



OC Award for Excellence in Sustainability 2025

– Shortlist

Winner: OC Lenzerheide

Jury for the Award:

Benjamin Barrett, Sustainability Consultant

Ingrid Beutler, Sustainability Expert, Founder of the Sustainable Mountain Alliance

Daniel Cade, Sustainability Expert, Founder, Responsible SPORT

Maya Clotens, IBU Sustainability Ambassador

Simon Eder, Member of the IBU Athlete Committee

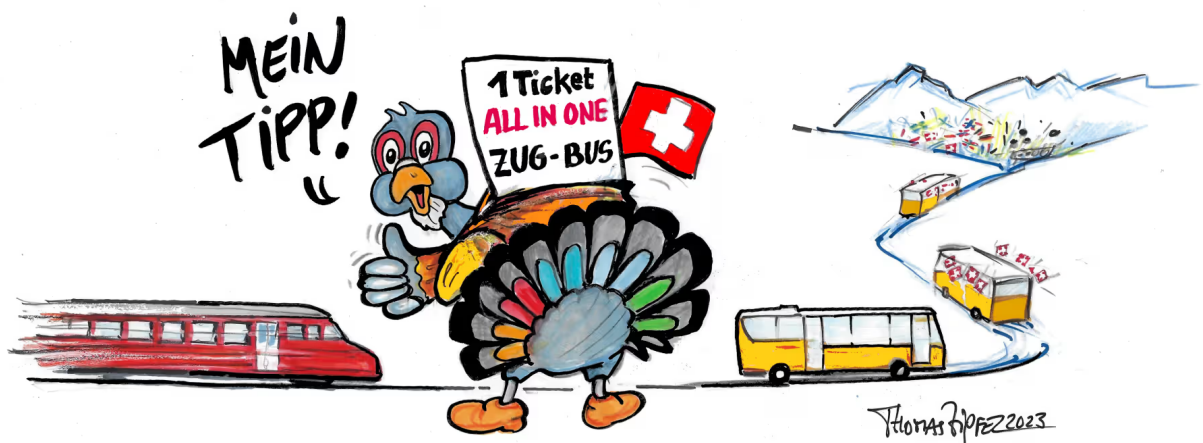
ORGANIZING COMMITTEE LENZERHEIDE - Lenzi – the Capercaillie as Ambassador for Sustainability

Mascot-led Sustainability Education: “Lenzi”, a capercaillie mascot, connects elite sport with biodiversity protection through comics, school activities, and immersive event experiences.

Community & Youth Engagement: Local school children painted start numbers and acted as environmental ambassadors, while “Lenzi’s living room” taught fans about habitat conservation.

Regional Collaboration: The project transformed conflict with environmental groups into cooperation by placing conservation at the heart of event planning.

Long-term Vision: Plans include educational toolkits, a mobile conservation station, and digital platforms to extend Lenzi’s message beyond the 2025 World Championships.



ORGANIZING COMMITTEE Otepää – Sustainable catering – local, fresh, delicious

Sustainable Catering System: Otepää introduced a sustainable procurement process for catering with a focus on local, high-quality food, reusable tableware, and clear waste separation—saving ~3,500 single-use sets.

Green Energy & Waste Reduction: All event venues used zero-emission green energy, and waste sent to disposal was reduced by one-third compared to previous events.

Holistic Implementation: The initiative was embedded in a broader sustainability strategy with 400 trained staff and volunteers, supported by national and local stakeholders.

Future Commitment: Plans include a nature-based training camp, reusable equipment investments, and the creation of a "Green Fund" to scale sustainable practices across events.



ORGANIZING COMMITTEE Pokljuka – Children of Triglav on Pokljuka – in collaboration with Eco-Schools

“Children of Triglav on Pokljuka” is a long-standing sustainability and education initiative engaging 22,000+ Slovenian schoolchildren with climate and environmental topics through food, culture, and sport.

In 2024/25, the 10th edition included a *food sustainability challenge*, *digital recipe book*, *cheering choreographies*, and *recycled fan banners*, linking biathlon with healthy living and climate education.

The initiative partnered with Eco-Schools and reached 203 schools, including those supporting children with special needs, promoting inclusivity, waste reduction, and hands-on climate action.

The action is embedded in Slovenia's national sustainability strategy and continues to grow through digital tools, new partnerships, and year-round educational programming.

