

*Verso Cortina 2021, un percorso turistico
territoriale che guarda alla sostenibilità e
alla legacy*



12 febbraio 2019

CARTA di CORTINA



CORTINA participates in the challenge of environmental sustainability through **CARTA di CORTINA**, which is engaged in the construction of a new culture of “**green touristic development**” within the territorial stakeholders.

In this community-based path, the Alpine World Ski Championships 2021 can be the opportunity to **test some new environmental methodology and technology**, and to be **a tool for communicating environmental awareness** when planned strategically.



CARTA di CORTINA – THE PARTICIPANTS



- MATTM
- Regione VENETO
- Comune Cortina d'Ampezzo
- Fondazione Dolomiti UNESCO
- ANCI
- ANEF
- CONI
- FISI



REGIONE DEL VENETO



CARTA di CORTINA

The aim is:

- to accelerate sustainable solutions to tackle specific issues in the mountain areas
- to promote sustainable green and circular economy and touristic development
- to enhance knowledge through mountain literacy.

Carta di Cortina is an ethical code and a document that raises awareness among **individuals, stakeholders and communities**, of the urgency to resolve problems related to the alpine ecosystem, with the aim of **defining concrete and immediate solutions**

A TOURISTIC COMMON PATH

Carta di Cortina targets **public authorities** governing the territory, **individuals**, mountain-lovers, and **organizations** that promote and sustain activities related to it.

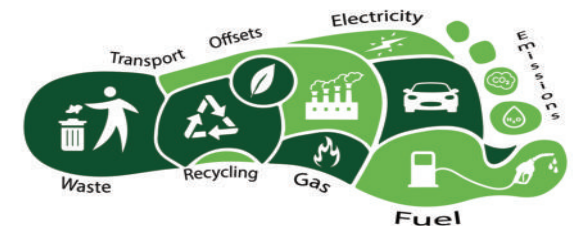
ACTIVITIES INSIDE CARTA DI CORTINA PATH

CORTINA MUNICIPALITY



Carbon Footprint

Cortina started with ENEA – a research centre six months ago to conduct a **baseline carbon inventory** for the year 2017. The aim is to improve a local GHG inventory, with a particular focus on the emissions resulting from the services by local government. For the next years Cortina wants to **implement various measures to mitigate** this carbon footprint through solar installations, energy and water efficiency measures, employee engagement, and creative transportation solutions.



Future implementation of **ISO 37101:2016** with the intention of helping the community become more resilient, smart and sustainable, through the implementation of sustainable strategies, programs, projects, plans and services.

ACTIVITIES INSIDE CARTA DI CORTINA PATH



ANEF - National Association of Cableway Operators

Carbon and Water Footprint

For the first time ever in Italy, researchers at the ENEA Centre in collaboration with ANEF have conducted a study to measure the carbon and water footprint of artificial snow. The analysis will help to draw up the future guidelines for the improvement of the “snow system” management: the first results confirm the importance of the impact of renewable sources, able to reduce greenhouse gas emissions, as well as the importance of the materials used to build water distribution systems.

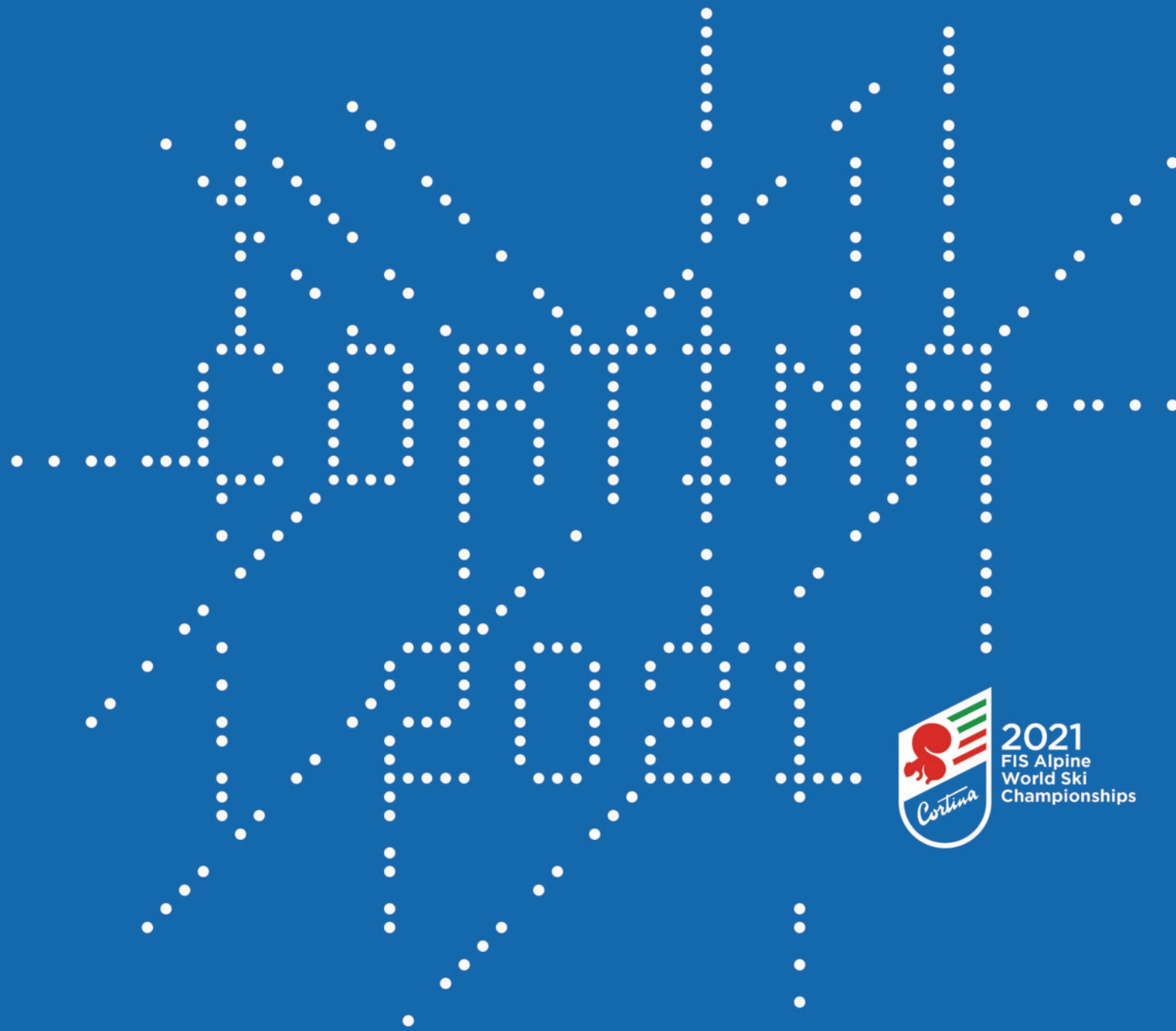
UNESCO Dolomites Foundation



Accessibility

A special project with organizations supporting people with disabilities will consider the needs of those who may wish to come and participate in order not to exclude anyone. Cortina wants to think about people with different disabilities who may attend the event and the locations, removing the barriers and problems they could encounter when they arrive.

I Mondiali di Sci Alpino Cortina 2021



2021
FIS Alpine
World Ski
Championships

I numeri dei Campionati del Mondo di Sci Alpino

600 *Atleti da più di 70 nazioni*

11 *Giorni di gare*

1.200 *Volontari*

150k *Spettatori attesi*

500
mln *Spettatori collegati live*



#roadtoCortina2021

Eventi 2018/2021

2018

Coppa del Mondo di Sci Alpino

Discesa e SuperG Femminili

2019

Coppa del Mondo di Sci Alpino e Campionati Italiani Assoluti

2020

Finali di Coppa del Mondo

9 gare in 5 giorni

(test event dei Mondiali)

2021

Campionati del Mondo di Sci Alpino

*28 eventi di rilevanza internazionale
nel quadriennio 2018/2021*



Cortina 2021

I valori



Innovazione

Nuovi standard di gestione di un grande evento, del modo di raccontare e riprendere lo sport, progetti di ricerca e sviluppo



Giovani

Lasciare in eredità al territorio un gruppo di lavoro giovane, formatosi grazie all'esperienza mondiale



Territorio

Riqualificare le piste, i collegamenti, la viabilità, ristrutturare gli alberghi, rispettando la tradizione e l'ambiente. Coinvolgere le imprese per un nuovo modo di fare rete



Sostenibilità

Realizzare soluzioni per ridurre l'impatto ambientale, acustico ed energetico durante i Mondiali e le Gare di Coppa del Mondo



Cortina 2021

Non solo sci alpino



Sci Alpino, Freeride, Snowboard

Cortina ospita 3 tappe di Coppa del Mondo: Sci Alpino, Freeride e Snowboard



Eventi Fashion & Cultura

Glamour: Fashion Weekend | Culturali: Una Montagna di Libri, Cortina tra le Righe | Nel sociale: uso pettorali per veicolare messaggi sociali



Food & Wellness

L'anima di Cortina è la sua ospitalità e l'altissimo livello dei suoi ristoratori famosi in tutto il mondo



Sport invernali e... Tennis, Run, Bike

Non solo inverno...Cortina ospita importanti manifestazioni sportive quali ultratrail, bike, un torneo ATP di Tennis.



Cortina 2021

Il piano delle opere



Piste da sci

Realizzare nuove piste da sci fra cui la prima pista italiana interamente riservata allo sci agonistico (sci club e nazionali giovanili)



Mobilità e accessi

Strade e collegamenti in Cortina e da e verso Cortina



Impianti a fune

Realizzare nuovi impianti a fune



Altri interventi

Realizzare e/o ristrutturare opere utili alla cittadinanza: palestra, piscina, pista ciclabile, curling, ecc



Obiettivi di sostenibilità e legacy



FONDAZIONE CORTINA 2021 – FIS ALPINE WORLD SKI CHAMPIONSHIP PRIORITIES



FONDAZIONE CORTINA 2021 – FIS ALPINE WORLD SKI CHAMPIONSHIP PRIORITIES



INFRASTRUCTURE

Ensure long-term sustainability of infrastructure & operations

CLIMATE CHANGE

Reduce, calculate and compensate CO₂ emissions

MOBILITY

Prioritize sustainable mobility solutions

CIRCULAR ECONOMY

Implement the EU Action Plan to close the loop

COMMUNITY

Involve the stakeholders to increase the human capital

ACCESSIBILITY

Create a barrier-free environment

FONDAZIONE CORTINA 2021 – FIS ALPINE WORLD SKI CHAMPIONSHIP TOOLS



KEY MEASURES
SOCIAL&ENVIRONMENTAL
PERFORMANCE INDICATORS

GP GUIDELINES
FOR A GREEN SUPPLY
CHAIN MANAGEMENT

ISO 20121:2012
EVENT SUSTAINABILITY
MANAGEMENT SYSTEM

ISO 14064:2006
QUANTIFICATION AND
REPORTING OF GHG

WASTE MGMT PLAN
WASTE MINIMIZATION AND 3R

EU LIFE PROJECT
EU OEF FOR SPORT EVENTS

FONDAZIONE CORTINA 2021 – FIS ALPINE WORLD SKI CHAMPIONSHIP TARGETS



60%
PURCHASES USING
SUSTAINABLE CRITERIA

60%
LOCAL & SUSTAINABLE FOOD
AND BEVERAGE

70%
OF WASTE RECYCLED, REUSED
OR RECOVERED

100%
CARBON NEUTRAL -
COMPENSATION OF CO₂

To reach the targets and our sustainable vision we have to shared
principles, cooperation, and collaboration with our business
SPONSORS, PARTNERS & SUPPLIERS

FONDAZIONE CORTINA 2021 – FIS ALPINE WORLD SKI CHAMPIONSHIP TARGETS



Fondazione Cortina 2021 still has to define the following
precise target – on going:

XX%
RENEWABLE ENERGY USE
FOR THE EVENT

1 kg
WASTE PRODUCED PER
PERSON INSIDE THE VENUE

XX%
JOURNEYS WITH «GREEN»
TRANSPORT

NO MORE THAN **5 %** OF THE
FOOD SERVED GOES TO
WASTE

FONDAZIONE CORTINA 2021 – FIS ALPINE WORLD SKI CHAMPIONSHIP NETWORK



MATERA 2019
OPEN FUTURE



MATERA 2019 – European capital of culture

Memorandum of Understanding to work on the sustainable events management



CONAI

The national consortium of companies, non-profit organization, which ensures the achievement of national targets provided by law for recovery and recycling of packaging waste - will install an **ENVIRONMENTAL COUNTER** starting from 2020. The Counter will monitor and communicate benefits for the circular economy derived from the recover and recycling of packaging waste during the Championship



CHARTA SMERALDA – YACHT CLUB COSTA SMERALDA

The Charta Smeralda is an ethical code of conduct that serves to share and implement principles that aim at safeguarding the marine environment. Partnership between Carta di Cortina e Charta Smeralda to work together on sustainability themes.

LIFE SPORT PROJECT



The aim of the project is measuring the environmental impacts (circular economy) of the engaged sport events (indoor/outdoor) applying, adapting and testing the brand new EU methodology for measuring the **Organization Environmental Footprint**

PARTNERSHIP:

IEFE Bocconi

ERGO Srl (for the EU environmental footprint methodology application)

Events organizing committees engaged:

- Biathlon World Championships 2020, Anterselva (ITA)
- UEFA EURO 2020 (Federation of Ireland and Denmark)
- FIS Alpine World Ski Championships 2021, Cortina (ITA)
- FIS Nordic World Ski Championships 2021, Oberstdorf (GER)
- UEFA European Women's Championship 2021 (ENG)



CONI with some relevant international events (organized every year in Rome ITA – Foro Italico):

- Rugby 6 Nations
- ATP Internazionali Tennis
- Golden Gala Pietro Mennea (Athletic)

Grazie per l'attenzione

**Cortina 2021 FIS
Alpine World Ski
Championships**

SUSANNA SIEFF

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