Report
Season 18/19

www.snowkidz.com

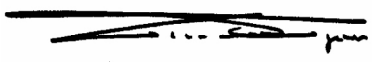
For the past two seasons SnowKidz has exceeded 750 events and actions in a 12 month period. Whilst this momentum was excellent we remained humble and did not predict the programme would exceed 800. However this doubt was unfounded.

The 2018/2019 season of SnowKidz saw 810 events and actions take place. The number represents a key point in the timeline of snow sports as never has the global snow sports community seen such a large action to sure up the future of the snow sports globally. What is even more reassuring is that SnowKidz actions are backed up by its twin programme World Snow Day. These two programmes share similar goals and together have created so called yellow brick road to a healthy future for snow sports.

On the topic of goals, SnowKidz has completed three of its five goals for the current period. The completed goals are 1 year ahead of schedule meaning we can embark on some more ambitious projects in the coming season. As I write this foreword one of these ambitious projects is already underway and we look forward to sharing the results with you soon.

As well as excellent Organisers, SnowKidz has the privilege of working with excellent partners. One such partner is the European Federation of the Sporting Goods Industry (FESI). Together with FESI, FIS has submitted an application to the European Union's Erasmus + programme to obtain further funding for SnowKidz Organisers in European Union countries. The project is a pilot, but shows promise. Should a positive result return, FIS will implement the action into SnowKidz officially.

To summarise SnowKidz, like it's young participants, is healthy. The programme is active, achieving its goals and reporting back good results when tested. FIS is looking forward to caring for the health of this programme and ensuring it has a long fruitful life.



Gian Franco Kasper
FIS President

Foreword

Belgiums Kids and Parents programme sees parents teach their kids. Excellent idea.

The FIS SnowKidz Report would not have been possible without the support of the Event Organisers and the contributions of hundreds of individual participants whose feedback has been invaluable. Thanks are also due to the FIS Member National Ski Associations which promoted the concept and all local and international partners and sponsors for their continued support.

Furano, Japan, went all out for the kids.

Acknowledgements

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Jenbach (AUT) hosted their first SnowKidz event and the kids loved it!

Executive Summary

Hands up if you like skiing!. Pamporovo, Bulgaria

The 2018/2019 season of SnowKidz was another record season with 810 events and actions in a 12 months period. The programme has also successfully completed all its goals 1 year ahead of schedule. This thanks to great cooperation from Organisers and the programme partners.

The following report analysed each of the aspects of the programme and gathered data from the public. The public surveys revealed that Organisers diverse actions are appreciated and effort towards local communication is yielding better rates of participation.

Friends are just one of the awesome parts of SnowKidz events. Wanlong, China

Executive Summary

Warm up time before the fun begins. Sun Peaks, Canada

Introduction

Putting in some turns. Wanlong, China

Who is the Internation Ski Federation (FIS) ?

As the governing body of international skiing and snowboarding, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 123 member nations, more than 6'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

What is Bring Children to the Snow?

The 'Bring Children to the Snow' campaign was launched in 2007 as an international, multi-year campaign to promote snow activities as the number one leisure choice for children and youngsters. The campaign aims to encourage newcomers to the snow whilst adding additional value to those who already participate in the sport.

The campaign seeks to achieve this vision through two primary programmes; FIS SnowKidz and the FIS World Snow Day. The primary target group is children between the ages of 4-14 as well as their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults.

The campaign is focused on generating competitors for any particular FIS discipline. 'Fun in the snow, fun on the snow' is the motto at the heart of the campaign.

What is SnowKidz?

FIS SnowKidz is the first phase of the Bring Children to the Snow campaign. It is a unique program and communications platform that enables organisers around the world to share and showcase their events to bring children to the snow. Events can occur at any time and in any place around the world.

Bringing smiles in the cold of winter. Espoo, Finland

FIS SnowKidz Goals Analysis

The deadline for all goals is the 1st June 2020.

Primary Goals:

Goal: Enable children and families to Explore, Enjoy and Experience the fascination of snow through special events and activities organised as part of SnowKidz.

Measure: To have an accumulated total of 3000 events and actions across 45 countries.

Status: Complete - There have been a total of 3,799 events and actions in 45 countries.

Goal: To ensure Organisers are satisfied with their events to bring children to the snow.

Measure: To average an 85% retention rate of events.

Status: On track - After the 2018/2019 season SnowKidz has a 97% retention rate of events.

Skiing and snow games. A perfect day on the snow thanks to SnowKidz Organisers Lumilajit Liikuttavat. Jyväskylä, Finland

Furano (JPN) is making learning safety fun with treasure hunts using avalanche equipment.

Secondary Goals

Goal: Increase awareness about the need to protect and conserve the natural environment.

Measure: To have had 50 events with environmental activities inside their event program.

Status: **Complete -** To date 143 events have reported that environmental actions were included.

Goal: Promote the health benefits of snow sports to all participants.

Measure: To establish a partnership with an external body who focus on physical health.

Status: **On track -** Discussions with three partners are on going.

Goal: Emphasise the importance of snow safety and awareness of FIS rules of conduct.

Measure: To have had 50 events with safety activities inside their event programme.

Status: **Complete -** To date 93 actions have reported that safety activities were included.

SnowKidz events in the Neidersächsischen region in Germany.

SnowKidz in Numbers

Snowy Path SKi School in Iran hosted their first SnowKidz action and klds loved it.

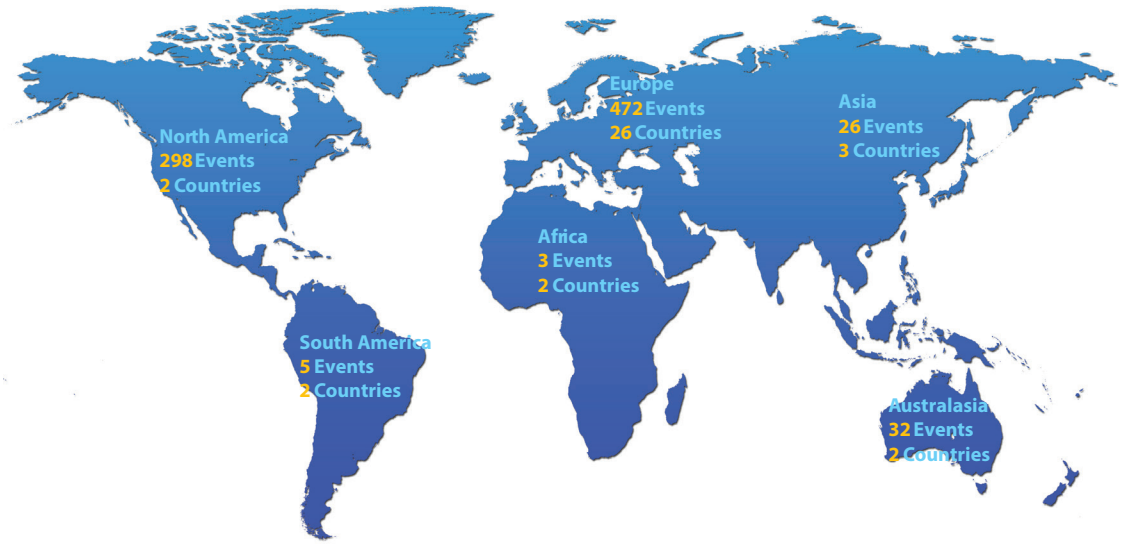
Fast Numbers

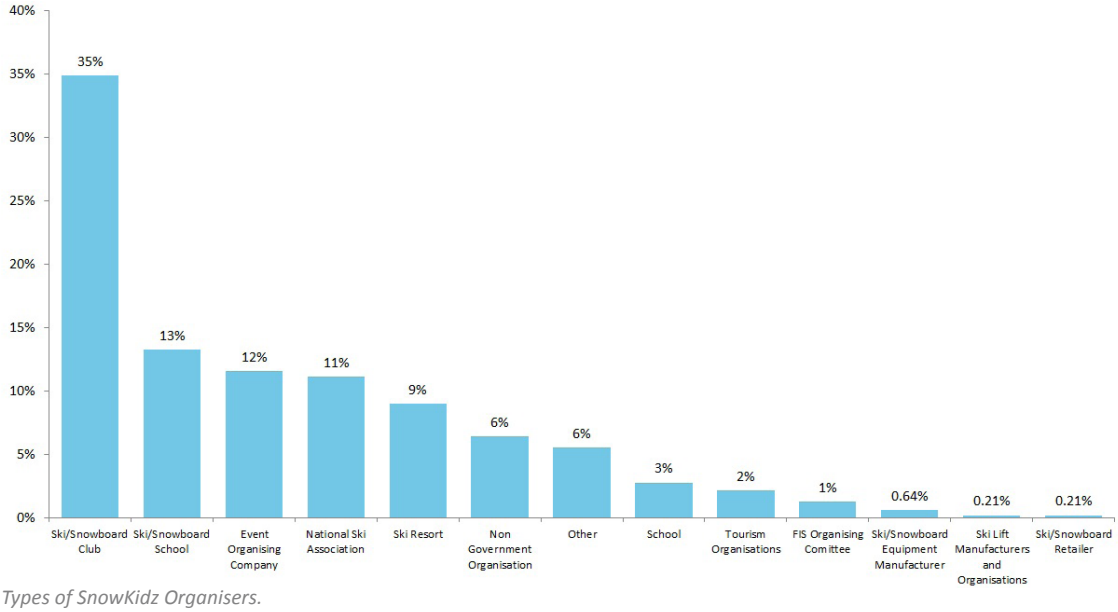
- **6** global partners: Atomic Skis, Burton Riglet Snowboarding, MND Group, Skadi App. the European Federation for the Sport Goods Industry (FESI) and Right to Play
- **9** events in major cities
- **10** nationwide actions
- **35** participating countries
- Average of **27.6%** growth on all social media channels
- **79%** of persons who attended SnowKidz events stated that "Spending time with friends and family" was the key reason they attended SnowKidz events
- **83%** of persons who attended a SnowKidz event stated they would attend the same event the following year
- **97%** retention rate of events
- **494** Event Organisers
- **810** events and actions in a 12 month span
- **3'799** SnowKidz events since 2009
- Over **22'700** minutes watched on YouTube
- More than **142'000** visitors to www.snowkidz.com
- More than **500'000** participants at the largest event/action for the fifth year in a row
- Over **4.9 million** participants since SnowKidz inception

SnowKidz in Numbers

FIS SnowKidz by Continent and Country

Canada remains the country with the highest amount of SnowKidz events and actions. Meanwhile Europe retains its position as the continent with the highest number of events and actions.





Types of SnowKidz Organisers.

Types of Organisers

The types of Organisers remains similar to the previous year. Ski/Snowboard clubs remain the highest making up 35% of the 494 Organisers.

"Oh what a feeling."

Example Events

Throughout Switzerland: FaMigors Ski Day
Throughout Finland: Kids Move!
Throughout Sweden: Alle pa Snow
Throughout Austria: Skifahren mit Flocke
Throughout Canada: Grade 4 and 5 SnowPass
Europa Park (GER): Kids snow wonderland
Throughout Australia: Little Shredders
Throughout USA: Learn to Ski and Snowboard Month
Throughout Germany: Kids on Snow Tour
Forni di Sopra (ITA): Biberon Cup
Bielsko Biala (POL): Puchar Reksia
Throughout Portugal: Pizzahut SKI4ALL
Thoughout Japan: Prince Snow Kids

As well as winter events, SnowKidz Organisers also hosted summer actions. Falcade, Italy

Timeline and Milestones

Timeline and Milestones

May.

(31.05.2019)
SnowKidz 2018/2019 season closes.

Apr.

(30.04.2019)
- 600th SnowKidz event/action completed - Aktion Schulskikurse und Volksschulen und Kindergärten zum Schnee (AUT)
- 700th SnowKidz event/action completed - Grade 4 & 5 SnowPass - The Lake Louise Ski Area (CAN)
- 800th SnowKidz event/action completed - Grade 4 & 5 SnowPass 18/19 - Vista Ridge (CAN)

Mar.

(03.04.2019)
500th SnowKidz event/action completed - Grade 4 & 5 SnowPass - Poley Mountain (CAN)

(24.02.2019)
400th SnowKidz event/action completed - Dario Cologna Fun Parcours – Ricken (SUI)

Feb.

(31.01.2019)
200th event/action completed - Learn to Ski and Snowboard Month - Arapahoe Basin Ski Area (USA)

(03.02.2019)
300th SnowKidz event/action completed – Everyone on Snow – Gävle and Sandviken (SWE)

(15.01.2019)
100th event/action completed - Homenok Kupa - Siarena Epleny (HUN)

(13.01.2019)
Most popular SnowKidz event/action concludes

2019

Dec.

(24.11.2018)
Most popular SnowKidz event/action commences – Europa Park Kids Snow Wonderland (GER)

Nov.

Oct.

(02.10.2018)
Distribution of Organiser Care Packages closes. All packages allocated.

(01.10.2018)
Distribution of Organiser Care Packages commences

Sep.

(22.08.2018)
Atomic Skis partners with SnowKidz

Aug.

Jul.

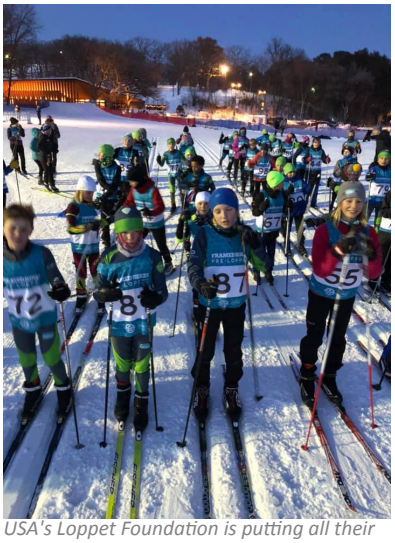
June

(01.06.2018)
A new season of SnowKidz commences

SnowKidz Awards 2020

2018 SnowKidz Award Winners, Snow Moves!, Finland have not stopped smiling after their win.

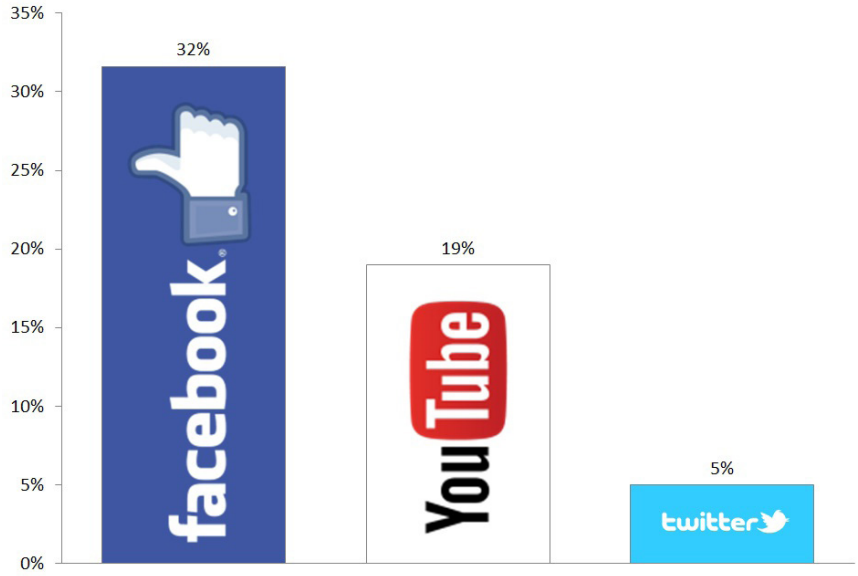
The SnowKidz Award is presented every two years with the next Award presented in 2020. As such many Organisers took the 2018/2019 season as an opporuntiy to test new concepts, upload additional information to their reports and prepare content for their 2020 nominations.



USA's Loppet Foundation is putting all their 3rd place SnowKidz Award 2018 winnings to good use.

The Hellenic Ski Association's Seek a Snowflake Tour has done outstanding communication work.

Communication Activities



SnowKIdz has seen an everage growth of 27.6% across all social media channels.

SnowKidz has undertaken a series of communications actions to promote the events and programme. They are as follows:

Website

The home of all things SnowKidz, the website has been an integral part to the program. Organisers are able to register, monitor and manage their events online through the Live Profile System. The clever integration of the Live Profile System with the Event Locator means that any amendments are updated in real time. This allows the public to track, follow and plan participation in events easily. In addition to the communications of events, photos and videos by event Organisers are also displayed in reports. This gives the public even further engagement in the events.

Number of individual visitors: 142’231

Social media

FIS SnowKidz has seen an average of 27.6% growth in the last 12 months.

Facebook: www.facebook.com/snowkidz

- Average monthly reach

158'513

Twitter: www.twitter.com/snowkidz

- Average monthly reach

11'464

YouTube: www.youtube.com/snowkidz

- Average monthly views

395

Estimated total impact: 2 million

The Korean Ski Instructors Association hosted their first SnowKidz event in Pheonix Park (KOR). Great work guys.

Integration into FIS Channels

Continuing on from its success in the past years, SnowKidz has been utilising the Bring Children to the Snow Corner in the FIS Newsflash, which will be continued for future editions.

Est. exposure: 1.2 million

FIS Youth and Children Seminar

The 16th FIS Youth and Children's Seminar was held in Zurich, Switzerland, on the 26th September 2018. The seminar focused on safeguarding children in snow sports with the aim of establishing safeguards for children in National Ski Associations. In total 133 persons attended the Seminar from 45 National Ski Associations.

Est. exposure: 12’700

World Cup Integration

2018/2019 saw continued World Cup integration for the SnowKidz programme. Displays on video walls and announcements by stadium and TV commentators were coupled with World Cup Organisers staging FIS SnowKidz events.

Est. exposure: 2.3 million

Sweden's Alla på snö has seen a huge evolution in the last season. The results are now paying off.

Partner Actions

The FIS SnowKidz Partners have been integral in the SnowKidz success. The following section highlights their valuable contributions:

Atomic Skis

Atomic skis joined the Bring Children to the Snow campaign as the Official Ski Partner. The first of year of the partnership focused on SnowKidz twin programme World Snow Day with a family giveaway to fans of the event. The test proved successful and further actions will be explored with Atomic to integrate them further into SnowKidz.

www.atomic.com

Burton Riglet Snowboards

For the 2018/2019 season of SnowKidz, the partnership focused on communication. Throughout the year, Burton along with local partners hosted events where their Burton Riglet Parks are active. These events where the park was active were promoted on the SnowKidz channels. Equally SnowKidz was promoted in Burton channels.

www.burtonriglet.com

MND Group

Together with the MND Group, SnowKidz has made teaching kids snow safety easy. This was achieved through a series of animated videos that communicate the 10 FIS Rules for the Conduct of Skiers and Snowboarders in a fun but informative manner. The videos, known as the SnowKidz Safety Animations, were made available for free to all Organisers.

www.mnd-group.com

Right to Play

FIS's official charity, Right to Play will be assisting SnowKidz with an upcoming project involving bringing children from under privleged backgrounds to snow sports. The full project will come to fruition in season 2019/2020 with a special bonus being released the season following.

www.righttoplay.org

The European Federation of the Sporting Goods Industry (FESI)

Erasums+ is the European Union's (EU) programme for cultural and sporting development. To develop these areas, Erasmus+ provides funding to events and actions which advance the programmes aim. For the 2018/2019 season, SnowKidz and FESI worked together to apply for Erasmus+ funding. The application is on-going and SnowKidz will report on the results as soon as they are available.

www.fesi-sport.org

SKADI App.

SKADI app. aims at making snow sports easier for new comers by detailing resorts' features, services and layouts in a free app. The partnership focuses on communications with the goal of guiding people around resorts at SnowKidz events.
www.skadi.guide

Preferred Suppliers

The Preferred Suppliers are the top level suppliers used by FIS. The aim of the program is to offer Organisers access to the suppliers who help make top level events, such as World Cups, possible. The Preferred Suppliers work directly with the Organisers without any intervention from FIS. For the 2018/2019 season of SnowKidz the suppliers included Amwerk, Liski Sport Equipment, Mediatec Group and TechnoAlpin.

www.amwerk.eu
www.liski.it
www.mediatecgroup.com
www.technoalpin.com

Puchar Reksia returned in 2018/2019. This time with two events to accomodate demand.

Grindelwald's (SUI) I'm a Treasure Get Me Out, saw over 400 persons participate in a huge event.

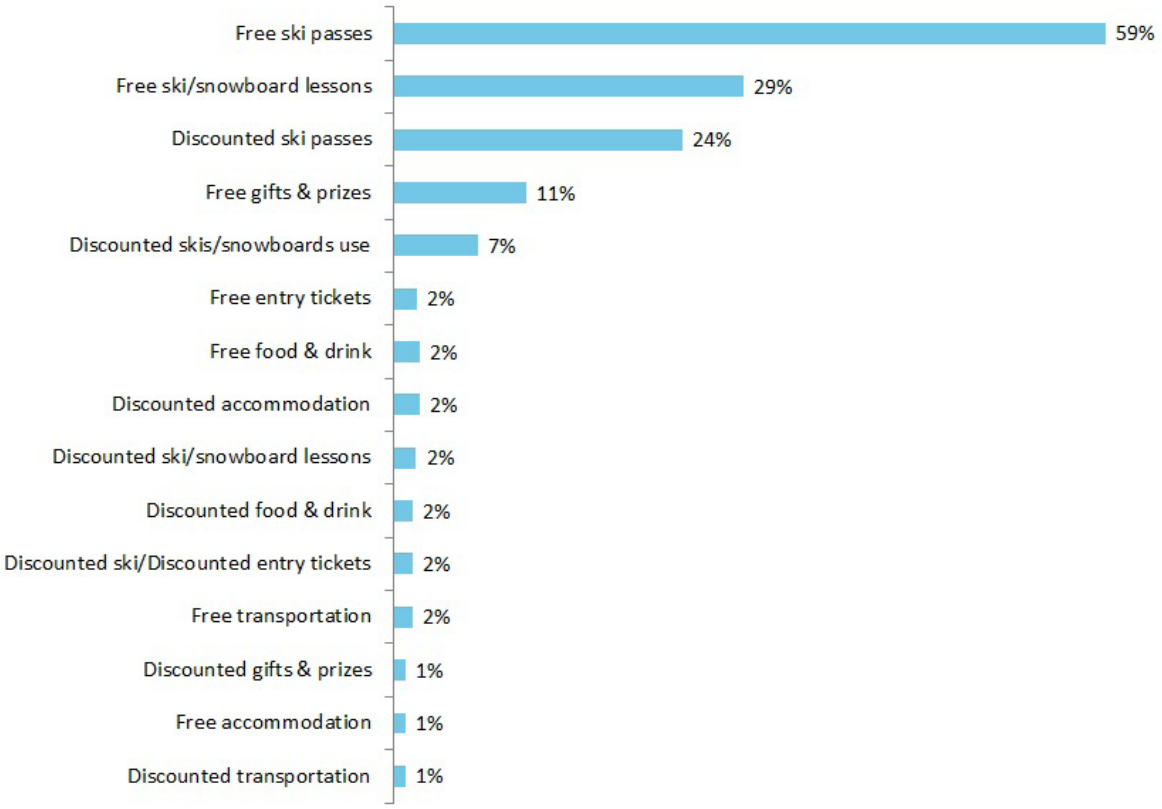
Feedback from Event Organisers and the Public

Feedback from Event Organisers

From the 2nd July – 15th July 2019, FIS collected feedback from all Event Organisers. This feedback can be seen below.

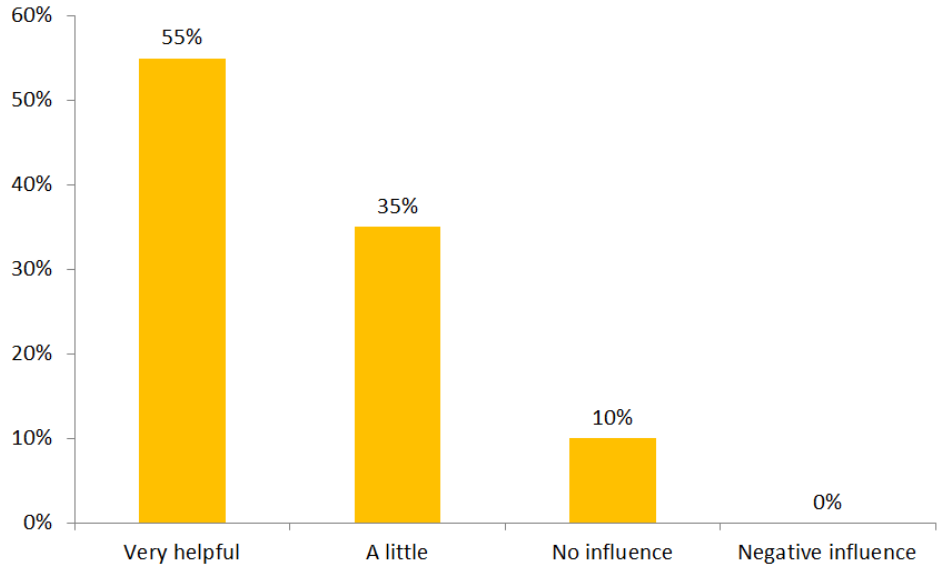
Organiser Actions

For the 2018/2019 season “Free Ski Passes” took over “Free Ski/Snowboard Lessons” as the main offering from SnowKidz Organisers.



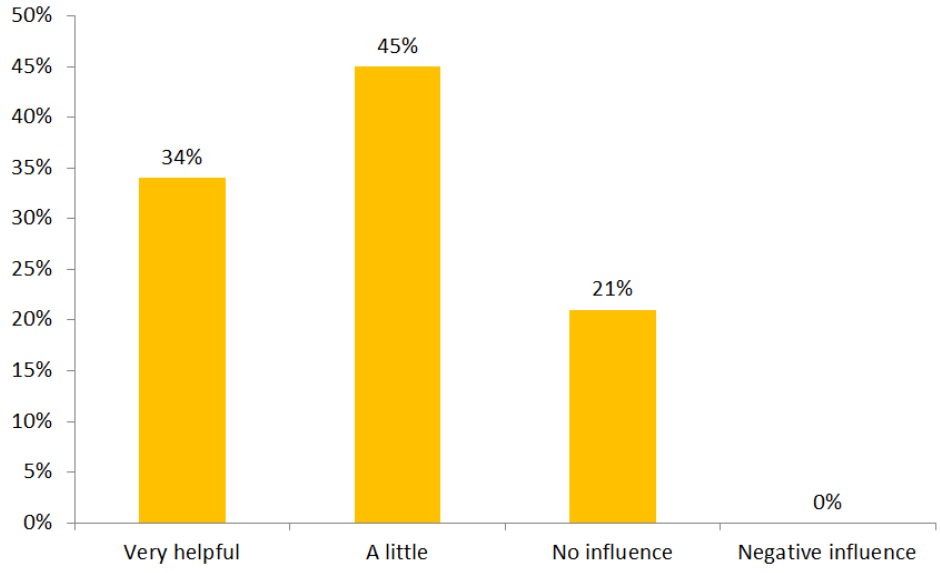
Do you feel the SnowKidz brand helped attract participants?

55% of Organisers said SnowKidz was 'very helpful' in attracting participants. This is an increase of 3% from last season.



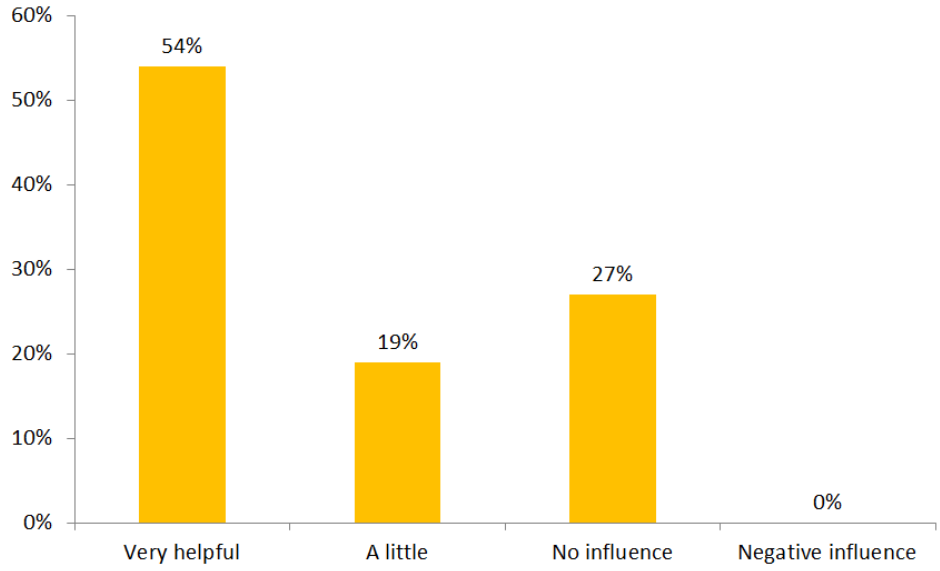
Do you feel the SnowKidz brand helped attract media attention?

34% of Organisers said SnowKidz was “very helpful” in attracting media attention while another 45% said it helped “a little”.



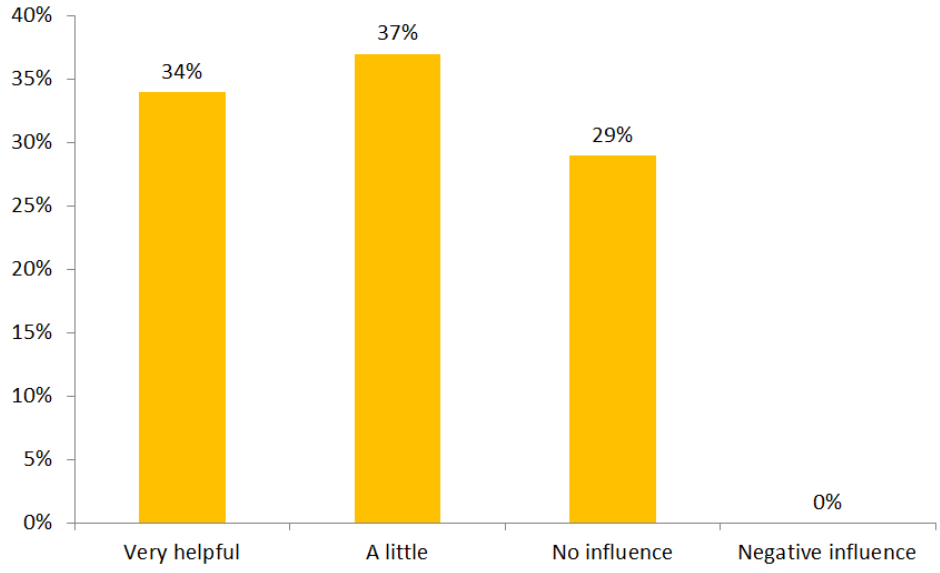
Do you feel the SnowKidz brand helped motivate your team?

54% of Organisers said SnowKidz was 'very helpful' in motivating their team. This is an increase of 18% on the previous year.



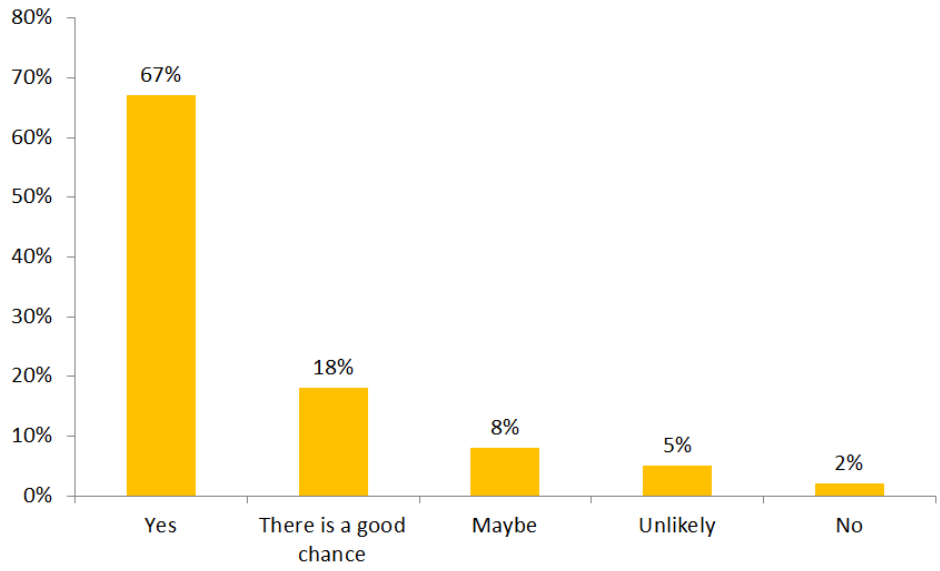
Do you feel the SnowKidz brand helped your event attract sponsors and partners?

71% of Organisers said SnowKidz helped them to attract sponsors and partners to some degree. This is an increase of 7% on the previous year.



Do you plan to organise a SnowKidz event for the 2019/2020 season?

85% of SnowKidz Organisers have said they will participate in SnowKidz for 2019/2020.



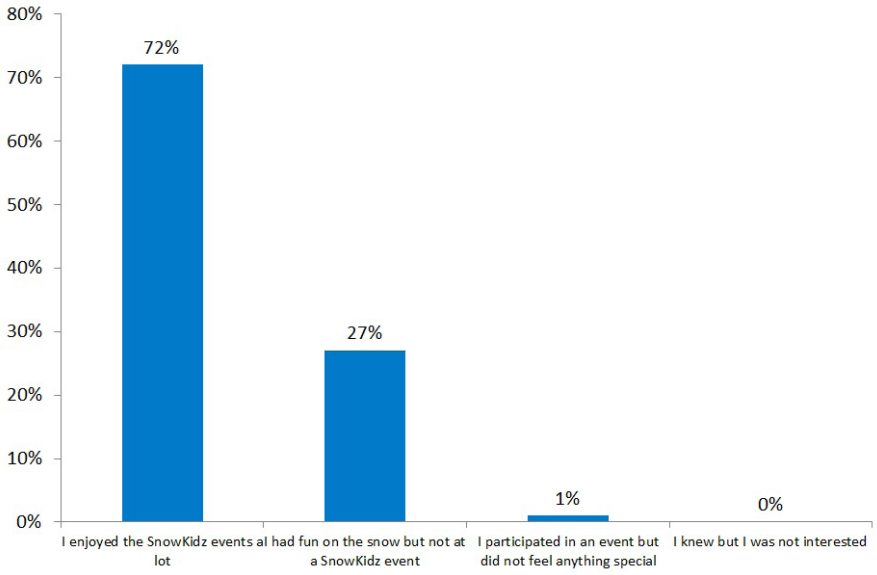
In July 2016 FIS established an on-going public feedback system on the SnowKidz website. To date 3'803 people have responded. These are the results:

Feedback from event participants

The following is feedback from 2'391 event participants

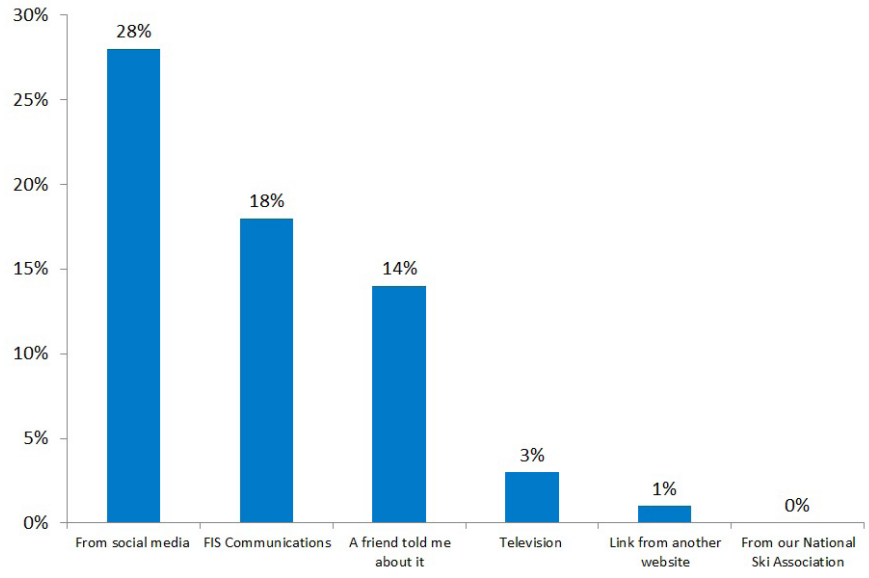
How much did you enjoy your SnowKidz event?

72% of respondents said they enjoyed their SnowKidz experience very much. This is up 4% on the previous year.



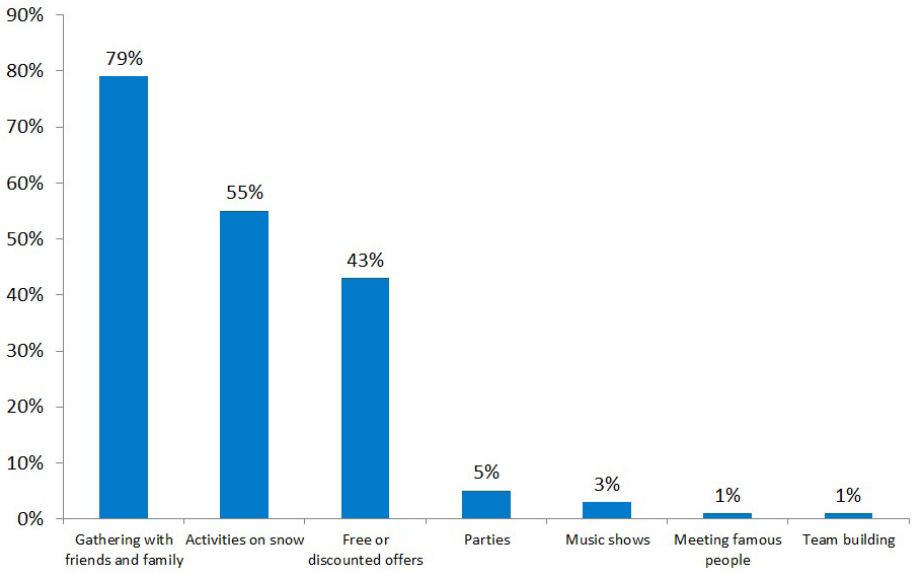
How did you hear about SnowKidz events?

'Social media' remains the main source where participants here about SnowKidz with 'FIS Communications' coming in 2nd and word of mouth in 3rd.



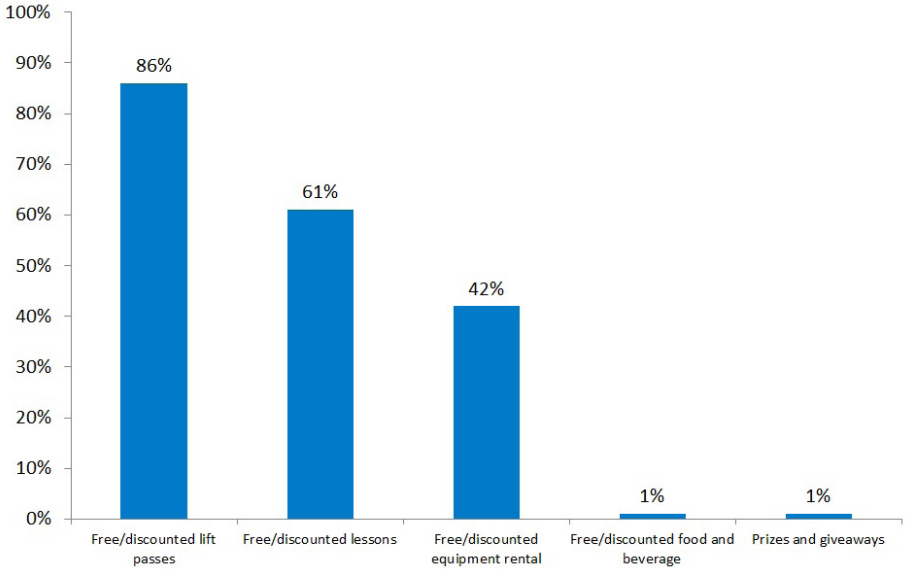
What interests you most about SnowKidz events?

'Gathering with friends and family' and 'activities on snow' remain the top interests for attending SnowKidz events. 'Activities on snow' was the 3rd most popular attraction.



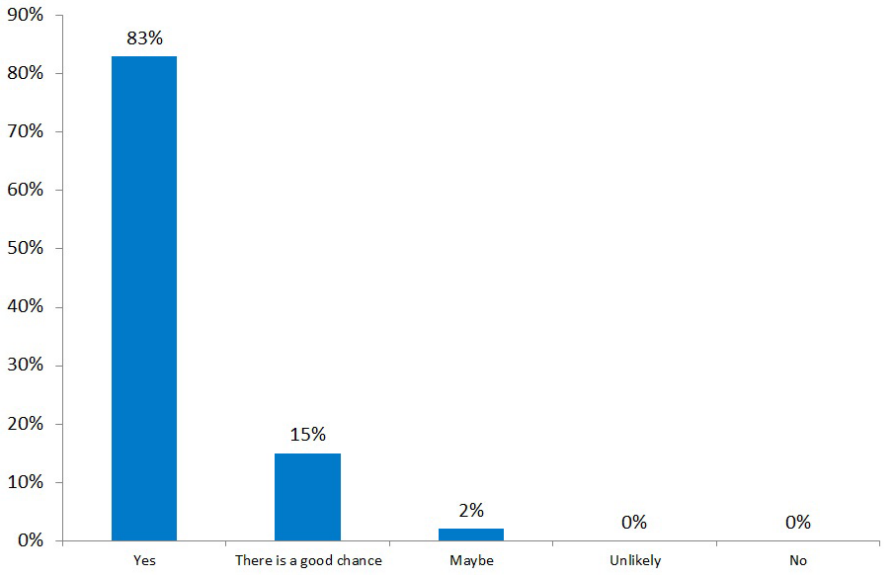
Which special offers were the most attractive?

'Free/discounted lift passes' remains the most attractive special offer with people who participated in events.



Do you plan to participate in future SnowKidz events?

83% of event participants said 'yes' to attending another SnowKidz event with an additional 15% saying 'there is a good chance'.

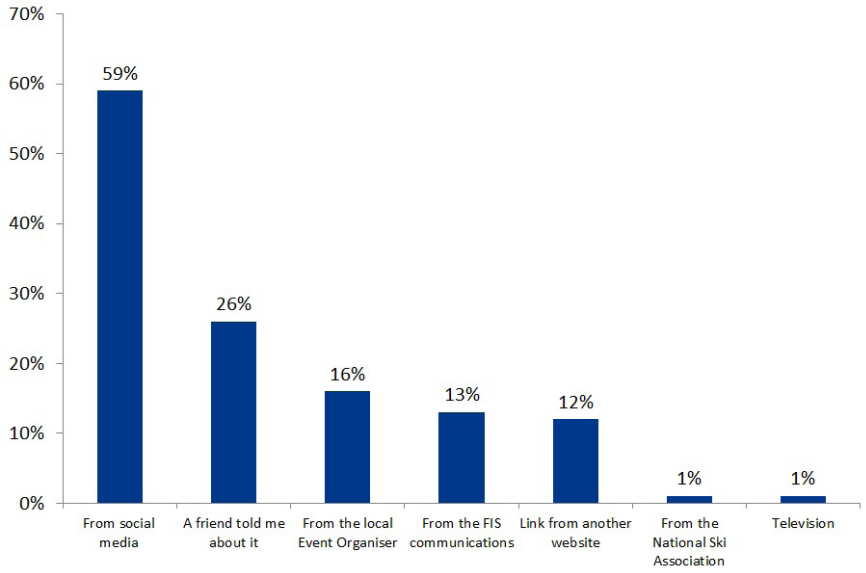


Feedback from non-SnowKidz event participants

The following results is based on feedback from 1'412 non-SnowKidz event participants.

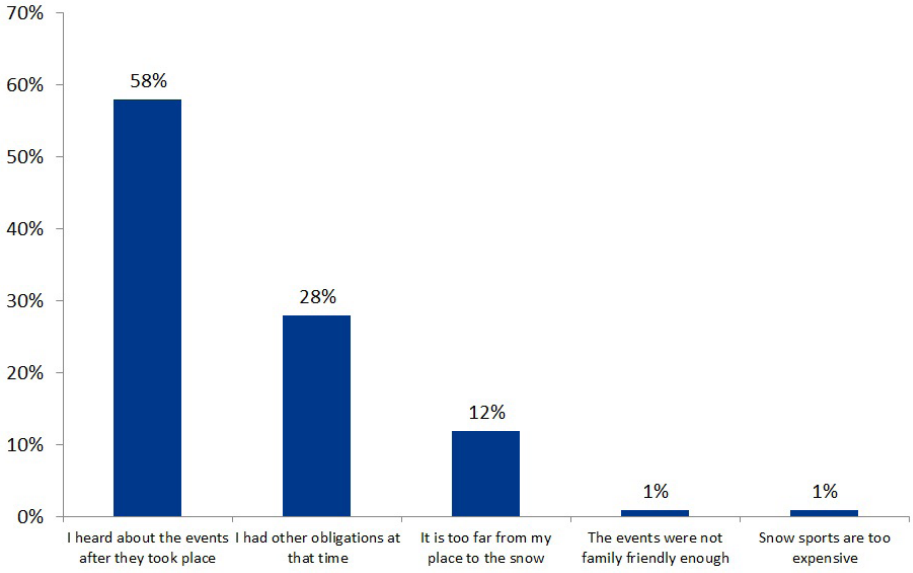
How did you hear about SnowKidz events?

'Social media' and 'a friend told me about it' are the primary ways non-participants hear about SnowKidz events.



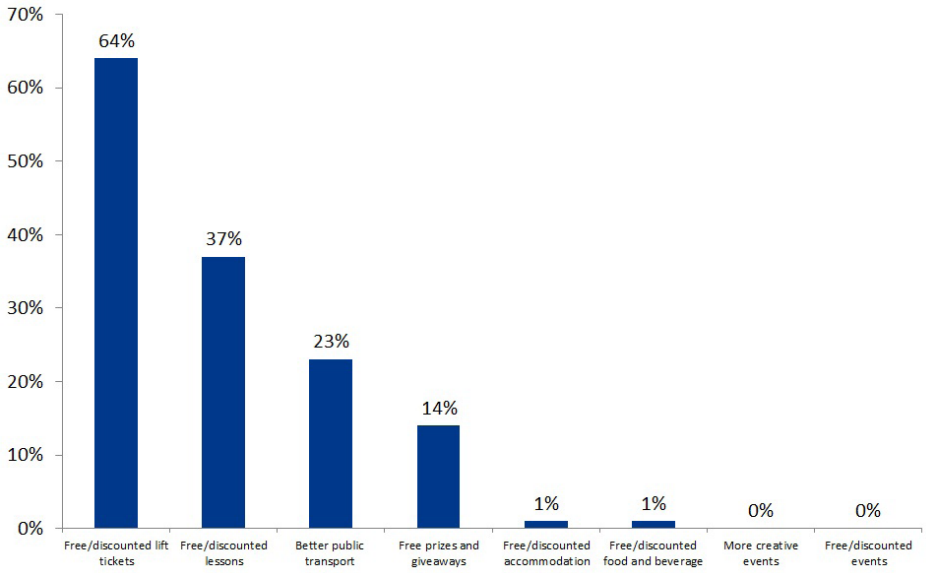
Why could you not participate in a SnowKidz event?

'I heard about the events after they took place' remains the top reason people did not participate.



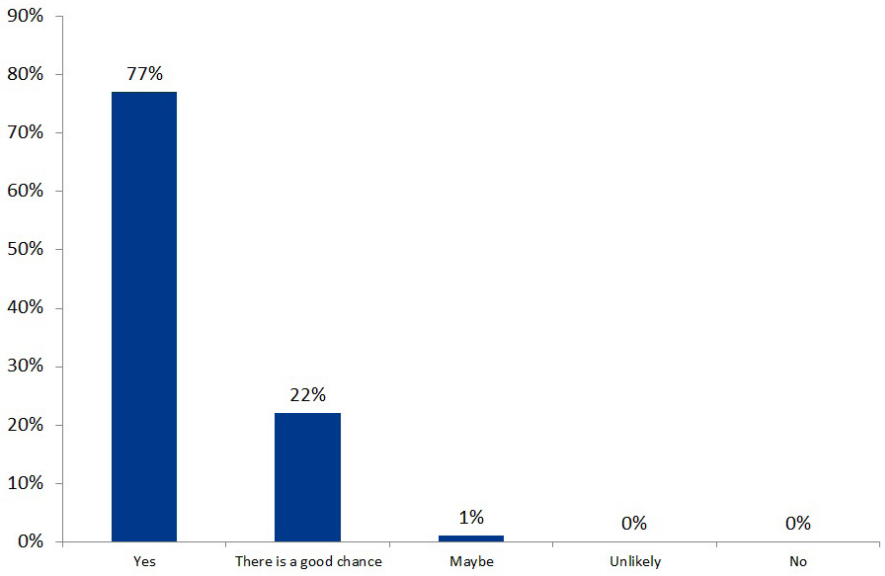
Which activities or promotions would help you to participate in snow sports more?

According to non-event participants “Free/discounted lift passes” is primary motivator for participating in snow sports more.



Do you plan to participate in future SnowKidz events?

Non-participants show a keen enthusiasm to participate in future events with 77% saying “yes” to participating in future events.



Tiffendell (RSA) continued their great SnowKidz event. Free lessons and a whole lot of smiles.

Suggestions for Event Organisers

New SnowKidz Organisers We Snow Asturias hosted their first event. Plans for next season are already underway.

Based on the feedback from the public and the best practices of other Organisers, the following actions are suggested to current and future SnowKidz Event Organisers:

Local communication is vital

This advice is an echo from last season. Feedback from non-participants still shows the majority of non-participants did not attend events due to late learning of the event. FIS has increased its international communications of SnowKidz but this still must be coupled with local communications from the Organisers. This communication can be done in traditional media such as radio and newspapers or newer forms such as social media.

Hint: The SnowKidz Digital Toolkit also contains numerous tools to help communicate events locally. Click below to access the SnowKidz Digital Toolkit:

http://snowkidz.com/en/Service/Organise_an_Event/Digital_Toolkit

Take Advantage of Preferred Suppliers

The Preferred Suppliers is a list of companies who produce items which make SnowKidz events possible. All Suppliers on the list are all used by SnowKidz and FIS for its various actions inc. the World Cup, World Championships and the Olympics. This means their services or products are reliable and high quality. Click to the link below to obtain the contact information of the Preferred Suppliers and to see their catalogues.

https://snowkidz.com/en/Service/organise_an_event/preferred_suppliers_

Hint: When contacting a Preferred Supplier to place your order, make sure to mention you are a SnowKidz Organiser. Registered SnowKidz Organisers receive special prices.

We are SnowKidz. Gace, Slovenia

Concluding Remarks

Ready. Set. SNOWKIDZ! Surgut, Russia

With 3 of the 5 goals complete and the remaining two on track for completion, SnowKidz is in a good position. Despite this the job is not complete.

In the next season FIS will be aiming to complete the final two goals; event retention and securing a partner who represents the health sector. To achieve the goal of event retention the Organiser Care Packages will once again be offered as well as the SnowKidz Awards, Preferred Suppliers, Digital Toolkit, CookBooks and various SnowKidz communications all at no cost. In addition to these items new activations by the SnowKidz partners will be introduced to bring added value to registered Organisers and fans. Then, for the goal of securing a partner for the health sector discussions will continue with three potential partners. It is imperative that the chosen partner bring not only their expertise but also aid in the development of useful tools for Organisers and participants to interact with. We are confident this can be achieved.

In conclusion FIS is motivated. Based on the previous results the remaining two goals can be achieved and the ultimate goal of bringing children to the snow can continue to thrive.

A helping hand is always appreciated. Especially when it is from a friend. Minneapolis, USA

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