



Snow Sports 2050

02/07/2025 Swiss-Ski is developing a comprehensive strategy for sustainable winter sports.

The project at a glance

The challenge

Snow sports face the challenge of adapting to changing climatic and societal conditions. With its "Vision 2050" strategy, Swiss-Ski aims to make snow sports more sustainable to ensure their long-term future.

Implementation

In collaboration with Porsche Consulting, Swiss-Ski focuses on key dimensions – ecological, social, and economic. The team translated the results into a clear vision for the future with concrete measures. Workshops with experts, interviews with stakeholders, and analysis of existing data formed the foundation.

Result

More than 30 initiatives are designed to strengthen snow sports – ecologically, socially, and

economically. These range from low-carbon travel to competitions, sustainable equipment for athletes, and events with minimal environmental impact.

Read the success story in full length: Snow Sports 2050

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article

<https://newsroom.porsche.com/en/2025/company/porsche-consulting-snow-sports-2050-39941.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/db45ae5d-d0a9-4ae3-b49a-dc1d08ca69ee.zip>

External Links

<https://www.porsche-consulting.com/de/home/>