



FIS NORDIC WORLD SKI CHAMPIONSHIPS

OBERSTDORF
ALLGÄU 2021



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TAKING RESPONSIBILITY

SUSTAINABILITY REPORT OF THE FIS NORDIC WORLD SKI CHAMPIONSHIPS 2021 IN OBERSTDORF

After 1987 and 2005, Oberstdorf is in the focus of the world of winter sports again. FIS Nordic World Ski Championships are not only a big event for athletes and millions of international fans, but also a challenge as well as an opportunity for the concept of sustainability.

This means one thing for the organisers of the FIS Nordic World Ski Championships 2021 and the Market Town Oberstdorf: Acting today, while making sure that coming (sports) generations are not compromised in their development.

The Bavarian sustainability strategy and the goals for sustainable winter sports development by the German Ski Federation (DSV) form the guidelines and a concrete input for the realisation of the global sustainability goals of the UN Agenda 2030 (Sustainable Development Goals – SDGs). This study has been elaborated by Prof. Dr. Ralf Roth (head of sustainability strategy in the OC, German Sport University Cologne, Foundation Safety in Ski Sports) and Frank Armbruster (expert, Foundation Safety in Ski Sports, German Ski Federation).

The sustainable development of Nordic winter sports is of elementary importance in Oberstdorf as far as the attitude to life and the future of the living space are concerned. Therefore, six sustainability measures were fixed, where the organisers strive to make an as positive as possible impact with the FIS Nordic World Ski Championships 2021:

1. Self-commitment and sustainability management. One member of the “Environment and Sustainability” committee is Johannes Rydzek from Oberstdorf, Olympic Champion and six-time Nordic Combined World Champion. “WSC in your home town is something special and I’m really looking forward to it”. In his bachelor’s thesis, he concerned himself with the sustainability of a large sports event using the example of the “Nordic Center Oberstdorf/Allgäu” also from an academic point of view.

2. Protection of natural resources.

The Nordic Center in the Ried area and the ski jumping facilities at Schattenberg are located within a sensitive and unique biosphere. For the WSC, buildings, sports facilities and parts of cross-country ski tracks had to be newly built. A technically optimised and ecologically balanced planning made sure that adverse effects on nature and landscape could be minimised. Unavoidable interventions could mostly be compensated for already in their entirety.

3. Sustainable mobility management.

These are the World Championships of short distances. Oberstdorf wants to reduce individual traffic in the long run and especially during sports events.



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4. Climate protection and power supply.

Also the FIS Nordic World Ski Championships 2021 has to contribute. Power generation from proprietary regenerative sources has a long tradition in Oberstdorf. More than 100 years ago, hydro-electric power plants were operated at the river Trettach. The FIS Nordic World Ski Championships 2021 and all sports facilities will be supplied with climate-neutral energy. A new power plant generates 6.3 million kWh.

5. Future use, sustainable sports development.

Venues and sports facilities are the heart of World Championships. The goal is a long-time profitable future use of the facilities. The concept aims at all sport target groups: guests and locals, people of all ages – with or without handicap. A Nordic Training Center of the German Ski Federation and the German Ski Instructors Association will be integrated. Additionally, there will be special offers for classes and associations for education on sustainable development.

6. Voluntary work, regional products and services.

Numerous volunteers are supporting the organisation of competitions in organised sports. About 1,500 volunteers from Germany and abroad are on duty during the FIS Nordic World Ski Championships 2021. As a tradition, voluntary work is highly appreciated and esteemed. Catering for athletes and volunteers wants to offer environmentally-friendly and mostly regional groceries as well as vegetarian dishes and fair trade products.

Further information about

sustainability and the WSC 2021 at:

www.oberstdorf2021.com/sustainability



THE HOME AWAY FROM HOME

GERMAN SKI JUMPING LEGENDS AND THEIR RELATIONSHIP TO OBERSTDORF

In the 1990s, Dieter Thoma was considered as one of the world's best ski jumpers. More than 30 years ago, he won the Four Hills Tournament. In the Olympic Winter Games 1994 in Lillehammer, he won the team gold medal. In the individual competition, Thoma, who was born in the Black Forest, got the bronze medal on the normal hill. All in all, Dieter Thoma won 13 medals in World Championships and Olympic Games.

“Oberstdorf always was and still is something special – it was my home ski jumping hill, my Wimbledon. The tingling already started, when you saw the valley with the large hill from a distance. In Oberstdorf, I had my first World Cup competition when I was 15 years old. I won there three times, but I also loved the Ski Flying Hill in Oberstdorf.” Most of his trophies are on display in museums or in the Ski Centre Thoma in Hintertarten, with one exception: he kept the trophy from Oberstdorf 1989 as a souvenir at home.

Severin Freund (photo) won the overall World Cup in the season 2014/15, the gold medal in the individual competition on the large hill during the Nordic World Ski Championships 2015 in Falun, and the gold medal in the Ski Flying World Championships 2014 in Harrachov. In the Olympic Games 2014 in Sotschi, he became Olympic Champion with the team.



When little Severin followed the TV coverage of a ski jumping competition in Oberstdorf, his enthusiasm for ski jumping was spurred, since three boys in his neighbourhood were active already. He joined them when he was five and a half years old, “which was a good decision in retrospect,” says the now 32-year-old athlete from Freyung, who misses the former Ski Flying Hill in Oberstdorf a bit: “It was really something special!”

Freund, who is a bit superstitious and always puts on the left ski jumping boot first, feels comfortable and at home in Germany's southernmost village in any case. Not only because the normal hill there is his training hill.

FANS FROM ALL OVER THE WORLD

THE CAMPAIGN “PAPPLIKUM” WITH AN AUDIENCE OF CARDBOARD CUTOUTS IS A LARGE SUCCESS

In normal times, more than 300,000 winter sports fans from all over the world would presumably have been at the cross-country tracks and in the Ski Jumping Stadium to provide for the right atmosphere and cheer on “their” athletes. Nordic World Ski Championships without any spectators – impossible, the organisers thought.

A few weeks before the FIS Nordic World Ski Championships, the Organising Committee initiated the campaign “Papplikum”. When it became clear that the WSC would have to do without fans, due to Corona, they wanted to give Nordic ski sports fans the chance to be present in the Cross-Country Stadium or in the Ski Jumping Arena at least as a cardboard cutout.

People were very interested in the campaign, which was received so well that all places were assigned in no time, despite adding capacity. Cardboard cutouts of thousands of winter sports fans are “watching” the 859 athletes from 65 nations during the competitions.

In the stadiums, even fans from the USA and Australia are “taking their seats”. Therefore, the tribunes are at least filled optically, above all for the many TV broadcasts to the whole world.



IN THE CATACOMBS OF THE OBERSTDORF HOUSE

WHAT HAPPENS AFTER THE COMPETITION

Exhausted, washed-out and overjoyed nevertheless: The medallists of the FIS Nordic World Ski Championships or the lucky World Champions willingly put up with all stresses and strains. For the athletes, however, there is so much more to do after the end of the competitions. Passing through the labyrinth of the Mixed Zone, the medallists directly get on the shuttle to Oberstdorf House.

There, NordiClub is awaiting them. At first, this may sound like good fun – but is in fact the name of the anti-doping laboratory. Here, the athletes have a choice. They may either hand over the test first or directly proceed to the international press conference.



The latter leads the recent medallists through the deepest catacombs of Oberstdorf House.

When you leave the doping control room, you might soon get the impression of standing in an abandoned pub. This is true, to be honest, since your way to the press conference leads you through “Hörbar” – a club that is usually open on weekends.

In times of Corona, however, nothing is normal. “Hörbar” is closed and serves as a passage to the press conferences, taking place in a streaming studio on the stage of Oberstdorf House. After having been bombarded with questions by the journalists, the three medallists need to get back to the shuttle. Of course, their way again leads them through the pub. Beer, sparkling wine other mouth-watering drinks are on offer on the drinks menu on the wall, which reminds us of the times before the Corona pandemics. However, even the recent World Champions are looking for a winner’s drink in vain.



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RED AND BLUE IN THE WHITE GOLD

ZIENER PROVIDES CLOTHING FOR VOLUNTEERS

They are highly visible during the FIS Nordic World Ski Championships – the volunteers dressed in red and blue. The company Ziener from Oberammergau is responsible for the uniform appearance. “We have provided the Organising Committee with about 1,700 sets in total,” says the company’s managing partner Frank Burig. By his own account, the merchandise value of ski jacket and trousers, underlayer, gloves, cap, etc. is 730 Euros per set. Burig is positive, however, that the 1.24 million Euros are well invested. “The volunteers will literally carry the brand in the whole world beyond the World Championships,” the member of SC Oberstdorf is sure.

He himself comes from ski racing, and has been involved with the training of state-approved skiing instructors for years. Apart from supporting professional sports, Ziener also sponsors ski schools and ski clubs in Germany, Austria and Switzerland. However, Ziener is also well known for high-quality functional clothing among winter sports enthusiasts in Italy, France and

Benelux. “I am really glad that I was able to turn my most beloved hobby into a job 23 years ago,” says Frank Burig, looking back.

Even in his leisure time, it is all about the “white gold”: Although he and his family live in Mindelheim, which is 110 kilometres from Oberstdorf, he spends at least 100 ski days in the mountains. During the FIS Nordic World Ski Championships, Burig and the company’s more than 95 employees are dealing with the next but one summer already, since Ziener also produces cycling clothes to make sure that professional and amateur athletes alike can lay a basis for the new season in the warmer months. For many, the Olympic Winter Games in the coming year and the Nordic World Ski Championships in 2023 are the next big goals.

Photo: Meeting of volunteers with the outfitter. Dialma Garavaglia from Belgium, Frank Burig (managing partner with Ziener) and Viktoria Will from Mainz (from left to right).



FAMILY REUNION THANKS TO THE WORLD CHAMPIONSHIPS

FROM FAN TO VOLUNTEER AND THE COINCIDENCE OF A SPECIAL ENCOUNTER

Herbert Schott is an enthusiastic winter sports fan. The 60-year-old comes from Walddorfhäslach close to Reutlingen, and it was clear for him that he would come to see the FIS Nordic World Ski Championships in the Allgäu region.

When Schott learned that the organisers were looking for volunteers, he spontaneously decided to be right in the middle of the action and not only behind the boards, cheering on the athletes:

“I wanted to lend a hand and contribute my share to the success of the World Championships,” says Schott. No sooner said than done – he became volunteer and is now on duty in the Cross-Country Stadium.

Herbert Schott also proved that sport always provides the best stories.

When the triathlon and winter sports enthusiast and big fan of ski jumping was recently walking to the shuttle bus at Renksteg, he unexpectedly met his uncle – whose name is Herbert Schott as well.



“We were really overjoyed since we had not seen each other for more than ten years,” says the younger Schott (on the right). Herbert senior lives in Tiefenbach and is member of the SC Oberstdorf. He has been a volunteer for sports events in Oberstdorf for many years. During the World Championships, he works in the sector “Transport – Shuttle bus”. By the way: On the final day of the World Championships, Herbert Schott will celebrate his 83rd birthday...

EXERCISE, NUTRITION AND INNER BALANCE

BAD WÖRISHOFEN IS KNEIPP HEALTH RESORT – AS IS OBERSTDORF

Oberstdorf is not only a popular venue for all winter sports enthusiasts, but also an officially recognized Kneipp health resort – since 1964 to be precise.

Although the naturopathic treatment had been invented by the priest Sebastian Kneipp in Bad Wörishofen, 90 kilometres from Oberstdorf, the holistic philosophy of the hydrotherapist, who was born 200 years ago in the Unterallgäu region, is also practised in the village of 9,500 inhabitants in southern Germany. This philosophy of life, which had been invented more than 160 years ago and added to the UNESCO's intangible cultural heritage in 2015, is anything but obsolete.

On the contrary: With its five pillars – various water hydrotherapies, active and passive exercise therapies, a balanced and versatile nutrition, the healing power of herbs and inner balance – Kneipp's doctrine is more relevant than ever, especially in times of Corona.

Many professional athletes live by this globally recognized naturopathic treatment and take an example in Sebastian Kneipp. With its water treading facilities and arm basins, spa hotels and a path in the park named after Kneipp, Oberstdorf offers genuine wellness oases - even when the Nordic World Ski Championships 2021 are over.





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YOU CAN COUNT ON THE HOSTESSES

Head of division, Franziska Geiger, and her eight colleagues take care of guests of honour and athletes.

Dressed all in neat white and thus well recognizable, the nine hostesses are presenting themselves, working for the Nordic World Ski Championships. Head of division and cheerful middle of it all is Franziska Geiger (second from right). The wife of ski jumper Karl Geiger and young mother has filled this role for several years, when she worked for Skisport- und Veranstaltungen GmbH as a trainee. In the stadium, the young women are always close and available to service award ceremonies and prepare the awards and trophies for the dignitaries to hand them over to the winners. During the WSC, they have some more tasks.



The team for example looks after the guests of honour in “Sportalp” as well as the athletes before and after the award ceremonies. “We are the girls Friday here. Guests of honour and athletes alike can always count on us when they have questions or somebody needs advice or help,” Franzi explains, laughing.

THE ELDEST NORDIC COMBINED ATHLETE CAN LOOK BACK ON 150 WORLD CUP RACES

The eldest Nordic combined athlete can look back on 150 World Cup races.

The eldest participant in the Nordic combined competitions is the Japanese Hideaki Nagai. Although the 37-year-old does not even get close to his fellow countryman, the ski jumper Noriaki Kasai, in terms of age, he is very experienced in competitions. He can look back on an impressive 150 World Cup races. He had six starts on the occasion of Olympic Games and eleven during World Championships.



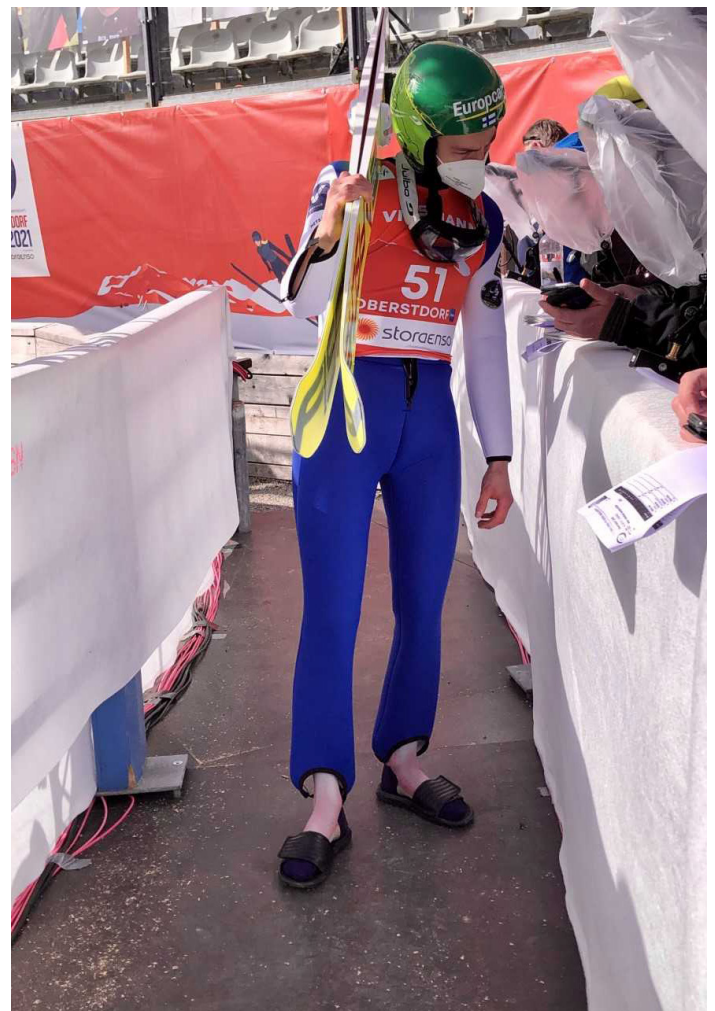
WM-SPLITTER

FASHIONABLE AND FUNCTIONAL

When you think of winter sports, you usually think of snow, icy temperatures and an uncomfortable wind. Given the spring-like temperatures, however, the participants in the Nordic World Ski Championships are regularly breaking out in a sweat even away from the ski jumping hills and cross-country tracks. More than understandably, they want to get rid of their tight boots and suits as soon as possible after the competitions.

As was the case after the Nordic combined ski jumping competition. In bright sunshine, 13 °C and a very light breeze only, the Fin Ilkka Herola readily answered the questions of the waiting journalists in comfortable flip-flops. His “fellow sufferer”, Jens Luraas Oftedal from Norway even wore shorts – undetected by the TV cameras.

It remains to be seen, what the athletes are going to wear – or rather not wear – in the coming days, given the sunny forecasts.



WM-SPLITTER

NICE PEOPLE – EXCITING TASK

Sebastian Schrott works in the car service as one of more than 100 volunteers.

“Lovely weather, nice people and an exciting task, what more could you ask for?” says Sebastian Schrott. He is one of the more than 100 friendly volunteers in the car service, who in an “OC Shuttle” take teams, athletes and media representatives from their accommodation to the venues.



NEW CANDIDATURE?

The decision on a soon renewed candidature of Oberstdorf for Nordic World Ski Championships with an audience has not yet been made. “With the associates, we agreed to wait until the end of the current World Championships,” says Franz Steinle, President of the German Ski Federation (DSV) and Chairman of the Supervisory Board for the World Championships in Oberstdorf. After the competitions, “we want to come together to debate, whether it makes sense to apply for World Championships again or whether there is a chance of kind of bonus World Champion-

Whoever gets in, needs to be scanned first, due to the hygiene and safety measures, to be able to retrace place of location, course of movement and possible routes of transmission. The same procedure is waiting for each passenger at the end of the ride. Patiently, Sebastian explains the procedure all over again during his shift from 6:30 to 13:00. And since he really loves his job, he is prepared to work overtime, such as to take the Finnish athletes to their hotel in Langenwang or journalists from the Cross-Country Stadium back to the Main Press Center as quickly as possible.

Sebastian comes from Kleinwalsertal and is perfectly familiar with his task. Three years ago, he worked for the car service during the Four Hills Tournament. He has the time to work as a volunteer for the Nordic World Ski Championships, since there is not much to do in his real job. “I’m working in the hotel sector, and there is nothing to do at the moment, you know,” he tells us. All the more, he is committed to his “paddock”.

ships,” Steinle says. In Oberstdorf, all competitions take place without spectators due to the Corona pandemics. To be able to “belatedly celebrate” lavish World Championships with more than 300,000 spectators as in the previous years 1987 and 2005, considerations have been made to bring World Championships to the Allgäu region as soon as possible to be able to carry them out under normal conditions. “This will first be possible in 2027, since the two up-coming World Championships have already been assigned to the countries,” Steinle says. In 2023, the WSC will take place in Planica/Slovenia, and in 2025, it is the turn of Trondheim/Norway.



PHOTO OF THE WINNERS

MIXED-TEAM WINS FIRST GOLD MEDAL FOR GERMANY

Karl Geiger, Anna Rupprecht, Markus Eisenbichler und Katharina Althaus (from the left).



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