



## ÅRE 2019 SUSTAINABILITY PRINCIPLES, STATEMENT OF PURPOSE AND POLICY

The FIS Alpine World Ski Championships 2019 in Åre will take place from 5-17 February 2019. The event will see nearly 600 competitors from approximately 70 countries to participate in a total of 11 medal events.

Åre 2019 AB is responsible for all operational aspects of the Championships. The event's vision is to inspire the world to ski. Its mission is to carry out FIS Alpine World Ski Championships with exceptional conditions for the sport and athletes while

- protecting the environment
- providing an involved and emotional fan experience
- enhancing the resort experience, and
- making Åre and the Jämtland region a better place to live.

The organizers of Åre 2019 will achieve this by:

- respecting the environment and promoting environmental stewardship to their guests;
- engaging the public and encouraging participation in Alpine Skiing across generations;
- helping Åre increase the percentage of satisfied customers; and
- supporting the community in attracting new business and jobs, and in growing the number of inhabitants and visitors.

### Objectives

With view to the importance of sustainability of ski sports and the experience of the Falun 2015 FIS Nordic World Ski Championships, a pragmatic approach has been established to integrate economic, environmental and social sustainability into the operations of Åre 2019, in order to:

- establish a benchmark and demonstrate leadership in sustainable sports event management
- increase awareness of sustainability issues among the event's stakeholders
- leave a significant legacy for FIS, the sport of ski racing and winter sports in general.

To fulfil this ambition, Åre 2019 will be run in accordance with the international standard ISO 20121. The ISO 20121 system will cover the entire event life cycle, from the purchasing of products and services and operational planning to the delivery of the event and post-event result reporting.

Based on the approach outlined by ISO 20121 and the International Olympic Committee's new strategic sustainability framework, Åre 2019's sustainability strategy comprises five priority areas: infrastructure, resources, mobility, people and climate.

Detailed objectives and targets for each priority area are defined in the Åre 2019 sustainability program. Clear managerial responsibilities and workforce training facilitate the execution and seek to ensure continual improvement in the course of the event's delivery.



Åre 2019 AB is committed to continuous monitoring of the suitability, adequacy and effectiveness of its sustainability management system and to complying with all applicable requirements, including legal and other regulations. It will regularly audit its compliance, measure the progress made and improve performance wherever possible.

### Guiding Principles

Åre 2019 AB will comply with the following four principles governing sustainability, integrity, inclusion, responsibility and transparency:

- **Integrity:** We will base our actions on ethical principles, consistent with international standards of behavior.
- **Inclusion:** We will strive for a respectful relationship with all parties, regardless of race, sex, age, color, religion, sexual orientation, culture, national origin, income, or mental, intellectual, sensory or physical impairment, or any other grounds for potential discrimination.
- **Responsibility:** We will conduct our social, environmental and economic activities responsibly. We will seek a balance among economic considerations, environmental impact and social progress in everything we do.
- **Transparency:** We will communicate in a clear, accurate, timely and honest manner about our activities that impact society, the economy and the environment, regularly publishing the results of our work.

### Scope

This policy applies to the delivery of Åre 2019 by Åre 2019 AB, including the test events staged in Stockholm and Åre in 2018. Åre 2019 AB also pledges to respect the Åre 2019 Code of Conduct outlining the specific requirements in areas such as labor standards, the environment and transparency and expects its suppliers and contractors to observe the terms of this policy.

The event's main stakeholders, including FIS, the Swedish Ski Association, SkiStar AB, the Municipality of Åre, the provincial government, suppliers and partners will be closely involved both as consulted parties and as active partners.

This policy will be regularly reviewed and will be communicated to everyone working on the event via are2019.com.

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