



# ISMF Ski Mountaineering World Championships 2015



## Sustainability Report



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## 2. International Ski Mountaineering Federation

The International Ski Mountaineering Federation (ISMF) is the international governing body for ski mountaineering competitions. The ISMF has 33 member associations (per 01 March 2015).

In April 2014 the ISMF was granted with provisional IOC-recognition following a decision of the International Olympic Committee (IOC) Executive Board.

The ISMF General Assembly Meeting approved in June 2014 (Sweden) a sustainability plan for the implementation of sustainability initiatives during the ISMF World Championships 2015 in Verbier (Switzerland).

## 3. ISMF Ski Mountaineering World Championships 2015

The Ski Mountaineering World Championships take place every two years. A total of 250 athletes from 23 different countries gathered from 6 to 12 February 2015 in the town of Bagnes, competing on three main sites: Verbier (Vertical Race and Team Race), Bruson (Individual Race) and Champsec (Relay and Sprint). Special races were organised as well for disabled children and youngsters.

The Ski Mountaineering World Championships are the ISMF flagship event, taking place every other year. A local organising committee has been appointed to prepare and deliver the event (Appendix A) with the support of approximately 600 other volunteers.



Figure 1 - Traditional food from the region was served

The event brought together tradition and innovation as it offered athletes and spectators both the authentic character of the Swiss Alps (Figure 1) as well as the comfort of modern facilities having the futuristic building 'Espace St-Marc' as the central meeting point (see Figure 2).

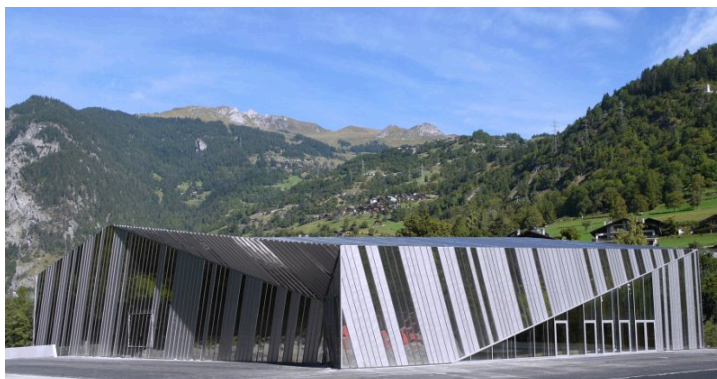


Figure 2 – Central meeting point Espace St-Marc



## 4. Sustainability plan

The ISMF Sustainability Plan has been developed using the 5 phases of an international reporting framework, GRI G4<sup>1</sup> (see Figure 2). Executing the plan should allow the ISMF to:

- (1) Comply with the IOC requirements for IFs in order to obtain full IOC-recognition
- (2) Support the delivery of successful and sustainable World Championships



Figure 3 - Five phases of GRI Reporting Framework

### 4.1. Prepare

The ISMF appointed an internal focal person who completed the Sport Sustainability E-learning, an online course that addresses the following topics:

1. The Business Case for Sustainability
2. ISO 20121 Management System
3. Reporting
4. Impact Assessment

During the 2014 ISMF General Assembly Meeting (Stockholm, Sweden) a presentation on sustainability has been delivered to the ISMF Member Associations. The proposal to choose the upcoming Ski Mountaineering World Championships (Verbier, Switzerland) as pilot event for a series of new sustainability initiatives was discussed and approved unanimously.

In parallel to the above, the event organisers conducted a self-assessment using the 'EVENTprofil-questionnaire'<sup>2</sup> developed by ecosport.ch (See Appendix B).

### 4.2. Connect

In September 2014, a workshop brought together a working group with the objective to brainstorm on potential sustainability initiatives to deliver a successful and sustainable event.

<sup>1</sup> The Global Reporting Initiative (GRI) is the world's most widely used sustainability reporting (CSR Reporting) framework.

<sup>2</sup> <http://www.swissolympic.ch/Ethik/ecosport/EVENTprofil>





Defined initiatives were classified and prioritised based upon the objectives of the different stakeholders of the event (e.g. ISMF, city, local organising committee, sponsor). Participants of the workshop included representatives from the ISMF, the Verbier 2015 Organising Committee, the Swiss and German national ski mountaineering federation and the AISTS.

#### **4.3. Define**

The third step in the process included the development of a conceptual document with 19 agreed sustainability objectives (social, environmental and economic) including performance indicators and references to additional resources from AISTS Sustainable Sport & Events Toolkit (SSET). Appendix C lists the objectives that were defined including details.

#### **4.4. Monitor**

Representatives from Swiss Olympic (Ecosport.ch) and AISTS collected data during the event in order to measure the defined objectives. This collection of data included:

- On-site survey (English & French, 35 responses)
- Narratives and quantitative information from representatives of the Verbier 2015 Organising Committee
- Photos taken during the event

#### **4.5. Report**

Using the collected information and follow-up conversations with both the ISMF and the Verbier 2015 Organising Committee, the following materials have been created:

- Audit of EVENTprofil self-assessment (by ecosport.ch) – available on request
- Photo story on Facebook (ecosport.ch) – see Appendix D
- Verbier 2015 Sustainability Report (AISTS) – This report
- ISMF Sustainability guidelines (AISTS) – Submitted for approval to ISMF GAM 2015 that will take place on 20 June 2015 in Bratislava (Slovakia)

## 5. Verbier 2015 Sustainability Report

Verbier 2015 identified seven social, seven environmental and five economic initiatives related to the success and sustainability of the event (Appendix C). This chapter reports on each of these 19 initiatives including a reference to the respective section in the SSE Toolkit.

### 5.1. Social impact

The social impact of Verbier 2015 according to defined objectives is summarised in Table 1. Refer to Appendix C for the full detail of each objective.

No	Topic	Result	Conclusion
So1	Alcohol prevention	2 posters displayed and staff was aware	Accomplished
So2	Non-smoking	12 posters displayed in the public area. Seen by 91% of survey respondents. Several banners of EcoSport "Cool and Clean" (anti-tobacco campaign Swiss Olympic)	Accomplished
So3	Medical care & safety	Two samaritans present per competition site. As well as one doctor and one medical helicopter for the sites Bruson and Verbier.	Accomplished
So4*	Anti-doping	Education sessions for athletes and (separately) coaches and National Federations in collaboration with SportAccord (Appendix E)  6 pre-competition blood passport test and 6 urine in-competition tests.	Not accomplished 1. Only 5 athletes & 1 coach present at education session. Note: evaluation showed ISMF that reason of low attendance was poor timing of the session from the perspective of the athletes.
So5	Presence of local companies	No facts available but high visibility of local companies	Accomplished
So6	Underprivileged nations	Nine underprivileged nations received financial support (transport and lodging) for total value of approximately CHF 15'000.	Accomplished
So7	Handicapped children	Approximately 10 participating disabled children. Killian Jornet (gold medal winner discipline Vertical Race) gave his medal to the winner of the race for disabled children.	Accomplished

**Table 1 - Social impact Verbier 2015**  
(So4 identified as area of priority)

#### Cool & Clean

The « Cool & Clean » campaign promotes fair play and clean sport amongst youngsters. The programme, established by Swiss Olympic, aims at sports clubs, schools and sports events. It combines achieving goals and fair play (« Cool ») with a message of tobacco, doping and alcohol prevention (« Clean »). Banners of « Cool & Clean » were visible in the main venue (St. Marc) as well as on the different sites and on the event's Facebook-page.



Figure 4: Cool & Clean banners (ecosport.ch) as part of the anti-tobacco campaign (So1)

### Course Sport-Handicap

To promote ski mountaineering under youth with mental disabilities, a special race has been organised for mentally disabled children up to 14 years. The winner of the flagship discipline, the Vertical Race, made a great gesture by giving his golden medal to the winner of the race for disabled.



Figure 5: Elite race gold medallist giving medal to winner Course Sport-Handicap (So7)

## 5.2. Environmental impact

The environmental impact of Verbier 2015 according to defined objectives is summarised in Table 2. Refer to Appendix C for the full detail of each objective.

No.	Topic	Result	Conclusion
<b>En1*</b> <b>+</b> <b>En2*</b>	Transport	<ul style="list-style-type: none"> <li>- 3 shuttle busses throughout entire day (starting 7am) transporting athletes, volunteers and spectators.</li> <li>- Total kilometres: 1'050 (Champsec 480km, Verbier 220km, Martigny 350km)</li> <li>- Police present to force cars parking at Le Chable and take alternative transport</li> <li>- 89% of survey respondents used shuttle bus, gondola or both.</li> </ul>	Accomplished
<b>En3</b>	Waste collection	Several (at least 4) ECOPOINTS in public area.	Accomplished
<b>En4</b>	Waste reduction	Reusable cups, cutlery and plates. Collected and cleaned after lunch by volunteers.  91% of reusable cups were still available at end of the event.  No data available to measure defined performance indicator	Largely accomplished
<b>En5</b>	Reduced printing	2'000 posters, 5'000 flyers and 3'000 event guides (approximately 100 pages per guide) were printed as well as 5 banners. No electronic event guide.  Recycling boxes for paper in press room	Not accomplished <ul style="list-style-type: none"> <li>• No information about use of recycled paper</li> <li>• No initiative to reduce printing (e.g. replace by electronic event guide)</li> </ul>
<b>En6</b>	Public awareness	Survey confirms that spectators, volunteers and athletes are sensible towards sustainable development initiatives  Very limited Sustainability-related communication on Facebook	Partly accomplished
<b>En7</b>	Clothing	1'300 Raddy's vests made out of PET-bottles were given to athletes, volunteers and staff.	Accomplished

**Table 2 - Environmental impact Verbier 2015 (En1 and En2 identified as area of priority)**  
(En1 and En2 identified as area of priority)

### Public transport

To reduce CO2 emissions and to avoid any traffic problems, shuttle busses and gondola was used to transport all participants, volunteers and spectators between the central meeting point (Espace St Marc) and the competition. Espace St Marc is located only a few minutes walk from the train station.





Figure 6: Athletes, volunteers and spectators using shuttle busses (En1)

### **Waste reduction**

Food was served directly on the plate, which reduced the amount of uneaten food as well as packaging. Volunteers collected and cleaned the reusable dishes either manually or using large dishwashers. The caterer, where possible, reused uneaten food.



Figure 7: Plates and cutlery collected and washed to reduce waste (En4)



### 5.3. Economic impact

The economic impact of Verbier 2015 according to defined objectives is summarised in Table 3. Refer to Appendix C for the full detail of each objective.

No	Topic	Result	Conclusion
<b>Ec1</b>	Renewable energy	Main venue “St-Marc” uses blue energy (geothermal probes) for heating (winter) and air-conditioning (summer). No use of solar energy in St-Marc. No data available to measure defined performance indicator.	Partly accomplished
<b>Ec2</b>	Limited displacement of materials	Slopes prepared manually by volunteers (using skis instead to flatten the surface). Use of electrical vehicles for transport of equipment to sites. Helicopter only used in exceptional cases. Most material (including food) purchased or rented locally	Accomplished
<b>Ec3*</b>	Regional food	Water from region (Bagnes) promoted and available for free. Several local companies sold regional food and beverage. 77% from survey respondents preferred local food.	Accomplished
<b>Ec4</b>	Sustainable sponsors	No data available to measure defined performance indicator.	Not accomplished
<b>Ec5</b>	Promotion ‘Eau de Bagnes’	Estimate total of 1’000 litre bottled water (Eau de Bagnes) distributed. Promotion of and financial donation (sales water carafes) to <a href="#">Botza</a> (local association addressing sustainability issues such as water care initiative).	Accomplished

**Table 3 - Economic impact Verbier 2015**  
(Ec3 identified as area of priority)

#### Eau des Bagnes

The water from the region, Eau des Bagnes, was made available for free. Instead of bottled water, Eau des Bagnes was served using carafes and reusable cups containing the logo of an event sponsor. Besides reducing waste, this initiative promoted the sales of this local product as well as a local charity (Botza).



**Figure 8: Use of Eau des Bagnes and sales of carafes to support local association (Ec5)**



### Regional companies

Of the approximately 600 volunteers, a part was involved in serving local food. Some regional companies were responsible for the catering, others presented their products and activities at a small market place in Espace St Marc or with an advert in the printed event guide.



Figure 9: Local food and beverage being sold on-site (Ec3)

### 5.4. Other impact

Besides the defined list of 19 initiatives there were several additional initiatives that are worth mentioning.

- A drone was used instead of a helicopter for the majority of filming and photography during the event. This initiative saved costs and reduced both noise and the event's carbon footprint. Besides this it increased security, satisfied the event sponsors and allowed unique footage that would not have been possible with a helicopter.
- 600 volunteers from diverse countries worked at the event. On average the volunteers worked for an estimate of 40 – 60 hours at the event. Calculating with an hourly rate of CHF 25, this adds up to the equivalent of CHF 600'000 – CHF 900'000
- Primary schools from the region were invited to participate in the event and encourage athletes during their race. One of the site in particular (Champsec) welcomed on average 150 children per day who were introduced to the sport of ski mountaineering.
- Presence of "[Respect to protect](#)" in the meeting place (Espace St Marc) which is an organisation that promotes freeriding which does not pose a threat to wildlife.



Figure 10 - Use of a drone for photography and filming



## 6. Conclusions and recommendations

Based upon available information, it can be concluded that Verbier 2015 successfully implemented the majority of its defined initiatives. From the 19 defined objectives, 13 have been fully or largely accomplished, six objectives were not or only partly accomplished.

The events strongest area appears to be its social impact, with six of the seven objectives were accomplished, closely followed by environmental impact (five out of seven). It should however be highlighted that the social area of priority (So4: Anti-Doping) is the only social objective that was not accomplished.

The collected data indicates that the economic impact of Verbier is the least successful area (three out of five objectives accomplished). It needs however to be recognised that the size and nature of the event required very little procurement and was involved no less than 600 volunteers.

Connecting different stakeholders at an early stage allowed Verbier to implement a diversity of simple but successful initiatives, such as:

- Addressing the three spheres of sustainability (environment social, economic) through the free distribution and promotion of local water “Eau de Bagnes”).
- Respecting sponsorship demands without compromising the environmental impact by using a drone instead of helicopter for photo-shooting and filming
- Reducing costs by serving food directly on a plate instead of pre-packaged (less food thrown away and less waste).

Verbier 2015 is an example both for future ski mountaineering competitions as well as for other sport events in using sustainability as a lever for the success of a mid-size event. However, it under-utilises its (social and traditional) channels to communicate about their sustainability practices.

The main identified areas of improvement for future ISMF competitions are:

- Review the format of anti-doping sessions to increase the attendance of athletes
- Explore possible methods to increase awareness and engagement of the audience (including volunteers) on the added value of sustainability for the event.
- Set-up side events to leverage on the presence of many children and introduce them to the sport.
- Define performance indicators and sustainability initiatives related to (1) volunteers, (2) athlete and public engagement and (3) communication.

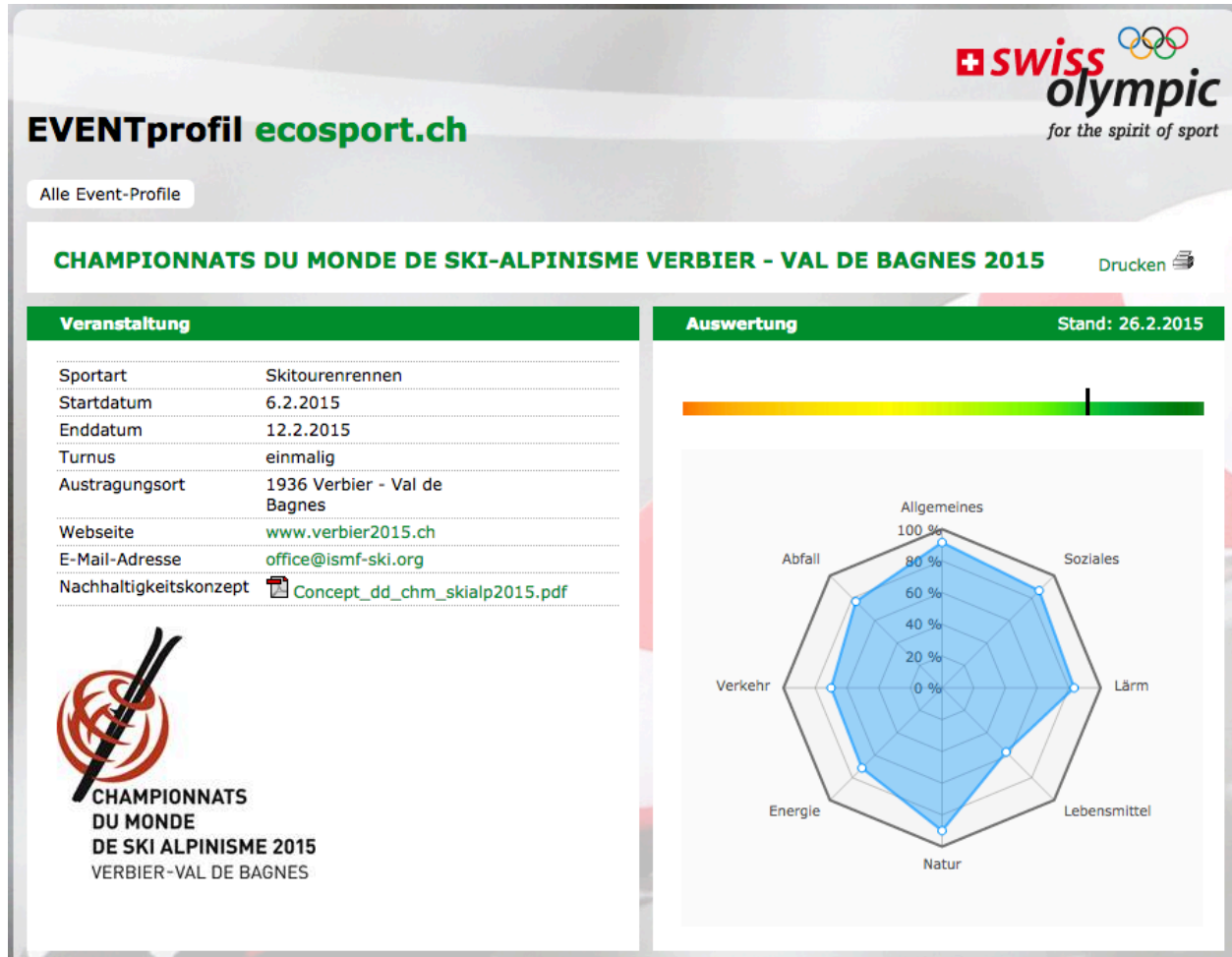
## Appendix A: Verbier 2015 Organising Committee

The Verbier 2015 Organising Committee is composed of the following individuals:

<b>Président</b>	Barben Gaston
<b>Vice-président</b>	Deslarzes Bertrand
<b>Secrétaire</b>	Lack Anne-Michèle
<b>Coordinateur</b>	Michellod Patrice
<b>Secrétariat technique</b>	Dumoulin Patrick
<b>Commission technique</b>	Taramarcaz Pierre-Marie
<b>Aménagement &amp; Transport</b>	Baillifard Christophe
<b>Chronométrage</b>	Alter Jérémy
<b>Police &amp; Ecologie (DD)</b>	Goltz Bertrand
<b>Sécurité</b>	Troillet Emmanuel
<b>Bénévoles</b>	Troillet Jean-Louis
<b>Finances</b>	Dumoulin Christophe
<b>Pension &amp; Logement</b>	Picchio Milko
<b>Protocolaire et Animation</b>	Meichtry L-Nicolas
<b>Salle St-Marc, pub aires A+D</b>	Vaudan Régis
<b>Presse &amp; Publicité</b>	Messeiller Patrick
<b>Promotion &amp; information</b>	Michellod Maurice
<b>Etat du Valais</b>	Jirillo Grégoire
<b>CAS</b>	Moret Didier
<b>CAS</b>	Stefan Wyer
<b>CAS</b>	Bernhard Hug



## Appendix B: Swiss Olympic EVENTprofil – Self Assessment



Full profile: <https://eventprofil.swissolympic.ch/de/Home/EventProfile/160>



## Appendix C: Objectives and performance indicators

### Domaine Société

Nr	Objectif global	Mesures	Objectif visé	Responsable	Indicateur de performance	Reference
So1	Pas de vente d'alcool à des mineurs	Affiches sur les bars pour la protection de la jeunesse	Des affiches sont placées à tous les points de vente	Bertrand Goltz Régis Vaudan	Number of posters displayed	-
So2	Protection tabagisme	Interdiction de fumer dans les salles et les tentes fermées	Affiches et avertissement	Bertrand Goltz Régis Vaudan	Number of posters displayed	SSE Toolkit 4.4
So3	Santé	Un concept de sécurité et de soins médicaux de base sont assurés	Médecin sur place + samaritains	Emmanuel Troillet	Number of doctors / medical staff present	-
So4	Anti-dopage	Mise en place en relation avec l'ISMF – Swiss olympic des contrôles anti-dopage	Manifestation « propre »	Emmanuel Troillet	Number of doping-tests during event	SSE Toolkit 2.7
So5	Mixité sociale	Intégrer les sociétés locales à la manifestation	Gestion locale de la manifestation	Ls-Nicolas Meichtry	Percentage of local companies engaged	SSE Toolkit 5.2 & 5.5
So6	Nations défavorisées	Participation financière aux nations défavorisées	Aide aux nations	Christophe Dumoulin	Value of charity donations (financial & Value-in-Kind)	SSE Toolkit 5.6
So7	Handicapés	Organisation d'une course Sport-Handicap	Intégration des enfants handicapés	P-Marie Tamarcaz	Number of participating disabled children	-

### Domaine Environnement

Nr	Objectif global	Mesures	Objectif visé	Responsable	Indicateur de performance	Reference
En1	Transport	Organiser les transports des athlètes et du public par navettes gratuites ou télécabine	Réduire la circulation + CO2	Christophe Baillifard	Number of shuttle busses Number of people transported	SSE Toolkit 6.1
En2		Ouverture des transports « verts » selon horaires des courses	Eviter circulation inutile		Average fuel consumption of « green transportation » Number of people using « green transportation »	SSE Toolkit 6.2 & 6.5
En3	Déchets	Création d'ECOPOINTS dans les principaux secteurs du public	Récupération de tous les déchets	Bertrand Goltz	Number of ECOPOINTS in public area	SSE Toolkit 4.2
En4	Vaisselle	Location de la	Réduire les	Milko Picchio	Average kilograms	SSE Toolkit



		<i>vaisselle complète pour tous les repas (Espace St-Marc)</i>	<i>déchets</i>		<i>of waste generated per spectator</i>	<i>4.2</i>
<i>En5</i>	<i>Flyers Affiches</i>	<i>Limité au strict minimum l'impression de documents publicitaires (affiches ...)</i>	<i>Eviter gaspillage</i>	<i>Maurice Michellod</i>	<i>Number of prints Percentage recycled paper used</i>	<i>SSE Toolkit 4.6 &amp; 8.3</i>
<i>En6</i>		<i>Communiquer sur les moyens publicitaires de l'impact du DD</i>	<i>Sensibiliser le public au Développement Durable</i>		<i>Spectator &amp; Volunteer feedback survey</i>	<i>SSE Toolkit 8.2 &amp; 8.5</i>
<i>En7</i>	<i>Cadeaux</i>	<i>Des gilets Raddy's offerts à tous les bénévoles + athlètes + invités</i>	<i>Raddy's – Produits en PET Recycling</i>	<i>Jean-Louis Troillet</i>	<i>Number of Raddy's given out</i>	<i>-</i>

### Domaine Economie

<b>Nr</b>	<b>Objectif global</b>	<b>Mesures</b>	<b>Objectif visé</b>	<b>Responsable</b>	<b>Indicateur de performance</b>	<b>Reference</b>
<i>Ec1</i>	<i>Energie verte - bleue</i>	<i>Location d'énergie verte ou bleue durant la manifestation (Espace St-Marc)</i>	<i>Ecologie</i>	<i>Bertrand Goltz</i>	<i>. Kilowatts of electricity consumed; tonnes of direct greenhouse gas emission (CO2) offset.</i>	<i>SSE Toolkit 4.1</i>
<i>Ec2</i>	<i>Matériaux locaux</i>	<i>Le transport du matériel loué ou acheté vient principalement de fournisseurs locaux</i>	<i>Limiter les déplacements</i>	<i>Christophe Baillifard</i>	<i>Not defined</i>	<i>-5</i>
<i>Ec3</i>	<i>Produits régionaux</i>	<i>Favoriser les produits régionaux lors des repas (plats valaisans-raclette...)</i>	<i>Réduire les transports inutiles et proposer des produits locaux</i>	<i>Milko Picchio</i>	<i>Percentage of regional food</i>	<i>SSE Toolkit 7.1</i>
<i>Ec4</i>	<i>Sponsors</i>	<i>Choix des sponsors, directives éthiques concernant les sponsors</i>	<i>pas de publicité pour le tabac ou l'alcool</i>	<i>Maurice Michellod</i>	<i>Number of sponsors with track record in sustainability</i>	<i>SSE Toolkit 5.3</i>
<i>Ec5</i>	<i>Eau de Bagnes</i>	<i>Distribution gratuite d'eau en carafe durant toute la durée de la manifestation (Espace St-Marc)</i>	<i>Boissons pour tous gratuite</i>	<i>Bertrand Goltz</i>	<i>Number of carafes distributed Liters of bottled water distributed</i>	<i>SSE Toolkit 7.1</i>

*(Priorité)*



## Appendix D: Photostory Facebook

### Mit ecosport.ch an der Skitourenweltmeisterschaft 2015 in Verbier

Updated about a month ago



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11 Shares

146 people like this.

<https://www.facebook.com/media/set/?set=a.10153019168406421.1073741906.211278721420&type=1>



## Appendix E: Anti-doping education



International Ski  
Mountaineering  
Federation



SUNDAY 08.02.2015 from 13:30 – 18:30

“ANTI-DOPING EDUCATION”

Espace St-Marc Le Châble

After the Vertical race prize giving ceremony, please visit our information booth and receive information on anti-doping and how to keep our sport doping-free!

Au terme de la cérémonie de remise des prix de la Vertical race, visitez notre stand et recevez des informations concernant l'antidopage et comment pouvez-vous contribuer à garder notre sport propre !

### FOR ATHLETES/POUR LES ATHLETES

13:30 – 18 :30 : Anti-doping education information on the risks of doping at “Espace St.Marc”.

13:30 – 18 :30 : Session informative sur les risques dus au dopage à “l'Espace St.Marc”.

### FOR COACHES AND NFs/POUR LES ENTRAINEURS ET LES FNs

17:00 : Antidoping information seminar presented by the Doping-Free Sport Unit of SportAccord. Room "St. Marc" in Espace St-Marc. **FOR COACHES** and representatives of National Federations.

17:00 : Séminaire informatif sur l'Antidopage présenté par l'unité antidopage de SportAccord. Salle "St. Marc" à l'Espace St-Marc. **POUR LES COACHES** et les représentants des fédérations nationales.

**ISMF's outreach for doping-free ski mountaineering**

**L'ISMF s'engage pour du ski-alpinisme sans dopage**





## Appendix F: Onsite questionnaire



### Ski Mountaineering World Championship 2015

Pour français: [Championnats du Monde de Ski Alpinisme 2015](#)

We kindly request you to answer a few questions related to "sustainable development" for the ISMF Ski Mountaineering World Championships 2015 in Verbier.

Thank you in advance for your time.

In what capacity are you at the event?

- ☐ Athlete/Participant ☐ Spectator  
☐ Volunteer ☐ Other

What was the distance you travelled to get to Verbier?

- ☐ less than 10 kilometers ☐ 10 - 25 kilometers  
☐ 25 - 50 kilometers ☐ 50 - 100 kilometers  
☐ 100 - 200 kilometers ☐ more than 200 kilometers

What was your primary means of transport to get to Verbier?

- ☐ Car ☐ Bus  
☐ Train ☐ Airplane

Have you used alternative ("green") methods of transport?

- ☐ Shuttle bus  
☐ Gondola  
☐ Both shuttle bus and gondola  
☐ None

Are people allowed to smoke inside Espace St-Marc and the tents?

- ☐ Yes  
☐ No, I've seen posters about this  
☐ No, I don't think so

Evaluate the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Verbier 2015 (the event) is making an effort to reduce its negative ENVIRONMENTAL impact.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Verbier 2015 (the event) is making an effort to increase its SOCIAL impact.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Verbier 2015 (the event) is making an effort to have a positive ECONOMIC impact on (the region of) Verbier.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

Do you prefer to eat local or non-local food during an event as Verbier 2015?

- ☐ Local food preferred  
☐ Non-local food preferred  
☐ No preference