

THE NEW WAY TO A CLIMATE- FRIENDLY EVENT!

HOCHFILZEN, AUT



What was the goal?

Ever since the planning phase for the new infrastructure for the World Championships in 2017 there has been a keen interest from the OC Hochfilzen management team, together with a local team of volunteers, and in cooperation with the Austrian Ski Federation, to further develop the sustainability credentials of the Biathlon World Cup in Hochfilzen.

This goal looks to build upon the strong foundation of a successful and long-standing user agreement between the OC and the local club together with the Austrian Ski Federation and the Austrian Military to organise a professional and sustainable event.

How was the goal achieved?

Hydroelectricity had long since fuelled the event in Hochfilzen thanks to Tyrolean waterpower; a supply of energy that is typical to many Alpine locations. The team wanted to build on this extremely positive circumstance by enhancing other aspects of the event. The outcome was an entire team effort, involving staff members and volunteers across all departments.

Initiatives conceived and implemented by the OC included:

- ▶ a sustainable and climate-friendly heating system for the entire competition venue;
- ▶ installation of a waste separation system with appropriate disposal;
- ▶ a reduction of plastic in all areas;
- ▶ a reduction of paper usage;
- ▶ climate-neutral transport options for spectators, including rail transfer and a shuttle service with climate-neutral vehicles;
- ▶ hotels with electric charging stations offered to all participants;
- ▶ procurement and usage of regional products;
- ▶ establishment of local partnerships with climate-neutral caterers; and
- ▶ free entry for children.

Which IBU sustainability issues does it address?

- ▶ Emissions from travel & transport

Spectators are offered climate-neutral transport options, including rail transfer (also run on Tyrolean hydropower), and a shuttle service with climate-neutral vehicles through a partner company that uses biogas in combination with carbon offsets.

- ▶ Emissions from energy use for heating, cooling, and power

Since 2017, a sustainable and climate-friendly heating system for the entire competition venue - including buildings and temporary buildings - was implemented, using wood pellets together with hydropower. This new solution has led to an avoidance of the use of diesel aggregates to heat temporary buildings.

- ▶ Use of water and energy for snowmaking / snow-farming

Tyrolean hydropower is used to operate the snow machines and produce the artificial snow.

- ▶ Unsustainable food & beverage provision

OC Hochfilzen has a policy in place to procure and use only regional products for catering. In practice, this means that approximately 80% of food and beverages - including meat from local butchers and seasonal fruit and vegetables - that are served in the Family Club, VIP area, Volunteers area, Media Catering, and across the entire event, is sourced locally through partnerships with climate-neutral producers.

- ▶ Waste production

In preparation for the 2017 World Championships in Hochfilzen a waste separation system was installed to ensure that visitors were able to separate their own waste and, indeed, that this waste was recycled appropriately.

► Unsustainable sourcing practices

OC Hochfilzen managed a reduction of plastic of 75% between the World Cups in 2019 to 2021 in all areas through replacing plastic cutlery with wooden cutlery and dishware. Additionally, during this time, a policy was installed aiming to reduce the amount of paper usage.

What were the challenges faced?

The OC is in contact with Tyrolean Waterpower to install charging stations for electric vehicles at the Biathlon Stadium. However, since the stadium is located within a military area, the OC first needs to obtain authorisation from the Austrian Army. Although it does not see this as a problem - the Army has always been willing proponent to sustainability improvements - it does pose as an additional step in the decision-making process.

OC Hochfilzen has found it difficult to encourage all of its visitors to use its climate neutral shuttle services. Its ambition is for this type of transport to become a habit for everyone travelling to the stadium.

What are the next steps?

OC Hochfilzen would like to further its investment into sustainability. Its current ambitions include:

- Increasing partnerships with climate-neutral producers and suppliers;
- Using even more organic and vegetarian products in catering;
- Installing electric charging stations; and
- Intensifying efforts to encourage more visitors to accept the climate neutral shuttle offer.

