



Co-funded by
the European Union

Virtual Sustainable Snow Summit

Thursday, 25 April 2024 | 14:00-16:30 CET



#TheFutureOfSnow



AGENDA		
14:00 - 14:05	Welcome	Max Cobb , IBU Secretary General
14:05 - 14:10	Introduction to the SIEPPUR project & IBU Snow Network	Riikka Rakic , IBU Head of Sustainability
14:10 - 14:20	The Science of Snow: Current state of sustainable snow management in Europe	Fabian Wolfsperger , Sport Engineer, WSL Institute for Snow and Avalanche Research SLF, Switzerland
14:20 - 14:30	Good Practices in sustainable snow management	Erik Melin-Söderström , Project Manager, Peak 63, Sweden
14:30 - 14:50	Case Study - Nové Město na Morave, Biathlon World Champs 2024 Czech Republic	Jan Skříčka , Secretary General, Nové Město NM, Organising Committee (OC), Czech Republic
14:50 - 15:15	Examples of Sustainable Snow Management – Snow Production, Storage, Transport, Handling, Grooming	Moderated by: Fabian Wolfsperger , WSL SLF and Erik Melin-Söderström, Peak 63 Examples by: Janez Ožbolt , OC Pokljuka, SLO; Kinga Jaworek , OC Jakuszyce, POL; Dr Fabiano Monti , Snow and Avalanche Expert, Livigno, Italy
15:15 - 15:30	Coffee Break	

AGENDA		
15:30 - 15:50	Future of sustainable grooming	<p>Lars Lind Andreassen, Managing Director, Prinoth AB, Sweden</p> <p>Joakim Bergström, CEO Winn Marketing AB, Responsible for PistenBully Groomers in Scandinavia</p>
15:50 - 15:55	Gap analysis - Summary	<p>Fabian Wolfsperger, WSL SLF and</p> <p>Erik Melin-Söderström, Peak 63</p>
15:55 - 16:20	Panel Discussion – Governing snow management	<p>Moderated by: Ingrid Beutler, Co-founder, Sustainable Mountain Alliance, Switzerland</p> <p>Panelists: Martin Ohlsson, CFO, Swedish Biathlon Federation and Manager, World Cup, Östersund, Sweden; Kimmo Turunen, President of Kontiolahti Ski Club, Finland; Dr Marlen Marconi, Head of Strategic Projects, Swiss-Ski, SUI</p>
16:20 - 16:25	SIEPPUR Project Next Steps	Fabian Wolfsperger , WSL SLF
16:25-16:30	Q&A Closing Remarks	Riikka Rakic , IBU Head of Sustainability

SPEAKER BIOS



MAX COBB

Max Cobb was a member of the IBU Executive Board from 2016-22, until he was appointed IBU Secretary General in August 2022. Previously, he served as IBU Vice President Sport between 2016 and 2018. His work as President and CEO of US Biathlon began in 1989 as the head of the domestic race series after being an active biathlon club competitor at Dartmouth College. In 1990, he was named Assistant Coach and Manager of the National Team, and in 1994 he became Program Director. Elected to the IBU's Technical Committee (TC) in 2002, he was the chairman from 2010-2016.

SPEAKER BIOS



FABIAN WOLFSPERGER

Born in Freiburg im Breisgau, Germany, Fabian finished his dissertation at the Karlsruhe Institute of Technology (KIT) Institute for Applied Materials focused on friction on snow. He also has a degree in Sports Engineering from the Otto-von-Guericke University in Magdeburg (GER). Since 2009, Fabian has been a Scientific Staff Member at the WSL Institute for Snow and Avalanche Research (SLF) in Davos, Switzerland. At the SLF, Fabian's research focus is on snow in the context of winter sports, tourism and industrial applications.

SPEAKER BIOS



ERIK MELIN SÖDERSTRÖM

Erik is a Climate and Snow Expert at Peak 63, in Östersund, Sweden. A former competitive cross-country skier he has a love for snow and a keen interest in climate change. With a master's degree in climate change from studies in Alaska and Copenhagen, Erik has great knowledge about the effects of climate change on winter and snow dependent activities, how these can adapt to climate change and reduce their climate impact.

SPEAKER BIOS



JAN SKŘIČKA

Jan has worked for the Nové Město na Moravě IBU World Cup in the Czech Republic since 2012. From 2015, he has served as Executive Director of the Vysočina Arena for biathlon and cross-country skiing. A former member of the Czech national team in orienteering, Jan also has extensive experience in the organisation of mountain biking events as well as in communication and public relations for the cycling industry. He holds a degree in marketing and media communication from the Tomáš Baťa University in Zlín, the Czech Republic.

SPEAKER BIOS



DR FABIANO MONTI

Fabiano is a passionate mountain and snow lover. He studied environmental sciences at the Insubria University in Como and completed his PhD at the WSL Institute for Snow and Avalanche Studies SLF in Davos, Switzerland. He has also worked as a researcher for Insubria and CNR-IFAC in Florence, an experience that allowed him to participate in two Antarctic campaigns. After moving to Livigno he founded Alpsolut where is the CEO. Fabiano likes to use theoretical knowledge to solve concrete issues related to the world of snow and, more generally, to the environment.

SPEAKER BIOS



JANEZ OZBOLT

A former elite biathlete, Janez competed at five consecutive Winter Olympic Games from 1992 until 2006. After his long career, he has remained active in biathlon as an official and coach, and most recently as part of the Organizing Committee in Pokljuka as well as an IBU Official. Janez holds a master's degree in management from the University of Primorska in Koper, Slovenia.

SPEAKER BIOS



KINGA JAWOREK

Currently Sport Director at the Lower Silesian Sport Centre Polana Jakuszycka (Lower Silesian Innovation and Science Park), Kinga has been working to develop Jakuszyce as an international biathlon and cross-country skiing venue since 2005. She served as an organiser of the popular cross-country skiing events Bieg Piastów and Worldloppet until 2016 while also serving as a Worldloppet Executive Board Member from 2012-2016. From 2016, she has participated in the development of the Biathlon and Cross Country Skiing Centre in Jakuszyce and has organised countless cross-country skiing and biathlon, running, cycling competitions, both national and international, including the FIS Cross Country World Cup and IBU Junior Cup events. She is a biathlon and Nordic sport activist, a FIS Technical Delegate, and an IBU International Referee.

Kinga has a master's degree in Neerlandistiek/Dutch Studies and postgraduate studies in managing external and European Funds at the University of Wroclaw, Poland.

SPEAKER BIOS



LARS LIND ANDREASEN

With a bachelor's degree in German and history, a career in sales wasn't Lars's plan. But he found working in sales and marketing in an international B2B and B2C environment both fascinating and challenging. Despite vast experience in different businesses in Italy, Germany and his native Denmark, Lars was a newcomer to the world of skiing in 2016 when Prinoth founded a subsidiary in Sweden. As Managing Director Prinoth AB Sweden, he has since rebuilt the Prinoth brand and established a service network in Sweden. Working with Alpine and Cross-Country clients, there are many similarities and something significant in common: compassion and dedication.

SPEAKER BIOS



JOAKIM BERGSTRÖM

Joakim has served as CEO of Winn Marketing since 2007. Winn Marketing was founded in 1983 and is based in Umeå, Sweden. It serves as general agent in Sweden for several different brands, including Kässbohrer, and has been responsible for PistenBully groomers in all of Scandinavia since 2016. Stefan is a graduate of Uppsala and Umeå Universities with master's degrees in science journalism, English and history.

SPEAKER BIOS



INGRID BEUTLER

Ingrid is co-founder of the Sustainable Mountain Alliance, a global non-profit that facilitates the transition to sustainable sports and tourism in the mountain environment. With a master's in international law (Geneva) and bachelor's degrees in law, geography, and political science (Canterbury, NZ), she is a passionate mountain athlete and former elite road cyclist. Based in Switzerland, Ingrid has worked in international sports for 20 years specializing in sustainability, ethics, and integrity.

SPEAKER BIOS



DR MARLEN MARCONI

Marlen is Head of Strategic Projects at Swiss-Ski, where she is responsible for projects related to the topics of ethics, sustainability, and gender equality. She is also President of the Snowsustainability.ch foundation that was founded in 2022 to raise funds to support and promote projects that seek to implement concrete solutions to sustainability challenges in snow sports. Marlen earned her PhD in Sport Sciences from the University of Bern, Switzerland.

SPEAKER BIOS



MARTIN OHLSSON

Martin is Chief Financial Officer of the Swedish Biathlon Federation and Manager of the IBU Biathlon World Cup in Östersund, Sweden, since January 2021. Prior to joining the Swedish Biathlon Federation, he was Secretary General of the O-Ringen in Åre, one of the world's biggest orienteering events with 20'000 participants. Martin holds a Master of Science degree in Business Administration and Economics from the Umeå University in Sweden.

SPEAKER BIOS



KIMMO TURUNEN

Since 2019, Kimmo serves as CEO at Kontiolahti Outdoor and President of the Kontiolahti Ski Club that hosts the IBU World Cup in Kontiolahti, North Karelia, Finland. He comes from an engineering background with extensive know-how in technology industrialisation, innovation management and development, and new production technology for B2C marketing. Kimmo has a degree in engineering (BEng) as well as in production technology (BASc).



Co-funded by
the European Union

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.

