

# 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



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