



FIS[®] SNOW Kidz



Report
Season 21/22

www.snowkidz.com



As I write this foreword, SnowKidz has reached a milestone. 5'000 events and actions.

These types of milestones are no small feat and thinking back to when the programme began, I did not imagine it would arrive so quickly.

When one delves into the history of SnowKidz much of the success can be attributed to the ethos of the programme. In 2013, FIS relaunched the SnowKidz programme with the approach of “its great to bring children to the snow for one day but its more important they are provided opportunities all year round”. This ethos was derived from SnowKidz’s sister programme World Snow Day, which sees hundreds of actions taking place simultaneously on the third Sunday in January each year. This success is excellent but there are another 364 days that can be equally enjoyable. This is where SnowKidz was able to make its mark. The all year round approach yielded results quickly. Within two years of relaunching

SnowKidz reached over 500 events and actions in a single season. Shortly after this, SnowKidz surpassed 800 events and actions in a single season. Now SnowKidz is the largest of the two Bring Children to the Snow programmes.

Looking to the future, SnowKidz in a strong position. This is thanks to the new support developed this past season. Of note was the introduction of the SnowKidz Shred Parks. The SnowKidz Shred Parks are an all one package that can be set up anytime of year in almost any location and provide kids free ski and snowboard lessons. This past season tests were carried out on the new support feature. All tests were successful and the support feature will now be added to the programme on a long term basis. As well as the Shred Park, another new addition to SnowKidz is the Mountain 10. Created in conjunction with the United Nations and International Olympic Committee, the Mountain 10 are ten measures all persons who visit alpine areas must take to conserve the natural environment. The ten steps are coupled with assets to make communication of the rules at resorts or online easier. Finally, the 2021/2022 season of SnowKidz saw the presentation of the 7th edition of the SnowKidz Awards. As well as recognising the best events and actions to bring children to the snow winners received financial rewards. Over the years, we have seen that these financial rewards have been reinvested back into projects to expand activities. Seeing this motivate us to keep the SnowKidz Award going.

To summarise this foreword, SnowKidz has developed and will continue to develop a strong foundation for our sport. I’m looking forward to the next 5'000 events and actions. See you on the snow.

Michel Vion
FIS Secretary General



Kids, kids and more kids. Coop Mini World Cup (SUI)

The FIS SnowKidz Report would not have been possible without the support of the Event Organisers and the contributions of hundreds of participants whose feedback has been valuable. 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.



Skiing is for all. Snow Moves! (FIN)



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Bringing the mountains to the kids. Wintersport Experience (NED)

Executive Summary



Sun, snow and learning to ski. What could be better. Kids Camp (AUT)

The 2021/2022 season of SnowKidz saw 377 events and actions take place in a 12 month period. This result is a 194% increase on the previous season. As well as the events, SnowKidz added numerous new support features. These include the SnowKidz Shred Parks, Mountain 10 and Special Olympics 10. The new support features were coupled with existing support features such as the Organiser Care Packages, Digital Toolkit, SnowKidz CookBooks and SnowKidz Awards. Each of these support features continue to be offered free of charge to registered Organisers.

The following report analyses the results of the activities of the past season.



Sun or snow, we still are still out having fun. Kids Camp (ITA)



Welcome to a new experience. White Scholar Program (ESP)

Introduction



Warm up time. Puchar Reksia (POL)

Who is the International 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 130 member nations, more than 7'500 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 achieves this vision through two primary programmes; FIS SnowKidz and the FIS World Snow Day. The primary target group is chil-

dren between the ages of 4-14 and their families. Additionally, FIS 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.



Goal, bring children to the snow. Check. Shred Kids (GER)

FIS SnowKidz Goals Analysis

Deadline for goals: 2025

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 6'000 events and actions across 45 countries

Status: On track – At the time of writing this report SnowKidz stands at 5'076 events and actions. Modelling using data from the previous seasons show that the goal of 6'000 will be achieved in time.

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 - The retention rate of events stands at 48%. This is a 25% increase on the previous year. Additional surveys also shows that motivation to host SnowKidz events stands at 96% . Therefore it has been determined that this goal is on track for completion.



Dispelling the fear. Shred Kids (GER)



A new safety focused kids event was tested this season. SnowKidz Safety Course (ITA)

Secondary Goals

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

Measure: To have had 100 events with environmental activities inside their event program.

Status: **On track** – The number of events with environmental activities in place for this past season was 61.

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

Measure: To have had 100 events with safety activities inside their event program.

Status: **On track** – The number of events with safety activities in place for this past season was 77.



Snow, sun and ski patrol dog. Perfect. SnowKidz Safety Course (ITA)



Almost too good to be true. Tabere cu Suflet SnowKidz (ROM)

SnowKidz in Numbers



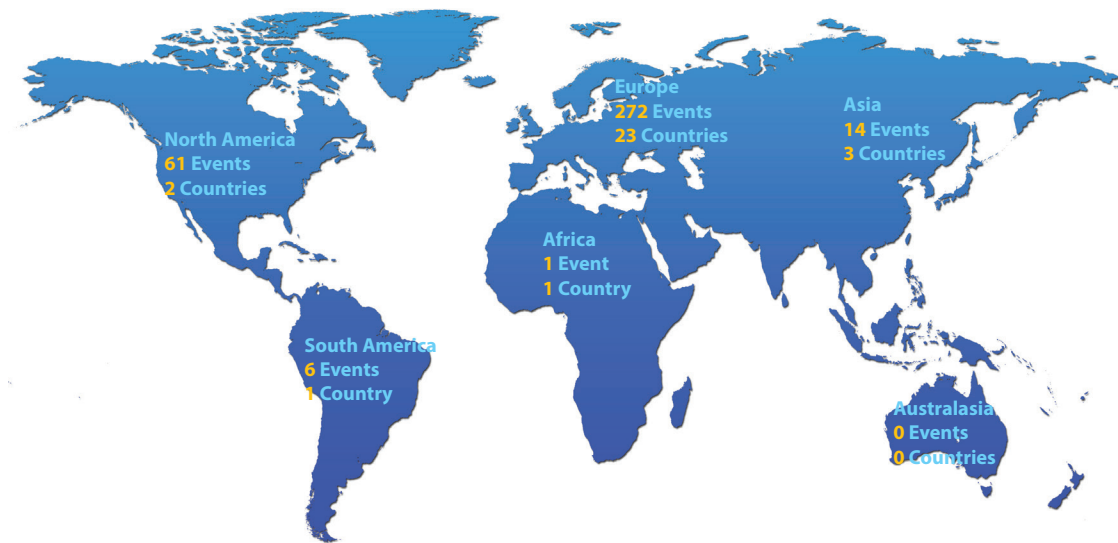
In Andorra, skiing and snowboarding are part of the national school curriculum. Esqui-Escolar (AND)

Fast Numbers

- **7 global partners:** Nitro Snowboards, International Federation of Ski Patrollers, INTERSANDS, International Ski Instructors Association, Right to Play, Special Olympics and World Para Snow Sports.
- **14** seasons of SnowKidz
- **30** participating countries
- **16** new SnowKidz Organisers
- **93%** of persons who attended a SnowKidz event stated they would attend the same event the following year.
- **354** events and actions this past season
- **365** Event Organisers
- **903** kilograms of equipment distributed this season
- **5'074** SnowKidz events and actions since 2009
- **Over 24'363** views on YouTube
- **More than 98'816** visitors to www.snowkidz.com
- **Over 134'000** participants
- **Over 4.6 million** participants since SnowKidz inception

FIS SnowKidz by Continent and Country

Europe continues to be the continent with the highest number of events and actions while Switzerland was the country with the highest number of events and actions.



SnowKidz in Numbers

Andorra 1	Armenia 1	Belgium 1	Bosnia and Herzegovina 2	Canada 58	China 1
Czech Republic 10	Estonia 1	Finland 30	France 3	Germany 9	Greece 3
Italy 26	Japan 12	Latvia 1	Lebanon 1	Mongolia 1	Netherlands 25
Norway 2	Peru 6	Poland 1	Romania 11	Russia 3	Serbia 3
Slovakia 5	Slovenia 3	Spain 22	Sweden 39	Switzerland 71	USA 3



Got my skis, time to have fun. Happy Ski Day (SLO)

Types of Organisers

Ski/Snowboard Clubs remain the highest number of SnowKidz Organisers with 37%. This is followed by Ski/Snowboard Schools (13%) and National Ski Associations (11%).

Example Events

Throughout Czech Republic: SnowKidz Tour

Throughout Italy: Week 4 Kids

Throughout Sweden: Everyone on Snow

Throughout Finland: Kids Snow Fun Tour

Throughout Europe: Coop Mini World Cup

Throughout Germany: ShredKids

Throughout Japan: Kids4Free

Jahorina, Bosnia and Herzegovina : Kids Snow Festival

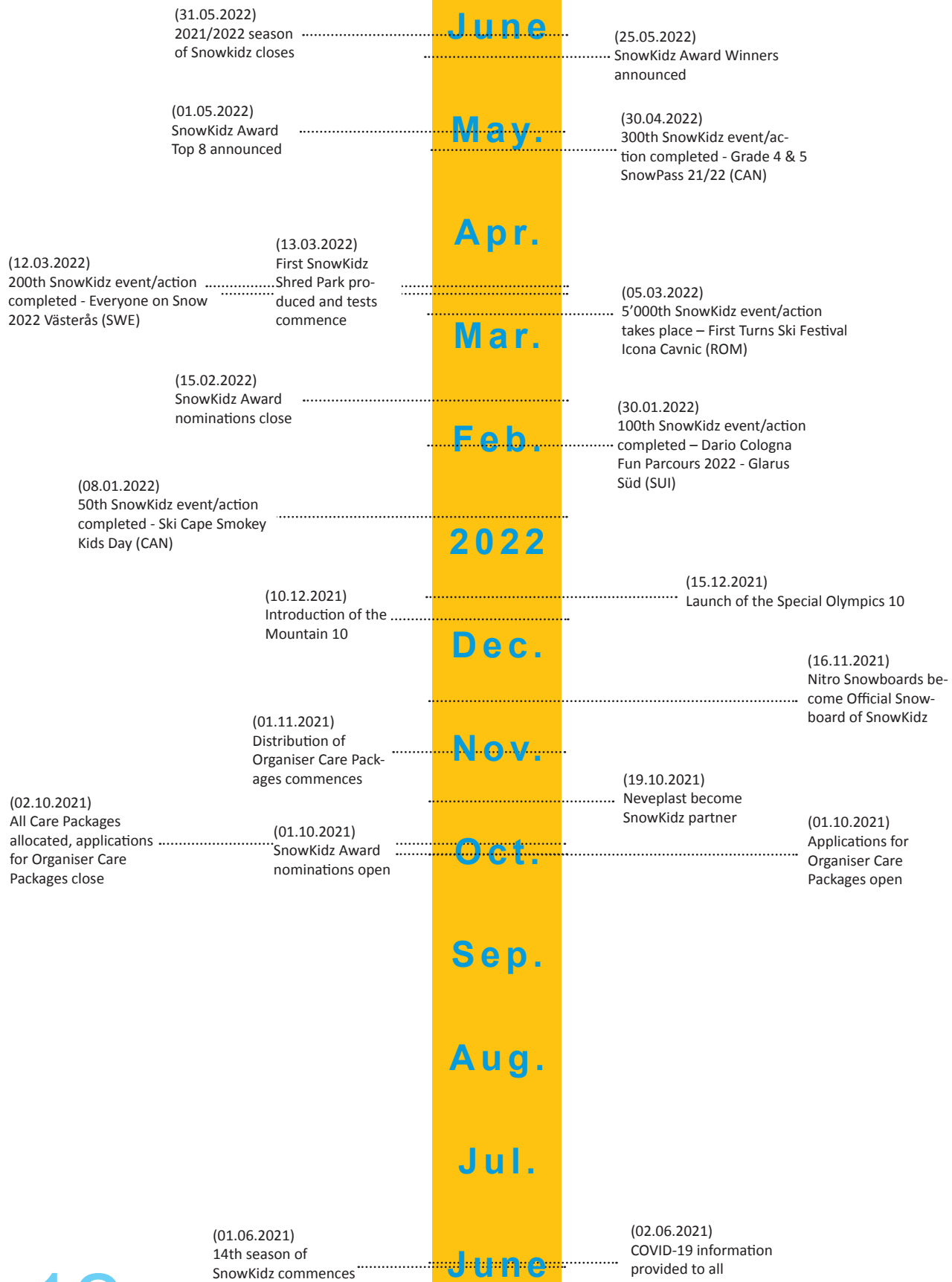


A small gift to remember a fun day. Happy Ski Day (SLO)



A big milestone for this season was the successful tests of the SnowKidz Shred Parks.

Timeline and Milestones



Timeline and Milestones



Sweden went back to back wins in the SnowKidz Award. Everyone on Snow (SWE)

SnowKidz Awards

Pos.	Nation	Project Name	Score
1.	Sweden	Everyone on Snow	232
2.	Finland	Snow Moves!	212
3.	Germany	Shred Kids	181
4.	USA	Bill Koch Youth Ski League	180
5.	Andorra	Ski School Educational Programme 2022	179
6.	Switzerland	Simon Ammann Jump Parcours	179
7.	Netherlands	Moes' Wintersport Club	167
8.	Spain	My First Snow Day	147
9.	Peru	Mision Sandkids	138

SnowKidz Awards 2022 results

The 2021/2022 season of SnowKidz saw the presentation of the 7th edition of the SnowKidz Award. This edition of the Award saw nominations from nine countries. Amongst the nominees were returning winners Everyone on Snow (SWE) and Snow Moves! (FIN). The champions were challenged by a series of newcomers including Mision SandKids (PER), Koch Youth Ski League (USA), My First Snow Day (ESP) and Shred Kids (GER). After a two month judging period the judges Awarded the 1st place and title of “Worlds Best Kids Snow Programme” to Everyone on Snow (SWE). 2nd place was taken Snow Moves! (FIN) and 3rd by newcomers Shred Kids (GER) respectively.



New comers Shred Kids (GER) made their mark by taking 3rd in the Awards.



A week dedicated to kids. WEEK4KIDS (ITA)

Communication Activities



Team photo time. Otto Theimer Kids CUP (BEL)

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 programme. For SnowKidz Organisers, the website houses the registration system, the ability monitor and manage their events and all the SnowKidz support features including the Digital Toolkit, the Awards, Organiser Care Packages and much more. For the public, the SnowKidz website is the bridge to the events. Here the public are able to find events using the Event Locator and also access all the latest news about SnowKidz.

Number of individual visitors: 61'793

Social media

FIS SnowKidz has seen an average of 3.2% growth in the last 12 months.

Facebook: www.facebook.com/snowkidz

- Average monthly reach 8'552

Twitter: www.twitter.com/snowkidz

- Average monthly reach 2'405

YouTube: www.youtube.com/snowkidz

- Average monthly views 215

Estimated total impact: 193'282



Ever tried Ski Jumping? Simon Ammann Jump Parcours (SUI)

Integration into FIS Channels

The FIS website and its associated channels have a large global reach. SnowKidz has been integrated into these channels in two ways. Firstly, each week SnowKidz publishes news on www.fisski.com.

This news is then further pushed out via the FIS Newsflash system. Secondly, SnowKidz content is regularly posted on the FIS Alpine, Cross-Country, Freestyle, Snowboard, Ski Jumping and Nordic Combined social media channels.

Est. exposure: 1.6 million

World Cup Integration

Whilst spectators were limited at FIS World Cup events, displaying the SnowKidz promotional trailer at FIS World Cups still proceeded. The act was more a symbolic gesture to give hope to viewers of the competitions.

Est. exposure: 2'000

FIS Youth and Children Seminar

Due to COVID-19 restrictions plans of presenting at the FIS Youth and Children's Seminar were postponed.

Est. exposure: 0



Together with partners Right to Play, PLAY Day was a success. Project PLAY (LEB)

Partner Actions



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

Nitro Snowboards

In November, Nitro Snowboards and FIS SnowKidz partnered. The partnership this season focused on testing of the SnowKidz Shred Parks. Nitro provided test snowboards and input on the design and implementation of the upcoming support feature. Looking ahead, Nitro will focus their efforts on the Shred Parks.

www.nitrosnowboards.com

The International Federation of Ski Patrollers (FIPS)

The FIPS partnership focused on two areas. Firstly, FIPS tested an event concept solely dedicated to educating kids about safety on snow. The test was carried out successfully in Italy and the experience will be developed into a SnowKidz CookBook. The second area of focus was on the dissemination and promotion of the 10 FIS Rules for the Conduct of Skiers and Snowboarders. FIPS will be communicating further to their members the importance of the implementation of the rules at their ski areas.

www.fips-skipatrol.org



Inter Sands

International Sandboarding and Sandski Association



INTERNATIONAL SKI INSTRUCTORS ASSOCIATION
INTERNATIONALER SKILEHRERVERBAND
ASSOCIATION INTERNATIONALE DES MONITEURS DE SKI

INTERSANDS

In this season of SnowKidz, INTERSANDS continued their support of sandboarding and sandskiing schools in South America. INTERSANDS assisted with communications and answered questions from the various schools. In addition INTERSANDS supported one school with their nomination for the SnowKidz Awards. Looking ahead, INTERSANDS will increase their support but providing onsite materials to their various members for the purpose of staging SnowKidz events.

www.intersands.org

International Ski Instructors Association

For this past season the ISIA was unable to commit to any proposed actions. Over the coming summer new actions will be discussed. Should no action be agreed upon the partnership will be revised.

www.isia.ski

Partner Actions



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.

Neveplast

Neveplast Italia was born in 1998 thanks to the great enthusiasm for alpine skiing of its founders: Aldo, Edoardo and Niccolò Bertocchi. Using patented technology, Neveplast's mission is to realize ski slopes made from synthetic materials that guarantee the sensation of skiing and snowboarding on a layer of compact snow. To date more than 2'100 installations have been put in place around the world. For this past season of SnowKidz Neveplast provided the artificial snow surface for the testing of the SnowKidz Shred Parks. Looking to the future, Neveplast will continue to support the SnowKidz Shred Parks as well as other Organisers with special prices for their materials.

www.neveplast.it

Right to Play

In this season of SnowKidz, the event connected with Project PLAY was finally executed. After 3 years of waiting and postponements, 30 displaced children living in Lebanon were brought to Mzaar Ski Resort for a full day of snowboarding. The event was filmed and will now be developed into a full length documentary showcasing what it took to realise the event. The documentary will be premiered in October and be available globally shortly after. The premiere of the film will also double as charity event to raise money for Right to Play.

www.righttoplay.org

Partner Actions



Special Olympics

Special Olympics

This past season saw the introduction of the Special Olympics 10. Together with Special Olympics, ten measures have been defined that all snow sports participants must follow to include persons with an intellectual disability in snow sports. To aid distribution the Special Olympics 10 has been translated into 17 languages. Additionally, templates and graphics have been created and are open to all SnowKidz Organisers. For the coming seasons focus will be communication and distribution of the Special Olympics 10.

www.specialolympics.com



World Para Snow Sports

Over the past 12 months World Para Snowsports have merged with FIS. The merger has caused delays and thus concrete SnowKidz actions have been placed on hold.

www.paralympic.org



Preferred Suppliers

The Preferred Suppliers are the top level suppliers used by FIS. The aim of the program is to offer SnowKidz Organisers access to the suppliers who help make top level events, such as World Cups. For the 2021/2022 season of SnowKidz the suppliers included Amwerk Internova and Liski Sport Equipment as well as partners Neveplast.

www.amwerk.eu

www.liski.it



SnowKidz Care Packages care of the preferred suppliers.



Whether its artificial snow, the aim is to give kids the snow experience. Wintersport Experience (NED)

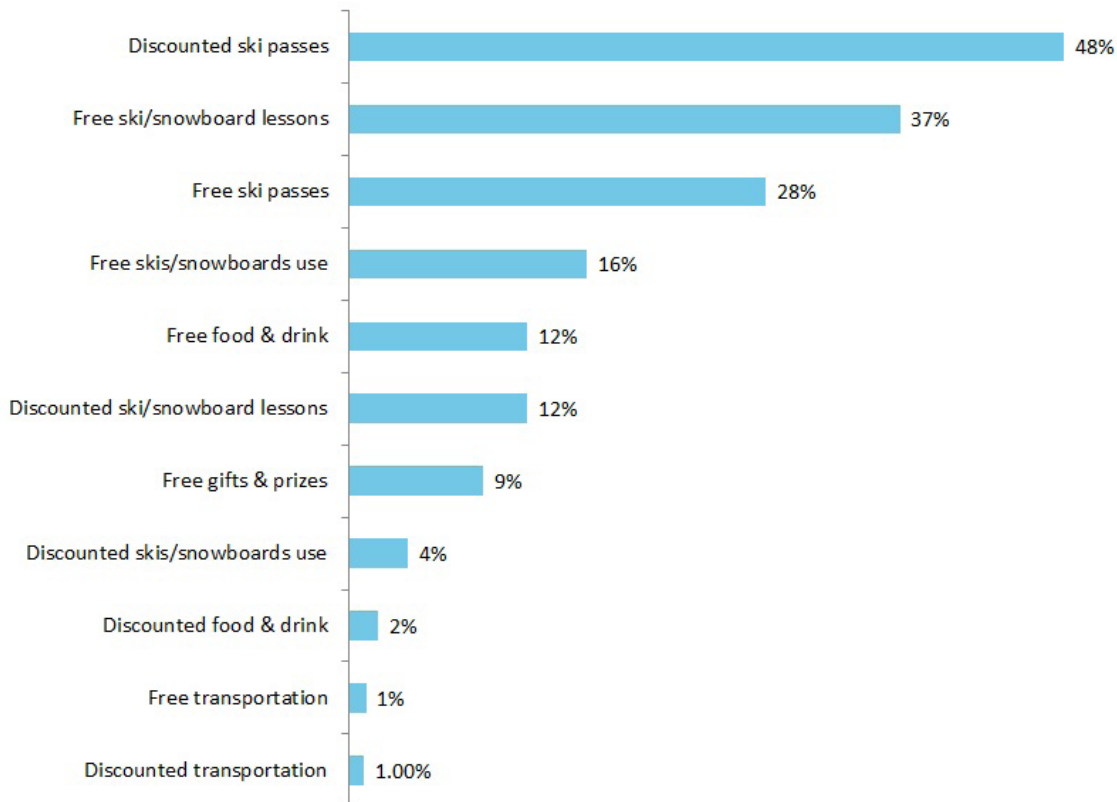
Feedback from Event Organisers



From the 1st June – 30th June 2022, FIS collected feedback from all Event Organisers. This was done via a survey. The results are as follows:

Organiser Actions

For the 2021/2022 season “Discounted lift passes” were the primary offering from SnowKidz Organisers. This was followed by “Free ski/snowboard lessons”.

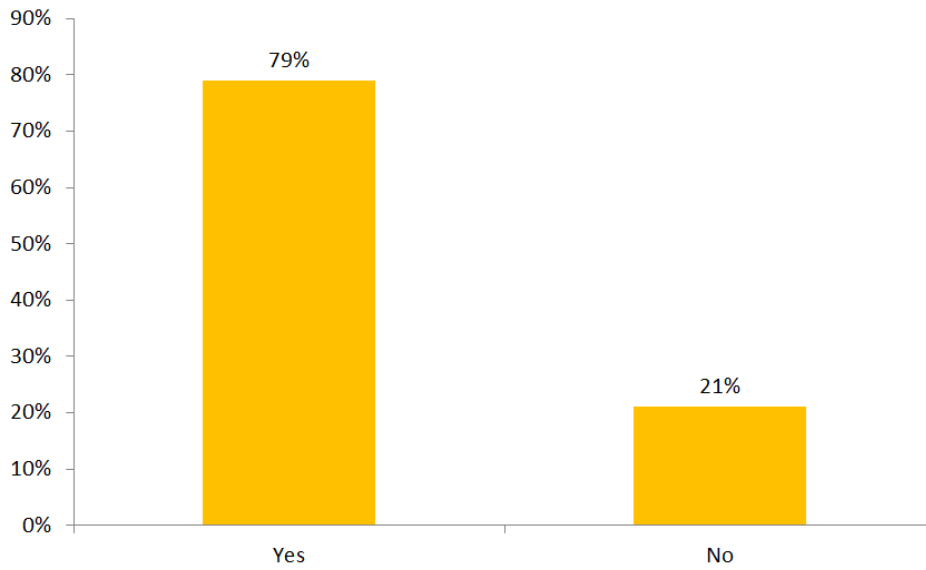


Feedback



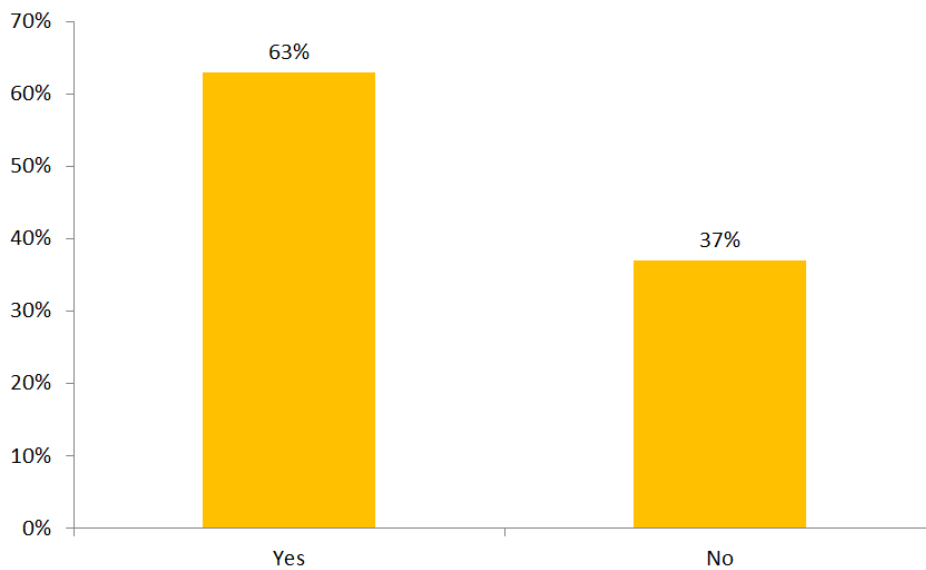
Did SnowKidz help bring new children to your organisation/resort?

79% of Organisers said that SnowKidz did help bring new children to their organisation/resort.



Do you feel the SnowKidz brand helped you attract sponsors and/or partners?

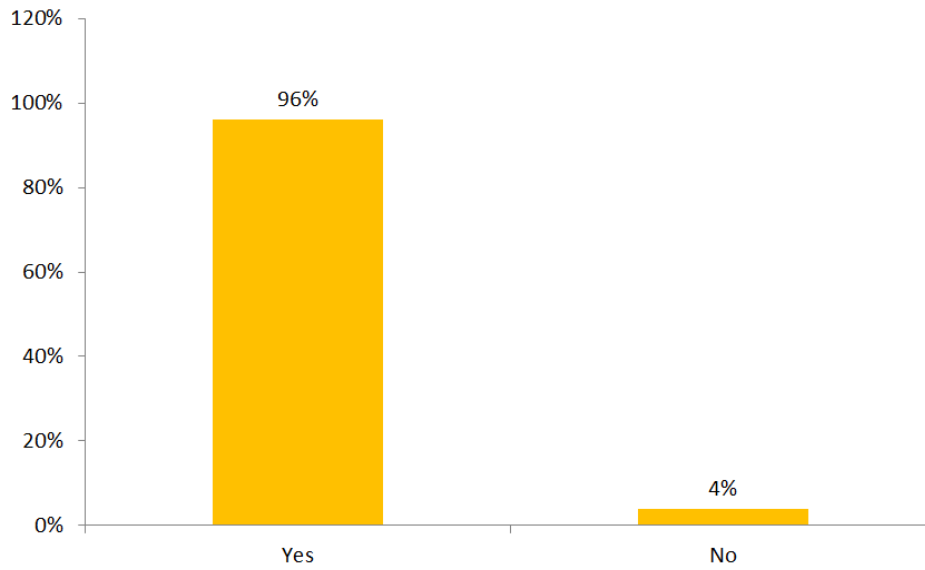
63% of Organisers reported that the SnowKidz brand did help attract sponsors and/or partners.





Did SnowKidz help bring new children to your organisation/resort?

96% of SnowKidz Organisers have said they will stage events and actions in the 2022/2023 season.



Feedback



After postponing for World Snow Day, the team moved the event to SnowKidz. Success. Kidz Day (GER)

Suggestions for Event Organisers



A group of successful SnowKidz Organisers. WEEK4KIDS Summer (ITA)

Based on the feedback from Organisers and data obtained from events the following ideas are suggested to SnowKidz Organisers for the future.

Apply for the SnowKidz Shred Parks.

The SnowKidz Shred Parks are an all in one package that lets Organisers bring children to the snow just about anywhere, anytime. Best of all the materials are free and recipients get to keep the park once delivered. To apply for the Shred Parks Organisers need only to go their SnowKidz account and download the application form.

Don't forget to register events

SnowKidz has a two part registration process. Once you have completed the "Organiser registration" it is important that you then register your events. Registration of events is always open and takes only 5min.

Hint: If you plan to obtain the Organiser Care Package, SnowKidz Shred Parks or SnowKidz Awards 2024 registration of your events is imperative.

Take advantage of the Wishlist

The Wishlist is a support feature that enables Organisers to request custom items to help improve their events and actions. The Wishlist is contained in the SnowKidz annual survey. Each year after the survey period FIS selects a series of "wishes" to be granted.

Hint: The survey and Wishlist is only provided to registered SnowKidz Organisers.



To the next season, more snow and more fun. Snow Moves! (FIN)

Concluding Remarks



The joy of snow sports can be found anywhere. Mision Sandkids (PER)

The 2021/2022 SnowKidz season showed a lot of promise. As Organisers emerge from the COVID-19 pandemic, enthusiasm for staging events to bring children to the snow was high with 96% of Organisers stating they will host events in the 2022/2023 season.

To ensure the greatest chances of success FIS has introduced a slew of new support features including the Mountain 10, Special Olympics 10 and the highly anticipated SnowKidz Shred Parks. These features will all become a staple of the SnowKidz programme

To cap off the successes of the season, the best actions to bring children to the snow were recognised in the SnowKidz Award. The 7th iteration saw strong nominations with many new contenders. Each of the new contenders show a lot of potential and FIS is confident that by the time of the next SnowKidz Award in 2024, they will be in the running to take out the top spot.

FIS would like to end this report by saying a big thank you to all the Organisers, National Ski Associations, partners, fans and most importantly kids and families who participated in events. We hope to see you next season, on the snow for more fun and discovery.



*See you next season!
My First Snow Day (ESP)*



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