



INTERNATIONAL
MASTERS GAMES
ASSOCIATION



WINTER WORLD
MASTERS GAMES
LOMBARDIA 2024

EVENT HOST REPORT





Contents

Executive Summary	01	Society	42
Methodology	02	Community Activation	43
Data Gathering	03	Diversity and Inclusion	44
World Winter Master Games	04	Volunteers	45
Host Destinations and Objectives	06	Skills	46
The WWMG Foundation	10	Sport	48
Competition Program	12	Sport Development	49
Attendance	14	Sport Participation	50
Economy	30	Environment	52
Visitor Expenditure	31	Environmental Promotion	53
Organiser Expenditure	33	Transport	54
Image	36	Waste	55
Broadcast	37	Energy	56
Press	38	Landscape & Biodiversity	57
Social Media	39	Event Partners	58
Event Experience	40		

ECONOMY

IMAGE

SOCIETY

SPORT

ENVIRONMENT

Executive Summary

The Winter World Masters Games 2024 was held in the Italian region of Lombardy between 11th and 21st January 2024.

To assess the impact of the event on its participants, audiences and other stakeholders, Event Host Evaluation consultants gathered and evaluated data on the following input areas.

The key performance indicators selected in this report are consistent with international guidance and the International Masters Games Association Event Impact Manual.

Economy	Total visitors from outside the region staying in paid accommodation (AT18)	3,690		
	Average visitor length of stay (AT20)	10 days		
	Total direct economic benefit to the region (OE7)	€5.7m		
Image	Proportion of participants satisfied (EE1)	71%		
	Proportion of participants likely to revisit (EE3)	67%		
	Digital broadcast plan (B3)	IN PLACE		
Social	Proportion of participants female (DI5)	41%		
	Number of volunteers (V2)	262		
	Proportion of volunteers willing to volunteer after the event (V5)	82%		
Sport	Plan to promote physical activity to targeted audiences (SP1)	IN PLACE		
	Proportion of participants inspired to do more physical activity (SP2)	62%		
	Number of technical delegates from the local region (SD6)	33		
Environment	Public commitment to environmental policies (EP1)	IN PLACE		
	Proportion of participants using sustainable transport, inc car sharing (T2)	73%		
	Participants inspired to be more environmentally responsible (EP4)	32%		



Methodology

EHE Consultants designed surveys to collect data from spectators and volunteers in Lombardy during the Winter World Masters Games 2024. EHE Consultants also gathered data from the host city and the Local Organising Committee through virtual consultations.

The survey questions and consultations addressed a list of KPIs selected by the host and the Local Organising Committee from the IMGA Event Impact Manual.

EHE consultants analysed the data resulting from surveys and consultations and created a raw data spreadsheet and this data summary to support the event host in producing the final event report.



Each page of this data summary contains KPI reference codes that are consistent with the codes presented in the IMGA Event Impact Manual for future reference and comparison.



The United Nations Sustainable Development Goals to which the KPIs from the IMGA Event Impact Manual are linked are also referenced in each section.

NOTES

Included in the report are notes explaining reasons for some results, which could be relevant for future editions of the event.

Data Gathering



Organising Committee Data

- To establish actual participation, activation and initiatives
- Carried out through meetings with event organisers and document analysis



Registration Survey

- To gain feedback on trip motivations, plans and accommodation expenditure
- Carried out through an online survey during the event
- 350 responses



Post-Event Survey

- To gain feedback on the event experience, visitor perceptions and future intentions
- Carried out through an online survey after the event
- 461 responses



Volunteer Survey

- To gain feedback on their experience and future intentions
- Carried out online via email a week following the event
- 50 responses





Winter World Masters Games

Winter World Masters Games are organised with the support of the International Masters Games Association (IMGA), an organisation recognised by the International Olympic Committee. IMGA's mission is to promote the "sport for all" philosophy of the Olympic Charter. The collaboration of all the different host towns means you are guaranteed to discover some fantastic places whilst enjoying a week of sport and entertainment.

Every multi-sport event organised by IMGA has as its fundamental values, competition, friendship and understanding between "older" athletes, regardless of age, sex, race, religion or sporting condition: the events promoted by the organisation, in fact, offer participants the opportunity to meet people with the same passions, to explore wonderful places around the world whilst at the same time practising the sports they love deeply.

Winter World Masters Games, the most important winter sports event in the world reserved for athletes "over 30". Thousands of athletes, volunteers and enthusiasts will set alight all the various venues of the event which has adopted "sport for all ages and for life" as the values at its core.





Host Destinations and Objectives

Lombardy, Italy

Surrounded by the Alps, Lombardy is a region in the north of Italy rich in nature, cuisine, and fashion. It is the most populated region with 10 million people and one of the richest areas of the country. The hosting of the 2024 World Winter Masters Games was strongly supported by the Italian Ministry of Tourism, the Lombardy region, and by the nine Municipalities that hosted the individual competitions.

Host Organisations

The Municipalities in Lombardy of Aprica, Bormio, Chiavenna, Chiesa in Valmalenco, Madesimo, Ponte di Legno - Tonale and Trentino of Vermiglio and Pellizzano, hosted competitions in 10 winter snow and ice sports. The town of Sondrio staged the Welcome Ceremony.

Nine representatives, one from each Municipality, made up the WWMG Foundation Lombardy 2024, which engaged in every aspect linked to the organisation and promotion of the event and the territories involved.

Host Objectives

The Winter World Masters Games Lombardy 2024 was a communal project aimed at underlining the importance of local mountain tourism and of sport. The host destinations shared the common objective of maximising environmental and economic sustainability.





APRICA

Aprica is a popular mountain destination for families, offering a range of outdoor activities in both summer and winter and including nursery slopes for newcomers to the snow. The town is situated on the Alpine pass sharing its name that links Valtellina with Valcamonica and since 2020/21 can boast the longest illuminated slope in Europe – the Super Panoramica del Baradello.

Hosted Alpine Skiing and Ski Mountaineering competitions.



BORMIO

Bormio is a town that occupies a natural amphitheatre surrounded by the commanding peaks of the Rhaetian Alps. It's a scenario which is suitable for both summer and winter holidays dedicated to sports and outdoor activities such as trekking, biking, golf and skiing on slopes that host international competitions every year, including the Ski World Cup on the celebrated "Stelvio" slope. Bormio will also host the ski mountaineering and men's alpine skiing competitions at the 2026 Winter Olympic Games.

Hosted Figure Skating and Short Track competitions.



CHIAVENNA

Chiavenna combines the "good life" and culture with typical outdoor activities of the mountains: the historic centre of the place is characterised by a wealth of artistic-cultural beauty; museums and mansions that record the history of the area – while all around the mountain peaks of Valchiavenna loom large, and of course the valley's noted crotti are always ready to welcome visitors to taste traditional food and wines.

Hosted the Ice Hockey tournament.



CHIESA IN VALMALENO

Situated precisely at the point where the valley splits into two, Chiesa in Valmalenco, is the main summer and winter tourist resort of Valmalenco, an area immersed in seductive, unspoiled nature, a genuine paradise in winter for lovers of skiing and a range of other disciplines. It's also the stage for the Snowboard World Cup.

Planned to host Ski Orienteering and Speed Skating competitions, however plans had to be changed due to the snow and ice conditions.



MADESIMO

At an altitude of 1550 metres, Madesimo is a well-regarded tourist destination in Valchiavenna surrounded by the majestic peaks of the Rhaetian Alps. During the winter season, sports enthusiasts gather to enjoy the 60 km of slopes of one of the most noted ski areas in the Alpine panorama, whilst in summertime there are plenty of outdoor activities for all the family.

Hosted the Curling competition.



PELLIZZANO

Pellizzano is characterised by seductive corners with reminders of historical events and splendidly unspoiled nature, the latter featuring strongly in this enchanting community between the banks of the Noce. An ideal spot for anyone looking for a holiday dedicated to relaxation, sport and local food and wine, it's famous for ski jumping and nordic combined.

Planned to host the Ski Jumping and Nordic Combined competitions, however plans had to be changed.



PONTE DI LEGNO - TONALE

The most expansive ski area in Lombardy, as well as a crossroads with Trentino, Ponte di Legno - Tonale is one of most popular destinations for alpine skiing enthusiasts, as it boasts over 100 km of slopes for the full range of abilities. In summer, it transforms easily into a paradise for those who want to spend time at the heart of nature enjoying a selection of outdoor activities, including trekking and golf.

Hosted Ski Mountaineering, Alpine Skiing and Snow Run competitions.



SONDRIO

Provincial capital, it represents Valtellina's centre of gravity, as well as the gateway to Valmalenco. The town boasts an important historical and cultural heritage, made evident by the number of theatres, exhibitions and events that are organised in its vicinity.

Hosted the Welcome Ceremony of the WWMG Lombardy 2024.



VERMIGLIO

Located at the northern tip of Val di Sole, between mountains, meadows and water courses, it's the perfect destination for practising sports, tasting the exquisite local Trentino gastronomy and discovering history and tradition.

Hosted Biathlon and Cross Country competitions.



WINTER WORLD
MASTERS GAMES
LOMBARDIA 2024

The WWMG Foundation Lombardy 2024

Nine representatives, one from each Municipality, were to breathe life into the WWMG Foundation Lombardy 2024, which is engaged in every aspect linked to the organisation and promotion of the event and the territories involved.

President of the Foundation:

Ivan Faustini (Mayor of Ponte di Legno)

Supported by a Board of Directors made up of representatives of the other eight Municipalities:

Daniela Pilatti, Mayor of Modeseimo

Luca Della Bitta, Mayor of Chiavenna

Renata Petrella, Mayor of Chiesa in Valmalenco

Alessandro Vanoi, Representative of Sondrio and Sport Director

Alessandro Damiani, Councillor for Aprica

Dario da Zanche, Advisor for Bormio

Michele Bertolini, Mayor of Vermiglio

Francesca Tomaselli, Mayor of Pellizzano

CEO of the Foundation:

Alessandro Mottinelli (Consortium of Ponte di Legno)

Deputy CEO of the Foundation:

Daniela De Rosa

General Secretary of the Foundation:

Filippo Maria Pighetti











Marketing and Communications Manager:

Giulia Guanella

Honorary President of the Foundation:

Manuela Di Centa

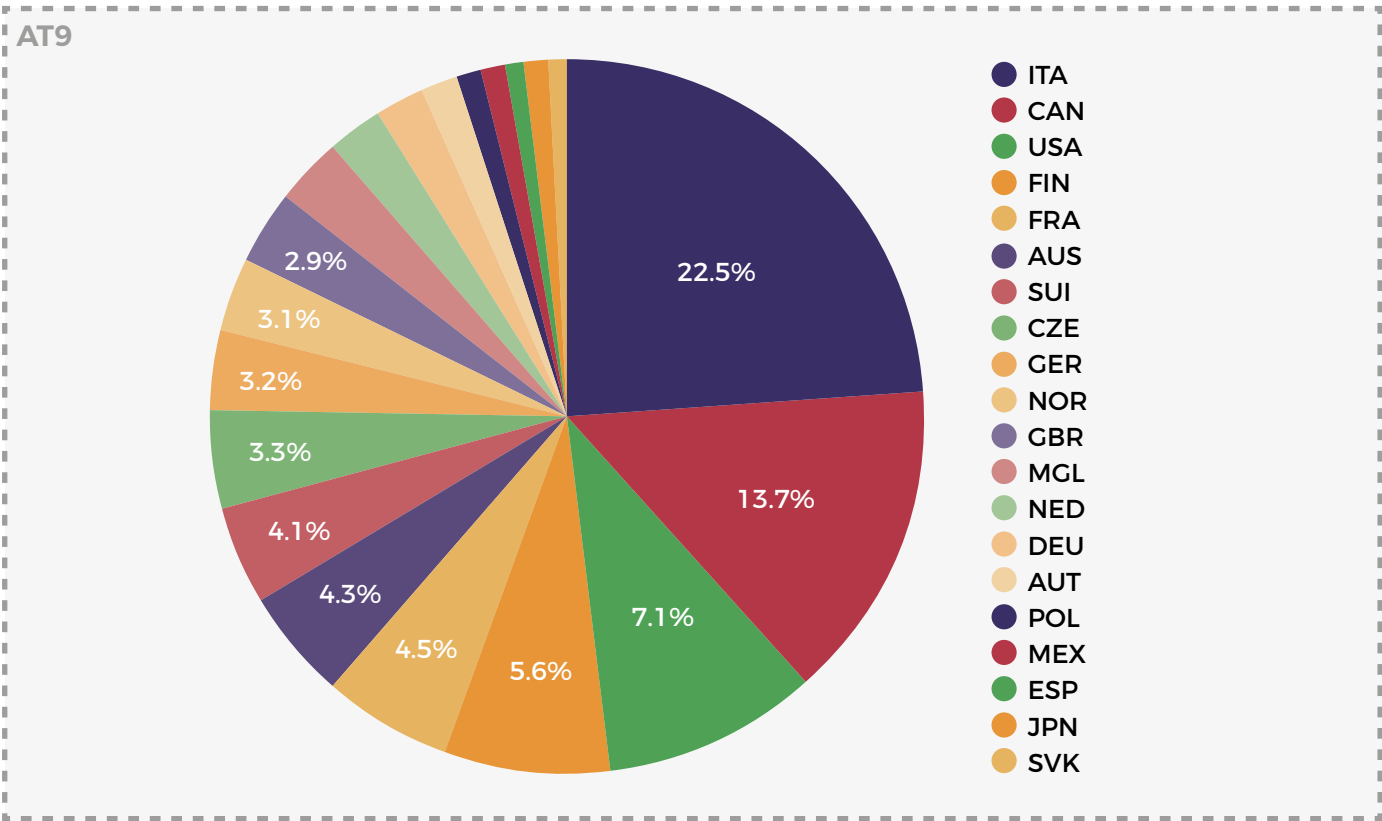


	FRIDAY 12	SATURDAY 13	SUNDAY 14	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19	SATURDAY 20	SUNDAY 21
 PONTE DI LEGNO - TONALE e APRICA				SUPER C time trial	GS CAT. A + SL CAT. B + SUPER G CAT. C	GS CAT. C + SL CAT. A	SUPER G CAT. A + GS CAT. B	SUPER G CAT. B + SL CAT. C		
 VERMIGLIO		Km 30 CL / M + Km 15 CL / W		Km 7,5 CL 7 M + Km 5 CL / W	Km 7,5 SK / m + Km 5 SK / W	Km 15 CL / M + Km 10 CL / W	Km 15 SK / M + Km 10 SK / W		RELAY	Km 30 SK / M + Km 15 SK / W
 VERMIGLIO	Km 10			SPRINT	RELAY					
 PONTE DI LEGNO - TONALE e APRICA	VERTICAL		INDIVIDUAL		APRICA BY NIGHT					
 BASELGA DI PINÈ					500/3.000 mt		1.500/5.000 mt	1.000/10.000 mt		
 BORMIO	1.500 mt + HEATS RELAY	500 mt + SEMIFINAL RELAY	1.000 mt + FINALS RELAY							
 BORMIO				DANCE INDIVIDUAL SYNCRO	DANCE / INDIVIDUAL	DANCE / INDIVIDUAL	INDIVIDUAL	INDIVIDUAL / PAIRS	INDIVIDUAL	INDIVIDUAL / PAIRS
 MADESIMO				MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED / MIXED DOUBLES / MEN	MIXED / MIXED DOUBLES / MEN	FINALS
 CHIAVENNA		WOMEN / MEN +30	WOMEN / MEN +30	MEN +30 / WOMEN FINALS	MEN +50 / MEN +30 SEMIFINALS	MEN +50 / MEN +30 FINALS	MEN +50	MEN +50	MEN +50 SEMIFINALS	MEN +50 FINALS
 PONTE DI LEGNO - TONALE		CLASSIC		VERTICAL						

Attendance

• 2,165 unique participants from 70 countries

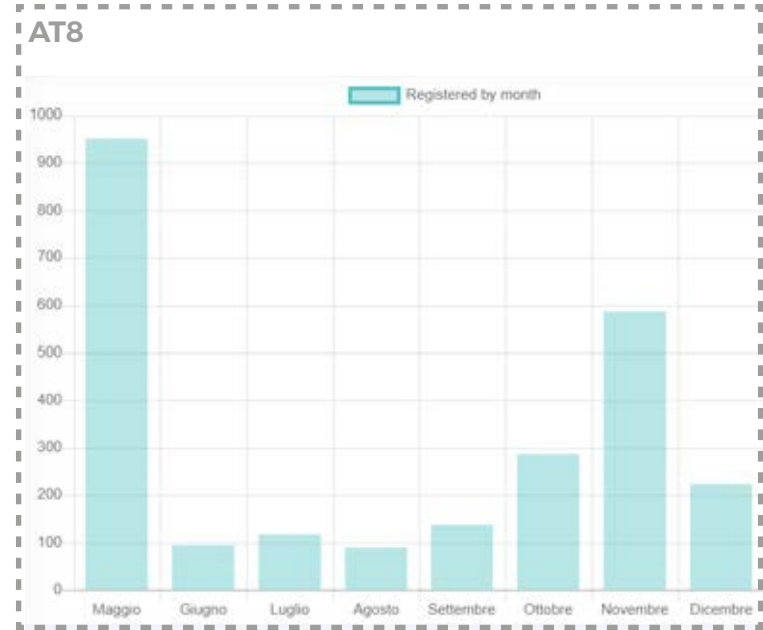
Registrations opened in May 2023, 7 months prior to the event. The graph below shows the profile of registrations. The country with the largest participation was the home nation of Italy (mainly due to the popularity of the alpine events), and the next largest nations participating were Canada and USA. European nations made up the majority of the remaining participants, with Australia also having a notable number of participants (particularly in the ice events).



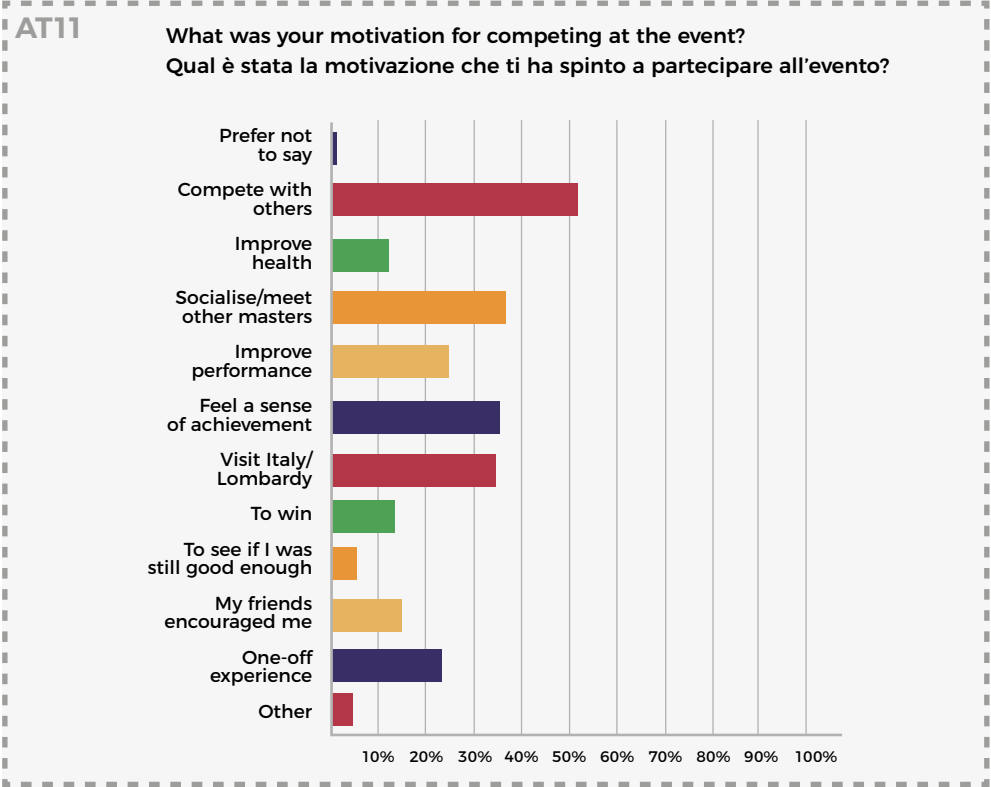
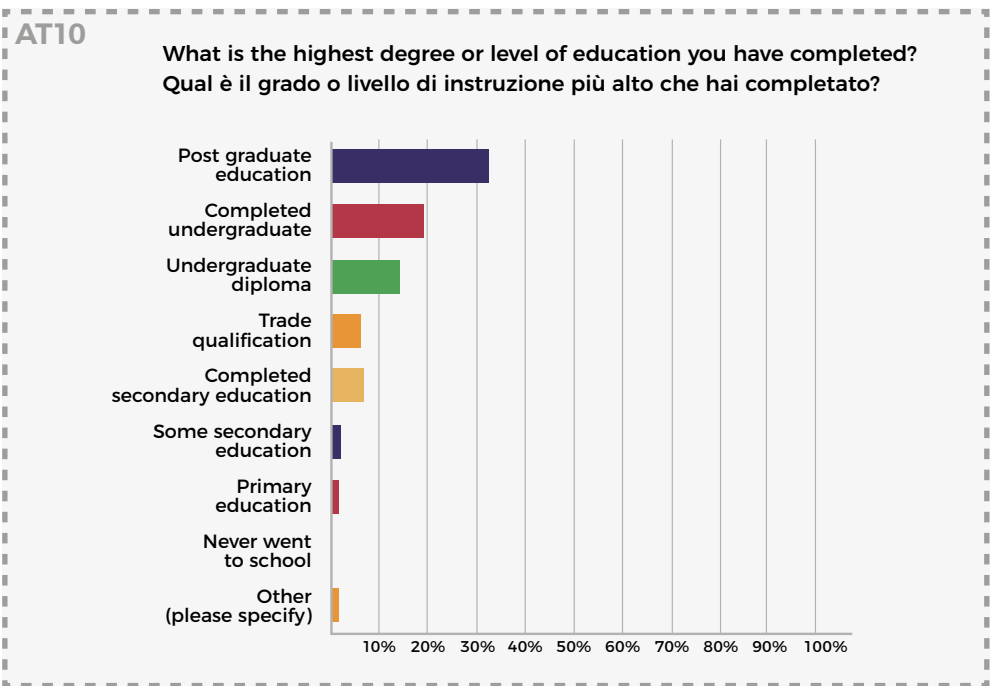
NOTES

The registration take-up for the 2024 Winter World Masters Games was impacted by a number of issues which resulted in changes to the planned programme:

- the spread of venues and large distances making it difficult for participants to participate in several sports or socialise with athletes from other venues
- the Italian requirement for participants to have medical certificates



Consistent with other Masters Games, the majority of participants came from a highly-educated background. Their motivation for participation was varied, but heavily influenced by the desire for social interaction and interest in travel and tourism, as shown in the graph below.





APRICA

- Alpine Skiing (Super Giant Slalom) – 455 participants
- Ski Mountaineering (Ski by Night) – 85 participants

Aprica is in the Orobien Alps, 1180 metres above sea level, in the north of Lombardy. Situated between the provinces of Sondrio and Brescia.

The modern ski complex has 50km of downhill slopes, equipped with snow-making facilities, and served by 16 lifts. The 20 runs are suitable both for beginners (“Campetti”, right in town, is the perfect place to learn to ski), and skilled skiers that can enjoy runs coming down from 2300m through panoramic slopes or luxuriant woods, reaching the village. In the past, international competitions were held on the slope “Benedetti”, where the WWMG SuperG athletes raced.

In the last few years, the thing Aprica has become famous for is the ‘Superpanoramica’, the longest floodlit slope in Europe with its 6km. At different nights, it’s open for skiing and for ski-mountaineering or snowshoes. WWMG night ski-mountaineering competition was run on this breath-taking slope.

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Alpine Skiing	13	€ 172
Ski Mountaineering	6	€ 172

Origin of participants

COUNTRY	ALP	MTN
ITALY	43%	48%
CANADA	8%	1%
AUSTRIA	6%	3%
SPAIN	5%	3%
SWITZERLAND	4%	5%
USA	4%	6%
FINLAND	4%	
POLAND	3%	8%
JAPAN	3%	
FRANCE	3%	14%
CZECH	3%	1%



Click here to watch video highlights of Day 7 (including Ski by Night)

Winter World Masters Games 2024

11 gennaio SONDRIO
CERIMONIA DI APERTURA
dalle ore 17,00 - Piazza Garibaldi

da sabato 13 a sabato 20 gennaio APRICA
WINTER MASTER GAMES VILLAGE
dalle ore 13,30 alle ore 18,30
Piazza delle sei contrade

- PROGRAMMA ATTIVITÀ**
- **Giovedì 18 gennaio**
ore 16,00 WINTER WORLD PARTY con la voce di Malaika e la chitarra di Giulio Maceroni
Piazza delle sei contrade
 - **Venerdì 19 gennaio**
ore 16,00 WINTER LIVE IN APRICA
SONIK DJ in concerto
- PROGRAMMA PREMIAZIONI**
- **Ore 15,00 - Winner plaza**
Piazza delle sei contrade
Tutti i pomeriggi dopo le gare

PROGRAMMA GARE

SPORT	VENERDI 12	SABATO 13	DOMENICA 14	LUNEDI 15	MARTEDI 16	MERCOLEDI 17	GIOVEDI 18	VENERDI 19	SABATO 20
SUPER G				SUPER G PROVE LIBERE	SUPER G CAT. C		SUPER G CAT. A	SUPER G CAT. B	
SCI ALPINISMO					APRICA BY NIGHT				
LOCALITÀ				PALABIONE	SUPER G PALABIONE SKI ALP SUPERPANORAMICA BRANDOLO		PALABIONE	PALABIONE	





PONTE DI LEGNO-TONALE

- Alpine Skiing (Giant Slalom, Slalom) – 512 participants
- Ski Mountaineering (Vertical, Individual) – 128 participants
- Snow Running – 46 participants

Ponte di Legno-Tonale is in the Camonica Valley, 1260 metres above sea level in the north of Lombardy in the province of Brescia.

It is one of the most noted destinations for Alpine skiing enthusiasts, a favourite spot for lovers of the mountains who want to enjoy their magic in full measure throughout the seasons. Thanks to the Presena glacier (max 3,000 metres) within the Ponte di Legno-Tonale ski area straddling Lombardy's Valle Camonica and Trentino's Val di Sole, you can ski from autumn to spring.

The medals ceremonies for all the sports staged at Ponte di Legno-Tonale took place on stage at the Master outdoor Village in main square of Piazza XXVII Settembre.

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Alpine Skiing	13	€ 172
Ski Mountaineering	6	€ 172

Origin of participants

COUNTRY	ALP	MTN	RUN
ITALY	43%	48%	50%
CANADA	8%	1%	9%
AUSTRIA	6%	3%	1%
SPAIN	5%	3%	
SWITZERLAND	4%	5%	
USA	4%	6%	
FINLAND	4%		
POLAND	3%	8%	
JAPAN	3%		2%
FRANCE	3%	14%	4%
CZECH	3%	1%	
INDIA			7%



[Click here to watch video highlights of Day 2 \(including Snow Running\)](#)

11-21 gennaio

Winter World Masters Games 2024

ENJOY YOUR PASSION

VEN/FRI12

Intrattenimento con DJ SET
DJ SET entertainment
Premiazioni sci alpinismo / Ski mountaineering award ceremony

SAB/SAT13

Spettacolo di benvenuto con BRIANZA PARADE BAND
Welcome show with BRIANZA PARADE BAND
16:00/ 4:00pm PARADISE MUSIC Presena Glacier - Apres Ski folk with "Fiamoz"
20:30/ 8:30pm NIGHT SKI pista Valbione con musica e bevande calde
NIGHT SKI Valbione slope with music and hot drinks
Premiazioni sci alpino / Alpine skiing award ceremony

DOM/SUN14

Animazione DJ SET
DJ SET entertainment
Premiazioni sci alpinismo / Ski mountaineering award ceremony

LUN/MON15

LED Fluo Party: animazione, gadget, led ed effetti speciali
LED Fluo Party: entertainment, gadgets, leds and special effects
Premiazioni snow running award ceremony

MAR/TUE16

Animazione con DJ SET e talk con ARMEN KHATCHIKIAN di Huskyland
DJ SET entertainment and talk with ARMEN KHATCHIKIAN of Huskyland
Premiazioni sci alpino / Alpine skiing award ceremony

MER/WED17

"La grande notte del Rock&Roll" con Luca Guaraldi e la sua band
"The big night of Rock&Roll" with Luca Guaraldi and his band
20:30/ 8:30pm NIGHT SKI pista Valbione con musica e bevande calde
NIGHT SKI Valbione slope with music and hot drinks
Premiazioni sci alpino / Alpine skiing award ceremony

GIO/THU18

Animazione con DJ SET e transito delle auto storiche della WINTER MARATHON
DJ SET entertainment and transit of WINTER MARATHON historical cars
16:00/ 4:00pm PARADISE MUSIC Presena Glacier - "Il mio canto libero" Lucio Battisti Tribute
Premiazioni sci alpino / Alpine skiing award ceremony

VEN/FRI19

Musica live 80 VOGLIA DI 90 2000
Live music: 80 VOGLIA DI 90 2000
Premiazioni sci alpino / Alpine skiing award ceremony

SAB/SAT20

WINTER WORLD MASTER GAMES PARTY animazione e DJ SET
WINTER WORLD MASTER GAMES PARTY animation and DJ SET
16:00/ 4:00pm PARADISE MUSIC Presena Glacier - Italian Underground
20:30/ 8:30pm NIGHT SKI pista Valbione con musica e bevande calde
NIGHT SKI Valbione slope with music and hot drinks

WINTER WORLD MASTERS GAMES LOMBARDIA 2024

ENJOY YOUR PASSION



BORMIO

- Figure Skating – 606 participants
- Short Track – 120 participants

Bormio (1225 metres above sea level), also called the 'Magnifica Terra', owes its fortune to its geographical position, a strategic corridor for transalpine communications.

Bormio, located at the very heart of the Stelvio National Park, is recognised by mountain enthusiasts for its legendary slopes, outdoor activities in intimate contact with nature, the ancient thermal springs accessible the whole year round, but also for the beauty and attractions of the historic centre characterised by churches, ancient mansions and museums. Bormio is also host to the ski mountaineering and men's alpine skiing competitions at at the 2026 Winter Olympic Games.

For the Winter World Masters Games the competition venue, which also hosted the Master House, was the Bormio Ghiaccio Ice Stadium, the federal training centre for the Italian Ice Sports Federation (FISG).

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Figure Skating	13	€ 131
Short Track	6	€ 120

Origin of participants

COUNTRY	ALP	MTN
CANADA	19%	15%
ITALY	13%	7%
FINLAND	11%	
AUSTRALIA	8%	8%
USA	8%	5%
GERMANY	6%	5%
UK	5%	3%
MEXICO	5%	
HONG KONG	4%	
SWITZERLAND	4%	8%
CZECH	3%	
NETHERLANDS		12%
FRANCE	2%	11%



[Click here to watch video highlights of Day 4 \(including Figure Skating\)](#)

Bormio side events

- January 12th – 18th** Christmas Market
- January 13th** Short Track Dinner
- January 14th** Athletes Parade for farewell Ceremony for Short Track Athletes and for Welcome Ceremony for Figure Skating Athletes with live music and DJ set
- January 17th** guided tour at the distillery of Braulio, a tipycal herbs liqueur of Bormio
- January 18th** City guided tour
- January 19th** Figure Skating Dinner





CHIAVENNA

• Ice Hockey – 185 participants

The centre for the ice hockey competitions was the Palazzo del Ghiaccio in Chiavenna, set at the heart of the Rhaetian Alps.

Recognised for its artistic and cultural beauty, gastronomic traditions and ‘slow living’, Chiavenna was awarded the Orange Flag by the Italian Touring Club. The historic centre dates back to the 16th century and includes the famous ‘crotti’: small caverns created by landslides over the centuries through which air currents known as ‘sorel’ breeze, making them ideal for the storage of cold cured meats and cheeses.

During the Winter World Masters Games competitions were staged for teams of over 30s, over 50s and over 60s for men, and over 30s and over 40s for women. During the event Chiavenna also hosted a series of additional activities for visiting participants, including live music entertainment on stage at Piazza Bertacchi.

Origin of participants

COUNTRY	IH
CANADA	29%
USA	16%
ITALY	11%
MONGOLIA	11%
UK	9%
CZECH	8%
ROMANIA	7%
AUSTRALIA	4%

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Ice Hockey	10	€ 88

[Click here to watch video highlights of Day 3 \(including Ice Hockey\)](#)



Chiavenna

JANUARY 2024

THURSDAY 11th
OPENING CERIMONY
in SONDRIO
(Shuttle from Madesimo/Sondrio)

TUESDAY 16th
CHIAVENNA SIGHTSEEING TOUR
(90 minutes with Deborah)
Meeting point at Master Village in Piazza Bertacchi
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Free
(Max 25 persons)

WEDNESDAY 17th
WINE TASTING IN PIANAZZOLA WITH PAMORAMIC VIEW
Hermanu Wines, 3 types of wines with typical food.
Shuttle meeting point at Master Village Piazza Bertacchi at 5:45 pm
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Price per person € 45
(Max 20 persons)

THURSDAY 18th
CHIAVENNA SIGHTSEEING TOUR
(90 minutes with Deborah)
Meeting point at Master Village in Piazza Bertacchi
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Free
(Max 25 persons)

FRIDAY 19th
CHIAVENNA SIGHTSEEING TOUR
(90 minutes with Marta)
Meeting point at Master Village in Piazza Bertacchi
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Free
(Max 25 persons)

SATURDAY 20th
CROTTO EXPERIENCE
Typical Wine and Food tasting in a typical natural cave; special evening to know and live the typical Chiavenna traditions.
Crotto Nivalis in Viale Pratigiano. Coral entertainment with Coro Nivalis.
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Price per person € 15
(Max 35 persons)

SUNDAY 21st
CLOSING CERIMONY
(Shuttle from Madesimo)

SATURDAY 13th
VERTEMATE FRANCHI GUIDED TOUR & TYPICAL CROTTO TASTING
Meeting point at Master Village in Piazza Bertacchi at 2 o'clock
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 12th o'clock
Price per Person €12
(Max 20 persons)

SUNDAY 14th
LIVE MUSIC ENTERTAINMENT
Master Village in Piazza Bertacchi
VIN BRULÉ/TEA FREE FOR ATHLETES
(get your free drink pass at the Master Village)

MONDAY 15th
CHIAVENNA SIGHTSEEING TOUR
(90 minutes with Marta)
Meeting point at Master Village in Piazza Bertacchi
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Free
(Max 25 persons)

THURSDAY 18th
CHIAVENNA SIGHTSEEING TOUR
(90 minutes with Deborah)
Meeting point at Master Village in Piazza Bertacchi
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Free
(Max 25 persons)

FRIDAY 19th
CHIAVENNA SIGHTSEEING TOUR
(90 minutes with Marta)
Meeting point at Master Village in Piazza Bertacchi
Book in advance at the Master house or by mail consorzio@chiavenna.com until the day before at 6 pm o'clock
Free
(Max 25 persons)

SATURDAY 20th
LIVE MUSIC ENTERTAINMENT
Master Village in Piazza Bertacchi
VIN BRULÉ/TEA FREE FOR ATHLETES
(get your free drink pass at the Master Village)

SUNDAY 21st
CLOSING CERIMONY
(Shuttle from Madesimo)



MADESIMO

• Curling – 60 participants

Madesimo, one of the most celebrated ski areas in the Alpine panorama hosted the curling competitions at the newly-renovated Palazzo del Ghiaccio.

Madesimo is located in Valchiavenna and offers endless opportunities for lovers of outdoor mountain activities and excellent food and wine.

Four sheets of ice were installed in the ice arena for the period of the Winter World Masters Games, which staged competitions for Mixed and Mixed Doubles teams.

During the period of the event Madesimo offered hospitality to the visiting participants, including a Gala Dinner at a mountain restaurant for 110 guests, and a separate evening of live music in the town square.

Origin of participants

COUNTRY	CUR
USA	27%
SWITZERLAND	17%
CANADA	13%
HUNGARY	8%
AUSTRALIA	7%
SLOVENIA	5%
ITALY	3%
LATVIA	3%
UK	3%

Click here to watch video highlights of Day 10 (including Curling)

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Curling	13	€ 93





VERMIGLIO & PELLIZZANO, Trentino

- Biathlon – 218 participants
- Cross Country – 319 participants

Vermiglio sits on the slopes of Monte Boai: made up of the three historic villages Flaviano, Cortina and Pizzano. Over the years it has become one of the capitals of cross-country skiing in Italy and has hosted numerous national and international competitive events.

Home to two hugely-popular and spectacular races within the prestigious cyclo-cross World Cup on snow, Vermiglio is also a paradise for Alpine skiing thanks to the nearby Ponte di Legno-Tonale ski area which touches 3,000 metres in parts with 100 km of slopes and 28 ski-lifts.

Together, Vermiglio and Pellizzano hosted a programme of activities for visiting participants including awards ceremonies, night skiing and live music entertainment.

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Biathlon	9	€ 119
Cross Country	9	€ 105

Origin of participants

COUNTRY	CC	BI
ITALY	25%	4%
FRANCE	15%	9%
GERMANY	9%	7%
NORWAY	5%	5%
USA	5%	18%
CZECH	5%	12%
FINLAND	4%	14%
SLOVAKIA	4%	5%
ESTONIA	2%	5%
CANADA	1%	8%
LITHUANIA		8%

NOTES

Unfortunately the ski jumping and nordic combined events due to be held in Pellizzano had to be cancelled due to low registration numbers.



Vermiglio & Pellizzano side events

January 12th –15th
Master House, Vermiglio

January 17th
Medal Ceremonies, Pellizzano

January 21st
Closing Party, Pellizzano



[Click here to watch video highlights of Day 9 \(including Cross Country\)](#)



SONDRIO

• Welcome Ceremony – est 1,000 attendees

Sondrio, as the gateway to Valmalenco, hosted the opening ceremony of WWMG Lombardia 2024. Visiting participants we brought in by bus from the different competition venues and participated in a Parade through the city ending at the Piazza Garibaldi where the ceremony was held, followed by an ice dance performance by a pair of young athletes from the National Figure Skating Team.



Click here to watch video highlights of the Opening Ceremony

BASELGA DI PINE

• Speed Skating – 157 participants (moved from Chiesa in Valmalenco)

Unfortunately, due to adverse weather conditions at the venue in Chiesa in Valmalenco, the ski orienteering competition had to be cancelled and the speed skating competition moved to the Olympic sized rink at the Piné Ice Stadium in Baselga di Piné, Trentino.

Origin of participants

COUNTRY	SS
NETHERLANDS	43%
NORWAY	14%
GERMANY	12%
CANADA	8%
JAPAN	5%
ITALY	4%
MONGOLIA	4%
AUSTRALIA	3%
SWITZERLAND	2%

Reference code	AT20	AT21
Sport	Average trip length	Total av spend per person per day
Speed Skating	13	€ 78





VISITOR EXPENDITURE



86%
from outside the Lombardy region

€5.7m
total direct economic benefit

The WWMG 2024 attracted participants from other places in Italy and from across the globe to the region of Lombardy. These participants travelled in groups or accompanied by at least one other person.

The money spent by these participants who live outside the host economy and their travelling companions on accommodation, food and beverage, transportation, other touristic attractions, and retail in the region of Lombardy was a key contributor to the total direct economic impact of the event.

IMGA IMPACT MANUAL KPI	Reference Code
5,000 estimated total event attendance	AT13
1 average no. of accompanying people travelling per participant	AT16
3,690 total visitors from outside Lombardy staying in paid accommodation	AT18
10 days average length of stay	AT20
36,515 est bed nights in paid accommodation	AT22



Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs

ECONOMY

The ‘economic impact’ of the WWMG 2024 refers to the net amount of additional money spent in the host economy as a result of staging the event.

WWMG 2024 created a positive impact on the Lombardy region as a result of spending by visiting attendees, and also additional expenditure necessary for staging the event made with local suppliers.



VISITOR EXPENDITURE

Detailed analysis of spending by visiting participants and accompanying guests resulted in a calculation of total visitor expenditure of €4.89 million.

AT20 Average visitor trip spend and length of stay by nation (per person)

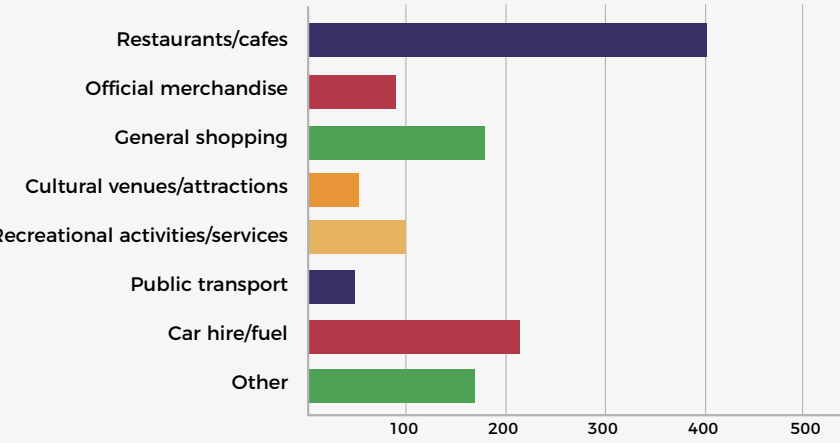
	Participants	Total trip spend	Av. trip length
Overall (visitors)	1,863	€ 1,225	9.5
Italy (exc Lombardy)	158	€ 589	6
Canada	297	€ 2,102	13
USA	187	€ 1,753	10
Finland	132	€ 780	8
Germany	124	€ 747	7.5
France	120	€ 421	7
Australia	99	€ 3,347	17
Switzerland	93	€ 667	6
Netherlands	83	€ 812	9.5
Czech	81	€ 441	8
United Kingdom	66	€ 1,184	8.5
Norway	61	€ 893	10
Mexico	42	€ 1,885	11.5

AT19 Average accommodation cost per night (split by rating)

		Av. trip length	Av. spend per person day
AirBnB or similar	36%	9.7	€ 47.59
Bed & Breakfast	9%	8.2	€ 59.90
Hotel 3* or below	17%	8.3	€ 94.17
Hotel 4* or above	26%	7.8	€ 69.03
Other	12%	8.0	€ 48.07

Many participants stayed at more than one place. 43% of participants extended their stay before and/or after the period of their competition.

To the nearest Euro, not including accommodation of international travel, please estimate how much you spent on the following during your trip.
Escluso alloggio o viaggio, stima quanto hai speso in euro per quanto di seguito indicator durant il tuo viaggio.



ORGANISER EXPENDITURE

In addition to visitor expenditure, organiser expenditure is another key aspect of how an event contributes to its host economy.

The table below lists the amount of expenditure made in the region of Lombardy from the event budget.

For economic benefit calculations, income sourced from within the host region is discounted from this total, therefore allowing for the funding provided by the local organisations, the net additional economic benefit from organiser expenditure is estimated at €816,000.

LOCAL EXPENDITURE	€
Overlay	332,000
Participant Services	137,000
Technical Staff & Volunteers	227,000
Branding & Equipment	80,000
Promotion & Communications	220,000
Events & Activation	200,000
Finance & Administration	81,000
Total	1,277,000

IMGA IMPACT MANUAL KPI	Reference Code
€1,302,000 overall event budget	OE2
€1,277,000 spent with local suppliers	OE4
36% of budget from commercial revenue	OE5
€816,000 economic impact from organiser spend	OE6



Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs



ORGANISER EXPENDITURE

Part of the WWMG 2024 LOC expenditure locally was invested in branding and merchandising which contributed not only to the economic impact of the event, but also to the image impact of the event.

The branding helped grow awareness of the event locally an engaged casual visitors and the merchandising also helped promote the Masters Games brand beyond the footprint of the event.





IMAGE

The 'Image' impact of the WWMG 2024 refers to the benefits derived from the media promotion of the event such the promotion of the host region to potential new visiting tourists. Each of the host destinations benefited from the media promotion of the whole event from its launch in September 2022.

DIGITAL BROADCAST

Broadcasting an event can influence the behaviour of existing, and potential future, consumers in many ways, for example to become future participants or tourists to the host destination.

WWMG 2024 curling, short track and speed skating events were broadcast through a digital streaming platform promoted via the WWMG 2024 social media channels. This service provided was provided for male and female events equally. In addition, a daily highlights video was created and shared on IMGA's Youtube channel.

IMGA IMPACT MANUAL KPI	Reference Code
PLAN IN PLACE for digital broadcast	B1
50% percentage of live streamed content dedicated to females	B2



Contributing towards UN SDG target 5.1 – end all forms of discrimination against all women



PRESS

The Lombardy region is mainly recognised internationally with the Milan and Como Lake brands. As a result the 2026 Milan-Cortina Winter Olympic Games indirectly brought value to the region.

The WWMG 2024 organisers took advantage of the fact that the event happened exactly two years before the 2026 Winter Olympic Games and that there are common host destinations such as Bormio, a host venue for both events, to attract media attention and create stories.

Organisers developed a marketing plan to generate interest in participating in the event, focusing on key markets, from northern Italy to target countries in Europe including Switzerland, Austria, Germany, Scandinavian countries, Finland, Czech Republic, Poland, Belgium, Holland, and the UK.

The marketing plan included four main outlets: radio, digital media, local TV, and paid advertisement.

IMGA IMPACT MANUAL KPI	Reference Code
PLAN IN PLACE to promote to targeted audiences	P1
120,400 unique website users	P2



Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs



NOTES

- In the lead up to the opening of registrations for the event, there was a change in venue plan resulting in a wide spread in venues. This made it more difficult for potential visitors to plan a trip which involved more than just one sport.
- Once registrations were open, there was a delay before the paid marketing and communications plan was launched (14 September 2023), which may have impacted on the number of registrations in the months leading up to the event (see graph on page 14).

SOCIAL MEDIA

As part of the marketing plan in the lead up to the event the organisers used a media platform called Teads to maximise reach.

Teads provided a cross-device campaign carried out on all smart devices that surf the web (mobile, PC, tablet) to intercept the target audience everywhere it is found. For a creative format, the campaign involved the use of inRead video that was inserted into the text of online articles and activated while scrolling web pages, attracting attention without stop reading and ensuring a high level of engagement with a minimum level of invasiveness. The campaign went live on Teads' partner publications, both in Italy and abroad, covering a wide range of markets and interests for the purpose of intercepting the largest possible audience.

WWMG 2024 regularly shared content about the event and the host destinations through their own Facebook and Instagram accounts. Daily highlights videos were also produced and posted on YouTube.

IMGA IMPACT MANUAL KPI	Reference Code
1.6 million impressions of event-related content	SM5+8
38,000 engagements of event-related content	SM4+7



Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs

Over five days immediately prior to the event the organisers hosted three social media influencers selected to share content from the region – @valentinaraso, @_lagiuditta and @fattidiviaggi. During the tour they were provided with a rich experience of the history and culture, food and wine, and the naturalistic aspect of the host localities, between them publishing 127 different Instagram stories with over 300,000 social media reach.

Facebook		
SM1a	No. of social followers of the event (Facebook)	1,768
SM4a	No. of engagements of event-related content pre-event (Facebook)	11,482
SM5a	No. of impressions of event-related content pre-event (Facebook)	1,182,355
SM7a	No. of engagements of event-related content during event (Facebook)	5,045
SM8a	No. of impressions of event-related content during event (Facebook)	149,226

Instagram		
SM1c	No. of social followers of the event (Instagram)	2,273
SM4c	No. of engagements of event-related content pre-event (Instagram)	8,382
SM5c	No. of impressions of event-related content pre-event (Instagram)	194,861
SM7c	No. of engagements of event-related content during event (Instagram)	6,261
SM8c	No. of impressions of event-related content during event (Instagram)	56,248

YouTube		
SM1d	No. of social followers of the event (YouTube)	729
SM6d	No. of event-related posts during the event (YouTube)	13 videos
SM7d	No. of engagements of event-related content (Youtube)	6,874 views



EVENT EXPERIENCE



67%

of participants are likely to revisit Lombardy as a result of the event

EE3

The experience and perception of participants and other visitors can influence the future behaviour and consumption of both themselves and others, underpinning positive event economic and social outcomes.

Participants responded to a survey using a standard 5-point Likert Scale of response options. The results showed a high percentage of satisfaction in most sports. Participants were also asked to rate individual elements of the event on a 5 star scale (results shown below).

The event achieved a positive Net Promoter Score, which is calculated based on participants willingness to recommend the event (NPS ranges from -100 to +100) and a high proportion of the visiting participants stating their likelihood to revisit in future.

NOTES

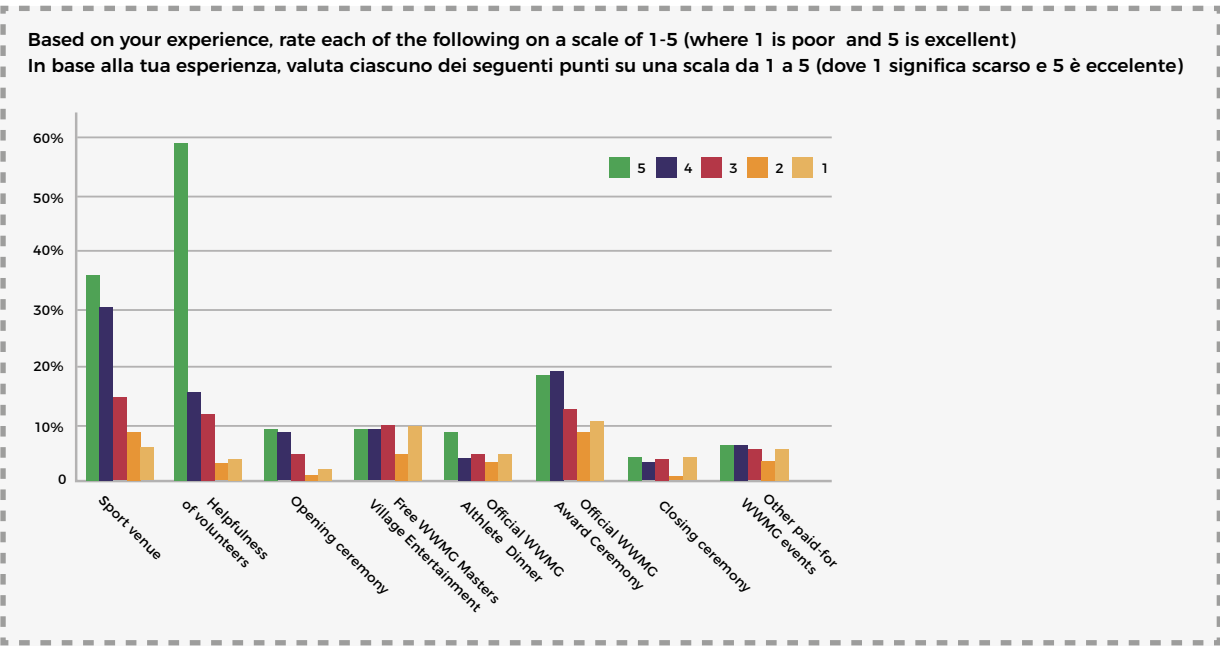
Insufficient snow at Vermiglio created difficulties for the organisers. The Cross Country courses had to be redesigned to have shorter loops and the Biathlon competition also suffered from poorly maintained targets and technical officials cancelling at the last minute.

IMGA IMPACT MANUAL KPI	Reference Code
71% of participants satisfied with the event	EE1
+2 Net Promoter Score of participants	EE2
67% of visitors likely to revisit in future	EE3

SUSTAINABLE DEVELOPMENT GOALS

Contributing towards UN SDG target 8.9 – promote sustainable tourism & create jobs

SATISFACTION BY SPORT	
ALPINE SKIING	65%
BIATHLON	24%
CURLING	100%
CROSS COUNTRY	58%
FIGURE SKATING	79%
ICE HOCKEY	74%
SHORT TRACK	95%
SKI MOUNTAINEERING	67%
SNOW RUNNING	90%
SPEED SKATING	90%



4.3

Spectator rating of the helpfulness of volunteers (out of 5)



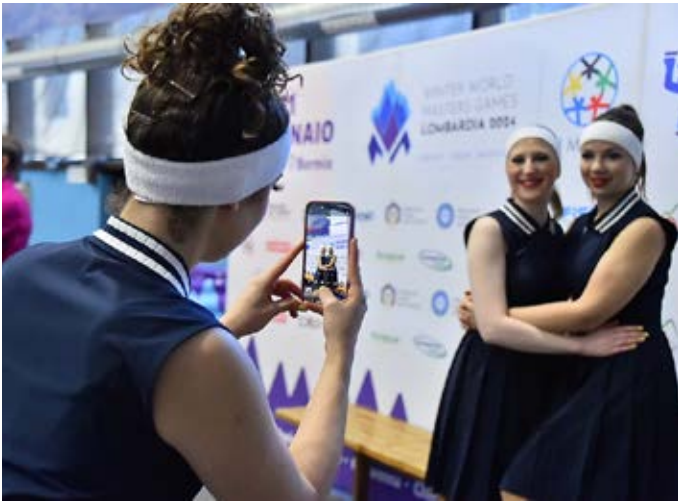
3.8

Spectator rating of the venues (out of 5)



3.8

Spectator rating of the Opening Ceremony (out of 5)





SOCIETY

WWMG 2024 made a social impact through the engagement of local volunteers, the hosting of community activities, and the planning for equal opportunities and inclusion.

The organisers worked with host venues and regional partners to create a programme of animation and activity to encourage local communities to get involved and benefit from the event.

COMMUNITY ACTIVATION



96%

local volunteers proud

CE2c

Each venue engaged in a programme of hospitality for the athletes, to integrate them with the local towns and their residents. This included athlete parades, awards presentations, Gala Dinners, music performances and local sightseeing.

All venues had "Masters Houses" for athletes in addition to the competition venues, and there were also dedicated stages in place in the centre of Aprica, Ponte di Legno Tonale, Chiavenna and Madesimo.

The post-event surveys showed how local people were proud of hosting the event, contributing positively towards their health and wellbeing.

LOCAL PARTICIPANT PRIDE BY VENUE	
APRICA	88%
BORMIO	91%
CHIAVENNA	100%
MADESIMO	100%
PONTE DI LEGNO TONALE	88%
VERMIGLIO	31%

NOTES

The result for Vermiglio was influenced by the challenges of the snow conditions. The local volunteers were required to prioritise their efforts on preparing the courses including transporting snow immediately prior to the competitions starting.




IMGA IMPACT MANUAL KPI	Reference Code
PLAN IN PLACE to engage local community	CE1
71% of local participants proud of region hosting the event	CE2b
96% of volunteers proud of the event	CE2c
57% of local participants inspired to contribute to their local community	CE3
71% of local participants more happy	CE4



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion



DIVERSITY AND INCLUSION



41%

of participants female

DI5

The WWMG 2024 was an inclusive event by nature, encouraging mature individuals of all ages to participate and offering a wide range sports and disciplines. Overall the event had a relatively high proportion of female participation, and the table below shows how this varied between sports.

In addition to the inclusive nature of the event, the event organisers also took the initiative in guaranteeing gender equality in both board representation and pay.

FEMALES BY SPORT	
ALPINE SKIING	22%
BIATHLON	23%
CURLING	40%
CROSS COUNTRY	22%
FIGURE SKATING	82%
ICE HOCKEY	35%
SHORT TRACK	35%
SKI MOUNTAINEERING	25%
SNOW RUNNING	40%
SPEED SKATING	30%

IMGA IMPACT MANUAL KPI	Reference Code
50% of organising board female	DI3
1:1 LOC gender pay ratio M:F	DI2
41% of participants female	DI5
9% of participants disabled	DI7



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion

PARTICIPANTS' AGE	
30-34	7%
35-39	9%
40-44	13%
45-49	14%
50-54	15%
55-59	16%
60-64	11%
65-69	8%
70-74	4%
75-79	2%
80-84	1%
85-89	<1%



VOLUNTEERS



262

volunteers

V2

Volunteers are key to the success of any major sporting event.

Working in partnership with each host destination within the host region, the organisers recruited and trained 262 volunteers of all ages who, after the event, reported that they were highly satisfied with their experience.

As only a small percentage of the volunteers (11%) were from outside the host region of Lombardy, most of the skills and experience developed remained in the host region contributing to the social impact of the event.

ORIGIN OF VOLUNTEERS	
LOCAL TOWN	67%
REST OF LOMBARDY	22%
REST OF ITALY	5%
OUTSIDE ITALY	6%

VOLUNTEERS BY AGE	
UNDER 25	10%
25-34	19%
35-44	29%
45-54	15%
55-64	23%
OVER 65	4%



IMGA IMPACT MANUAL KPI	Reference Code
262 VOLUNTEERS 32% female 14% disabled 29% under 35	V2/3
98% satisfied with their experience	V4
82% inspired to volunteer locally after the event	V5
22 HOURS volunteering per person	V6



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion



SKILLS



41%
of volunteers gained new skills and opportunities

AT16

In addition to short-term satisfaction and well-being, volunteering can help people develop skills which can enable them find work or improve their career prospects.

WWMG 2024 were trained by the LOC at the specific host destinations and the majority reported to have gained new skills and opportunities through their experience in the event.

IMGA IMPACT MANUAL KPI	Reference Code
17 of organising committee staff (hired)	SK1a
IN PLACE public commitment to labor rights	SK2
68% of volunteers gained new skills & opportunities	SK3



Contributing towards UN SDG target 10.2 – promote social, economic and political inclusion





SPORT

WWMG 2024 made a social impact through the engagement of local volunteers, the hosting of community activities, and the planning for equal opportunities and inclusion.

The organisers worked with host venues and regional partners to create a programme of animation and activity to encourage local communities to get involved and benefit from the event.

SPORT DEVELOPMENT

Each sport hosted at the Winter World Masters Games was organised in collaboration with local and national sports organisations. As well as benefiting from the technical expertise, the event enabled these organisations and individuals to gain experience of staging an international event.

Of the 100 technical officials, one third of them were based in Lombardy, providing increased skills and capability for the region, with the of majority of the remaining officials from elsewhere in Italy.

LOCAL/NATIONAL SPORTS ORGANISATIONS INVOLVED	
CURLING	ASD CLUB DEL GHIACCIO
CROSS COUNTRY	SCI FONDO VAI DI SOLE
FIGURE SKATING	FISG
ICE HOCKEY	CHIAVENNESE POLISPORTIVA
SHORT TRACK	BORMIO GHIACCIO
SKI MOUNTAINEERING	FISI, ADAMELLO SKI TEAM
SPEED SKATING	CIRCOLO PATTINATORI PINE, FISG, ASSOKRONOS TRENTO

IMGA IMPACT MANUAL KPI	Reference Code
PLAN IN PLACE to increase capacity of local sport organisations	SD1
33% of technical officials from local region	SD6



Contributing towards UN SDG target 17.17 – promote civil society partnerships



SPORT PARTICIPATION



62%

of participants inspired to do more physical activity as a result of the event

SP2

In addition to the activities put in place at the Masters Houses and Masters Villages, venues also promoted involvement in sport and physical activity by encouraged the participation of local schools during the event.

Most of this engagement involved schools visiting the venues, however in Bormio there was a dedicated education session involving the International Masters Games Association President, former Olympic Champion and UNESCO Ambassador, Sergey Bubka.

The post-event survey showed that the majority of participants were inspired to do more sport and physical activity as a result of their participation, and the commitment to the training required to compete at the Masters Games provides the platform for ongoing health and wellbeing.

IMGA IMPACT MANUAL KPI	Reference Code
PLAN IN PLACE to promote sport & physical activity to targeted audiences	SP1
62% participants intending to do more regular exercise	SP2



Contributing towards UN SDG target 3.4 – promote mental health & well-being





ENVIRONMENT

Even though the use of resources for event delivery often generates a negative environmental impact, events can also serve as platforms to promote best practice and standards such as waste recycling, which may be adopted more widely by individuals and organisations after the event.

Environmental sustainability is one of the most important matters for mountain resorts. Therefore WWMC 2024 organisers made a commitment to ensuring the sustainability of the competitions, paying special attention to every part of the event.

ENVIRONMENTAL PROMOTION

The WWMG2024 organisers implemented strategies to reduce waste, carbon emissions and the overall the environmental impact of the event set up and promotion. These strategies were proactively communicated with participants and included:

Limited use of printed materials

The print types were printed entirely on certified virgin fibre paper (FSC or PEFC certificate or Ecolabel).

Digital advertising options were used (e.g. homepage, newsletter, email, social networks) and the application was exclusively digital (complete waiver of printed matter). The number of pages of the printed matter was limited to what is necessary and the printed materials (flyers, programs, posters) were distributed in a targeted manner.

The documents for the visitors were made available mostly in digital form, they were not printed out. Advertising materials (e.g. banners, flags, roll-ups) were reused from previous events.

The press documents were made available digitally and were not printed out. The documents for the press and/or visitors were printed on both sides on recycled paper, the number of colour prints was reduced.

Sustainable and reusable products

PVC-free material was used for new signs, banners and roll-up.

Reusable or large containers (e.g. reusable crates and containers, barrels, bulk packs) were predominantly used for the products and their transport.

IMGA IMPACT MANUAL KPI	Reference Code
PLAN IN PLACE Public commitment to environmental policies	EP1
32% inspired to be more environmentally responsible	EP4



Contributing towards UN SDG target 13.2 – integrate climate change measures



> **YOU CAN HELP!** Use public transport to get around.
We do our best to use as little water as possible. Lombardy's drinking water is of outstanding quality and comes straight from the mountains.

> **YOU CAN HELP!** Use the water bottle we provided in the welcome kit and drink tap water instead of mineral water from plastic bottles.

We are able to save tonnes of waste thanks to reusable plates, dishes, etc. Any rubbish which cannot be avoided is separated and recycled.

All documents are available in digital form and can be downloaded from our website: www.lombardia2024.it

> **YOU CAN HELP!** Please only print documents that you really need.

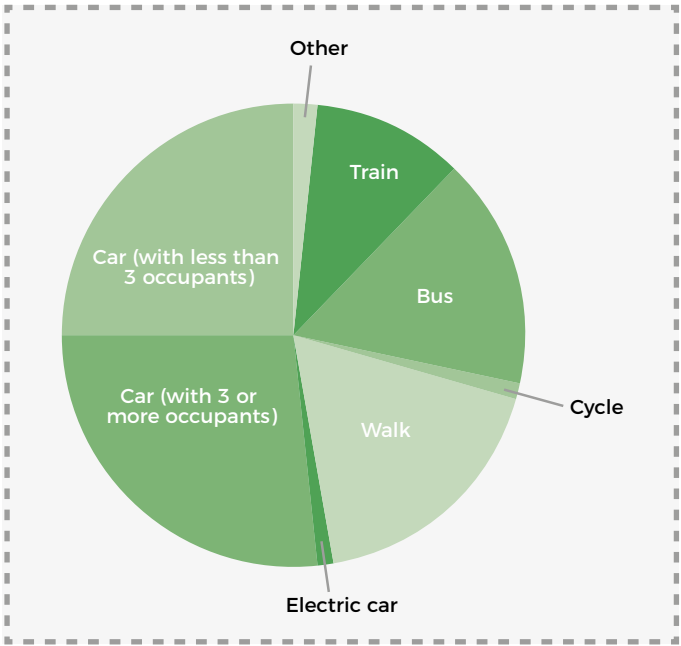
TRANSPORT

Public Transportation

The individual event locations were all easily reached by shuttle bus or on foot or by cable car.

Where necessary there were shuttles which brought the athletes, guests and officials to the event locations, such as the Opening Ceremony, and picked them up again from there.

PARTICIPANT TRANSPORT USE DURING THE EVENT	
TRAIN	9%
BUS	17%
WALK or CYCLE	17%
ELECTRIC CAR	1%
CAR (3 OR MORE OCCUPANTS)	29%
CAR (LESS THAN 3 OCCUPANTS)	25%
OTHER	2%



IMGA IMPACT MANUAL KPI	Reference Code
73% of participants used sustainable transport (inc car share)	T2



Contributing towards UN SDG target 12.8 – awareness for lifestyles in harmony with nature



WASTE

Penalties were set for competitors if they left waste during competition (rules). Volunteers and members of the organization were provided with waste collection bags and the public were concentrated to prevent the dispersion of people around the circuit.

The use of fungible material was limited to that which was strictly necessary.

Athlete materials

The name tags and lanyards used by participants and organisers were collected and reused at the end of the event.

The gadgets for participants and the prizes were services or gifts from regional production and/or from environmentally friendly or natural materials.

Decoration and signage

Proper anchorage of signs and banners were ensured to prevent dispersal in strong winds. The decoration materials were compostable or recyclable. Ties and flanges were coloured to stop them from getting lost in the snow. Organic based dye in alternative to the chemical aniline will be used for course marking.

Safety

The amount of explosives used for security reasons, i.e. to prevent avalanches, was rationalised and the number of detonations was limited to those that are strictly necessary. Cleaning of waste was set up from explosions.

IMGA IMPACT MANUAL KPI	Reference Code
IN PLACE Waste management plan	W1



Contributing towards UN SDG target 12.5 – reduce waste generation





ENERGY

Energy management

Those responsible at the event location were made aware of the energy measures and asked to implement them. The amount of lighting was reduced to a minimum. The devices, lighting, etc. remained switched on only as long as necessary. In the event area, energy-saving lamps (e.g. LED lamps) were predominantly used. The electrical devices used were energy-efficient (e.g. energy efficiency class A). In most of the event areas and venues, the energy used for heating and/or cooling came from renewable sources (e.g. wood and geothermal energy). The energy used to heat the water came from renewable sources. Power was supplied from the public grid (not from diesel or petrol generators). Event rooms were heated to a maximum of 20°C and the heating temperature was lowered at night. Drones were used for videography rather than helicopters to reduce carbon emissions.

IMGA IMPACT MANUAL KPI	Reference Code
IN PLACE Energy management plan	E1



Contributing towards UN SDG target 12.5 - reduce waste generation

LANDSCAPE & BIODIVERSITY

The impact of the event was localised with short-term effects.

The local high mountains are habitats of many wild animals such as deer and white partridge, that have been stabilized in all the forests around the slopes for many years.

Event Venues

Superstructures and equipment (e.g. bar, tables, tents, stage) were reused from previous events or recycled.

Those responsible at the event location were informed of the measures in the areas of water consumption, hygiene and cleaning and asked to implement the measures.

The competitions were scheduled on existing ski runs, or in the areas nearby. Therefore, the effects on physical and biological environment were low since because the areas were already anthropized.

IMGA IMPACT MANUAL KPI	Reference Code
IN PLACE Landscape and biodiversity plan	LB1



Contributing towards UN SDG target 12.8 - awareness for lifestyles in harmony with nature



Institutional Partners



E015
digital ecosystem



Municipality of Aprica



Municipality of Bormio



Municipality of Chiavenna



Municipality of Chiesa Valmalenco



Municipality of Madesimo



Municipality of Pellizzano



Municipality of Ponte di Legno



Municipality of Vermiglio

Partners



Federazione Italiana Sport Invernali



Federazione Italiana Sport del Ghiaccio



Federazione Italiana Skyrunning



Visit Trentino



Telepass



Trudi



Europcar



IED



Grana padano



CMP



Snowcare



Anteprima events

Media partner



Radio Number One

Official nutrition partner



Enervit



Research and reporting by:



www.eventhostevaluation.com