

## Providing support for Mother Nature



VIERTER T R E F F E R



In today's world, it would be unthinkable to envision training sessions and major winter sports events without technical snow-making. The snow is created in the Chiemgau Arena at very low ambient temperatures by means of an energy-efficient technology. Our innovative snow depot system - despite snow losses over the summer - keeps energy consumption lower than if we only produced snow shortly before the season. This ensures that our athletes can have an early start to the training season.

And by the way - the artificial snow returns to the water cycle in the summer, as it is made from the plentiful ground water supply. A heat pump extracts the heat from part of the ground water, using it then for environmentally friendly heating. To guarantee the efficient operation of this facility, the new buildings of the Chiemgau arena were equipped with a low-temperature heating system and ideal thermal insulation.

**DKB** Deutsche Kreditbank AG

The DKB leads the way to sustainability in the VIP area.

The VIP marquee consists of a modern construction of insulated sandwich panels and a double-shell thermal roof. The reusable wooden floor replaces the need for carpets; wooden chairs and tables create a cosy ambience. The catering service uses regional and seasonal products, thus strengthening regional identity while keeping transport distances short.

## Ruhpolding lives biathlon



FÜNFTER T R E F F E R



For decades, the municipality and over 20 local associations have organised biathlon events together - this includes 1.200 volunteers, which is a great example of active citizenship. Our products and services come primarily from regional providers and businesses - which means transport distances are kept short, resources are protected and the regional economy is strengthened.

Throughout the World Championship, all 5.000 beds in Ruhpolding will be booked, and the same goes for Inzell and Reit im Winkl. Accommodation and service providers in a 50 km radius will directly and indirectly benefit from the event - because many fans will later return as holiday-makers.

Our five-day "ticket2nature" camp was aimed at raising young people's awareness of the fair way that winter sports enthusiasts should behave in the great outdoors - thereby laying a foundation for the next generation's commitment.



"When it comes to my future, I'm extremely motivated to try out new things. Which is why I'm also looking forward to sharing my experience with children and youngsters one day - maybe as their coach."

### Magdalena Neuner

Alltime most successful biathlete, Multiple-time Olympic champion, 10-time world champion, and 31-time World Cup champion

## We're assuming our responsibility



Sustainability is a trail which we have chosen together and which must be consistently followed. The project team of the Foundation for Safety in Ski Sports (SIS), headed by Prof. Dr. Ralf Roth, supports the development of the sustainability concept and the implementation of its measures. It's about keeping our sights on the overall process. In order for this to happen, experts from the areas of traffic, nature conservation, sports development and communication collaborate with the organising committee. M.Sc. graduates in sports tourism from the German Sports University are keeping close track of all the necessary information, thereby helping to supervise the sustainability projects. The event will be fully documented in a sustainability report.

"An intact environment and thrilling sports events - it's what coming generations expect from us even today."

Prof. Dr. Ralf Roth, Stiftung Sicherheit im Skisport

Stiftung Sicherheit im Skisport  
DSV-Beirat für Umwelt und Skisportentwicklung

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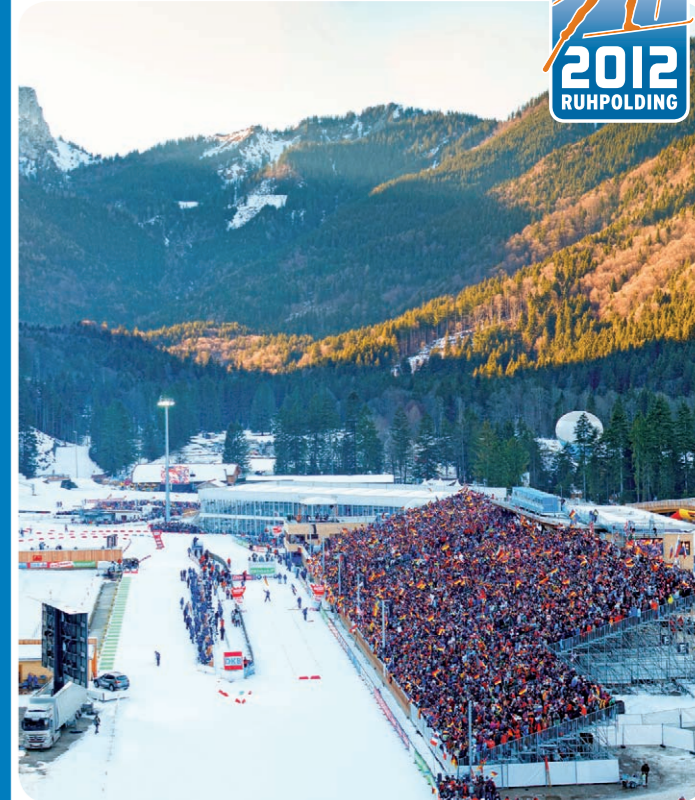
<http://www.ski-online.de/sis>

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IBU WELTMEISTERSCHAFTEN BIATHLON 2012  
IBU WORLD CHAMPIONSHIPS BIATHLON 2012

29.02. - 11.03.2012



## Our target ⊕ Sustainability

because we're passionate about doing our sport in pristine natural surroundings



Our target  Sustainability for our sport in pristine natural surroundings



"A nature sport such as the biathlon needs a natural environment which is as beautiful as it is pristine, and the people here are also well aware that the biathlon and the World Championship are important economic factors. Our goal is to secure this situation for the long run and to do it sustainably in the best sense of the word."

**Claus Pichler**  
First Mayor and president of the organising committee

Biathlon events inspire thousands of fans around the world. While they are an important factor for tourism and the economy, they also affect nature and the environment. However, it is indeed possible for major sporting events to be economically successful, yet environmentally friendly and socially sustainable. The Ruhpolding biathlon location is ideally suited to fulfil these requirements.

The organising committee of the IBU Biathlon World Championships Ruhpolding 2012 and the Foundation for Safety in Ski Sports (SIS Stiftung Sicherheit im Skisport) have agreed to collaborate in the organisation of sustainable biathlon events. To this end, we are striving for continuous improvement in all aspects of sustainability through:

- The definition of an individual sustainability concept including a package of concrete measures
- Regular, systematic and objective performance assessments regarding the environment and sustainability
- Information for the public regarding sustainable development measures

Sustainability from the word go:

OK Ruhpolding: Claus Pichler, Engelbert Schweiger, Norbert Wagner, Herbert Ringsgwandl, Christine Haase, Christian Diechtler  
Stiftung Sicherheit im Skisport: Prof. Dr. Ralf Roth, Tobias Lienemann, Frank Armbruster, Hans-Peter Faas, Justus Ammann, Christa Friedl  
DKB: Patricia Wurch  
Deutsche Sporthochschule Köln: Patricia Förschner, Anna Salzgeber, Andrea Kepa, Jana Stienen, Lyubomira Mitava, Prisca Schnackenburg, Sebastian Griech, Yannicka Kappelman

Ruhpolding and the biathlon - towards sustainability



A year-round training and competition centre, Ruhpolding has hosted 28 World Cups and is now the site of the fourth IBU Biathlon World Championship: For the biggest event the town has ever witnessed, Ruhpolding 2012 is assuming even greater responsibility for sustainable development. Ecologically effective, as well as economically and socially sustainable, measures are being implemented and documented in collaboration with the Foundation for Safety in Ski Sports. So that future generations of athletes will continue to enjoy the benefits of Ruhpolding as a biathlon location.

One of the decisive parameters for sustainable development in winter sports is the long-term use of sports facilities beyond large sporting events. The design of the Chiemgau Arena has been optimised for permanent competition and training use. Even today, over 60 leading athletes from the German Ski Federation (DSV) and the ski federations of many other nations train year round here at the DSV's national sports base - an investment in the future.



"The Chiemgau Alps are an excellent training location. While training, I benefit from the well-groomed cross-country trails and the infrastructure, which is operational all year round."  
**Andreas Birnbacher**  
Chiemgau-born mixed relay world champion, multiple-time German champion, European and World Cup champion

We welcome athletes from 45 nations and fans from around the globe



The 2012 IBU biathlon World Championship in Ruhpolding will attract thousands of sports fans from around the world. The possibilities of bringing people to Ruhpolding by train are limited as it is a single track railway. Even so, fans are encouraged to travel to Ruhpolding by train as an environmentally friendly means of transportation. This is made particularly attractive for fans from the Traunstein, Waging, Traunreut and Siegsdorf regions, as their event ticket also includes free train travel. In addition, over 200 privately organised fan busses and an additional 60 local shuttle busses will reduce traffic-related greenhouse gas emissions.

Furthermore, extensive park and ride areas will be provided on previously paved areas in Ruhpolding, Inzell and Reit im Winkl, preventing meadows from being turned into temporary car parks; 15 km of signposted footpaths will direct the streams of visitors to the stadium. All of these measures actively contribute to landscape conservation and the protection of the environment.

The Chiemgau Arena leads the way in our unique alpine landscape



The Chiemgau Arena is situated amidst the sensitive and uniquely pristine region of the Chiemgau Alps. Strict requirements for the modernisation of buildings, facilities and cross-country trails have ensured that intrusions into nature and the environment have been kept to a minimum. Unavoidable intrusions were balanced out by the enriching of forest biotopes.

All of this results in a competition site which is perfectly integrated into the alpine landscape, thanks to its modern architecture, targeted use of wood as a construction material, as well as intentionally untouched forest regions. Thanks to scientifically supported planning, parts of the cross-country trail network run through a nature reserve without causing any significant conflicts.

