

International Ski Federation (FIS) Bring Children to the Snow



Promoting snow activities as the number one leisure choice for youth in winter

The “Bring Children to the Snow” campaign was launched in 2007 as an international multi-year campaign to promote snow activities among children and youth, and is divided into two phases: FIS SnowKidz and World Snow Day.



Location	Worldwide
Organisation	International Ski Federation (FIS)
Start-end date	2007 – ongoing
Target group age	4-14 years old
Reach	Over 500,000 participants
Key facts	39 countries participated in the first and second editions of World Snow Day with over 660 events and 500,000 participants globally
For inspiration	www.bringchildrentothesnow.com www.fis-ski.com

Summary

Bring Children to the Snow aims to encourage newcomers to experience the snow whilst adding additional value for those who already participate in the sport. The campaign seeks to achieve this vision through two primary projects, FIS SnowKidz and World Snow Day. The primary target group for the campaign is children between the ages of 4-14 and their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults. The campaign is not 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.

Keys to success

A two-phase campaign

The campaign is divided into two different phases. FIS SnowKidz is the first phase, launched in 2009, and is a unique programme 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 anytime and in any place around the world. World Snow Day is the second phase of the campaign. It looks beyond the FIS membership to the wider snow sports community and seeks to motivate children aged 4-14 by encouraging all snow industry stakeholders to celebrate all things snow around the world simultaneously. It is planned to be staged every third Sunday in January annually for many years to come.



Sport for All objectives

Promote sport and physical activity

The campaign aims to encourage newcomers to experience the snow whilst adding additional value to those who already participate in the sport. The vision of FIS is for skiing and snowboarding to be the first choice winter sport and recreational activity. Through the Bring Children to the Snow campaign, FIS aims to reverse a decline in youth snow sports participation and to encourage FIS Member National Ski Associations to promote snow sports within their country.

Improve public health and well-being

The health benefits of snow sports are obvious and well-known. FIS seeks to take children away from their snow video games and put them on real snow by focusing on the advantage that snow sports offer over many other sports: the “awe” factor that the natural environment provides.

How is the programme communicated?

FIS looks to market and communicate the project through two different types of media - traditional (television, newspapers, radio, etc.) and new/social media (Facebook, Twitter and YouTube). Within the traditional media FIS has established partnerships with Eurosport, the European Broadcasting Union and Infront Sports & Media to distribute the World Snow Day message. In addition, FIS uses its own channels including newsletters, specific snow discipline websites and social media channels.

How is the programme evaluated?

Direct reporting from the organisers and public is conducted to evaluate these goals. The reporting is completed through the FIS SnowKidz and World Snow Day websites.



“This was a great opportunity for my family. We travelled a long way for the event and we are overwhelmed at the level of organisation as well as the simple opportunity for our children to enjoy snow sports. I have not done snow sports for many years and now I am doing it again – with my children.”

Margaret – Participant



Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- www.olympic.org
- activesociety@olympic.org