**Stakeholders:**

* Event spectators (Live and TV)
* ~~Athelete~~
* Casual skiers
* ~~Event organisation~~
* ~~Ski Clubs~~
* ~~Other federations (BSV, SIS,…)~~

Event spectators (Live and TV)

* Live spectators

Car pooling

* TV spectators

Spectators who watch ski events from the TV and want to do something about sustainability but cannot since they are at home

Casual skiers

* Don’t know about the environmental impact of skiing on the nature
* informational advertise when watching the ski Events
* Car pooling

Problem Statement:

Winter sports enthusiasts don’t know about the severity of the environmental consequences of the winter sports and if they do, they don’t want to sacrifice comfort in order to do it or they don’t know how to fix it.

Solution idea:

Digital marketing strategy which educates the spectators of events as well as the casual skiers in order to enable them to behave in a more sustainable way when skiing (supported by DSV)