

European Week of Winter Sport

INTERNATIONAL WORKSHOP FOR EWWS COORDINATORS



Rijeka, Croatia
2024 - November 15 - 16 - 17



Introduction to the European Week of Winter Sport (EWWS) Project

The European Week of Winter Sport is an innovative initiative designed to promote winter sports activities across Europe, emphasizing sustainability, inclusivity, and community engagement. Funded by the European Commission, this project aims to foster a pan-European spirit and encourage a healthy lifestyle through the active participation in winter sports.

Objectives of the Project

- 1. Increase Participation: To significantly increase the number of Europeans participating in winter sports activities, both at amateur and competitive levels, by providing accessible platforms, events, and resources.*
- 2. Promote Sustainability: To embed sustainability into the heart of all winter sports events organized under this initiative, ensuring that these activities contribute positively to environmental conservation and awareness.*
- 3. Foster Inclusivity: To ensure that the events and activities are inclusive, catering to diverse groups including underserved communities, individuals with disabilities, and people of all age groups.*
- 4. Strengthen European Identity: To strengthen a sense of European identity and unity through shared cultural and sports experiences that transcend national boundaries.*
- 5. Build Lasting Partnerships: To cultivate and strengthen partnerships among local governments, sports organizations, educational institutions, and businesses to support the growth and sustainability of winter sports.*

Role of the Coordinators

Coordinators of the European Week of Winter Sport are dynamic and dedicated professionals selected for their expertise in event management, community engagement, and passion for sports. They play a pivotal role in translating the project's vision into action by organizing, promoting, and leading winter sports activities across various European regions. Their efforts are crucial in ensuring that the project achieves its objectives of increasing participation, promoting sustainability, and fostering inclusivity in winter sports.

Day 1: Friday, 15 November Rijeka, City Hall - Korzo 16, 51000, Rijeka, Croazia		
12.30 – 13.00	Press conference	Ski Club Rijeka & L'ORMA
14:45 - 15:00	Welcome and Registration	
15:00 - 15:45	Intro Opening Remarks and Introduction to the Project	<i>L'Orma</i>
15:45 - 16:30	Non Formal Activities Getting to know each others	<i>L'Orma</i>
16:30 - 17:00	Workshop Role of EWWS Coordinators	<i>Ski Club Rijeka</i> & <i>Nest Berlin</i>
17:00 - 18:30	Networking informal outdoor activity "Walking to the Castle"	<i>Ski Club Rijeka</i>
20.00	Dinner @ Filodrammatica - Korzo 28, 51000, Rijeka, Croatia	<u>Venue</u>

Day 2: Saturday, 16 November
Rijeka, City Hall - Korzo 16, 51000, Rijeka, Croazia

TIME	TOPIC	WHO
08:45	Welcome	<i>All</i>
09:00 - 10:30	Workshop Research, key implication for EWWS Threats, trends and innovations for sustainable Winter Sports	<i>Kilian Jornet Foundation & Lunex University</i>
10:30 - 11:00	Coffee Break	
11:00 - 12:30	Round table The experience of European Week of Sport	DES (High Council for Sport Spain) EUSA (Olympic Committee Slovenija)
12:30 - 14:00	Lunch Break @ Rijeka, City Hall	
14:00 - 15:00	Workshop How to organize the “European Week of Winter Sport” <i>Toolkit presentation, what to, wont’s.</i>	<i>Nest Berlin</i>
15:00 - 16:00	Panel discussion Sustainable sport event organization	<i>DES</i>
16:00 - 16:30	Coffee Break	
16:30 - 18:00	Group Activity Photo Hunt: sustainability, inclusivity and winter sport in Rijeka	<i>L’Orma</i>

20.00	Dinner @ Boonker - Istarsko pristanište 1, 51000, Rijeka, Croatia	<u>Venue</u>

Day 3: Sunday, 17 November

[Rijeka, City Hall - Korzo 16, 51000, Rijeka, Croatia](#)

08:45	Welcome	<i>All</i>
09:00 - 09:30	Workshop EWWS Contest <i>"Top 5 Best promotional Video"</i> <i>"Top 5 Best sustainable Solutions"</i>	<i>Bulgarian Sport Development Association & EPSI</i>
09:30 - 10:30	Workshop Media Kit Communication Dissemination strategies and outreach	<i>Kilian Jornet Foundation & EPSI</i>
10:30 - 11:00	Coffee Break	
11:00 - 12:00	National Group Activity Local Action Plan and Next Steps	<i>All</i>
12:00 – 12:30	Q&A	<i>All</i>
12:30 - 13:00	Closing Session Commitments and Call to Actions	<i>L'Orma</i>