



FIS[®] SNOW Kidz



Season Report
2022 - 2023

www.snowkidz.com



Just like the mountains we enjoy, the snow sports world is ever changing. It is therefore imperative that as FIS that we provide snow sports stakeholders the tools to manage these changes. In keeping with truth, this past season of SnowKidz was characterised by the release of a multitude of new tools but also the development on existing support items.

First on the long list of developments was the introduction of the SnowKidz Shred Parks. Released in September 2022, The SnowKidz Shred Parks are an all one package that can be set up any time of year in almost any location and provide kids free ski and snowboard lessons. The first SnowKidz Shred Park was delivered to Portugal with two subsequent parks shipped to Germany and Canada for use at multiple events. Whilst the ski and snowboard Shred Parks were released to the world behind the scenes, FIS began work on a Cross-Country specific Shred Park. Tests of the Cross-Country version proved successful and FIS is on track to release this park in early 2024.

Whilst the Shred Parks will provide a physical tool for Organisers to bring new children to the snow, FIS recognises that for many one of the first introductions to snow sports comes in the form of digital media. To harness this, a series of four videos was released on the SnowKidz YouTube channel called “How to Snowboard with Kids”. Each video provides useful tips to parents on how to introduce their children to snowboarding. Production of the videos was done by Snowboard Addiction and as a result the videos were also shared on their channels thereby boosting viewership. Similarly to the Shred Parks, behind the scenes the tool was being adapted to another discipline, this time Alpine skiing. I am happy to share with you that this video series will be released in time for the next season.

I could continue to describe the various developments for days but to summarise this foreword I want to quickly touch on Junior Ski Patrol. Safety is a key goal of FIS and indeed all snow sports stakeholders. Therefore, to boost stakeholders ability to teach safety FIS teamed up with the International Ski Patrollers Federation (FIPS) this past season tested a concept called “Junior Ski Patrol”. The tests proved successful and work is currently underway to make the programme fully available by the next season.

SnowKidz has and will continue to create new tools for Organisers. I encourage all persons to join the SnowKidz programme so as to gain access to these support features.

Michel Vion
FIS Secretary General



A brand new Organiser, HESSA successfully merged education with skiing. A unique formula yielding good results. China

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 and Snowboard Associations which promoted the concept and all local and international partners and sponsors for their continued support.



The Brazilian Ski Associations, Roller-Ski Tour has proven that snow sports can be done in ALL countries for ALL people. Brazil

Acknowledgements



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A kids wonderland. EuropaPark, Germany

Executive Summary



The COOP mini World Cup has added another dimension at FIS Cross-Country World Cups.

The 2022/2023 season of SnowKidz saw 396 events and actions take place with more than 240'000 participants. This result is an increase on the previous season. As well as the events, SnowKidz added numerous new support features. These include the SnowKidz Shred Parks and the "How to Snowboard with Kids" video series. 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.



The Swedish Ski and Snowboard Associations, Everyone on Snow programme is continually evolving. Sweden



Japan have initiated a new programme which operates in both summer and winter. Japan

Introduction



Big Sky Resort has a focus on families. The direction is paying off. Big Sky Resort, Mongolia

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

children 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 communication platform that enables organisers around the world to showcase their youth events. Events can occur at any time and in any place around the world.



When it comes to bringing children to the snow, Shred Kids are the masters. Germany

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 5'477 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 63%. This is a 15% increase on the previous year. Additional surveys also shows that motivation to host SnowKidz events stands at 98%. Therefore it has been determined that this goal is on track for completion.



First turns are made easy and fun by Shred Kids. Germany



The St. Moritz World Cup initiated a new action which sees kids cleaning up the mountain. St. Moritz, Switzerland

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: Complete – The number of events with environmental conservation activities stands at 235. This places the goal as ‘complete’ 2 years ahead of schedule.

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: Complete – The number of events with safety awareness activities incorporated into their event programme currently stands at 102.



The Mountain 10 is a key tool for Organisers to advance their environmental conservation goals.



When it comes to numbers, WEEK 4 KIDS has it in droves. Italy

SnowKidz in Numbers



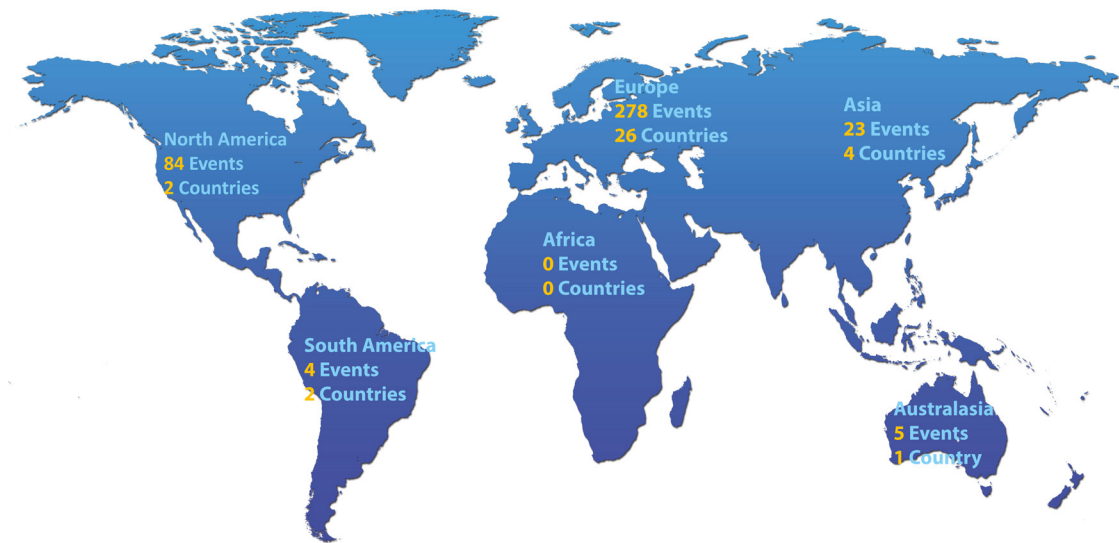
Belgium's Snow to School programme continues to go from strength to strength. Belgium

Fast Numbers

- **8 global partners:** Fischer Skis, Nitro Snowboards, International Federation of Ski Patrollers, Inter Sands, Neveplast, Right to Play, Sherpa Snow and Special Olympics.
- **15 seasons** of SnowKidz
- **29 new** SnowKidz Organisers
- **35 participating** countries
- **94% of persons** who attended a SnowKidz event stated they would attend the same event the following year.
- **393 Event Organisers**
- **396 events and actions** this past season
- **946 kilograms** of equipment distributed this season
- **5'477 SnowKidz** events and actions since 2009
- Over **28'000 views** on YouTube
- More than **106'111 visitors** to www.snowkidz.com
- More than **240'000 participants** this past season
- Over **4.9 million** participants since SnowKidz inception

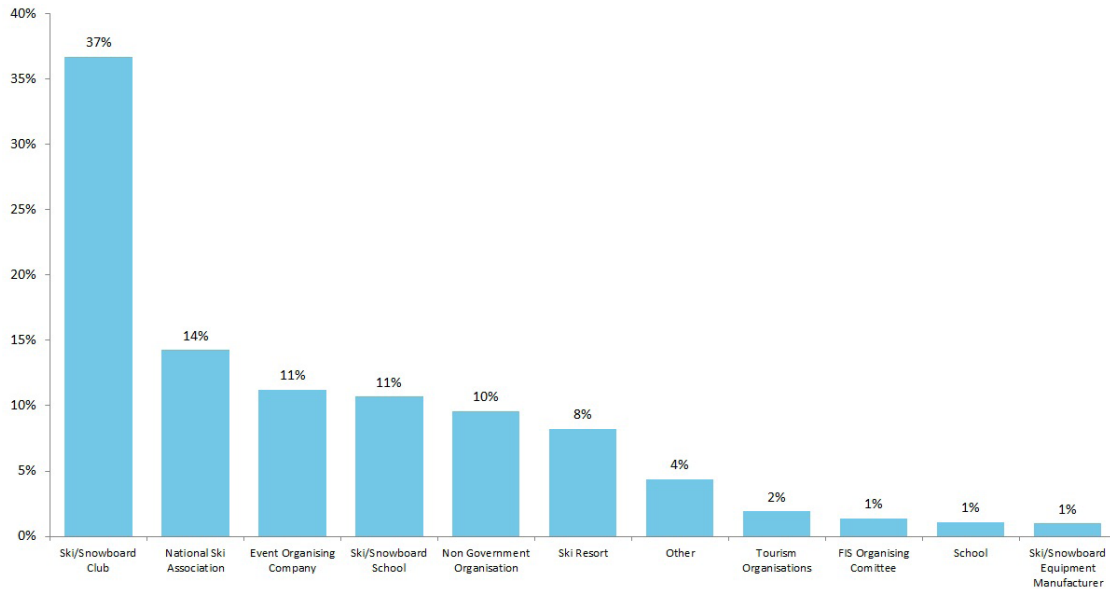
FIS SnowKidz by Continent and Country

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

Australia 5	Austria 7	Belgium 9	Bosnia and Herzegovina 2	Brazil 2	Bulgaria 2	Canada
China 10	Czech Republic 6	Finland 23	France 3	Germany 10	Greece 4	Hungary 6
Iceland 1	Italy 32	Japan 10	Kazakhstan 2	Latvia 1	Lithuania 1	Macau 1
Macedonia 1	Netherlands 1	Norway 6	Peru 2	Poland 2	Romania 9	Russia 3
Serbia 2	Slovakia 6	Slovenia 2	Spain 23	Sweden 55	Switzerland 63	USA 8



Ski and Snowboard clubs continue to be the majority of SnowKidz Organisers.

Types of Organisers

Ski/Snowboard Clubs remain the highest number of SnowKidz Organisers with 37%. Meanwhile, National Ski and Snowboard Associations rose from 11% last year to 14% this year.

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
- Thredbo, Australia: Kids snow festival
- Throughout, Belgium: Snow to School
- Throughout, Canada: Grade 4 & 5 SnowPass

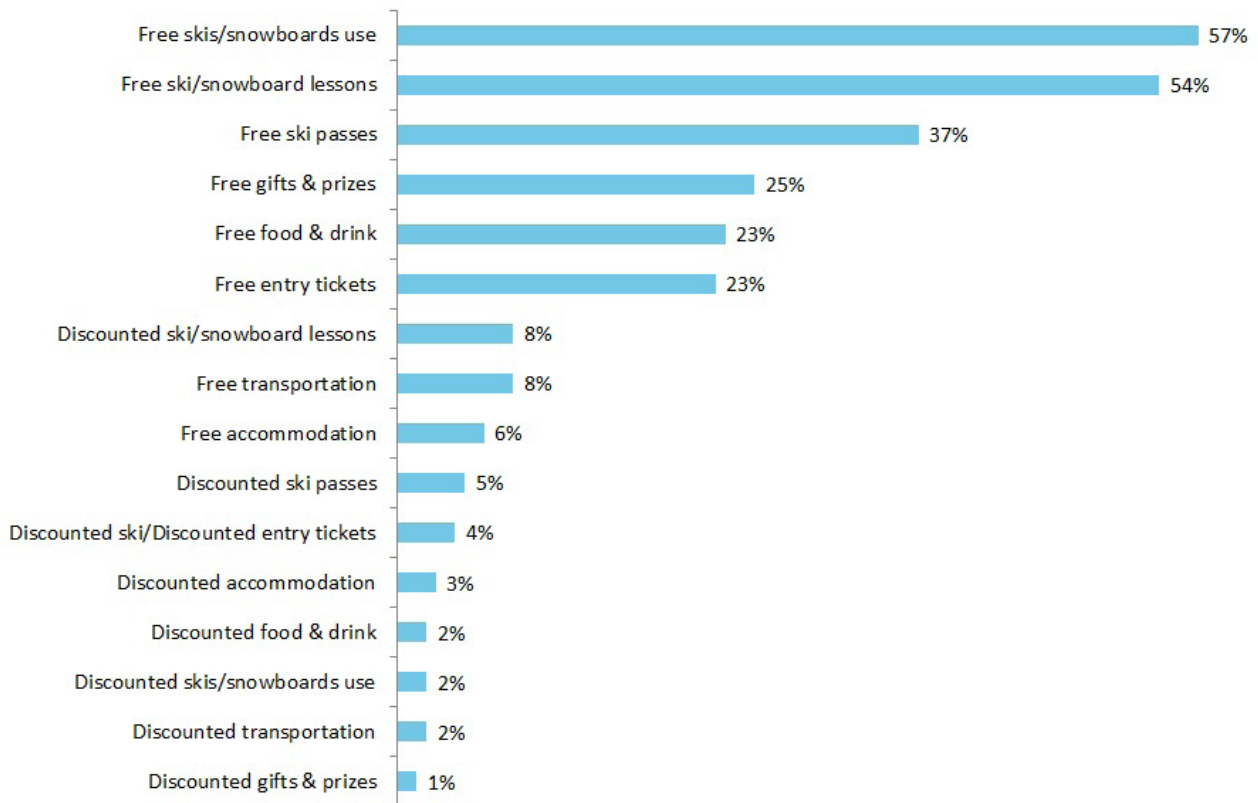


Teaming up with the SnowDome, this activation at the National Snow Show brings the mountains to the people. Birmingham, United Kingdom



Organiser Actions

For the 2022/2023 season “Free ski/snowboard use” and “Free ski/snowboard lessons” topped the list of actions to bring children to the snow. “Free ski passes” also rose by 5% on the previous year.

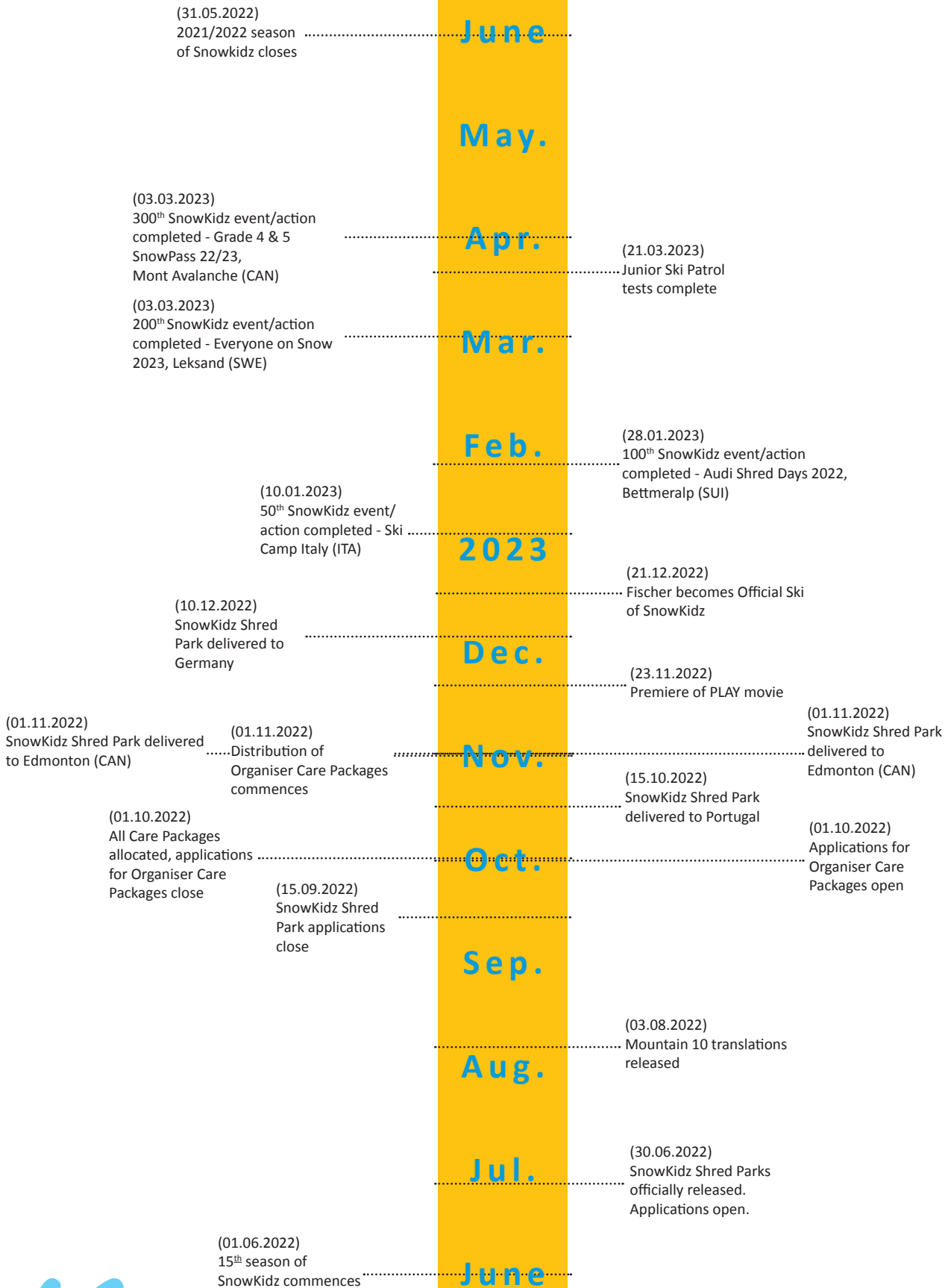


SnowKidz in Numbers



Swedish Ski Patrol were key in the testing and design of the Junior Ski Patrol concept. Sweden

Timeline and Milestones



Timeline and Milestones



SnowKidz Awards



The Finnish Ski Association's Everyone Moves! program is gearing for the SnowKidz Awards 2024. Finland

Although the Awards were not formally presented in the 22/23 season, developments were made to improve the system of the Awards. Firstly, the regulations and nominations of the Awards were released on 1st June 2023. This is a full 6 month earlier than in the past and was done so as to give Organisers additional time to review the regulations, prepare their events and subsequently submit the strongest nomination possible. As well as the early release of the regulations and nominations, the SnowKidz Awards will now allow the Organisers to directly apply for the Awards with an unlimited number of nominations per country. This will optimise the application process and provide even more chances for Organiser to win the Awards.

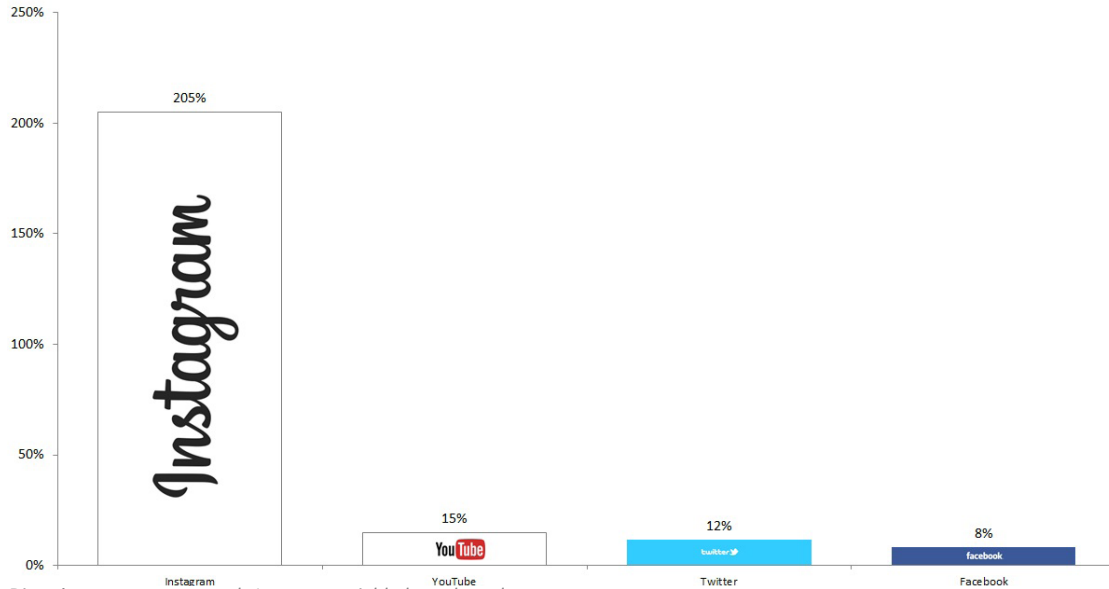


After finishing in 4th place on the SnowKidz Awards 2022, NENSA reinvited their winnings to make their programme even larger. USA



Thanks to simplicity of the Grade 4 & 5 SnowPass, it is a dream to communicate and promote. Canada

Communication Activities



Diverting resources towards Instagram yielded good results.

SnowKidz has undertaken a series of communications actions to promote the events and the 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. At the time of writing this report, FIS has begun updating the SnowKidz website. The new website will be launched in September 2023.

Number of individual visitors: 106'111 persons

Social media

FIS SnowKidz has seen an average of 49% growth in the last 12 months.

Facebook

Link: www.facebook.com/snowkidz

Average monthly reach: 5'936 persons

Twitter

Link: www.twitter.com/snowkidz

Average monthly reach: 2'405 persons

Instagram

Link: www.instagram.com/fissnowkidz

Average monthly reach: 728 persons

YouTube

Link: www.youtube.com/snowkidz

Average monthly views: 215

Estimated total impact: 193'282

A DOCUMENTARY ON
DISCOVERING THE POWER OF PLAY



A highlight of the last season was the release of PLAY.

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: 2.3 million

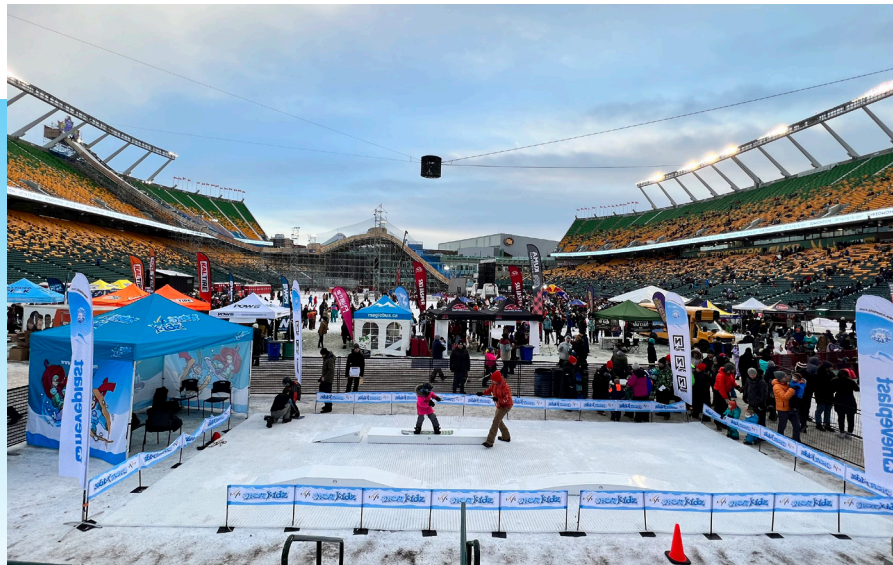
World Cup Integration

The World Cups are an amazing platform to push the SnowKidz message. As well as onsite promotion, the SnowKidz trailer is integrated into broadcasts of the World Cups. The combined effort reaches well over a million persons.

Est. exposure: 1.6 million



Cinemas filled to watch the movie connected with the project. Truly humbling.



Without partners, projects such as the Shred Parks would not be possible. Edmonton, Canada

Partner Actions



The FIS SnowKidz Partners are integral to SnowKidz success. The following section highlights their valuable contributions:

Fischer Sports

Partnering with SnowKidz in December 2022, Fischer became the Official Ski of SnowKidz. The company did not waste time and immediately went to work with the SnowKidz Shred Parks. Fischer have and will continue to supply skis for all the Shred Parks. In addition, Fischer have been active with the development of the Nordic Shred Park. Using their resources, tests were carried out with Fischer and proven successful.

www.fischersports.com

Nitro Snowboards

Following successful tests of the SnowKidz Shred Parks, Nitro began delivering snowboards for the first three Shred Parks. Looking ahead, the manufacturer will also consider further projects that SnowKidz has in the pipeline.

www.nitrosnowboards.com

Partner Actions



International Sandboarding and Sandski Association

The International Federation of Ski Patrollers (FIPS)

Like last year, the FIPS partnership focused on two areas. Firstly, together with FIPS, FIS tested the Junior Ski Patrol concept. The test was carried out successfully in Italy and the experience will be developed into an official SnowKidz support feature. 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

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 will support their members with applications for the next SnowKidz Awards.

www.intersands.org

Partner Actions



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.

Neveplast

Neveplast Italia was born in 1998. 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. For this past season, Neveplast officially began supplying the SnowKidz Shred Parks with their products. Additionally, the company was proactive in the tests of the Nordic Shred Park.

www.neveplast.it

Right to Play

Together with Right to Play and Pat Burgener, FIS formally completed the first edition of the PLAY project. The team screened the world premiere of the movie in Zurich and made further screenings throughout the season including at the UN in Geneva. All funds generated by the project went to Right to Play to continue their good work.

www.righttoplay.org

Partner Actions



Special Olympics

Special Olympics

This past season focused on the good work generated by the Special Olympics 10. Special Olympics also made significant steps in engaging its members in hosting SnowKidz events. For this FIS is grateful and looks forward to continuing the cooperation.

www.specialolympics.com



Sherpa Snow

For the 2022/2023 season, Sherpa Snow continued to offer the use of their snow cannons for the purpose of SnowKidz events.

www.sherpa.si

Partner Actions



Amwerk and LISKI were key in the execution of the Organiser Care Packages and Wishlist support features.

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 2022/2023 season of SnowKidz the suppliers included Amwerk Productions and Liski.

www.amwerk.eu

www.liski.it



XXX

Partner Actions



Ski Patrol team Piancavallo provided invaluable feedback when developing the Junior Ski Patrol. Italy

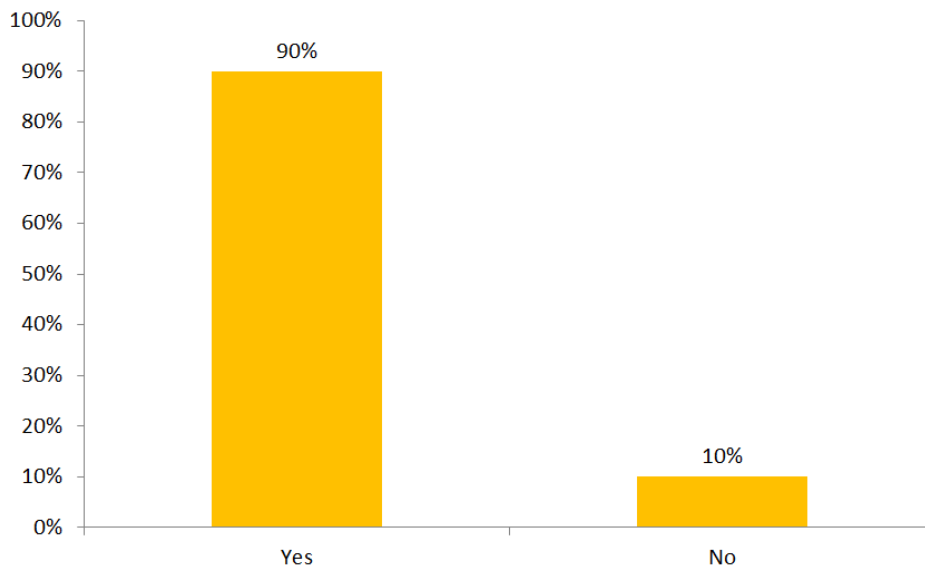
Feedback from Event Organisers



From the 1st June – 30th June 2023, FIS collected feedback from all SnowKidz Event Organisers. This was done via a survey and the results are as follows.

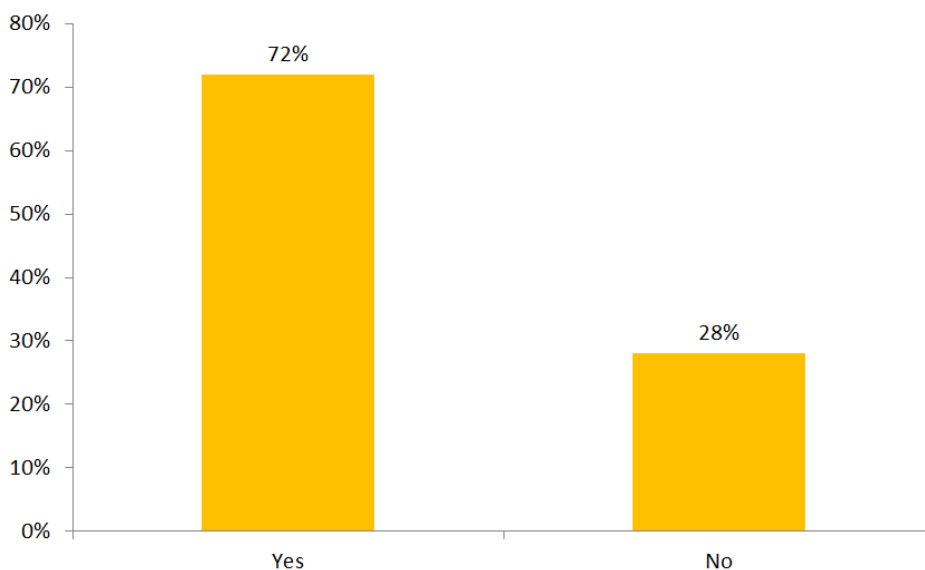
Did SnowKidz help bring new children to your organisation/resort?

90% of Organisers said that SnowKidz did help bring new children to their organisation/resort. This is an 11% increase on the previous season.



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

72% of Organisers reported that the SnowKidz brand did help attract sponsors and/or partners. This is a 10% increase on the previous season.

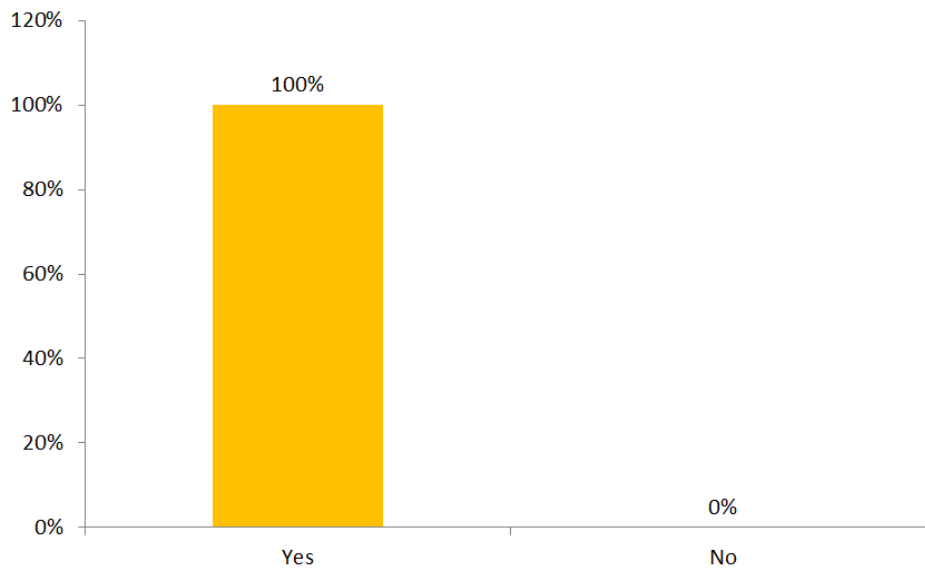


Feedback



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

An astounding 100% of SnowKidz Organisers responded with “yes”. This is a record for the programme.



Feedback



The Simon Ammann Jump Parcours is one of the longest running kids programmes. Switzerland

Suggestions for Event Organisers



The Swedish Ski and Snowboard Association made the most of the Wishlist and obtained a new sit ski for their events. Sweden

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

Register events early

The key to major support features e.g. Shred Parks, Organiser Care Packages and the SnowKidz Awards is the registration of events. FIS encourages Organiser to register events as early as possible so they are eligible when applications for support open. Registration of events is free and takes only 5min. For Organisers with numerous events, FIS can assist with mass registrations. Please just email us at snowkidz@fis-ski.com

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.

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.

Hint: for more information visit https://snowkidz.com/en/Service/snowkidz_shred_parks

Download the SnowKidz Award nomination, now!

We have specially released the SnowKidz Award nomination early. This is so Organisers have the time to study the form, prepare their events and give themselves the best chance to win the Awards. Make the most of this opportunity and give yourself the best chance to win the title of “Worlds Best Kids Snow Programme.”



Looking forward at the next season of SnowKidz. Kremnica, Slovakia

Concluding Remarks



The SKI FOR FREE programme by Aletsch Arena is a model for success. Switzerland

To echo the words of the FIS Secretary General, the 2022/2023 SnowKidz season was characterised by development.

This past season saw new features such as the SnowKidz Shred Parks and How to Snowboard With Kids video series added. Meanwhile, behind the scenes, FIS was preparing and test versions of these tools for other FIS disciplines. Existing support items such as the Organiser Care Packages and SnowKidz Awards were also updated so Organisers have further access to the materials and have more time to plan.

The steps made have also attracted new partners. In December 2022, Fischer Skis became the Official Ski of the SnowKidz programme and immediately got to work supporting the Shred Parks. Fischer joins an existing group of partners who are an integral part of the programme. Their support and feedback ensures SnowKidz Organisers can benefit from excellent tools and products.

The results of these actions are also showing in the numbers. Across the board there have been increases in the number of events, the number of people participating in events and the number of persons reached on digital channels. Organisers cemented these results in their feedback with 100% of respondents in the annual survey saying they will participate in SnowKidz for the 23/24 season.

At the time of writing this report, the 23/24 season of SnowKidz is already underway. FIS will continue to develop SnowKidz and provide Organisers the support they need to bring more children to the snow. FIS would like to thank all the Organisers, partners, sponsors, fans and most of all participants. Without you the success of SnowKidz would not be possible.



SnowKidz Report - Season 22/23
Marc Hodler Haus
Blochstrasse 2
CH-3563, Oberhofen am Thunersee
Tel +41 33 244 6161
Fax +41 33 244 6171
snowkidz@fisski.com
www.snowkidz.com

President
Johan Eliasch

Executive Editors
Andrew Cholinski and Jenny Weideke

Graphical Concept / Layout / Print
Andrew Cholinski

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