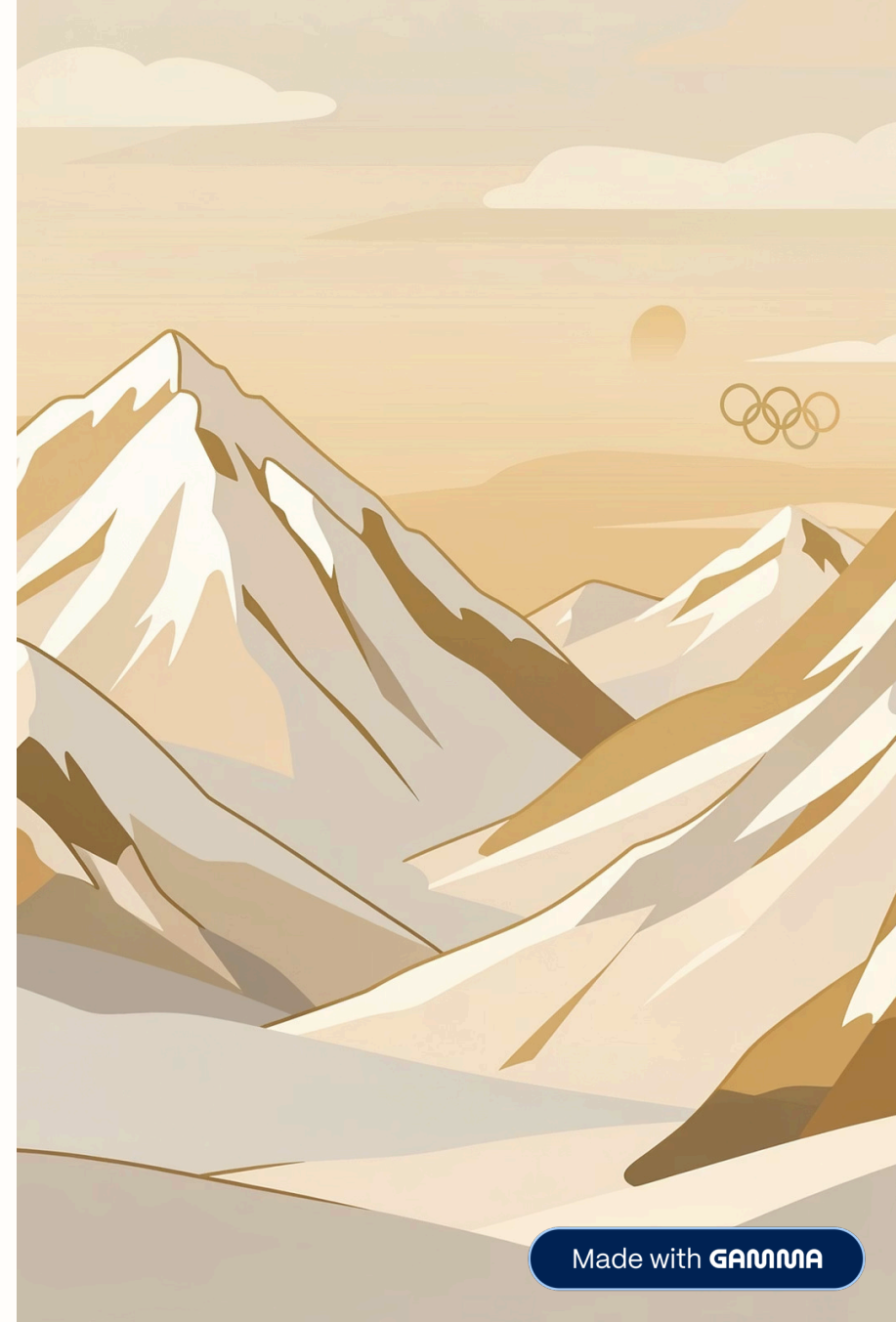


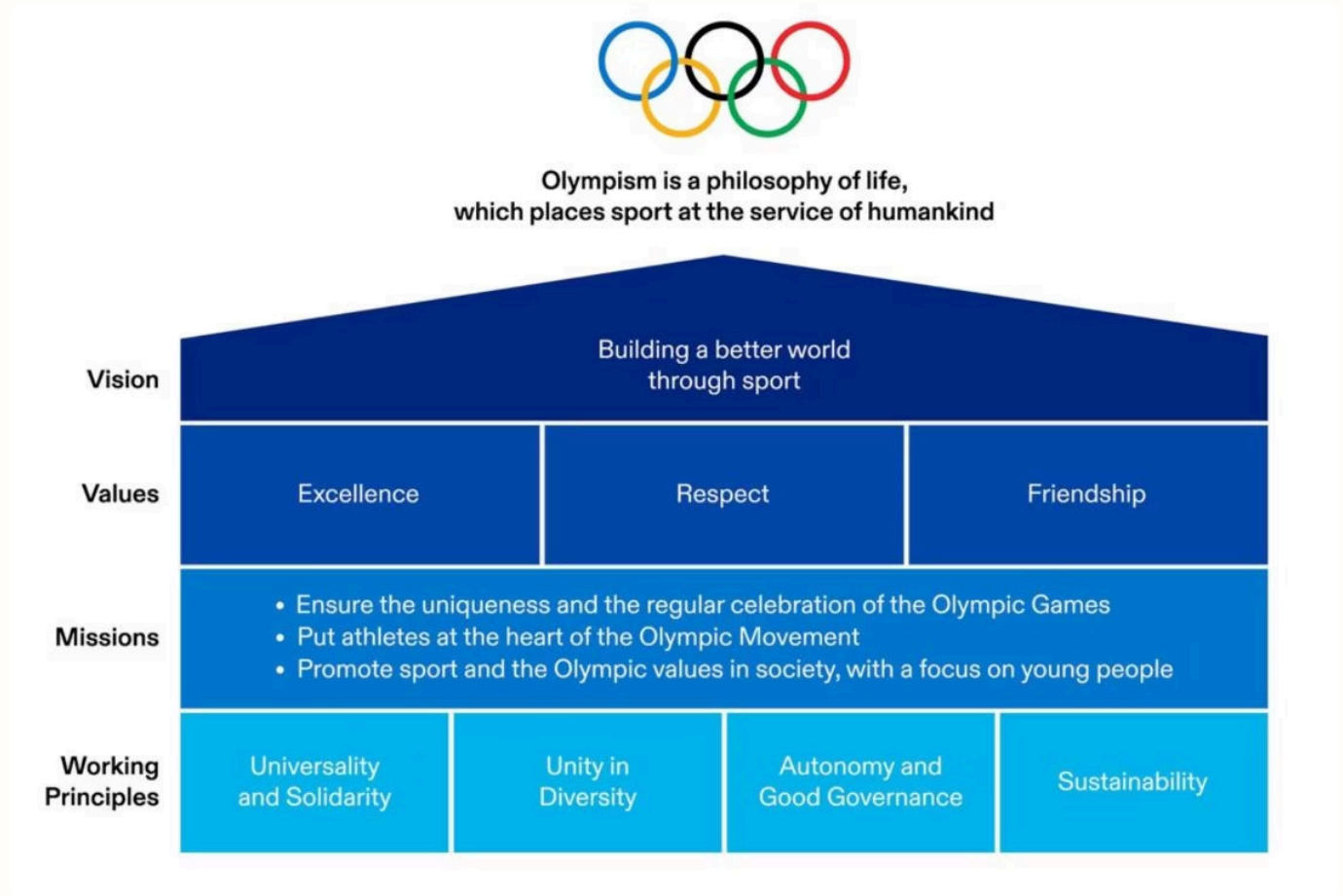
Powering the Future: Siemens Energy & The Winter Olympics

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Brand Selection - Winter Olympics

- The Winter Olympic Games are an international multi-sport event held every four years.
- Organized by the International Olympic Committee
- They feature winter sports such as skiing, snowboarding, ice hockey, figure skating, and bobsleigh.



Sustainability Position

Sustainability has moved to the forefront of the Olympic Games' strategic agenda, with the IOC's Olympic Agenda 2020+5 mandating environmental, social, and economic sustainability from planning to delivery.

Current Sustainability Positioning

- Sustainability is a core part of the Olympic Games' agenda
- The IOC integrates sustainability through the Olympic Agenda 2020+5
- Host cities are required to follow environmental, social, and economic sustainability principles
 - Mandatory environmental impact assessments are part of the planning process
- Legacy planning is required to ensure long-term benefits for local communities

Focus on the Winter Olympic Games

- Priority on reducing greenhouse gas emissions
- Responsible management of energy and water use
- Efforts to minimise the ecological footprint of venues and infrastructure
- High reliance on artificial snow and temporary constructions
- Energy-intensive operations significantly impact the climate

Ongoing Challenges Winter Olympics

- Climate Change poses a major threat to the future of winter sports
- High energy consumption and resource use remain critical issues
- Risk of sustainability commitments not being fully implemented
- Long-term legacy and real impact are essential for credibility

The Challenge: High Carbon Emissions from Snow & Ice

Sustainability Issue: High carbon emissions from snowmaking and ice production.

The increasing reliance on artificial snow and ice for Winter Olympic competitions, driven by rising temperatures and unpredictable snowfall, poses a critical environmental challenge.

Snowmaking and ice production are highly energy-intensive, often powered by fossil-fuel-based electricity, and are major contributors to the Games' operational carbon footprint.

As climate change accelerates, this dependence is set to increase, making energy consumption a pivotal sustainability issue for the Winter Olympics.



Risks & Opportunities

Significant Risks

- High greenhouse gas emissions undermining climate goals.
- Reputational damage for the IOC and host cities (greenwashing accusations).
- Increased operational costs due to rising energy prices.
- Weakened credibility of IOC's climate commitments and long-term legitimacy of the Olympic Movement.

Unlocking Opportunities

- Transitioning to renewable-powered energy systems, significantly reducing carbon footprint.
- Positioning Winter Olympics as a global leader in climate innovation within sports.
- Creating long-term positive legacies through clean energy infrastructure for host regions.
- Ensuring sustainability efforts deliver lasting benefits beyond the Games' duration.

The Solution: Partnership between Winter Olympics x Siemens Energy

The initiative focuses on transforming how energy is produced and consumed for snowmaking and ice production at Olympic venues. This long-term partnership, extending until 2036, ensures a 100% renewable, reliable, and environmentally responsible future for the Winter Games.



Long-Term Global Partnership

A commitment until 2036 to develop and implement fully renewable energy solutions.



Renewable Energy Systems

Installation of solar, wind, and hybrid solutions to power snowmaking and ice rinks.



Smart Energy Management

Real-time monitoring and digital systems to optimise energy use and reduce waste.



Global Communication Campaign

Sharing the 'why' and 'how' of renewable energy in winter sports, highlighting progress and lessons learned.



Lasting Infrastructure Legacy

All installed renewable energy infrastructure will remain, benefiting host regions long-term.

Target Audiences: Engaging for Impact

Primary Audience

Demographics

- Age: 18–45
- Income: Middle to high
- Education: College-educated, interested in sustainability
- Occupation: Professionals in sports, sustainability, or tech

Psychographics

- Values sustainability and climate action.
- Interested in eco-friendly innovations and sports.
- Active in supporting green initiatives.

This group cares about environmental issues and will amplify awareness and buzz around the initiative.

Secondary Audience

Demographics

- Age: 25–60
- Income: Upper-middle to high
- Occupation: Business leaders, corporate sponsors, or policymakers

Psychographics

- Focused on corporate responsibility and sustainable business.
- Interested in long-term impact investments.
- Engaged in high-level global event decisions.

These individuals influence decisions, secure funding, and ensure the clean energy transition lasts beyond the event.

Geographical Scope & Factors

The initiative's global scope, with a special focus on Winter Olympics host cities, leverages the event's worldwide visibility to showcase renewable energy solutions.

1

Global Visibility

The Winter Olympics attract global attention, providing a platform to demonstrate renewable energy's capability for major international events.

2

Host City Benefits

Host cities become exemplars of sustainability and benefit from lasting eco-friendly infrastructure.

3

Cultural Integration

The Games unite cultures, making them an ideal stage to spread the message of sustainable practices.

4

Environmental Impact Reduction

Host cities need a lot of energy for things like snowmaking and ice rinks, which usually comes from fossil fuels.

Stakeholders and Roles

Internal Stakeholders

Management (IOC/Organizing Committees)

- Set sustainability goals, allocate resources, and ensure long-term legacy.

Employees and Volunteers

- Implement sustainability measures, manage waste, and promote eco-friendly practices.

Suppliers and Contractors

- Provide sustainable products, reduce emissions, and ensure ethical labor practices.

External Stakeholders

Public Institutions and Governments

- Develop regulations, fund, and support sustainable infrastructure.

NGOs and Environmental Groups

- Monitor environmental impacts, ensure transparency, and hold organizers accountable.

Local Communities and Residents

- Provide social license and ensure infrastructure meets community needs.

Partners (Sponsors and Media)

- Fund and promote sustainability initiatives, influencing consumer behavior.

Customers (Spectators, Fans, and Athletes)

Their choices impact the Games' environmental footprint.

Measuring Success: Impact & Legacy

01

Environmental KPIs

Tracking CO₂ emissions, renewable energy percentage, energy consumption per venue, and water usage for artificial snow.

02

Short-Term Indicators

Monitoring carbon emission reductions, renewable energy share during the Games, and efficiency gains from smart energy systems.

03

Long-Term Indicators

Assessing continued use of renewable infrastructure, regional emission reductions, energy resilience, and operational lifespan of technologies.

04

Framework Alignment

Ensuring credibility through adherence to UN SDGs (7, 9, 11, 13) and ESG metrics (Environmental, Social, Governance).