

Stand: März 2025

## Sustainability concept for the Climbing World Cup Innsbruck 2025

In Innsbruck / Tyrol the Climbing World Cup will take place again in 2025 at the Innsbruck Climbing Center. As part of the organization, the Austrian Climbing Association and Austria Climbing Event GmbH are committed to a mission of holding an event that not only celebrates the sporting achievements of the participants, but also observes and implements the principles of sustainability.

For us, sustainability means a balance between economy, ecology, and social interaction.

### Economic sustainability

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The economic pillar of our sustainability concept for the Climbing World Cup Innsbruck 2025 aims to ensure the long-term viability of the event through an intelligent and responsible financial strategy. A key element of this is the multi-year organization of the Climbing World Cup. This not only ensures the continuity of the competition but also creates significant synergies. These synergies lead to reduced budget requirements year after year, as infrastructure, logistics, and processes can be optimized and reused.

The involvement of the Austrian Climbing Association (KVÖ) in the event's implementation plays a key role in ensuring cost efficiency. Part of the staff costs are covered directly by the association, significantly reducing the financial burden on the event itself.

The financing of the Innsbruck 2025 Climbing World Cup is made up of various channels that ensure healthy diversification and minimize dependence on individual financial sources:

- Ticketing: 10%
- Subsidies: 33%
- Partners and sponsors: 20%
- Tourism / region: 27%
- KVÖ: 10%

This distribution not only ensures financial stability but also demonstrates broad support from various stakeholders, from local tourism associations to international sponsors. The strong partnership with these stakeholders, who have also pledged their support for future events, forms a solid foundation for the sustainable development of the Climbing World Cup

### Ecological responsibility

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The Innsbruck 2025 Climbing World Cup is committed to responsible use of the environment and resources by integrating ecological sustainability into all aspects of the event. We are committed to measures that both protect the natural environment and raise awareness of environmental challenges.

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**Transportation:** In cooperation with Innsbruck Public Transport (IVB), we offer all visitors and participants the opportunity to use public transportation free of charge. This is done by presenting their ticket or accreditation, which significantly reduces the event's carbon footprint.

**Catering:** Our catering concept focuses on local products and service providers. We use reusable tableware to minimize the use of single-use plastic. These measures not only support the local economy, but also reduce the environmental impact that could be caused by long transportation routes. In addition, all volunteers and employees are offered predominantly vegetarian food options to reduce the demand for meat-based products, which have a higher environmental impact.

**Waste systems and waste avoidance:** Well organized waste separation is essential for us. We separate plastic, aluminum, cardboard, residual waste and organic waste to ensure efficient recycling and disposal. We also focus on waste avoidance by not using disposable plastic bottles in most areas of the event. There will be no plastic water bottles for volunteers, staff and officials; instead, refill stations will be available on site to provide fresh drinking water and encourage the use of personal reusable bottles.

**Local partnerships:** Most of our partners and suppliers are based in Tyrol. This proximity not only supports the regional economy, but also minimizes environmentally harmful logistics processes.

**Sustainable banner design:** The banners are designed so that they can be reused over several years. This reduces the need for new materials and lowers the associated environmental impact.

## Social sustainability

The Climbing World Cup Innsbruck 2025 is more than just a sports event; it is a platform that aims to promote social values and bring people from all over the world together. Our commitment to social sustainability is reflected in various facets: inclusion, youth activation and cultural diversity

**Inclusion through paraclimbing:** As a sign of our commitment to inclusion and equality, the Paraclimbing World Cup will open the week of events. This underlines the importance of access to the sport for people with disabilities and sends a strong signal about the importance of diversity in climbing.

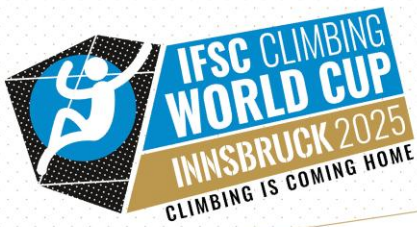
**Promoting youth:** The Bloc Master Talents, a bouldering competition for young talents from Austria, offers children and young people a platform to showcase their skills. The kids' competition takes place on the World Cup bouldering wall, on which the best climbers in the world have previously competed. This event not only serves to promote talent, but also to motivate the next generation of climbers.

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Fairness, ethics and culture: Fairness and ethics are fundamental principles in climbing. The Innsbruck 2025 Climbing World Cup promotes these values through its organization and focus, using sport as a means of connecting people from different countries and cultures.

Involvement of volunteers and temporary employees: Our volunteer program enables around 100 people from a wide range of nations to actively participate in the event and gain valuable experience. This international collaboration enriches the event and promotes cultural exchange.

Accessibility and accompanying person regulations: The spectator area includes special areas for people with mobility impairments to ensure that all visitors can enjoy the event to the full. We also allow people with a disability of over 50% to bring a companion free of charge to ensure full participation.

Discounts and free entry for young visitors: Young people receive discounts and children up to the age of 10 have free entry, which encourages families to attend our event and experience the sport together.

By pursuing these strategies, we are ensuring that the Innsbruck Climbing World Cup remains a permanent fixture in international climbing sport, not only today but also in the future.

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