

# beyond Skiing 2015

NOW IT'S TIME TO TAKE THE SPORT TO

# A LEVEL NEVER EXPERIENCED BEFORE

**THE SWEDISH SKI ASSOCIATION TOGETHER WITH THE MUNICIPALITY OF FALUN, AND THE DALARNA REGIONAL DEVELOPMENT COUNCIL ARE NOW BIDDING FOR THE FIS NORDIC WORLD SKI CHAMPIONSHIPS 2015.**

Falun has hosted the World Championships three times. On each of these occasions it was our ambition to deliver something new that would change the event and how the world looks at the sport. This time, our bid for the FIS Nordic World Ski Championships 2015 introduces the Beyond Skiing concept. Falun Dalarna expects that hosting the FIS Nordic World Ski Championships 2015 will bring international focus and attention to the entire region of Dalarna, for the skiing of course, but also for infrastructural development. It will create a series of developments that will last for many years ahead, based on involvement from all sectors of society.

# beyond Skiing 2015

Beyond Skiing, a concept where we bring the extreme challenges of the sport to a wider and younger audience. The FIS Nordic World Ski Championships 2015 will bring together the joy of skiing for youngsters, cultural events, politics, business and entertainment. Beyond Skiing will bring the world closer to the sport and skiing closer to the world. Falun, Dalarna will make sure the FIS Nordic World Ski Championships 2015 will be seen as a milestone for participants as well as for spectators and the audiences all around the world. Welcome to Falun, Dalarna in Sweden 2015. We'll take the World Championships far Beyond Skiing.

F I S<sup>®</sup> NORDIC  
WORLD SKI CHAMPIONSHIPS  
FALUN DALARNA 2015  
CANDIDATE

COMPETITION  
ARENA

SNOW  
ARENA

ENTERTAINMENT  
ARENA

CULTURE  
ARENA

BUSINESS  
ARENA

OPINION  
ARENA

A skier in a blue suit is shown in profile, gliding through a snowy, starry landscape. The skier is positioned in the lower right quadrant of the page, with their body angled towards the left. The background is a dark, starry sky with a white circular graphic element in the bottom left corner. The overall mood is serene and majestic.

Beyond Skiing will add new dimensions for the spectators at the extensive ski arena at Lugnet, as well as for a worldwide TV audience. We want to bring the excitement and the extreme challenges of the sport to everyone. At the same time, Beyond Skiing brings the world closer to the sport. A series of activities will put focus on the sport itself, including a debate on how climate changes are affecting winters just as we bring winter versions of music and art festivals to the venue.

Beyond Skiing will start as soon as we receive the honour of organizing the 2015 FIS Nordic World Ski Championships, using the whole of Dalarna as an arena. It will build up towards 2015, bringing a lot of attention to the sport of skiing as well as to the Championships themselves.

#### **DALARNA – THE TRUE HEARTLAND OF SWEDEN**

Falun is the capital of the province of Dalarna, a region considered the true heartland of Sweden. With its beautiful countryside and characteristic red wooden houses, traditions are strong in culture, industry and, of course, skiing. The people here in Dalarna are known to be generous, open and more or less born on skis (or with a fiddle in their hands). And, to take it a long way back, the king that actually created Sweden found his support in this very region traveling across the country on skis.

#### **THE MAIN SKI DESTINATION IN SCANDINAVIA**

Today Dalarna is a popular region for recreation and tourism in Sweden with some 10.8 million guest night visitors a year, over 13 ski resorts 492 km of tracks, 208 ski lifts and 370 ski slopes, and over 27,000 beds. Dalarna is for many the natural place to go on their winter holidays. Dalarna is one of the main winter and ski destinations in Scandinavia. In fact, the interest and enthusiasm

for skiing in Sweden is remarkable. 3.5 million people of Sweden's total population of 9 million, show an interest in the sport.

#### **A CONCEPT THAT WILL DEVELOP THE CHAMPIONSHIPS**

The Beyond Skiing concept will develop the championships and set a new standard with new dimensions for the future. Our work in the Snow Arena will bring children to snow through fun activities and sports and help develop a lifetime interest in skiing.

By combining information technology with state-of-the-art television production our Competition Arena will turn passive viewers into active "viewers".

The development of information technologies together with our Entertainment Arena will attract a wider and younger audience at the same time as our Culture Arena will provide the experiences of a lifetime. The Opinion Arena will bring sports, politics and business together to debate the serious challenges presented by climate and environmental issues. Our Business Arena will be a catalyst for Swedish industry and business and a milestone for sport and business events.

Together with the great skiing, our Arenas will take the FIS Nordic World Ski Championships far Beyond Skiing.



Falun  
2015  
Ski Championships

FALUN DALARNA FIS NORDIC WORLD  
SKI CHAMPIONSHIPS 2015 CANDIDATE



# FAR BEYOND SKIING

In 2015 Falun will lift the sport of skiing to a higher level. With the help of modern information technology, we'll create an experience of the events with wholly new dimensions. The skiers, the officials and not least the spectators will feel part of a championships event of a kind never seen before. Yet again a World Ski Championships in Falun will be a milestone in the history of skiing and a catalyst for Nordic skiing, to create new interest, attract more athletes and develop new arena facilities.

## BEST POSSIBLE CROSS COUNTRY CONDITIONS

The Lugnet arena in Falun has always been able to offer the best possible conditions for cross country skiing. The tracks are prepared to absolutely top standard and have varied and decisive profiles at the same time as they're very accessible for spectators. To be able to meet future developments in the sport there is plenty of space to upgrade and develop in. And to ensure prime tracks irrespective of the weather there is already a fully comprehensive artificial snow system.

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## A NEW SKI JUMPING ARENA

The ski jumping stadium makes it easy to recognize Falun's skyline. The planning for upgrading and modernizing the ski jumping stadium has been initiated. This will be the basis for the final decision. The mighty towers that give Falun its profile will still be there of course but the actual slopes and all the facilities will be upgraded to meet the demands and expectations of Ski Jumping and Nordic Combined events in 2015. Among other new features there will be a cooled inrun track and new preparation equipment will be installed by 2011. To increase efficiency and convenience there will also be a new chair-lift at the same time as the waiting and rest facilities in the towers will be modernized.

## TRAINING, WAXING AND SKI TESTS CLOSE TO THE COMPETITION

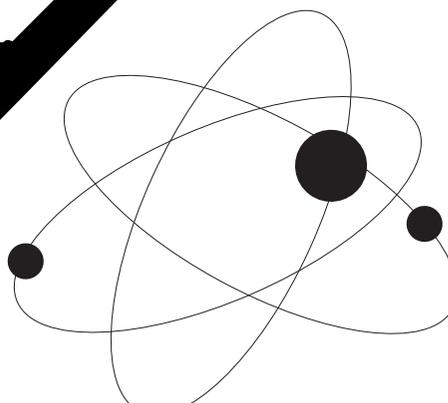
Both for cross country skiers and for ski jumpers, service facilities are available close to the competition arenas. For ski jumpers and nordic combines they are only 200 metres from the jumps, while cross country competitors have their training facilities just 400 metres from the stadium and ski-tests. And for all the disciplines, there are always state-of-the-art waxing facilities close by.

## RECREATION AND TRAINING ALL WITHIN A SHORT WALK

All accredited visitors have access to all the Lugnet facilities for recreation and training including, gyms, swimming pools, indoor facilities for a wide range of sports, saunas and restrooms – all within a short walk.

## CROSS COUNTRY TRAINING WITHIN 15 MINUTES FROM THE LUGNET ARENA

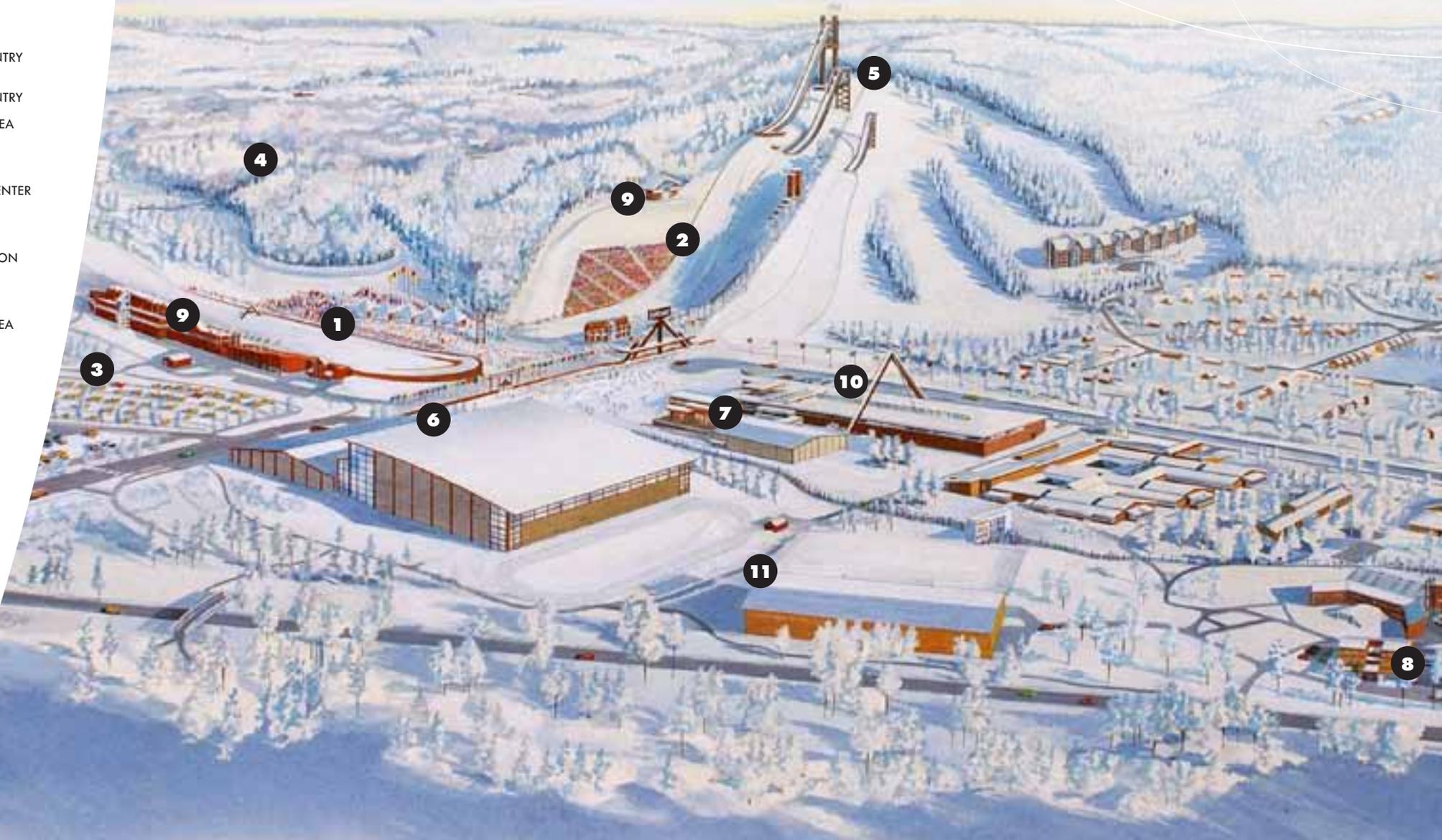
To allow competitors to escape from all the attention surrounding a World Championship, we can offer the Bergebo cross country tracks in Borlänge for training purposes. Bergebo has all necessary equipment and premises for the skiing services competitors need – as well as plenty of opportunities for relaxation. The 5 km track at Bergebo fully meets the FIS requirements for international competitions.



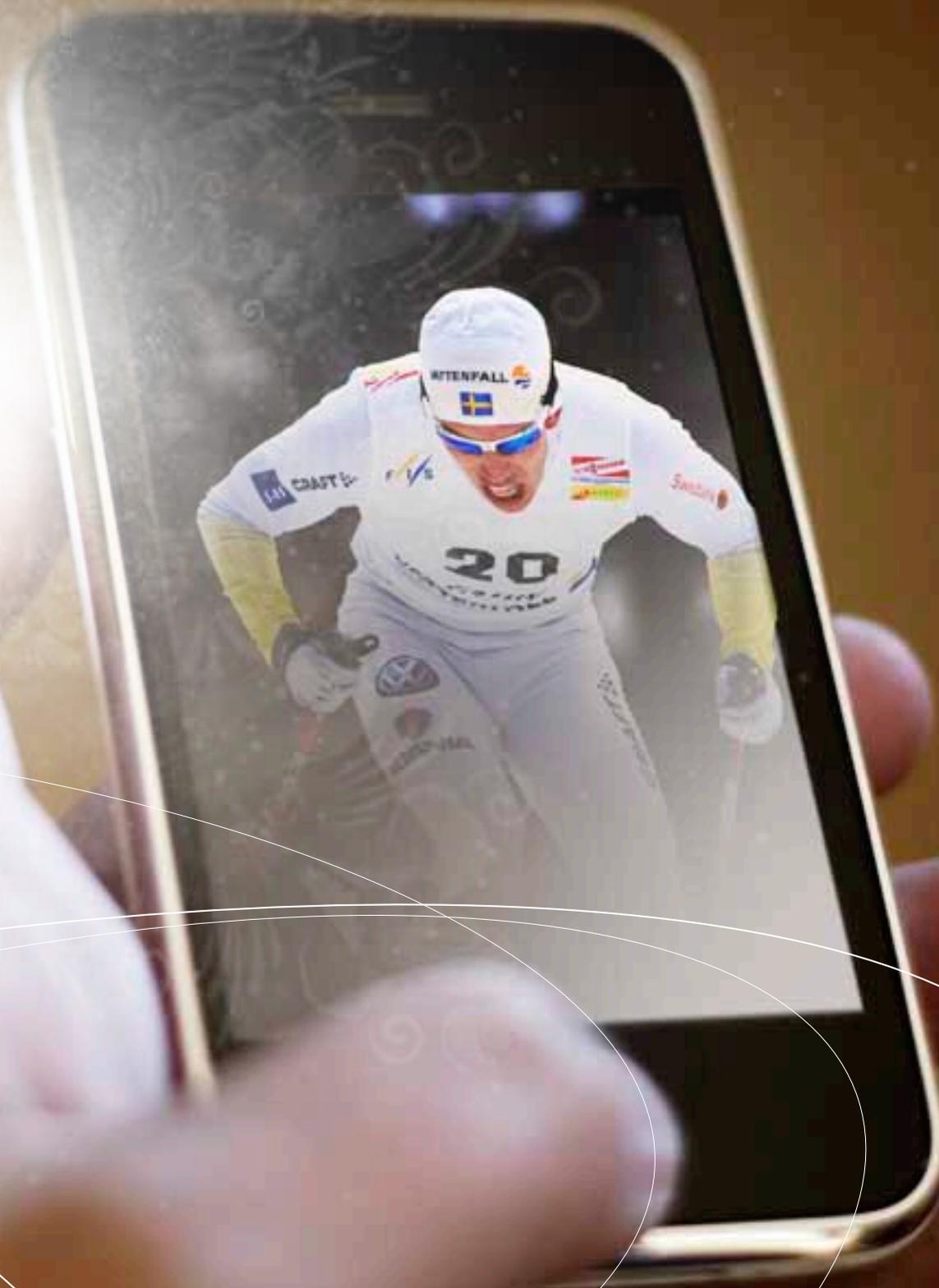
# ALL WITHIN FIVE MINUTES

All the events will be held at the Lugnet arena in Falun. In the skiing world Lugnet means quality through and through. Nothing is left to chance and conditions are excellent. The entire sports arena has the look and feel of top international class. All the facilities are within easy walking distance and the way that, for example, the cross country stadium and the ski-jumps are just next to each other, appeals to spectators and competitors alike. Lugnet can take crowds of 60,000 spectators and yet they will all feel close to the competitions and all the other activities.

- 1 CROSS COUNTRY STADIUM
- 2 SKI JUMPING STADIUM
- 3 CROSS COUNTRY WAX CABINS
- 4 CROSS COUNTRY TEST TRACK WARM UP AREA
- 5 SKI JUMPING WAX CABINS
- 6 IBC MEDIA CENTER
- 7 LOC OFFICE FIS OFFICE
- 8 ACCREDITATION OFFICE
- 9 VIP
- 10 BUSINESS AREA TRADE FAIR
- 11 VOLUNTEERS



A NEW STANDARD



## NEW SPECTATOR AND VIP ENCLOSURES

As part of the development of the Lugnet ski arena, we'll be building new enclosures for spectators, for guests, for sponsors and for VIPs. This applies to both the cross country arena and the ski jumping stadium. These new spectator facilities will offer all the comforts and services the different categories of visitors could possibly require.

## NEW TECHNOLOGY, NEW POSSIBILITIES

A new optic fibre based communications system is being installed along the cross country tracks. This will give spectators a wholly new experience, whether they are at the trackside or following the events at home on the TV or on-line on computers or handheld devices. Using new technology we'll be able to update information on race and event progress in a way never seen before. We'll be able to offer different forms of interactivity and make it possible to follow the competitors every moment of the race. This is technology already being used in the Vasaloppet marathon from Sälen to Mora in Dalarna. But developments are so fast now that by 2105 we'll doubtless be able to offer completely new and revolutionary applications.

## OVER TWO WEEKENDS IN FEBRUARY

Falun Dalarna can generally offer excellent weather conditions for skiing during the entire winter season, but in February the snow conditions are often the best. The Falun Organizing Committee would therefore propose that the FIS Nordic World Ski Championships 2015 be held during February. To be able to give as many people as possible the opportunity to visit Falun Dalarna and the championships. The programme of events should cover two weekends.

## OPENING AND CLOSING CEREMONIES

Both the opening and the closing ceremonies will be held at Lugnet. Details are still being worked on but we will be making the most of the



fantastic opportunities the Lugnet area provides to use people, light and sound to visualize our revolutionary concept of Beyond Skiing. Internationally famous Swedish entertainers will lead the crowds in a manifestation of the joys of winter and skiing as well as expressing the global fellowship of sport.

## MEDAL AWARDING CEREMONIES

The winners of the various events will be announced at Lugnet in accordance with the FIS regulations. The medals will then be awarded at a festive ceremony on the specially designed Medal Plaza in the Falun town centre. The medal ceremonies will also form a starting point for the evening's entertainment and night-life.

## THE PROGRAMME

### WEDNESDAY:

Opening ceremony

### THURSDAY:

Ladies 10 Km

Men 15 Km

### FRIDAY:

Ladies Jumping Normal hill

### SATURDAY:

Men Pursuit

Men Jumping Normal hill

Men NC Normal hill/10 km

### SUNDAY:

Ladies Pursuit

### MONDAY:

Ladies Relay

Men NC Team Normal hill/4x5 Km

### TUESDAY:

Ladies Sprint

Men Sprint

### WEDNESDAY:

Men Qual. Jumping Large hill

### THURSDAY:

Men Relay

Men Jumping Large hill

Men NC Large hill/10 km

### FRIDAY:

Ladies Team Sprint

Men Team Sprint

### SATURDAY:

Ladies 30 Km

Men Jumping Team Large hill

Men NC Team Large hill/4x5 Km

### SUNDAY:

Men 50 Km

# BRINGING THE WORLD CLOSER TO THE SPORT

COMPETITION  
ARENA



The 1993 World Ski Championships in Falun set a new standard for Championships events. Multilingual speakers, cheerleaders and modern music were all parts of the new concept. A year later, at the Lillehammer Olympics, they used the same concept and ever since the Swedish production team has been asked to help organize international ski championships. In 2015 we'll be taking the next step to realize our vision of Beyond Skiing.

By combining information technology with state-of-the-art television production we turn passive viewers into active "viewers". Different forms of interactivity will increase spectator involvement whether they're at Lugnet, in front of their TV screen, their computer or if they're following events on their mobile devices. It will be possible to follow every individual competitor in a way that makes them so much more than just a number on the starting list.

#### **A BROAD RANGE OF INFORMATION**

In the arena itself we'll be visualizing all the excitement with continuous information on big screens accompanied by multi-lingual commentators. Using their mobiles and handheld devices, spectators at Lugnet will also be able to choose from a broad range of information. This could include the performances of specific skiers or snow and weather updates. And all the information will of course be available on the Internet for skiing fans all over the world.

The technology will also give everyone the opportunity to look behind the scenes with online information on waxing, ski testing and how the competitors are training and preparing for the races.



#### **PUBLIC ARENAS ALL OVER THE WORLD**

Just as the concept of Beyond Skiing brings new dimensions to how we bring the sport to the world, Beyond Skiing also brings the world to the sport like never before. During the Championships, a range of events will take place in Falun and the region of Dalarna, all of them connected to the winter season. But we're not limiting ourselves to Falun, Dalarna and Sweden. We'll be moving the games into public arenas all over the world using live broadcasts to huge outdoor screens. And this will cover not only the elite Ski Jumping, Nordic Combined and Cross Country, as Beyond Skiing means that we also share all the entertainment and culture experiences with a wide international audience with a spotlight on global climate and environment issues.

# NEW DIMENSIONS





The joy that children and young people feel about winter and snow needs to be encouraged and reinforced. It's important if we are to recruit the next generation of skiing stars and attract a new generation of spectators, ensuring the future of skiing tourism.

Helping youngsters experience the thrill and satisfaction of winter sports is something we've been working on for many years in Falun Dalarna. The Children's Vasalopp and the Children's Ski Games are well-established events, making a reality of the FIS motto "Bring children to the snow". But to give skiing for youngsters even more, the FIS Nordic World Ski Championships 2015 will also be holding a Snow Winter Camp for teenagers.

#### **EXPERIENCING THE JOYS OF SNOW AND SKIING**

"Skiing is fun" – that's what the thousands of kids think that take to their skis in the annual Children's Vasalopp. In 2009 more than 50,000 medals were awarded to young skiers in this major event arranged jointly by the Vasaloppet and Swedish Ski Association, together with schools, pre-school classes, nursery schools and sports clubs throughout Sweden. The Children's Vasalopp can be arranged anywhere at any time. In 2015, in connection with a World Championships, we are convinced there will be at least 100,000 children taking part in the Children's Vasalopp, experiencing the joys of snow and skiing.

#### **TO INSPIRE FUTURE GENERATIONS OF SKIERS**

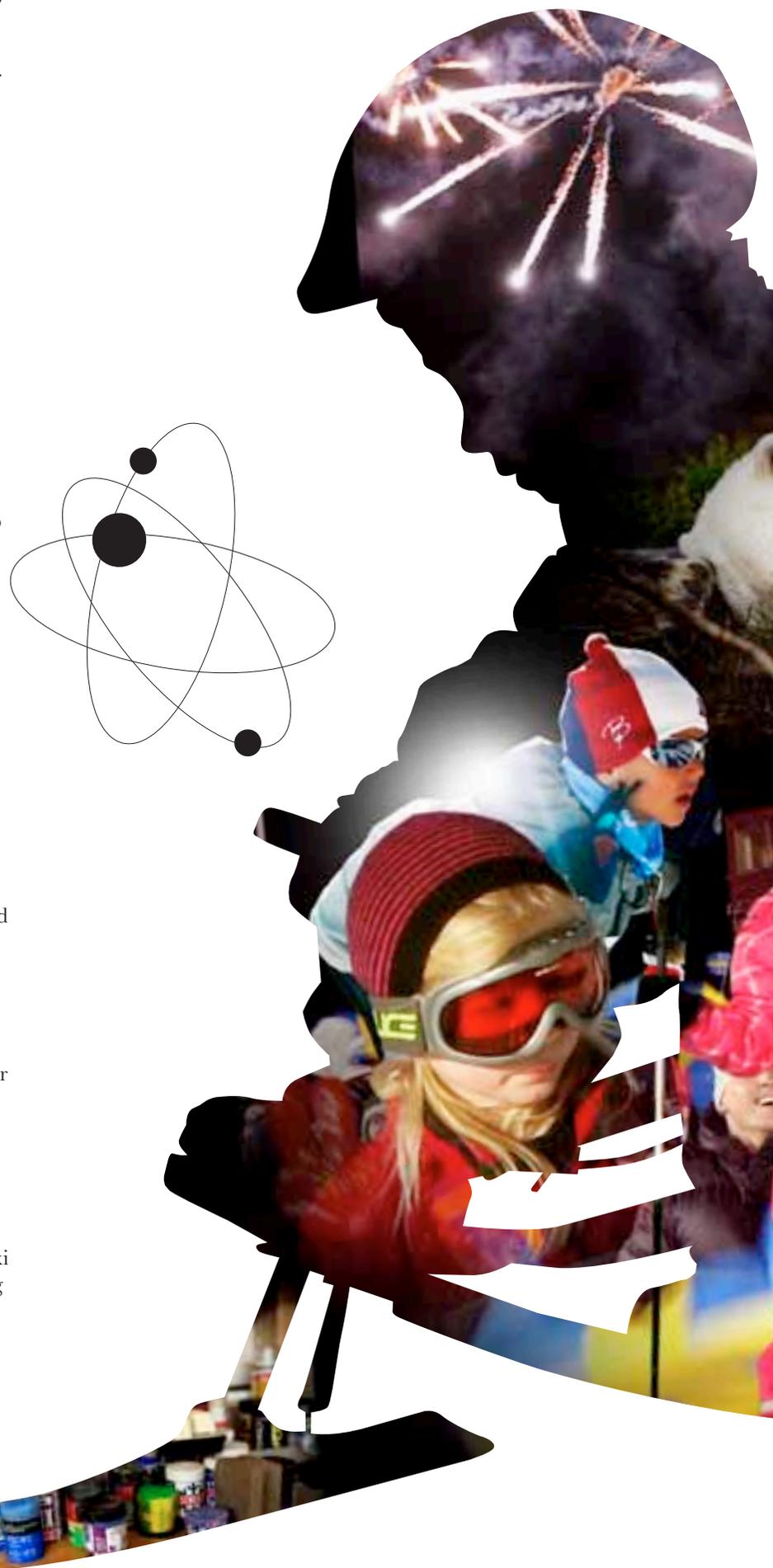
The Children's Ski Games is another major event that will give a fun start to what will hopefully be a lifelong

love of skiing. The games are organized in connection with the Svenska Skidspelen in Falun each year for children up to the age of ten. They get to ski on the same arena tracks as the elite skiers use later and every young skier is given plenty of loud encouragement by the Svenska Skidspelen's mascots, Tiger the cat and Bubo the eagle owl – and along the track there are medals and eats for all. And it's not only for the kids, they bring their entire families too and everyone gets to do as much skiing as they want, even on the jumping hills. Of course, in 2015, we'll be inviting them all to the Children's World Championships to inspire future generations of skiers.

#### **CLOSE RELATIONSHIPS BETWEEN SKIING AND OTHER SPORTS**

Snow Winter Camp is a weekend event held annually during the years up to the FIS Nordic World Ski Championships 2015. Working together with the sports clubs in the region, we'll be gathering young people around their favourite winter sports. Cross country and alpine skiing of course, but also ski jumping, snowboard, free-skiing and ski orienteering will be on the list of activities, as well as ice-hockey, bandy and skating. In addition we'll also be involving indoor sports such as floorball, handball, athletics, tennis and many more. Snow Winter Camp is designed to create close relationships between skiing and other sports to bring them all into close contact with the FIS Nordic World Ski Championships 2015. We'll also be building a ski playground where the kids can try out ski jumping and do cross country skiing right next to the championships arena, inspiring the children to take part in the different disciplines next to the top names.

**SNOW  
ARENA**

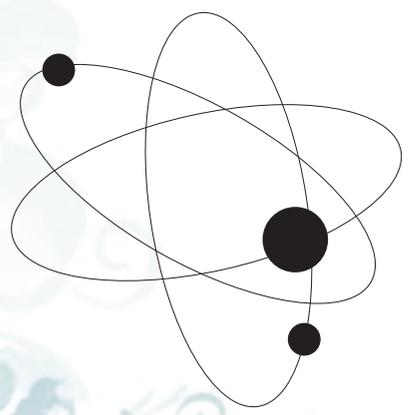


# BRING CHILDREN TO THE SNOW





ENTERTAINMENT  
ARENA



# A YOUNGER AND WIDER AUDIENCE

The FIS Nordic World Ski Championships 2015 in Falun will mean a great festival for everyone both at Lugnet, in the town centre and in the surrounding towns and villages. The skiing itself is fantastic entertainment but there'll be plenty more too.

Music lovers and dancers, gourmets and clubbers – and even those that go to bed early will find plenty to keep them amused. We can promise there'll be a range of entertainments to suit everyone. Everyone in Dalarna will be doing their utmost to ensure that the FIS Nordic World Ski Championships 2015 will have a warm, wintry and exhilarating atmosphere, well beyond skiing.

## **A ROCK DIMENSION BEYOND SKIING**

Peace & Love is Sweden's biggest outdoor music festival, attracting thousands and thousands of music-lovers from near and far every summer to Falun's twin town Borlänge. At the FIS Nordic World Ski Championships 2015 we'll be able to introduce Peace & Love Winterland that will give the championships a rock dimension beyond skiing. The younger generation will flock to Dalarna to see their favourite bands on stage – and the world's best skiers on tracks and jumps.

The Medal Plaza in the Town Centre will be the focus of entertainment each evening. Winners will be awarded their medals after the day's skiing in the midst of the crowds. And the evening's entertainment with its concerts, gigs and dancing

starts right here, close to the town's pubs, restaurants and nightspots.

## **A TEN DAY FESTIVAL TO REMEMBER**

With our Entertainment Arena, there'll always be something happening in Falun and in Dalarna throughout the championships. We promise there'll be major events for audiences of thousands as well as smaller gigs for special music interests. It'll be a ten day festival to remember for a wide, young audience and for everyone that loves great entertainment. The Entertainment Arena will be the young and vibrant focus of the championships far Beyond Skiing – just like the Smashing Pumpkins put it: "The impossible is possible tonight. Believe in me as I believe in you. Tonight, tonight, tonight...".



Falun and Dalarna have a rich history and the area's cultural treasures have been attracting visitors from home and abroad for hundreds of years.

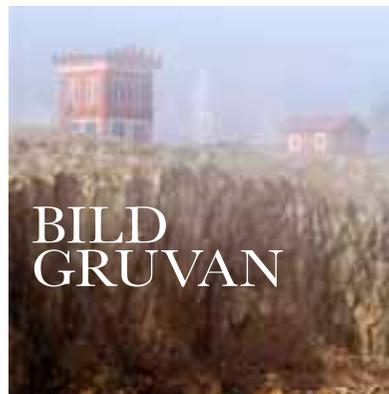
The Falun Copper Mine is listed as a World Heritage Site by UNESCO, providing a unique attraction that the whole region is proud of. We are also proud of our colourful folk art and the renowned artists Anders Zorn and Carl Larsson, who, just like that greatest of world tenors Jussi Björling, lived and worked in Dalarna.

Our traditional culture will be very evident throughout the FIS Nordic World Ski Championships 2015. Our major music festivals, normally held in the summer, Music around Siljan and the Dalhalla Opera will both be recreated in winter versions to add even more to the event. Colourful folk-dancers, fiddlers and leading opera singers will all help to make the championships into a total experience.

#### **IMAGINATION, CREATIVITY AND INNOVATION**

There will be special exhibitions too, with a range of art wide enough to attract all tastes. Our traditional folk art will be on show side by side with our world-famous artists. But we'll also make sure we have plenty of room for contemporary artists and performers.

Beyond Skiing we call our vision and that is what we base our Winter Art Festival on. It will include an imaginative and creative setting for award ceremonies at the Medal Plaza. In fact, imagination, creativity and innovation will be the cornerstones of the entire concept and established artists will also be invited to help enhance that great winter feeling by using snow and ice to express their creativity.



## BILD GRUVAN



**CULTURE  
ARENA**

# A LIFETIME EXPERIENCE





OPINION  
ARENA

# AN OPPORTUNITY FOR THE WORLD



**Snow is what makes skiing happen and therefore environment and climate issues must be one of our major concerns.**

Working towards deepening people's knowledge and commitment to the vital issues of our times is nothing new for our region. For a number of years now, world leaders and international science experts have been meeting in Tällberg Dalarna overlooking Lake Siljan at the Tällberg Forum to discuss pressing global issues of finance and climate.

The importance of work on conserving our environment can hardly be exaggerated. And making more and more people aware of environmental issues is a must if lasting change is to be achieved. Even though Sweden has led the way on many environmental protection efforts, these issues are so serious that no one can feel satisfied. Pro-environmental work has to be intensified both on individual and regional and global levels.

## **HOW CAN WE SAVE OUR WINTERS?**

Intensive collaboration with the Tällberg Foundation forms an integral part of the Beyond Skiing concept. In order to put the spotlight on sustainability and long-term survival issues, we'll be organizing a winter edition of the Tällberg Forum. Using the FIS Nordic World Ski Championships 2015 as a natural starting point, international experts and some of the world's foremost opinion makers will be discussing the question "How can we save our winters?"

## **AN AMBITIOUS PROGRAMME OF ENVIRONMENTAL ACTION**

The Swedish Ski Association together with the Vattenfall power corporation have together developed a project called Snow Sponsor. This gives the Ski Federation funding to ensure that there's enough snow at different skiing venues around Sweden. This includes investments in snow-making equipment and floodlit skiing tracks. In 2008 about 20 different local skiing clubs received this kind of financial support. In the run-up to 2015, the Snow Sponsor project will be deepening relationships even more between the Ski Association, Vattenfall and the local skiing clubs.

As a part of our work leading up to the FIS Nordic World Ski Championships 2015 we have also adopted an ambitious programme of environmental action. We will spare no effort in ensuring that the Championships have the minimum effect on the environment. The people of Sweden expect us to take environmental issues very seriously indeed and our environmental targets go well beyond those required by legislation.

# A CATALYST FOR BUSINESS

Our Business Arena will be a catalyst for Swedish industry and business and a milestone for sport and business events.

The Stora Kopparberg Bergslag company was the world's first shareholding corporation. Created as early as the 13th century, it organized and developed the running of the great copper mine in Falun. Nowadays the company is called Stora Enso and has a worldwide operation. ABB, Sandvik and SSAB are other major international corporations with roots in our area. And if you look at Sweden as a whole, the list of well-known companies includes Volvo, Vattenfall, Scania, LKAB and Ericsson among others.

Sweden is a nation of industry that leads the world. Quality and innovation are two of the key words often associated with our country.

This is something we are proud of, naturally. So during the FIS Nordic World Ski Championships 2015 we'll be holding a "World Expo" with a focus on Sweden to give all our visitors the wider picture of Swedish industry and commerce.

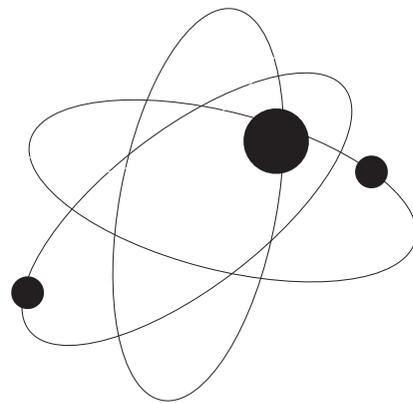
Apart from the Expo, which will be open to the public, together with the participating companies, we'll be inviting customers, the media and VIPs to conferences and seminars. The theme of the exhibition and all the different activities will of course be winter and snow.

## **FOCUS ON WINTER AND WINTER ACTIVITIES**

The Swedish "World Expo" will be able to use a massive 32 000 square metres of floorspace, as well as another 80 000 square metres for exhibits and activities outdoors. All within a short five-minute walk.

The major Swedish business corporations will form an integral part of Beyond Skiing. But our Business Arena will let other companies present their operations too, with a general focus on winter and winter activities.

**BUSINESS  
ARENA**





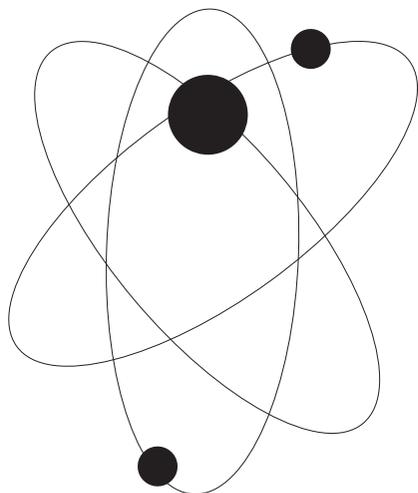




# GENERAL INFORMATION



We can offer a purpose-built, modern arena with the best possible facilities for competitors, spectators, trainers, the media and competition officials. Close, comfortable and secure are the three watchwords. There is generous space both indoors and out for activities for visitors, sponsors and VIPs, while a state-of-the-art communications structure guarantees the media reliable connections for their work. We can offer comfortable accommodation close to the arena, excellent restaurants and a high level of service. Transportation works smoothly and we can promise a secure and well-run overall operation – and the weather conditions in February in Falun, Dalarna are generally excellent.



#### **TRANSPORT AND ACCREDITATION**

Falun is easily accessed by car as well as by public transportation, both by road and rail to almost any destination in Sweden. The drive from Stockholm takes a maximum of 2.5 hours on excellent roads. The travel time by train to Stockholm is just about the same with departures every two hours.

The Dala Airport in Borlänge currently has four flights a day to Arlanda International Airport as well as daily flights to Gothenburg. During the championships the service will be extended to cover the expected needs.

The direct train to Arlanda International Airport takes a little more than two hours.

The Dala Airport is situated in the twin city of Borlänge, a 20-30 minute drive by car or bus to Falun.

We will have a well organized network of cars, buses, trucks and trains to offer the best possible transport service to and from both Arlanda International Airport and the Dala Airport. The Local Organizing Committee (LOC) will provide reception service at both airports.

Falun Dalarna will use a transportation concept successfully tested and used earlier and then further developed for spectators and visitors, based on a daily volume of 60 000 visitors.

Free transportation is guaranteed for all the accredited teams, officials and VIP/Guests.

#### **ACCOMMODATION**

All teams will be accommodated in Falun and the media in Borlänge. VIPs and guests will be accommodated in nearby Leksand, Tällberg and Rättvik. Visitors will be accommodated in Falun, Borlänge, Leksand, Tällberg, Rättvik and in other parts of the accredited area, in which we can offer a total of 9 000 beds.

All accommodation will be less than one hour by bus from the Lugnet venue. In line with our environmental policy we plan to use our shuttle service together with trains as the prime transport system from accommodation to Falun.

In the entire Dalarna region there is a total of over 27 000 beds available for visitors in hotels or apartments.

Falun Dalarna will guarantee the provision of a series of lounges for all different categories of accredited persons in the cross country and ski jumping stadiums. FIS Family: FIS Council Members, the Chairman and Secretary General of National Ski Associations, FIS professionals, FIS guests and other key persons, will have at their disposal a FIS Hospitality Lounge at the cross country stadium and our much appreciated Hospitality Villa at the ski jumping area.

Skiers, trainers, the media, sponsors, VIPs and other guests will always feel well looked-after during the championships. We can offer pleasant, comfortable accommodation and can guarantee the highest levels of service. And we are convinced that Swedish cooking, with its excellent international reputation, will be greatly appreciated. The World Championships menus will reflect our closeness to nature, to game from the deep forests and vast mountains and fish from the purest of waters.

#### **MANAGEMENT AND HUMAN RESOURCES**

Falun, and the region of Dalarna, is ready to organize another FIS Nordic World Ski Championship. We are an experienced organization with three previous World Championships. In addition we stage the annual FIS World Cup. We have a world-class network of qualified personnel and volunteers, trained on a yearly basis.

Success will be based on the network of 13 dedicated local ski clubs and almost 500 volunteers that organize FIS World Cup events in Falun every year. And close by, in Borlänge, the local ski clubs have also arranged three FIS World Cup competitions.

Together the three organizations from Falun, Borlänge and Vasaloppet will ensure the know-how and the experienced volunteers we need.



### **BIDDING COMMITTEE**

The candidature committee consists of representatives from the following stakeholder organizations

- The Swedish Ski Association
- The Dalarna Regional Development Council
- The County Government of Dalarna
- The Dalarna County Council
- The Falun Borlänge Region
- The City of Falun
- The City of Borlänge
- The local tourist organization Visit FalunBorlänge
- The local World Cup organizers Svenska Skidspelen
- The Vasaloppet organization
- The local business community

### **ENVIRONMENTAL PROTECTION AND MANAGEMENT**

Sweden has fine traditions and strict environmental regulations when it comes to protecting our natural surroundings, but for an event like

this we need to stretch ourselves further. We need to go well beyond the demands of legislation.

Trusted with the confidence to arrange the FIS Nordic World Ski Championships 2015 we will adapt an ambitious environmental programme with criteria set by Green & Gold Inc as well as at the Swedish Sports Confederation.

As part of the Beyond Skiing concept, together with the world famous forum for high-level discussions, the Tällberg Foundation, we will also arrange discussions with international expertise on the topic of “How can we save our winters?”.

### **MEDICAL AND HEALTH SERVICES**

Medical care in Sweden has an excellent reputation and Falun is no exception. The main hospital of the Dalarna region is situated only one km from the arena. It is a modern, full service hospital with capacity for over 500 patients and a staff of

almost 3,000. It offers all medical specialities and has a full 24/7 emergency unit.

Of special interest for ski competitions, besides the emergency unit, are its speciality clinics for surgery, orthopaedics, radiology and other laboratory facilities as well as internal medicine.

The Swedish Ski Association via the Swedish Sports Confederation and its anti-doping commission has adopted UNESCO’s convention and implemented the World Anti-Doping Code.

Sweden is one of the world leaders in promoting clean sports and we look very seriously on doping of any kind. Doping is something we simply do not accept. It brings harm to the sport and to the skiers.

The main doping control centre will be located within the Lugnet venue with easy access for athletes and personnel. The LOC will provide NADO with full support

in terms of both organisation and infrastructure.

The Swedish Sports Confederation is responsible for NADO in Sweden. The Swedish National Ski Association cooperates closely with NADO. As instructed by the LOC, NADO will plan and execute all necessary test activities. All activities will be carried out in accordance with WADA and the FIS Anti-Doping Regulations.

### **MARKETING AND HOSPITALITY**

Within the competition venue area of Lugnet, Falun there is over 32,000 square metres available for indoor exhibition and conference areas as well as 80,000 square metres of outdoor areas available for sponsor hospitality and exhibitions.

The sponsors’ hospitality and exhibition areas are in three main locations: next to the main sponsor and VIP area at the cross country arena, around the VIP and sponsor area by the ski jumping arena, and in the exhibition halls. All three arenas are consistent with FIS standards. The LOC will also provide VIP and sponsor services including the following:

- Accommodation in hotels and transport to sport venues
- Ensuring separate seats at the stand with the service of hot drinks
- Catering tents located near the stands
- Heated VIP room with catering facilities
- Full tourist information and mobile newsfeed from the Championships – starting lists, results, announcements etc
- Guided tours in the County of Dalarna
- Regional dinners, official dinners
- Sleigh rides
- Regional parties in regional cabins
- Special art and cultural programmes





### **MEDIA SERVICES**

The MPC and IBC will be together and under the same roof. The total area for this will be 9500 sq m. All OB and technical vehicles that are used for transmissions of radio and TV will be protected by roofs and all provisional cabling between technical units and the MPC will be indoors.

At the Lugnet venue there is full coverage by the GSM and UMTS/WCDMA mobile networks by the companies that have networks in Sweden: Tele2, TeleNor, 3 and Telia. The systems are dimensioned for normal day use but will be heavily upgraded to manage more communication at one time.

The authorities in Falun will make sure that state-of-the-art technologies will be installed at the Lugnet venue for the duration of the FIS Nordic World Ski Championships 2015. The system as of today will be augmented with a wireless network free of charge for the use of event organizers, media and spectators and a complete fibre optic network will be available throughout the competition arenas.

The fibre optic network will be planned and built together with the host broadcasting company SVT.

### **COMMUNICATIONS AND PROMOTIONAL ACTIVITIES**

The interest and enthusiasm for skiing and Nordic ski sports in Sweden is remarkable with four out of ten Swedes actively supporting the sport. We will start from here and build something truly unique.

All communication will be based on our vision of Beyond Skiing. As a candidate, Falun will focus on the four following areas:

1. The concept of Beyond Skiing
2. The venue
3. The future target groups
4. Creating value for the years after 2015

The Communication Plan will be focused on:

1. Involving all skiers and the whole region of Dalarna in encouraging extensive interest in the sport, not least among a wider and younger audience.
2. Creating participation, synergies and wide interest in the FIS Nordic World Ski Championships 2015.
3. Using the concept of Beyond Skiing to connect with music, culture, and environment to bring the eyes of the world to the FIS Nordic World Ski Championships 2015 in Falun Dalarna.
4. By organizing the FIS Nordic World Ski Championships 2015 we want to establish value that will last far into the future. This includes creating permanent new job positions in the region and also improving its general infrastructure.

### **SECURITY**

As organizers of the FIS Nordic World Ski Championships 2015 we are responsible for the total security of all the activities taking place. For the duration of the championships, competitors, trainers, the media, sponsors, VIPs and even spectators will be protected by a well-developed security system. Sweden is a safe country and currently we can see no threats whatsoever to security.

### **ORGANIZATION STRUCTURE**

At present, the Swedish Ski Association, the Dalarna Regional Development Council, the Dalarna County Council, the City of Borlänge and the City of Falun have a joint responsibility for the candidacy. The organization model proven successful in Åre 2007 with shared ownership between the Swedish Ski Association together with local business and the local community will also be used in Falun 2015. The company will start its work as soon as the FIS Nordic World Ski Championships 2015 is awarded to Falun Dalarna.

The existing candidature committee consists of the following persons representing organizations as follows:

- Chairman Sven von Holst  
*Senior Vice President Marketing & Sales StoraEnso AB. President, Vasaloppet Marketing AB.*
- Mats Årjes  
*President, Swedish Ski Association*
- Maria Norrfalk  
*Governor of Dalarna*
- Mikael Rosén  
*Mayor of Falun*
- Jonny Gahnshag  
*Municipal commissioner in opposition, Falun*
- Nils Persson  
*Mayor of Borlänge*
- Monica Rönnlund  
*MD, FalunBorlänge Region*
- Anders Ahlgren  
*President, Regional Development Council of Dalarna*
- Alf Johansson  
*President, Dalarna County Council*
- Per Lehmann  
*Secretary General, Swedish Ski Association*
- Jan Eivinson  
*Sparbanksstiftelsen Dalarna*

### **WE GUARANTEE**

The Swedish Ski Association and the local authority of Falun, Dalarna guarantee to respect the FIS rules and the hosting contract; understanding that all statements contained in the candidate's bid documents are binding; guarantee that all the necessary measures will be undertaken in order that Falun may fulfill its obligations completely. The candidature for the FIS Nordic World Ski Championships 2015 is welcomed and fully supported by the town of Falun, the region of Dalarna as well as local associations, sports clubs and businesses. Accompanying letters from the Government of Sweden, the Governor of Dalarna, the Dalarna Regional Development Council and the Dalarna District Federations support the candidature.







**CAN A PROMISE LAST FOR FIVE YEARS?**

**YES – IF IT'S MADE BY  
SOMEONE YOU TRUST.**



And you can trust the people of Sweden and Falun Dalarna to keep their promises and deliver a milestone event – a FIS Nordic World Ski Championships far Beyond Skiing.

Sweden's national character and high ethical standards are known and admired worldwide. The success of the championships hosted in Falun Dalarna in 1954, 1974 and 1993 as well as in Åre 2007 was built each time on the trust, honesty, integrity and open dialogue that make up the Swedish way of life.

In short, Sweden has always been seen as a trust-worthy partner, known for high-quality delivery. So trust Falun Dalarna to cooperate with you and enhance the value of FIS Nordic World Ski Championships for the next five years.

Falun Dalarna's bid is guaranteed by a strong organisation, and supported by the whole of Sweden – a country top-rated among the world's most experienced, reliable and innovative sport organizers.

Think about it. Sweden's long history of political stability, incident-free event security, global peacemaking, environmental development, humanitarianism and innovative technology all safeguard the promises you can count on in 2015.

*beyond*  
*2015*  
*skiing*

FALUN DALARNA F I S NORDIC WORLD  
SKI CHAMPIONSHIPS 2015 CANDIDATE

[beyondskiing2015.com](http://beyondskiing2015.com)