 22 % (4) |

(Sport Switzerland 2008 – Child and Youth Report)

Sports in School

- Physical Education: 3 lessons per week (mandatory)
- Optional school sports
- Daily physical activity programs
- Sports camps (summer and winter)

The Swiss Education System



Federal Office of Sport Sport Policy

Youth+Sports

- Largest national sport promotional program
- Established 1972
- Education of experts and instructors in 75 disciplines
- Courses for children and youth, aged 10-20, subsidized by the Confederation
- 55'000 active instructors (>100'000 total)
- 550'000 youth per year (90% of 12-year-olds)
- NEW: Youth+Sports Kids age group 5-10 (offer of 3 disciplines and more in the same course)



Sports Disciplines in Youth+Sports



Federal Office of Sport Sport Policy

Youth+Sports



Why promote snow sports?

• Y+S: Promotion of all sports offers, no particular focus

Importance of snow sports

- Pedagogical
- Historical
- National
- Touristic



Youth+Sports + Snow Sports







Reasons for Decline of Ski Camps

- Demographical
- Variety of offers
- Security concerns
- Volunteerism
- Costs



Youth+Sports + Snow Sports



Federal Office of Sport Sport Policy

Youth + Sports + Skiing



Education of experts and instructors

- Collaboration with private sector (Swiss Snowsports, Swiss Ski) for manuals
- Active instructors (2009)

| Ski | 17'600 |
|---------------|--------|
| Snowboard | 10'700 |
| Cross country | 1'300 |

 Most of the instructors in school snow camps have followed a Y+S education



C Thank you for your attention!



Federal Office of Sport Sport Policy



The best day of my life on skis



Charlotta Bürger Bäckström

Lecturer in outdoor education at The swedish school of sport of and health sciences

President IVSS Sweden

SKISU - Skiing in School and University

Charlotta Bürger Bäckström Charlotta.burger@gih.se



Everyone has the right to succeed

Key elements in the project "All young people on snow", where over 1,200 fourth graders in the larger area of Norrköping had the opportunity to "glide on snow".



Background – **All Young People on Snow**



Some starting points:

- Climate changes, global warming
- School culture and focus on winter games
- Migration and experiences of snow sports

Svenska Skidrådet

Snowsport – only for the most situated?



Why Norrköping?



- The size of the city
- Working cooperation between the organizations with interests in the ski area, The ski slope of Pernilla Wibergs childhood
- Interest from the local business companies and the local government
- The challenge –

Will there be snow, or not?

Svenska Skidrådet Charlotta Bürger Bäckström Charlotta burger@gih.se

Goal of the project



- To give every young girl and boy in the 4- grades (10 years old) in the city of Norrköping the opportunity to ski during the winter season of 2009 and 2010
- To educate the teachers of the included children in winter sport pedagogy
- To give the teachers tools and knowledge how to work with snow sports in the future





Study's first objective is:

 To describe and analyze a didactic interaction process between five different organizations and local representatives in Norrköping with a common goal to offer all students in years 4, snow sports activities.


The Swedish Ski Council



- The Swedish Ski Association
- Friluftsfrämjandet (an Outdoor Life organization in Sweden),
- SLAO (Swedish Ski lift organization),
- SKISU (Skiing in schools and universities)
- Swedish Ski Instructors Association in the Swedish Ski Council

"All young people on snow" was based on these organizations' participation, but also on local cross country and alpine skiing sports clubs in the larger area of Norrköping.





All co-organizers felt like winners



- The Swedish Ski Council took the initiative to "All young people on snow", which was a major collaborative project with many coorganizers.
 - The project had never been possible with only one organization.



Quantatative results



Beginners Beginners Intermediate Intermediate Advanced Advanced Total Swedes534Foreigners373Swedes200Foreigners45Swedes53Foreigners201225

The spread between beginners, intermediate and advanced skiers, distributed by nationality.





Study's second objective is:

• From the basis of the winter exercise children's experiences and documents exploring the relationship between theory and practice from a didactic model for "snow event's good mirror".



"The good mirror of snow sports"



 Encourage the feeling of success to the participating children, before, during and after the project, to strengthen the feeling of great learning, wanting to ski again creating a life long interest in snow sport.



Overall Goal: A Life Long Interest in Snow Sports

Project Goal: All Young People on Snow



Metod: "The good mirror of snow sports"



Are you having fun?

- Beginners:
 - Yes! Great fun! This is the best day of my life (shouting whilst in the ski lift)
 - Yes!
 - I've found my own slope!
- Intermediate:
 - Yes!
 - Yes!
 - Yes, it's snowing!
- Advanced:
 - Yes!



What is fun?



- Beginners:
 - To twist and break, to break hard!
 - To ski, to glide, go sledding.
- Intermediates:
 - To ski and turn. It's so beautiful, nature is so beautiful.... ski off the slopes.
- Advanced:
 - I'm feeling free. It's hard to describe, it's just fun you know!
 - To ski straight down hill at the end of the slope!
 - To ski with friends. It's fun to try jumps and rails.

What did you learn? alla Da



- Beginners:
 - Take the ski lift on my own and to ski down hill.
 - I can "walk" with skies on too.
- Intermediates:
 - To manage the plow and to bend the knees.
- Advanced:
 - No, nothing new today.
 - No, my friend's brother has taught me.
 - No, not so much today. My Mom and Dad have taught me to ski.

Yes, to ski jumps and ski moguls. I'm better then I thought.

Are you happy with your achievement?

- Beginners:
 - Yes, I have never skied before.
 - Yes!
- Intermediates:
 - Yes, I'm feeling good!
 - Yes, I only fell once!
- Advanced:
 - Yes, I feel good. I feel that I' am good at this!
 - Yes, it was fun to dare to jump!





- Yes!
- Yes!

Intermediates:

- Yes why? No one is bad, everyone is here to have fun and to be nice to each other.
- Yes, when it's not too steep.
- Advanced:
 - Yes, but I can't find my teacher and I don't know when we're going to eat.
 - It was easy to get to know the slope.

Do you think your classmates feel secure?

- Beginners:
 - I think most do.
- Intermediates:
 - Yes, those who cannot get help.
 - They have fun and feel good, everyone is so nice here.
- Advanced:
 - Yes, everything is so good today.
 - Yes, everyone wears a helmet and gets help.
 - Yes, I think so. Those who need help get help.



Study's third objective is:

 To discuss the conditions considering "gliding" as a basic motor skill compare to (or not) the basic motor skills which are usually referred to in the school's various policy documents, such as walking, jumping, running, rolling, balancing and climbing.



Conclusion of the Study's third objective is:



- Gliding as a motor skill needs to be taught or practiced hence walking which is a natural part in a child's development.
- The observations from the project show that it takes approx 2 hours to learn to glide. In relations to the short time this takes to learn the natural consequence would be to include gliding in the school's curriculum.



And pools





Free transport from the School to the snow



Leader information about the day



25





All set to hit the slopes to glide on snow



Gliding on a sledg



Helping each other



Charlotta Bürger Bäckström Charlotta.burger@gih.se

We glide, fall and laugh together



alla på snö

Charlotta Bürger Bäckström Charlotta.burger@gih.se

Welcome to lunch!



Lunch delivered by the school Yummy!



Glide on cross country skis



Medals for all! *We did it!*

Svenska Skidrådet Charlotta Bürger Bäckström Charlotta.burger@gih.se

3 fäder5 lpårför framfib5 legrar.

and a set that we have

alla på snö

The day is already over Sorting our stuff



Everyone has the right to succeed!



Next steps



- Norrköping project "All young people on snow" is now fully integrated and part of ongoing activity plan
- Next step is to execute on the generation plan to further implement the project cross Sweden
- The generation plan includes at least 5 city project implementations

The Goals and Objectives have been fully met.

The project is a success!



NORGES SKIFORBUND





Ski clubs - Schools



MANGE, GODE OG GLADE SKILØPERE















www.barnas.skiklubb.no



Website

- Children's page
- Online distance registration
- Educational page
- Skiing at school
- Archive of examples of activities
- Ski play fields, local ski fields
- Online distance registration
- Children's Ski Badge
- Skiing at school
- The club battle
- Prize ceremonies



På barnas.skiklubb.no finner du:

- ditt eget distansekort på nett
- barnesider med spill og moro
- · gøyalt skistoff
- tips til aktiviteter
- ski i skolen





DITT EGET DISTANSEKORT PÅ NETT

Din egen skiside!

På barnas.skiklubb.no lager du din egen skiside, og skriver inn alle dine skiaktiviteter. Da holder du selv oversikten på en enkel måte, og ser hvor flink du har vært!

Barnas Skimerke

Distansekortet er grunnlaget for om du har greid Barnas Skimerke i bronse,



A

sølv eller gull. Når du har nådd et merkekrav, får du en epost-hilsen fra en landslagsutøver!

Merkene bestiller du på idrettsbutikken.no. Her trenger du hjelp av en voksen!

Alle grener er med

Du kan være med uansett hvilken skigren du driver med - langrenn, kombinert, hopp, alpint, telemark og freestyle.

Flest kilometer

På kilometer-statistikken kan du se hvordan barnehagen, skolen eller klubben din ligger an!


Skiing at school – The joy of sport at school

Hello all teachers! to used as part of eiteration programs. You can find them all on harnes additably to. There are also tips and ideas to activities that are not relying an anewy conditions. We have the can be of help when you are going to create fun and exotement, for the childrent Sport Fun at school At direttakdeurs you will find a collection of school activation for skiing privateoring, athietige Top bre primmive You can create a porsprat profile where you register all the sid relative builder you are chirth Minital shortan A A site with tigs and pleas for various sport activaties. TLO. no matter which decision? Orquezar aquipmant The explorment, is fine and can be prelived from direttabutilities re-The Skibread Die Reiser og NEA sins together responselse for The Schmed 30 are from each bread sold. did best year give 255 772 NOK to Remove Skiklubb Children's Ski Pin. ans NEA's Seing at Scheel project. You can find more information about this at exclanatization inder 'malatart' norges THE ENDORMUTIC



teleno

Cooperating with volley ball, orientering, swimming, athletics and golf

- Common website: *skolenettet.no*
- www.aktivitetsbanken.no
- Courses for teachers

Actions:

- Campaigns towards schools
- Educational material for teachers
- Diet/Skibrødet
- Library of activities for teachers
- Various event items for schools
- Online distance registration
- Children's ski badge
- Ski at school competition

Prize ceremonies



ter used as part of eitention programs. You can find them all on harnes addebtions. There are also tips and ideas to activities that are not relying on annwy conditions.

We have this can be of help when you are going to create Fen and exotement, for the childrent



Sport Fun at school

At direttakolwure you will find a callection of school activation. For skilling, universities address Ups. Winning and golf



alt wit at shark an no

A still with tips and pleas forvarious sport setlystics.





Online SE Distance Registration

You can create a porsproj profile winera you register all the ski miniplined accordings you are chirth.





Organizar aquipmant

The equipment is free and can be ordered from drettsbutiken.rel

The Stibread

Div Enker og NSA ans together responsble for the Schmed 30 are from each bread sold did best year give 255 772 NOK to Remos Skiklubb ans NGA's Saling at Scheel project. You can find more information should this of eleismetheling under "malatart".

The School on skis competition

Which school is best at skiing?

On barreaulaklubbirei cari yeu and yaur sehesi compote with other schools from all over the country Bring your tatacher and friends slong/ You just metator the distances you are along, rei metter which dicipline?

You can keep brack of how your school is doing on barries skiklubb m. You can also find out who's the beet close or group at your scheet Maybe you feel No challenging another school?

Nice printe and diplome to the best schools!

Children's SE Rn

By using the distance registration it's stay to say if the children quality for the Children's Ski Pin.



Use the pire to notively the children. They can be protend at barras skiklubb ro-

Hello there!





You who are an active other could find bettee abilitations very useful

You will find lots of useful and fun stuff about skiing: - your own Online Sid Distance Pagetration

- children' e page with games and other fun.
- Fun stuff about sking
- Lips for actly liam
 sking at achesi

Telenor Carousel

Mony ski clube stil coll their local events Telenor Consule this section. We will make size you will have lobe of fun at this years events. More than 45 000 children at the age 0 - Sizeli be part of The Telenor Constant this without

Want to know mare? Check out barros.ekktob.no



aktivitetsbanken.no

Here you will find tips and ideas for activities within many different sport diciplines!



Online Ski Distance Registration

Yau can create a personal profile attens you register all the sid related activities you are doing.

Children's Ski Pin

By using the distance registration it's easy to see if the children quality for the Children's Ski Pin.

Line the pins to motivable the children. They can be ordered at terms skiktplance

The Club Battle

Use the Online Sid Distance Registration actively! You can register all your ski activities, both braining, recreational staff and competitions.

Pyou doyou are entering the battle to become the ration's best club. Folice havyou are going on the statistics page!

Now prizes to be wan if you are doing well!







and and and

Gøy på ski! AKTIVITETER FOR BARN OG UNGE

STIKKE LØYPER

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- Far Latings · p management special and spectration or determined

SKOGS- DG TERRENGLØYPER La strange de major que i monegat, elle lagres has legres

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17 ...

BALANSE-/HINDERLØYPE Lag larger any solicity strader belower. Can invite and an any property of any spectrum prior and any ale selatory datapates search (in manys the by all mining semantics of silenticity in detected 3 (apr spin)

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SKICROSS Marries or on Reporting unders figer disperse 11



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-25-



Velkommen til Aktivitetsbanken.no

Aktivitetsbanken har et mangfold av øvelser som kan være med på å skape inspirasjon og sikre kvaliteten på treningene og i undervisningssammenheng i skolen.

Øvelser i idrettene som bidrar til å bygge opp aktivitetsbanken.no ligger i databasen. I tillegg er det lagt ut øvelser som kan brukes på tvers av idretter, disse ligger under valget "generelle øvelser alle idretter". Ski har valg at de generelle øvelsene tilknyttet ski og de generelle øvelsene for alle idretter, automatisk kommer opp når en søker på en skigren.

Du kan søke etter øvelser, treningsøkter og treningsperioder.

Øvelser, er en enkelt øvelse.

Klikk på knappen "Øvelser", så får du opp en ny meny. Her velger du den idretten du ønsker, og klikker på "SØK". Da får du opp en liste over øvelser.

Hvis du klikker på overskriften "øvelse" kan du få øvelsene sortert alfabetisk. Ved å klikke på overskriftene kan du sortere øvelsene etter de kriteriene du ønsker. Du kan stemme og gi kommentarer til hver enkelt øvelse, og du kan sortere øvelsene etter de som har fått best rating.

Du kan også komme med forslag til nye øvelser, disse vil bli publisert så fort de er godkjent.

Treningsøkt, er en samling øvelser som passer sammen. (Det er lagt ut få eksempler, men det kommer flere etter hvert).

Treningsperiode, er flere treningsøkter som er satt sammen til en treningsperiode.

(Her vil vi legge ut ferdige forslag til treningsperioder etter hvert).

Lag din egen treningsøkt

Ved å legge øvelser til "min treningsøkt" ender du opp med en samling selvvalgte øvelser.

Du kan sortere rekkefølge på øvelsene som du selv ønsker, slik at du raskt har opplegget klart for neste trening.

Du kan skrive ut hele treningsøkten i en utskriftsvennlig versjon.









Ski Cross – Cross Country - for kids



Important;

- Space and place for Ski Cross activities close to the venue. Action and inspired way of competitions on cross country skies.
- Technical challenge for the kids.
- Possible to compete with children in all ages - and also towards top Athletes.
- Funny way of skiing witch also makes the kids learn good technique by playing and having fun on skies.

Det er tøft. Det er kult.



Det er langrennscross!



Norges Skiforbund























Snow Kids Project on World Cup Competitions in Norway





- Co operations between NSA and local Organising Committees.
- Type of activities based on competitions and venues
- Important with dedicated people in the local organising Committee.
- Snow Kids activities as part of official program
- Important that the children are activated in the program, if possible on skies.
- Key factor is to bring the children together with the athletes – meet the heroes
- Promote Skiing for the Children Bring children to the snow.



| Hovedside | × |
|-----------|---|
| Alpint | • |
| Freestyle | ► |
| Норр | • |
| Kombinert | • |
| Langrenn | • |
| Telemark | • |

Skileik

| Om Skileik |
|---------------------------|
| Fra ide til ferdig anlegg |
| Liten Skileik |
| Medium Skileik |
| Stor Skileik |
| Skileik på flatmark |
| Tekniske tegninger |
| Bildegalleri |

















| Alpint | Þ |
|---------------|---|
| Freestyle | ~ |
| Om Freestyle | |
| Park | |
| Kulebakke | |
| Skicross | |
| Freestylehopp | |
| Big-Jump | |
| Halfpipe | |
| Vannhopp | |
| Arrangement | • |
| Bildegalleri | |
| Норр | • |
| Kombinert | • |
| Langrenn | • |
| Telemark | • |
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| Alpint | • |
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| Klassisk sprint | |
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| Storslalåm | |
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Hovedside

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| Arrangement | |
| Bildegalleri | |
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| Kombinert | • |
| Langrenn | • |
| Telemark | • |
| | |
| Skileik | • |





facebook

E-post Passor



Hakadal Jibbegruppe er på Facebook

Registrer deg på Facebook for å få kontakt med Hakadal Jibbegruppe.



Hakadal Jibbegruppe sine album 16 fotoalbum

Vis kommentarer





Trampotrening 05.09.10. Foto T.Nummedal 183 bilder

Avslutningshelg Hemsedal 25 april. Foto: T.Nummedal 107 bilder

Avslutningstur Hemsedal 24 april. Foto: T.Nummedal 170 bilder

Årets siste trening de 2. Foto: T.Nummedal 125 bilder



Profilbilder 3 bilder

Telemarkløype for barn

Alle disiplinene som er beskrevet i anleggsweben kan med visse tilpasninger passe for barn.

Her er noen tips til hvordan du kan tilpasse løypene:

- Bruk gjerne flatere bakker
- · Tilpass hopp og elementer etter barns ferdigheter
- Bygg helst løyper som holder aktiviteten oppe
- Parallell og cross kan være motiverende aktiviteter med mindre kø og venting
- · Variasjon i løyper og underlag utvikler barns skiferdigheter

TELEMARKLØYPE FOR BARN





Parallellstafett – Bærum skiklubb



Skøyting/ motbakke Etappe 4


























telenor karusellen





Bli med på karusellen!

"Det er et skikkelig bis tills k Skiforbundet og Telenor har satt i gang med Telenor Karusellen. Arbeidet i klubbene og på grasrota er det viktigste som gjøres i talen turviklingen. Det er veldig bis hvis Skiforbundet og Telenor gjennom denne karusellen kan være med på å stimulere arbeidet i klubbene. Jeg husker godt fra egen oppvekst hvor viktig det var å ha et miljø som tar telenor karusellen

Join the carousel!





"IK is a wally great project that Skilarbundet and Telenar have started. The efforts put in at club and grassroot level is what wally matters when it cames to talent development. It is great if Skilarbundet and Telenar through the TK project can encourage the clubs to put in more effort. I remember when I was growing up how important it was to be surrounded by a community that to ak care of me and helped me develop. The fact that I have successed is to a large extent thanks to the fact that I had people backing me up all the way. We who are icons today know that a project like TK gives encouragement at the broad level and that is the best guarantee for success to follow."

> Sporty regards Aksel Lund Svindal



Telenor Karusellen - Event concept for clubs



Articles for the kids:

- Diploma
- Backpack

Articles for the club:

- Start and finish banners
- Start numbers
- DVD tips for organizers

At least one of the events must be either cross country-cross, ski-cross or nordic combined-cross

A page dedicated to barnas.skiklubb.no

Telenor is covering all costs

60 000 children in Norway



Telenor Karusellen – 60 000 children - all six disciplines



- Fabulous, it gave us a push and the motivation to organise the tournament for the kids.
- The Telenor-backpack has become a "status symbol" among the kids this year. It makes it visible that they have been skiing. Great!
- The DVD provided us with really good ideas, to great benefit for the kids. It ended up beeing an outdoor day for many, not just a quick trip out skiing.
- It 's a superb project that makes the children want to stay outdoors even after the actual race is finished.



Telenor Karusellen – 60 000 children - all six disciplines



Fabulous project. We really notice how the prizes are motivating the children to get out. A great number of children are showing up. Actually more than 50% of the potential target group in the district.

This is a great project. Another idea could have been using the best competitors in each discipline as role models.

Good stuff. This is definitely helping to recruit new skiers.

Fantastic project. This year we have had more people joining than in a very long time.



Telenor Karusellen – 60 000 children - all six disciplines



- Thank you so much for letting us take part in this project
- Extraordinary good equipment handling
- An incredibly positive project and an important help to recruit new skiers
- A great project that helps to push children's sport in the right direction
- For us this is a great setup. It makes it possible to come across as professional organisers, even though we are still amateurs. Thank you very much for the cooperation. We hope we will get accepted next year too!



Spesialtilbud til skiklubber bestill hopputstyr til barn nå.

Begrenset opplag – "førstemann til mølla" levering fra medio november.





Bindingen leveres med bla hæl-klosser NB! Bindingen på bildet er en Riva 3 senior binding, jr. bindingen ser lik ut.

Rottefella Riva Z jr. telemark

Antall tilgjengelig: 100

Pris kr 320 inkl. moms

BESTILL HER: <u>www.idrettsbutikken.no</u>

Åsnes Dragon hoppski Antall tilgjengelig: 400 par

| Skilengde | Antall |
|-----------|--------|
| 160 | 96 |
| 170 | 96 |
| 180 | 104 |
| 190 | 104 |

Pris kr 1075 inkl. moms

Garmont G-REX JR. telemarkstøvel Antall tilgjengelig: 100 par

Str. fra 19 (30) til 23,5 (37)

Pris kr 1125 inkl. moms









Jumping skis for children

Background:

- Jumping skis and required jumping equipment are barely available for children who are into the sport. There is hardly any equipment to purchase, and produced items are pretty expensive. In Norway there are 3-4 sports shops that owing to idealistic principles offer equipment for ski jumping.
- There are great many children who want to start ski jumping, but they soon face a challenge when trying to get hold of suitable equipment. This is a problem the Norwegian Ski Federation wants to approach.
- The main objective is to develop quality jumping skis for children, being offered at a marked oriented price.
- A subsidiary goal is to ensure a complete package costing NOK 2000-2500, binding, boots and skis included.



Jumping skis for children

Bindings and boots:

- We are also working on how to offer affordable and proper solutions on bindings and boots in children sizes.
- Enclosed is a Rottefella Riva Z junior telemark binding, and a Garmont G-REX telemark boot. This combination will be something to recommend for the Åsnes Dragon jumping skis.
- To keep the prices as low as possible, we have established a close dialogue with Rottefella and the Norwegian importer of Garmont, that due to idealistic reasons want contribute to the accessibility of equipment for minor ski jumpers.
- At the present moment we have reasons to believe that packages including Åsnes Dragon jumping skis, Rottefella Riva Z jr. bindings and Garmont G-REX jr. telemark boots, at a total price of Euro 320 (NOK 2500), will be on the marked for the 07/08 winter season for Norwegian ski Clubs.



Jumping skis for children

<u>How to buy Garmont G-REX jr. telemark boots:</u> Contact the distributor of Garmont in your home country at: <u>www.garmont.com</u>



<u>How to buy Rottefella Riva Z junior telemark binding:</u> Contact the distributor of Rottefella in your home country at: <u>www.rottefella.com</u>

For further questions, please contact: The Norwegian Ski Federation Sport Director of Ski Jumping: Clas Brede Bråthen E-mail: <u>clas.brede.brathen@skiforbundet.no</u> Mobil: (+47)93440623.































"Beeing Active" to the Nordic World Ski Championship 2011 in Oslo

Aim: activate 200 000 children before and during the event

- Local and national activities
- New activities and activities in ski clubs and schools that we normally do
- Total cost: appr. 500 000 Euro
- Sponsored by Statoil, Color Line, National Goverment and our own budget
- <u>www.aktivtilvm.no</u>



Children and Youth activities 2010/2011

Skiing in Schools

Distance Card on internet

Materiel to Schools in Norway

Ski schools in Oslo

14 schools, (1.kl.)

14 Kindergardens

75% of the pupils have an other culturell background

5 weeks/1 hour 1000 children

OSL2011 Statoil

Telenor Karusellen

60 000 children

Skiclubs

Activities in skiclubs

Materiel/Activity

- 1100 skiclubs
- Local skiclubs in Oslo

Statoil Tour

Local officeses (10) Ski Day – families Local skiclubs

The Childrens World Championship

" The Childrens Holmenkollen Day" mars 13th 2011 11 000 children in Holmenkollen after the Event This is the 39 Event since they started
Children and Youth activities 2011 - during the Event



16:00 – 18:30 every day

-Nordic Countries



Aktivitet for barn under VM Vintergledeparken/Kapellskoger



Samarbeid Aktiv til VM og Statoil med hjelp fra GYRO

- Egen prosjektgruppe etablert
- Åpent før, under og etter hver øvelse. Hver dag.
- Blir et innbydende område som synes godt fra hele anlegget

Bemanningen forsterkes på 28/2 og 2/3 når

skoler kommer opp

- Frivillige fra Aktiv til VM er aktivatører
- Jobber også i forhold til VM-i marka, om camp på Hemingseter











FIS YOUTH & CHILDREN SEMINAR

Sarah Lewis FIS Secretary General





YOUTH OLYMPIC GAMES, SINGAPORE

- Overall assessement very positive
- Organised by young people for young people
- Some youth-specific competition formats, such as street basketball
- Mixed teams of boys and girls, some mixed NOC teams
- Informal protocol, such as medal ceremonies
- Learning sessions popular (education and culture)
- Anti-doping information well received
- Significant use of social media for reporting competitions











FÉDÉRATION INTERNATIONALE DE SKI INTERNATIONAL SKI FEDERATION INTERNATIONALER SKI VERBAND

3 10/4/2010



YOUTH OLYMPIC GAMES, SINGAPORE

- 3,600 athletes aged 14 to 18 took part in Singapore.
- Accompanied by 1,850 officials in total
- 20,000 volunteers helped make the organisational aspects of the Games a success.
- Over 160 rights-holding broadcasters providing TV coverage, with over 1,900 international media representatives in Singapore.
- Videos on the YOG YouTube channel viewed over 5 million times.
- The Games could also be followed live online on the Singapore 2010 Official Webcasting Platform.





YOUTH OLYMPIC GAMES, SINGAPORE

- The IOC reached out on Facebook, Flickr and Twitter. Over half of the 3.6 million fans across the Olympic Facebook platforms are aged between 13 and 24.
- The Singapore 2010 and YOG pages now have over 100,000 fans.
- The IOC's web site recorded the highest number of views since Vancouver 2010, with over two million page views for August alone, while the official YOG site exceeded one million visits from the opening day on 14 August.





YOUTH OLYMPIC GAMES, INNSBRUCK

- Highly experienced winter sports organisers
- Winter sports are the "DNA" of Austria
- FIS team competition formats well received, with teams of boys and girls and different disciplines in same team
- Qualification systems communicated to NSAs and NOCs
- Specific discipline information will be communicated in committees
- Kitzbühel will arrange media trip to the YOG





Zurich, September 2010

UPDATE - FIS CAMPAIGN BRING CHILDREN TO THE SNOW

0

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www.fis-snowkidz.com

0

FÉDÉRATION INTERNATIONALE DE SKI INTERNATIONAL SKI FEDERATION INTERNATIONALER SKIVERBAND

Antalya 2010



FIS SNOWKIDZ AWARD 2010, LET'S GET READY FOR 2012





 23 applications from 19 National Ski Associations; Top 3: Norway, the USA, Germany, other finalists from Estonia, Finland, Hungary, Italy & Pakistan

 Time to think ahead: Application forms for Award 2012 to be available @Portoroz 2011 – make sure to leverage season 2010/2011 for award-winning activities!

www.fis-snowkidz.com

FÉDÉRATION INTERNATIONALE DE SKI INTERNATIONAL SKI FEDERATION INTERNATIONALER SKIVERBAND 2



SNOWKIDZ ON TOUR



- SnowKidz Meeting Points continue during 2010/2011
- New at Cross-Country World Cup: Photo and Video Contest at all World Cup events, top entries on fiscrosscountry.com & special Facebook page for all
- Remember toolkit at <u>www.fis-</u> <u>snowkidz.com</u>
- Don't forget to send your project descriptions for the Wiki at <u>www.bringchildrentothesnow.com</u>

3



SNOWKIDZ 10 FIS RULES OF CONDUCT

Rule 7 – Climbing and descending on foot A skier or snowboarder either climbing or descending on foot must keep to the side of the piste.



Rule 8 - Respect for signs and markings A skier or snowboarder must respect all signs and markings.



www.fis-snowkidz.com

FIS WORLD SNOW DAY







WORLD SNOW DAY - What is it?



- "The Biggest Day on Snow, All Year"
- Annual snow festival for children and their families
- Various national activities taking place simultaneously all over the world on a particular day
- Part of the international FIS Campaign ,Bring Children to the Snow'



WORLD SNOW DAY – What is it really?



A Day on Snow to:

• **EXPLORE** – chance to discover something new

 ENJOY – time to have fun in and on the snow

 EXPERIENCE – way to generate great memories and the inspiration to continue



WORLD SNOW DAY – For whom?

- National Ski Associations: Opportunity for global ski family to come together to organize theme days on a given day to showcase their activities across all disciplines
- **Ski Industry**: Unique stage to promote products worldwide
- Ski Resorts: Excellent platform to focus on activities for children, families and day tourists
- Ski Schools: Chance to highlight activities which promote the fun side of safe snow sports learning



WORLD SNOW DAY – Why?

- To reverse the general decline in youth participation in snow sports in recent years
- Children are the future: FIS and the industry stakeholders must unite to support and encourage the involvement of the younger generations
- World Snow Day serves as a channel for reaching the younger target groups
- World Snow Day helps create a pool of lifetime snow lovers among children and their families by bringing newcomers to snow whilst offering extra value to those who already participate



WORLD SNOW DAY – Goals

- Promote snowsports and enable children and families to Explore,
 Enjoy and Experience their fascination through special Event(s)
- Simultaneous activities in many different countries: Engage 30% of FIS Member National Ski Association by Year Three
- Create global momentum for a great future in snow sports: Half a million individual participants globally by year three
- Provide a promotional platform for all stakeholders to communicate about their activities directed at the younger generations
- Unite ski industry stakeholders to strive for a successful future for all!



WORLD SNOW DAY – Timing



 World Snow Day to launch in the winter season 2011/2012

 The inaugural World Snow Day will take place in late January 2012



ROLE OF FIS

- Commitment to developing a World Snow Day program in conjunction with other stakeholders
- Provision of a promotional tool kit (branding, templates)
- International communication campaign with common World Snow Day messaging for partner use (print, web, on site etc.)
- Annual management of a rewards program for activities by different partners:
 - National Ski Association, Ski industry, Ski Resorts, Ski Schools



BENEFITS TO ALL STAKEHOLDERS

- Unique opportunity to unite stakeholders for a common cause
- Benefits through a joint platform at <u>www.world-snow-day.com</u>
- Reaching younger target groups and enhancing youth participation in ski sports
- Striving to strengthen the future of ski tourism
- Positioning snowsports as an excellent health and fitness activity
- Making snowsports more accessible to families and youngsters



BENEFITS – National Ski Associations



New promotional platform

- Opportunity to initiate new activities by the NSA
- Potential to increase the NSA membership base



NEXT STEPS – National Ski Associations





- Guidelines?
- Explore, Enjoy, Experience
- Metrics, awards



BENEFITS – Ski Industry



- Opportunity to join forces to develop and strengthen a future customer base
- Potential to showcase brands and allow testing of existing and new products
- Chance to meet new customers otherwise unfamiliar with snow sports in a comfortable setting



BENEFITS – Ski Resorts

- Strive to broaden future customer base
- Promote the resort as a family friendly destination
- Tap into a potentially new customer group





BENEFITS – Ski Schools





- Excellent communication platform
- Access to potential future clients
- Opportunity to have a positive experience to start a new world of fun



Let's work together!



'Be part of the World's biggest Day on Snow'

8TH FIS YOUTH AND CHILDREN'S SEMINAR, 2010

Ski Sports in Schools





Working Group Alpine

How to convince school authorities about the values of snow sports

1 General

- Create opportunities by reducing bureaucratic hurdles
- Establish snow sports in school sports
- Secure funds for snow sports (incl. private sector)

| F/I/S° | |
|--------|--|
| | |

2 Specific

- Demonstrate benefits for education system
- (self + social competence; lifetime sport, contact to nature)
- Teach the teachers
- Establish mentoring/facilitators system (mentors, friends, role mentors)
- Find cost effective ways
- Start at an early age
- Offer incentives and awards

3 Collaboration

- Strengthen relation between schools and organised sports
- Cooperate with private sector
- Promote and facilitate private initiative



4 10/4/2010 Footer



NORDIC – TO DO

- 1. Establish contact with relevant (governmental/municipal) authority etc for support/involvement of activities, access to school world
 - School curriculum, other activities
- 2. Availability of educational material (in respective languages)
 - Identify who cover the costs of printing the educational materials, etc.
- 3. Install adaquate facilities/venues for the sport
 - Ski cross track next to school, health tracks
- 4. Cooperation of different sports for parents platform (overall outdoors)
 - Provide sport equipment to train
 - Sports teacher services provided by the region upon request of a school teacher (AUT example)
- 5. Activities in summer to gain interest in the sport (rollerski, mini-ski)
- 6. PR strategies
 - Athlete ambassadors visit schools («heros») / Invite to World Cups etc
- 7. Involvement of school teachers in associations' comittees
- 1 10/4/2010

PROMOTION

GUIDELINES

ANIMATION

COMPETITION

SNOW CAMPS

TALENTS CLASSES

PARENTS+TEACHERS

PROMOTION

data base activities

social networking

internet

teasers

games

ww.skiforbunedt.no

web-arena

GUIDELINES

providing manuals

promotion of techears in school

provide technical guidance

give information to the teacher about ski/ snowboardcross

give information about protection material

ANIMATION

off snow programs - not only on snow -

balancing games

tampolintraining

halfpipe skateboarding

slalom skateboarding

inline skating

plastic slopes at school with rails etc.

COMPETITION

organizing children competition

childrens activities on same date like world champs meet the heroes

SNOW CAMPS

coorperation skischool and school

promoting ski and board

TALENTS CLASSES

start pilot project

specialized training

out of regular sports lessons

bring children out of school during regular sports lessons...

PARENTS+TEACHERS

information about safety

attract parents and teachers to the sport

bring parents to snow

bring teachers to snow