

## PRESS RELEASE

# Fiemme 2013, Organizing committee wins the gold medal for eco-sustainability!

**From February 20 to March 3, Val di Fiemme hosts the Nordic World Ski Championship. The winner is the environment and the local production: all structures in wood come from local forests and are PEFC certified, the certification system that ensures the sustainable management of forests. The first time for Italy after London Olympic games 2012!**

**Cavalese, February 20, 2013** - The stage of the awards, trophies, the building for the tv, the floor of the convention center, the area of accreditation, the trophies, the 50 houses scattered throughout the valley. And then: the paper for press releases and information leaflets to the toilet paper. The Nordic World Ski Championships In Val di Fiemme are the first in history to have a "green" soul. Not only for its beautiful natural scenario that will surround the races that will involve 501 runners and 148 jumpers, plus the 72 Nordic combined athletes. But the choice - the only one of its kind in the world of skiing - to use only wood and wood products from local forests that are managed in a sustainable way. To provide evidence for sustainability, the organizers opted to procure products PEFC certified, the world's largest forest certification system.

"Al Lago di Tesero, as well as Predazzo or Cavalese," says Pietro De Godenz, president of the organizing committee Fiemme 2013, "the use of wood for the World Championships buildings is an important signal that whole valley would like to give in terms of respect for our heritage, sensitivity and culture. The credits go to all the municipalities, engineers, architects and businesses, but also to the local School of wood".

To build the wooden structures were used around 900 cubic meters of Timber (this amounts goes to 1200 cubic meters if we include the waste wood material, which will be recovered in the local biomass heat plant and then converted into clean energy). This figure is certainly important, but that should not scare Nature lovers: the local forests need only four days to regenerate the same amount of timber used in the World Cup. But Fiemme 2013 will be an advantage not only for the environment but also for the local production: "Generally, the timber is imported without any consideration of its origin", said Antonio Brunori, Secretary General of PEFC Italy. "These World Championships represent a turning point, since all the wood comes from the local Val di Fiemme forests. The forest owners, with 160 wood enterprises (logging companies, sawmills, artisans and all the companies of carpentry and construction) will benefit of this situation, that is valuable at least 600.000 euro. There is another positive factor: the wood material from those structures that will be dismantled will be reused on other buildings or in other places. Some other buildings, such as the TV building in Lago di Tesero that will host the more than 32 TV media accredited to the event, after March 3 will be transformed into a youth hostel".

The choice of the "Fiemme 2013" organizers to give preference to locally sourced wood from sustainably managed forests is appreciated by millions of skiers globally. It goes beyond the commitments of the 2012 London Summer Olympics, which relied to a large extent to imported material and challenge the next 2014 Sochi Winter Olympics in February 2014.

**Photo:** <http://www.flickr.com/photos/pefcitalia/>

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