

IMPACT AND TRANSITION STRATEGY

FRENCH SKI FEDERATION

ABSTRACT

The French Ski Federation is developing a 10-year impact and transition strategy to place sustainability at the centre of its mission, from national teams and federation infrastructure to clubs, committees and events organised in France. The strategy focuses on seven priority areas: climate adaptation, responsible governance, greenhouse gas reduction, preservation of the natural environment, circular use of sports equipment, gender equity and the fight against violence. To build the strategy, the Federation created an internal steering committee and an external sustainability committee, carried out a double materiality assessment, and launched engagement tools for clubs and athletes. Early actions include four climate webinars with more than 800 attendees and views, a circular economy guide sent to over 850 ski clubs, and participation by athletes in sustainability training. The next phase will focus on carbon footprint reduction planning, biodiversity awareness tools for local clubs, and international collaboration on more responsible use of ski equipment.

WHAT WAS THE GOAL?

The French Ski Federation set out to build an ambitious sustainability strategy for the whole federation, covering national teams, internal operations, local ski clubs, regional committees and World Cups organised in France. The aim is to proactively address current and future environmental and social challenges, while supporting the wider federal ecosystem to act.

The strategy is structured around seven priority areas: adaptation to climate change, responsible governance and management, reduction of greenhouse gas emissions, preservation of the natural environment, circular management of sports equipment, gender equity, and the fight against violence. The Federation describes this as a 10-year strategic plan that will place sustainability at the heart of its mission.



HOW WAS THE GOAL ACHIEVED?

The Federation created two dedicated governance structures. An internal steering committee brought together executive management and the sport, development, communication and partnership departments. An external sustainability committee included board members, NGOs, club and committee representatives, athletes' representatives and experts. A sustainability manager coordinates the work, with support from specialist CSR consulting companies.

The strategy was built through a structured process: diagnosis, stakeholder listening, benchmarking, SWOT analysis, double materiality assessment, definition of priority issues and then commitments. This method allowed the Federation to assess both the impact of its activities on society and the environment, and the financial and operational risks linked to sustainability issues.

At the time of writing the application form, the work had included four internal meetings involving all FFS departments, two CSR Committee meetings, bilateral meet-



ings with sport discipline leaders, and more than 400 hours of collective work involving over 25 people. The Federation has also worked with institutional partners and experts, including FIS, IBU, Ipama, Sport 1.5, Mountain Riders and Mooxy.

Early engagement actions have already been launched. These include four online climate change webinars with more than 800 attendees and views, the signing of the “Zero Waste Mountains” charter, a “Ski and circular economy” guide sent to more than 850 ski clubs, and a sustainability information guide for athletes. Two to three athletes are also expected to join the next Ordinary Project training programme.

WHICH IBU SUSTAINABILITY ISSUES DOES IT ADDRESS?

- **Emissions from travel & transport** – One of the Federation’s priority commitments is to reduce greenhouse gas emissions, including those linked to transport and mobility.
- **Emissions from energy use for heating, cooling and power** – The strategy includes responsible management of infrastructure and energy use.

- **Inadequate sustainability communication / lacking sustainability awareness among biathlon stakeholders** – The webinars, guides, awareness campaigns and planned ambassador network aim to make sustainability more understandable and actionable.
- **Decreasing biodiversity (outdoor venues)** – The commitment to preserve the natural environment focuses on limiting impacts on water resources, biodiversity and pollution.
- **Waste production and unsustainable sourcing practices** – The circular economy guide and work on sports equipment aim to support more responsible use, reuse and recycling of materials.
- **Lack of diversity and gender equality** – Gender equity is one of the Federation’s seven priority areas, alongside its existing plan to fight violence.



WHAT WERE THE CHALLENGES FACED?

The main barriers were limited financial and human resources, especially for deploying actions at local level. The Federation also identified the challenge of changing mindsets across all skiers, as well as addressing how international federation decisions are perceived and how they affect national and local action.



To respond, the Federation is developing ready-to-use tools, awareness campaigns, science-based materials and a network of sustainability ambassadors. It is also finalising a sustainability guide that explains the priority challenges, commitments and how different stakeholders can take action.

WHAT ARE THE NEXT STEPS?

For the 2026/2027 season, the Federation will focus on three priority areas. First, it will build a carbon footprint reduction plan for its headquarters and national teams, using the ACT methodology. Pilot actions will be tested during the 2026/2027 season, with the full plan to be launched in 2027/2028.

Second, the Federation will develop a tool to raise awareness of nature and biodiversity challenges among local ski clubs, with the aim of launching it during the 2026/2027 season. This will support clubs in understanding how skiing can be practised with greater respect for the natural environment.

Third, the Federation will lead a working group on ski equipment and sustainability. The goal is to develop proposals for rules and best practices that can be shared at international level, helping to promote more responsible use of sports equipment across the wider ski ecosystem.

The prize money would help reinforce these actions by supporting local engagement work, involving more athletes in sustainability training, and improving communication tools for clubs, committees and younger audiences.

The French Ski Federation has shown how a national federation can move from ambition to action by building a shared sustainability strategy, supported by clear governance, practical tools and engagement across the whole ski ecosystem.

For further information on the sustainability work of the IBU, please visit:

<https://www.biathlonworld.com/inside-ibu/sustainability>