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Foreword



n January 2016 Innsbruck and the Tyrol once again were the stage for a unique sports and cultural festival for young people from all over the world. After the Olympic Winter Games in 1964 and 1976, the Universiade 2005 and the 1st Youth Olympic Winter Games 2012, Innsbruck was the host of another major multi-sport event – in the heart of the Alps – under the auspices of the IOC.

From 12 to 16 January the world of youth sports looked towards the Tyrol – to the venues in Innsbruck, Seefeld, Telfs, Axams, Mutters and Götzens. Athletes from 54 cities worldwide, between 12 and 15 years of age competed against each other and made new friends.

The International Children's Games (ICG) are more than just a major (multi) sport event. The ideas of the founder – Metod Klemenc – was to bring together young people from all over the world and to build a better world based on friendship. Sports seemed the best way to fulfil this mission. And this founding spirit was definitely felt during the exciting week in Innsbruck. We were happy to introduce the new format of mixed team competitions with boys and girls from different cities competing together in one team and witnessed how this underlined the Olympic values of respect and friendship and the idea of the founder of the ICG. Parallel to the ICG, the 1st Tyrolean School Winter Games took place with 2,000 pupils from the entire Tyrol region.

Another highlight for us was the great success of our Homebase at the Innsbruck Exhibition Centre. It was the perfect location for fans of trend sport and great music. The diverse and colourful programme at the Homebase was full of surprises and brought together the national and international youth.

The 7th International Children's Winter Games in Innsbruck-Tyrol kept their promise of action, sport, international flair and lots of fun. I am extremely satisfied with the ICG and especially the performance of our young team within the organising committee (OC). We managed to ideally use the know-how from the Youth Olympic Games and offer all the participants an unforgettable week in the heart of the Alps. Moreover, we managed to set many sustainable initiatives and organised the first major multi-sport event for young persons as a green event.

Last but not least a special thanks goes out to the hard working and helpful volunteers, without whom this event would not have been possible. Even though the ICG 2016 are now over, the work of the volunteer team tirol still continues with next events just around the corner, and we are full of unforgettable memories.

for good

Georg Spazier Chief Executive Officer innsbruck-tirol sports qmbh

innsbruck-tirol sports



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Shining eyes of children will be kept in good memory!

e had to wait a long time this year for the snow to cover the mountains around our city. At the same time everyone was looking forward to the Innsbruck 2016 International Children's Games in mid-January. Of course it was perfect that the snow then arrived just in time for the start of the games. Exactly for the opening ceremony of this winter sport event, the city in the heart of the Alps presented itself from its best side and made the hearts of the young athletes leap for joy. Not only the winter which found its way into the Alps but also the well-organised competitions and the cultural programme made the event an unforgettable experience for all participants.

The joy about the medals in all colours was also great, as well as the delight about new contacts and friendships made during the Children's Games in Innsbruck. At the opening ceremony as well as at the closing ceremony hundreds of children's eyes shined at me. You could see that they would keep the experiences they made during their week in the Tyrol and the capital city Innsbruck in good memory. This alone is an undoubted evidence for the success of the event.

Innsbruck has already proven many times before that it is a perfect place for international sports events. The International Children's Games are now a further successful event in the history of our city.

However, one place alone is not enough to guarantee success. Months of preparations are necessary. The organising committee did a wonderful job! At this point, I would like to thank the organisers, the dedicated helpers and the hundreds of volunteers for their work and commitment which led to the success of the Innsbruck 2016 International Children's Games.

Mag.ª Christine Oppitz-Plörer Mayor of the capital city Innsbruck

Tyrol an exceptional winter sport region!

nce again the Tyrol has proven its reputation as an excellent winter sport region. After the Winter Olympic Games in 1964 and 1976, the Universiade 2005 and the Youth Olympic Games 2012 in our region, the Tyrol was also the host of the 7th International Children's Winter Games. Hundreds of young and talented athletes between 12 and 15 years of age took part in eight different Olympic winter sport disciplines and showed how much fun sports is. For me as the Governor of the Tyrol, it is a pleasure that such a great sports event took place in our beautiful region. We welcomed young athletes, coaches, city representatives and family members from over 50 cities. The capital city of the Tyrol was the centre of the games and the intercultural meeting point with excellent venues in the surrounding areas and a perfect infrastructure. The international character of this event gave us the opportunity once again to present our region worldwide.

The Tyrol is not only well-known for its impressive landscape but also for its welcoming hospitality. Our region presented itself to the international winter sport family from its best side and once again lived up to its expectations as a perfect host region for major events. Furthermore, we experienced a special premiere for our talented Tyrolean juniors with the 1st Tyrolean School Winter Games, which from now on will be a fix highlight during the last week before the mid-term holidays.

All the young athletes showed fairness and fun at the games and left the Tyrol with unforgettable memories. It was a celebration of intercultural meetings, border-crossing friendships and shared memories. Thank you to the whole organising committee and the dedicated volunteers. We will definitely all remember these exciting Innsbruck 2016 International Children's Games and look forward to future sports events in our region of the Tyrol.

Günther Platter Governor of the Tyrol



ICG 2016

An unforgettable week in the heart of the Alps has come to an end.

here were 31 medal decisions in eight sports disciplines during five exciting days. Around 800 athletes and coaches from all over the world, 500 volunteers as well as 200 helpers from sport associations and clubs, as well as base and all the other venues. The colourful Innsbruck 2016 International Children's Games (ICG) and the 1st Tyrolean School Winter Games successfully ended with the closing ceremony on 15 January.

A SHORT REVIEW

The arrival of the 1,000 guests from all over the world in mid-January was accompanied by snowfall. The Tyrol presented itself again as a first class winter wonder land. For many participating

age the ICG 2016 were the first chance to be part of an international multi-sport competition. Enjoying the movement, getting to know other cultures and building new friendships were in the foreground during these days in the Tythousands of visitors came to the Home- rol. It was a very special week, not only for the young athletes.

The new format introduced at the ICG, namely the mixed team competitions were a special highlight next to the amazing sport performances and the diverse side programme. Anyone interested and especially the local youth could take part in the various activities for free. At the mixed team events athletes from different delegations formed a team and competed against other mixed teams. The randomly patching together of boys athletes between 12 and 15 years of and girls from different delegations

strongly underlined the Olympic values of friendship and respect.

The mayor of Innsbruck Christine Oppitz-Plörer explained in her closing ceremony speech at the Homebase of the Innsbruck Exhibition Centre: "The weather conditions were great and there was enough snow at all the venues. The competitions were exciting and spectacular. I would like to thank the hardworking and helpful volunteers. Without you this would not have been possible. Thank you to everyone who made the ICG 2016 possible, especially the young organising team." With the handing over of the ICG flag to New Taipei City the Games in Innsbruck officially ended.

ICG President Torsten Rasch put the cherry on the cake during his closing speech of the International Children's

Games in Innsbruck-Tirol: "These games were the best International Children's Games ever!"

A LOOK BEHIND THE SCENES

Thanks to the good organisation and cooperation with local sport associations and clubs, the competitions at the modern venues in Innsbruck, Axamer Lizum, Götzens, Mutters, Seefeld and Telfs could be carried out under perfect conditions. "The Tyrol presented itself to the international winter sport family from its best side and once again lived up to its expectations as a perfect host region for major events. Furthermore, we experienced a special premiere for our talented Tyrolean juniors with the 1st Tyrolean School Winter Games, which from now on will be a highlight on the school sports calender", the Governor

of the Tyrol Günther Platter explained in his positive conclusion. Georg Spazier, Chief Executive Officer of the innsbruck-tirol sports GmbH (ITS) entrusted with the organisation and implementation of the ICG 2016, is extremely satisfied with the ICG and the performance of the young team: "We managed to ideally use the know-how from the Youth Olympic Games and offer all the participants an unforgettable week in the heart of the Alps. Moreover, we managed to set many sustainable initiatives, carried the Olympic legacy to the next level and organised the first major multi-sport event for young people as a green event!"

VOLUNTEER TEAM TIROL WINS FAIR PLAY AWARD

The dedicated volunteers received praise and acknowledgement from all sides.

Therefore, it was a special honour and occasion to see the Fair Play Award of the ICG not to be awarded to an athlete for a special fair gesture at a competition, but to two especially committed volunteers, who looked after an injured ice hockey player from Kharkov. Although their shift was over and the incident happened during the night, they accompanied the athlete to the examinations and then brought him back safely.

An unforgettable week in the heart of the Alps has come to an end. Thanks to everybody involved for making the ICG 2016 in Innsbruck and the Tyrol so

Key Facts

GENERAL

7th

International Children's Winter Games

12 – 15 athletes aged

54

participating cities (delegations)

22 participating countries

coaches and HODs

continents

774 participants: athletes,

1 1 11

71

VIPs (city representatives and ICG members)

8

sport disciplines

7

31

medal decisions

5th

sports event under the auspices of the IOC in the Tyrol

1st mixed team events at the ICG

SPECTATORS

18.425

cumulated event spectators

4.000

spectators attending the opening ceremony

10,500

people taking part at the side programme (Homebase)

MARKETING & COMMUNICATIONS

158,324

views on www.innsbruck2016.com from 11 to 16 January 2016

00:06:19

average session duration on www.innsbruck2016.com (11 to 16 January 2016)

136,863

views of facebook between 11 and 16 January 2016

8.129

seconds of ICG 2016 video production

10,282

seconds of ICG 2016 livestream production

5,045

photos produced

5:

accredited national and international journalists

1,483

ICG Welcome Bags

2,000

Tyrolean School Winter Games Welcome Bags

ACCOMMODATION AND CATERING

5

accommodation facilities within 25 km of distance

7,000

approx. overnight stays

12,057

meals served

TECHNOLOGY

201

metres of cable

14

outers in use

11

switches from 5 to 24 ports

19

laptops and 2 surf stations

12

multifunctional and 2 simple printers

126

mobile phones

31.42 GB

Internet traffic

TRANSPORT

20

volunteer drivers

10

26

GREEN EVENT

15

multi-sport event worldwide being organised as a green event for young athletes

VOLUNTEERS

700

500 volunteers, 200 helpers from sports clubs

21,500

functional ar

33

18 – 80

ears old





Innsbruck and the Tyrol

nnsbruck, nestled in the heart of the Austrian Alps, has a certain magic. The capital city of the Tyrol is world-famous for its urban, alpine character and traditional flair. Renowned as a tourist destination, the capital of the Tyrol holds culture and tradition in high esteem and regularly wins a place in the hearts of the hundreds of thousands of visitors who walk its streets each year, taking in the quaint old town and the breath-taking mountain scenery. Exactly 40 years after the Olympic Winter Games of 1976, Innsbruck once again drew the spotlight to the venues of yesteryear as well as some of the renovated sports facilities.

The Tyrol borders with Germany and Italy and is an innovative region which welcomes millions of international visitors each year. The Tyrol invites visitors to discover the mountains and take in the magic of winter.

INNSBRUCK, TYROL AND THE INTERNATIONAL CHILDREN'S GAMES

The International Children's Games were founded in 1968 by the Slovenian sports instructor Metod Klemenc. His idea was – after Wold War II – within his possibilities to create a better world based on friendship. Sports seemed to be one of the best means to bring young people from different countries together. In 1968, 9 European cities participated in the first International Children's Games. So far 49 Summer and 7 Winter

Games have taken place, with more than 45,000 participants from 580 cities from all 5 continents taking part. In 1994 the Games were hosted outside of Europe for the first time, namely in Hamilton (Canada) – these Games also were the first ever Winter Games in ICG history. Since the 2003 Games in Graz, the city of Innsbruck has been part of the International Children's Games movement. Since then, a total of 300 athletes from Innsbruck sports clubs have participated in 14 summer and winter games. Innsbruck strives to be represented regularly with as many different sport disciplines as possible and now after hosting the games will become a member of the ICG family.

Due to the continuous participation and the successful staging of the 1st Winter Youth Olympic Games, a bid by Innsbruck as Host City for 2016 was a logical consequence to also support legacy and youth activities. In August 2013, the decision was made during the Games in Windsor (CAN), and Innsbruck was awarded to host the 7th International Children's Winter Games. In October 2014, the Host City Agreement was signed.

Innsbruck had the honour of organising the International Children's Games for the first time. After hosting the Winter Olympics in 1964 and 1976, the Universiade 2005 as well as the Winter Youth Olympic Games in 2012, another major sporting event organised under the auspices of the IOC took place.



Organising committee applying acquired knowledge

The innsbruck-tirol sports GmbH (ITS) was created as the successor company of the Innsbruck-Tirol Youth Olympic Games 2012 GmbH. The aim of the company is to conserve, further develop and apply the knowledge acquired during the organisation and implementation of the Youth Olympic Winter Games, attract new events and set a special focus on youth sport activities.

national Children's Winter Games in 2013. The team of innsbruck-tirol sports GmbH (ITS), entrusted with the organisation and implementation of the ICG, ensured an unforgettable event in the heart of the Alps. What started as a "half-man-show" then increased to a **SUSTAINABILITY ON** strong team of 14 young people.

EXPERIENCE AND KNOW-HOW

Chief Executive Officer Georg Spazier described the goals of ITS: "In the long run we want to develop our own events for young talented people as well as acquire and implement new major events for Innsbruck and the Tyrol, especially in the area of sports. This way the reputation of Innsbruck as sport capital and the Tyrol as the sport region number one in the Alps can be strengthened." Due to the experience acquired, CEO Georg Spazier and his team know which factors lead to the success of a major (sport) event. Furthermore, the ITS team has the required know-how, network, tools and resources which are crucial for the organisation and implementation of

nnsbruck was awarded the 7th Intera a multi-sport event. This means that all the knowledge and know-how does not have to be "newly invented" for every event, but can be used and put into practice at different events in a sensible and effective way

MANY LEVELS

Georg Spazier and the ITS team are convinced that everything that should be sustainable and permanent can only work if the youth and therewith the next generation is included as early as possible. Therefore, the ITS team closely works together with the Education Authority in the Tyrol, with associations and clubs and are proud of the joint, continuous and sustainable (further) development of projects with schools and educational institutions.

A good example is not only the 1st Tyrolean School Winter Games, which took place parallel to the ICG but also the cooperation with schools such as the Medienkolleg Innsbruck, the University of Innsbruck or the University for Applied Sciences in Kufstein. Moreover, econom-

12

ic, ecological and social sustainability lie at the heart of the organising committee of the Innsbruck 2016 International Children's Games. Therefore, being awarded the "Green Event Tirol" certificate was a great pleasure. The ICG 2016 are the first major multi-sport event worldwide being organised as a green event for young

SUSTAINABLE STRUCTURE **ESTABLISHED**

Georg Spazier is proud of his young team and the preparation work: "We managed to establish a sustainable structure for sport events on the basis of acquired knowledge of the 1st YOG within a very short time and obtain the approval of the IOC for our plan. We are ready and look forward to organising and implementing further events in the future, continue with our youth focus and with the valuable work of the volunteer team tirol."

innsbruck-tirol **III** sports



of being the official mascot for the 2016 ICG.

was born in the Karwendel Mountains somewhere between Innsbruck and Seefeld. I don't know, where exactly. But it must have been near an alpine hut, because when I was a baby, my mum used to swipe some Tyrolean cheese dumplings, schlutzkrapfen or a delicious piece of apple strudel for us on special occasions.

I love the mountains. Ever since I have learned to jump and climb, I'm out and about. I've already seen all of Tyrol, but I still like the Nordkette best - because here you have such a breathtaking view over the roofs of Innsbruck. On nice days, you even see the twinkle of the most famous roof in Innsbruck, the Golden Roof.

I was named Josefine, a traditional Tyrolean name, but everybody calls me Yosi. Yosi pronounced like Josi and written with Y – just like my big brother Yoggl (his actual name is Jakob). By the way, Yosi actually means Yoggl's sister: Yoggl's Sister ... YoSi. Tourists from Great Britain who went on a skiing holiday to

the Axamer Lizum noticed this. Pretty cool, isn't it? You see, Yoggl is my big idol. Maybe you even know him! He and his rainbow pants became famous as he was the mascot of the Youth Olympic Winter Games 2012 in Innsbruck. Ever since I can remember. I wanted to follow in my brother's footstep.

Maybe you didn't know, but being a mascot is a matter of family (like so many things in Tyrol). It is not only a big honour, it's also a big responsibility. I have carefully prepared for this task: Now I know the most beautiful places in Tyrol, the best alpine huts and the cosiest hotels, I've learned skiing, cross-country skiing, figure skating, playing ice hockey and even snowboarding - not that easy for chamois, believe it or not.

During all this preparatory work I would have nearly missed my mission. While I was still on a scouting expedition in the valley, half of Innsbruck and Tyrol were already desperately looking for me. Fortunately, we coincidentally crossed each other's path! I don't like to think what would might have happened if they hadn't found me ...

Being the ICG 2016 mascot was an amazing experience! I met pupils from all around the world and cheered for them. Now I can greet and cheer on in nearly 20 languages. Well, I still have some problems with standard German, but actually that's just right and proper for a real Tyrolean girl ;-).





ICG 2016 Volunteers

round 700 volunteers - 500 members of the volunteer team tirol and 200 members from local sports clubs – strengthened the Games Workforce of the ICG 2016. The volunteers were a key link between everyone **VOLUNTEER TEAM TIROL** involved in the ICG 2016 - athletes, In 2014 innsbruck-tirol sports GmbH coaches, officials, VIPs, locals etc. - and important representatives of the ICG. later of the ICG 2016) initiated the vol-With their dedication, skills and experience our volunteers did not only make and develop volunteer work in a susa significant contribution to the smooth running of the event but also created a Area. The preparations for the ICG 2016 unique atmosphere and unforgettable memories for all guests and parties involved thanks to their helpfulness and hospitality.

The working areas were extremely diverse. Especially key qualifications such as language skills, organisational knowledge, technical know-how, athletic skills as well as educational competencies were required. The largest demand was in the area of sports as well as delegation services and the working field of Media & Communication. In every dein action.

LONG TERM VOLUNTEERS -**YOU ROCKED!**

Continuously since spring 2015 thirteen motivated men and women joined the organising committee as so called long term volunteers. They spent hundreds of hours supporting the recruitment, interviewing, communicating with and training the ICG 2016 volunteers. Being equipped with crucial functional as well as soft skills, all of them assumed key roles as Venue or Function Coordinators and became leaders to their own volunteer teams during the Games. With

their hard work and positive spirit those thirteen men and women significantly contributed to the successful delivery

(former organiser of the YOG 2012 and unteer team tirol as a project to promote tainable way in the Tyrolean Sport Event were the starting point for this volunteer project which is unique in Austria. With around 2,000 registered volunteers the volunteer team tirol will support many other major events in the region in the years to come.

ICG 2016 VOLUNTEER UNIFORMS - FIRST-CLASS QUALITY MEETS **SIMPLE DESIGN**

To be easily recognisable for all participants and guarantee fun and warm outdoor days before, during and after partment close to 100 volunteers were the ICG, all ICG 2016 volunteers received a set of clothing which was produced especially for the games. In cooperation with the organising committee of the ICG, the Tyrolean company LesSports produced a functional three-piece clothing set in the trendy colours green and blue: a water-repellent hardshell jacket, a warm waistcoat and a trendy cardigan. The traditional Austrian company Eisbär also supports sustainability and provided knitted caps in the ICG 2016 design of first-class quality for the volunteer team.





"I was standing there [Closing Ceremony] holding the flag and my tears just running down my cheeks with pride that together we made such an awesome event happen."

Delegation Assistant

18 FUNCTIONAL AREAS

- Accommodation
- Accreditation
- Admin. & Project Management
- Ceremonies
- Delegation Services
- Event Services Homebase
- Logistics
- Marketing
- Media & Communication
- Sport
- Technology
- Tyrolean School Winter Games
- Transport
- Uniform Management
- Venue Management
- VIP Services & Protocol
- Volunteer Management

"I made new friends, gained new contacts even in the professional field, got three tons of inspiration and motivation."

Delegation Assistant

"Among the volunteers the atmosphere and spirit was friendly and cooperative. They understood each other as one team."

Delegation Assistant

KEY LEARNINGS:

- Having Delegation Assistants (volunteers) speaking the mother tongue of the respective Delegation besides English and/or German was even more important than expected in terms of daily communication. Out of 19 languages spoken by the Delegations, our volunteers covered 17 languages.
- A thorough volunteer training is crucial, especially when the event period is so short. Apart from a preparatory theoretical session, a "training on the job" where specific tasks can be practiced at the actual venue with the whole team ensures a smooth performance from the first day on.

Sports & Venues

SPORTS

ompetitions were held in 8 sports disciplines with an overall of 31 medal events. The sports disciplines were Alpine Skiing, Biathlon, Cross-Country Skiing, Figure Skating, Freestyle Skiing, Ice Hockey, Snowboard and Speed Skating and included traditional and new event formats.

For the first time at the International Children's Winter Games biathlon and speed skating competitions were added to the sports programme. All competi-

tions were organised with experienced local sports clubs and/or federations. A central part of the Innsbruck 2016 International Children's Games sports programme were the Mixed Team Events, which allowed male and female athletes of different delegations to compete together in teams. These competitions underlined the important role of the games in bringing people together and reinforced the Olympic values of friendship and respect.



Disciplines	Events	Competition Partner	Competition Manager	
Almina Chiina	Giant Slalom (B/G)	CV Average	Wolfgang Hörtnagl	
Alpine Skiing	Parallel Slalom Mixed Team (2B/2G)	SK Axams		
Franchile Chiles	Ski Cross Mixed Team (2B/2G)	SC Mutters	Matthias Peer	
Freestyle Skiing	Ski Slopestyle (B/G)	N.ASA – New Austrian	Mainhaud Tuaiau	
Snowboard	Snowboard Slopestyle (B/G)	Snowboard Association	Meinhard Trojer	
Snowboard	Snowboard Cross (B/G)	SC Mutters	Matthias Peer	
	Classic (B/G)			
Cross-Country	Sprint Free Technique (B/G)		Anton Lengauer-Stockner	
	Mixed Team Relay (2B/2G)	SC Seefeld		
	Sprint (B/G)	SC Seeteld		
Biathlon	Elimination Sprint (B/G)			
	Mixed Team Relay (2B/2G)			
Ice Hockey	Boys' 8 Team Tournament	Tyrolean Ice Hockey Federation	Peter Schramm	
Figure Cleaning	Single (Short/Free) (B/G)	ESI Eislaufschule Innsbruck		
Figure Skating	Ice Dance (Short/Free)	ESI EISIAUTSCHUIE INNSDRUCK	Dr. Georg Ganner	
	500 m (B/G)			
a lal i	1000 m (B/G)	USCI – Union Speed Skating		
Speed Skating	Mass Start (B/G)	Club Innsbruck	Werner Jäger	
	Mixed Team Sprint (3 Athletes)			



VENUES

he venues required were selected carefully based on their availability, accessibility and the highest cost-benefit ratio.

All venues – competition and non-competition venues – were in a 25 km radius within and around Innsbruck. A further advantage of the venues was the close proximity to the official hotels.

Despite a weak winter start, during the games all of the venues were in excellent conditions to ensure top performances and high-standard competitions.

was in:

bruck.

AXAM

Only 1

pine w
resort
like at
and high-standard competitions.

"Venue Maps" were created for all venues to give an easy overview of the facilities to all client groups of the ICG 2016. At the same time all venues also hosted the events of the 1st Tyrolean School Winter Games.

OLYMPIAWORLD INNSBRUCK

In 2004, a number of top-level sports facilities in the Tyrolean capital merged to form the Olympiaworld Innsbruck complex.

During the International Children's Innsbruck and Axam Winter Games 2016, the Olympiaworld Innsbruck hosted the Speed and Figure Skating competitions as well as the of-

ficial opening ceremony (see page 24) on 12 January 2016. As the main competition venue and due to its central location the ICG 2016 transport hub was installed at the Olympiaworld Innshruck

AXAMER LIZUM

Only 19 km from Innsbruck, a high alpine winter landscape, in which the ski resort is embedded, is to be found. Just like at the Olympic Games 1964 and 1976, the Axamer Lizum also hosted the Alpine Skiing competitions of the ICG. It was a great pleasure to welcome Olympic champion Rosie Mittermaier in this venue during the games.

MUTTERERALMPARK

The Muttereralmpark is a real winter paradise and great family resort. Big and small ski and snowboard fans will find perfectly prepared slopes, spectacular deep snow rides and a great Funpark. Centrally located between Innsbruck and Axamer Lizum the Muttereralmpark offered the ideal conditions for the Freestyle Ski and Snowboard competitions.

SEEFELD ARENA

The Olympic region of Seefeld is located approximately 20 km west of Innsbruck. Perfectly prepared cross-country trails and state-of-the-art biathlon facilities as well as the experience of several World Cups and the Olympic Games, made the Seefeld Nordic Centre the ideal location for the Cross-Country Skiing and Biathlon events of the International Children's Winter Games 2016.

ICE ARENA TELFS

Telfs is located 27 km west of Innsbruck at the foot of the mountain "Hohe Munde". The imposing dome of the multi-functional modern building creates a unique atmosphere. The Ice Arena Telfs was the main venue for the Ice Hockey Boys' Tournament at the 2016 International Children's Games.

ICE ARENA GÖTZENS

The Ice Arena Götzens is located half way between Innsbruck and Axamer Lizum, roughly 10 km from the capital of the Tyrol. During the ICG 2016, it hosted the preliminary round of the Ice Hockey Boys' Tournament.

INNSBRUCK EXHIBITION CENTRE

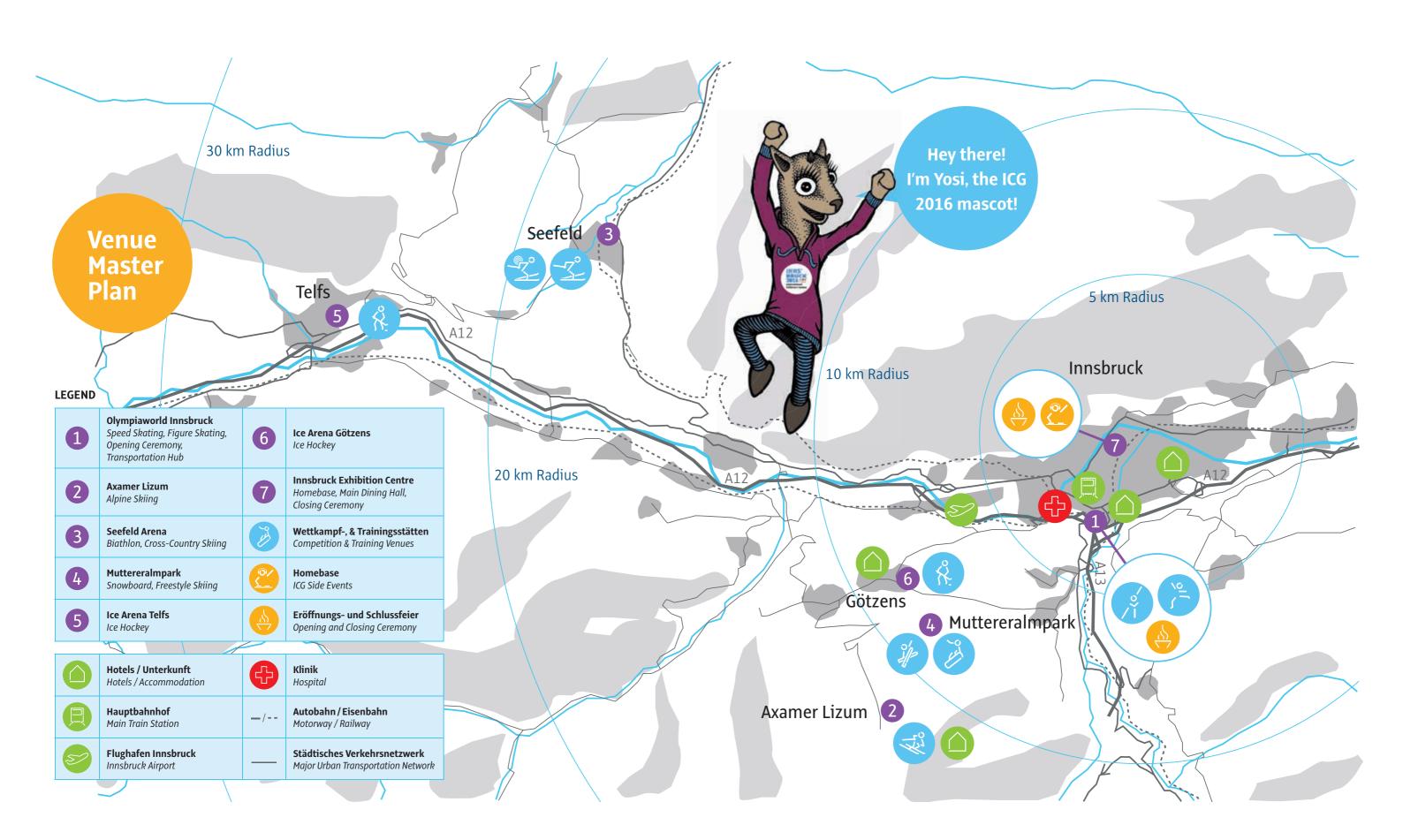
The modernised Innsbruck Exhibition Centre with the newly constructed Forum and Hall A was the central meeting point for all our clients. Due to its central location and state of the art infrastructure it offered the perfect conditions. The following services and centres were installed at the Innsbruck Exhibition Centre:

- Main Operations Centre
- Games Time Offices
- Volunteer Centre
- Media and Press Centre
- Delegation Services Centre
- Accreditation and Uniform Centre
- Car Pool Services DeskSports and Results
- Main Dining Hall
- Maili Dillilig H

HOMEBASE

Part of the Innsbruck Exhibition Centre was turned into the Homebase, which was the meeting point for all athletes and locals. Sport and music, interaction and cultural events formed the main pillars of the programme of the Homebase. The Innsbruck Exhibition Centre was also the venue for the closing ceremony. (See page 25)







1st Tyrolean School Winter Games



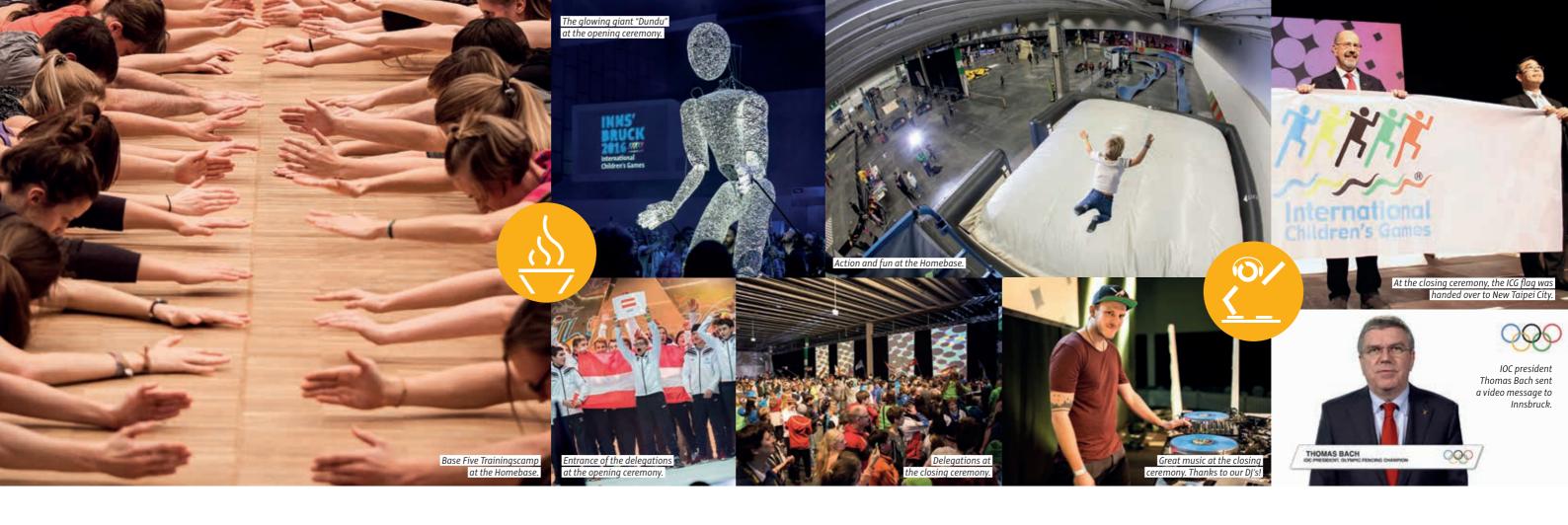
arallel to the 2016 International Children's Games, namely form 13 to 15 January 2016 the first Tyrolean School Winter Games took place. The organisation of the games was coordinated in collaboration with the Tyrolean school authority. The competitions were organised by the same sports partners as for the ICG competitions, except Natural Luge and Ice Stock Sport. The partners of those two sporting disciplines were the "Tyrolean Luge Federation" and the "Tyrolean Ice and Ice Stock Sport Federation". Around 2,000 students from all over the Tyrol took the opportunity to show their skills in various winter sports disciplines at the official ICG 2016 sports ven-

ues and enjoyed the international atmosphere. After finishing their sporting competitions, the youngsters were welcome to watch the competitions, featuring the international athletes. When arriving at the venue each student received a welcome bag. In addition, each participating team/class received a certificate of participation or even a medal.

The atmosphere concerning the project Tyrolean School Winter Games among the athletes and teachers was very positive. The main goals were to offer a spectacular and diverse week of winter sports for local students and initiate a legacy project for the common years.

In total 2,000 students took part in seven different sports disciplines at five venues:

Venue	WED 13. 1. 2016	THU 14. 1. 2016	FRI 15. 1. 2016
Seefeld Arena	Biathlon Natural Luge Ice Stock Sport	Biathlon Natural Luge Ice Stock Sport	Biathlon Natural Luge Ice Stock Sport
Axamer Lizum		Alpine Skiing	
Muttereralmpark		X-Day Cross	
Olympiaworld Innsbruck			Figure Skating
Ice Arena Telfs			Ice Hockey



Ceremonies & Side Events

OPENING CEREMONY

The International Children's Games were inaugurated with a festive ceremony on 12 January 2016 at the Olympiaworld Innsbruck. The opening ceremony was a very special moment – not only for the young athletes who enjoyed their moment of fame during the athletes' parade.

The programme of the opening ceremony went round in circles – colourful bubbles, balls and discs. Under the motto "sport connects people and crosses the borders of cities, religions and ethnicities", the spectators experienced an interesting and diverse programme. For the first time the spirit of the ICG 2016 was spread and unforgettable moments marked by friendship and respect were created.

The opening ceremony was the emotional start of the ICG 2016 in Innsbruck, the Axamer Lizum, Götzens, Mutters, Seefeld and Telfs. After the entrance of the delegations and the official ceremony, music, dance and show acts were presented. Among others, the ICG 2016 Dancecompany "I Can Groove" delivered an amazing performance. The Song of Inns-

bruck, which was written for the ICG 2016, was performed for the first time by a brass band and the 5m high, glowing, soft giant "Dundu" was a true eye-catcher.

In his video message, the IOC president Thomas Bach brought a few important things back to mind - on the one hand, we should remember the special atmosphere that prevailed during the 1st Winter Youth Olympic Games in Innsbruck, on the other hand, we should be proud of Innsbruck having hosted the Olympic Games multiple times. "The Olympic spirit of Innsbruck will surely inspire everyone at these Children's Games", said Thomas Bach. 40 years after the Olympic Winter Games in 1976, the fire of friendship and respect was lit by the former Tyrolean ICG athlete and successful speed skater Viola Feichtner. The ICG 2016 promised sports, action, fun and excitement as well as a diverse and international Tyrol. In the sense of the ICG 2016 motto "Join us and have fun", all interested people were invited to watch and visit the games and venues for free and to participate in the varied programme at the Homebase at the Innsbruck Exhibition Centre.

CLOSING CEREMONY

On Friday, 15 January, the closing ceremony of the Innsbruck 2016 International Children's Games at the Innsbruck Exhibition Centre marked the end of an unforgettable week in the heart of the Alps. For the first time the Fair Play Award of the ICG was not awarded to an athlete for a special fair gesture at a competition, but to two especially committed volunteers, who looked after an injured ice hockey player. Although their shift was over and it occured during the night, they accompanied the athlete to the examinations. With the handing over of the ICG flag to New Taipei City the Games in Innsbruck officially ended.

ICG President Torsten Rasch put the cherry on the cake of the International Children's Games in Innsbruck-Tyrol by stating in his closing speech: "These games were the best International Children's Games ever."

ICG 2016 HOMEBASE

During the ICG 2016, the Homebase at the Innsbruck Exhibition Centre was the living room and meeting point for all international athletes and those from Innsbruck, as well as Tyrolean locals. The programme offered a colourful blend of trend sports, music, films, dance, trainings and chill out. This broad programme was available every day from Monday, January 11th to Thursday, January 14th and it was for free. Not only international guests, but especially locals from the Tyrol were also invited to visit the Homebase at the Innsbruck Exhibition Centre.

Either chilling together in the Athletes' Lounge or having fun with sporting activities during the three days of the U Tour Deluxe powered by the Sportunion – taking part was the motto in the Homebase of the ICG. In connection with the U Tour De-

luxe, the ICG brought a world-cup-format Pumptrack including an international qualifying race to the Tyrol for the first time. Further exciting programme points were the big Base Five Trainingscamp and the Dance Workshop with the Swiss star coach Axel Felipe Hernandez! Everyone was invited to leave the dancing shoes on and party at the ICG Live Concert Night with [dunkelbunt] and "Von Seiten der Gemeinde" or enjoy a great evening with the DJ line up, offering a range from hip hop to funk to electro.

All fans of good sporting films could enjoy themselves with the newest movies during the ICG Freeride Film Night. In order to get ready for the live version of free riding, everybody was invited to learn how to use a LVS transceiver and probe at the SAAC security training and see how "learning by doing" works.

The realization of the Homebase was organised and managed by integrating several local communities and sponsor/partner activities in collaboration with the ICG organising committee.

KEY FACTS

- 4 days action and music
- 40 exhibitors
- over **10,000** visitors
- 2 bands and DJ's
- 1 movie night
- 1 dance workshop
- 1 closing ceremony



Client Services

DELEGATIONS' GUIDE & TECHNICAL HANDBOOK

One month ahead of the Games the Delegations' Guide & Technical Handbook were provided to all delegations as the documents of reference including detailed information on all games operations and games time services. The reader-friendly layout of both documents should attract the delegation members, especially the Heads of Delegations and coaches, to read them. The documents were available in digital format in accordance with our green games policy to keep printing to a minimum and reduce overall resources.

HEAD OF DELEGATION & JOINT TECHNICAL MEETING

The Head of Delegations' meeting took place on arrival day (11 January 2016) at the Homebase, Exhibition Centre Innsbruck. 52 out of 54 delegations from 22 different countries were present at the meeting. The separate technical meetings took place before the first competitions at the respective venues.

DELEGATION SERVICES

• Delegation Services Centre (Innsbruck Exhibition Centre): The Delegation Services Centre was located at the Innsbruck Exhibition Centre and was the central meeting point and the central information desk for all delegation assistants and delegation members. The Delegation Services Centre was the hub for resolving delegation issues that involved arrival and departure, accommodation, transportation, sport, catering, medical, volunteers and others. The Delegation Services Centre was

open from 11-16 January 2016 from 7am to 10pm.

- Delegation Assistants: The delegation assistants supported and accompanied the delegation members throughout the games. It was important to offer all the delegations an assistant who spoke English and/or their mother tongue. On arrival day they met the delegations, assisted them with the check-in, accreditation, welcome bags and meal vouchers. They also assisted the delegation members if there were any language barriers or other questions. At the opening ceremony the delegation assistants guided the delegations on to the stage for the parade of delegations.
- Fair Play Award: At the Innsbruck 2016 International Children's Games participants could nominate a person who displayed fair play. The Fair Play Award Nomination Form was handed out to all participants and was available at the Delegation Services Centre. The nomination forms were submitted at the Delegation Services Centre. At the closing ceremony the Fair Play Committee announced the Fair Play Award

VIP SERVICES

The VIP Desk was located at the official VIP Hotel Ramada in Innsbruck. City representatives and ICG members could contact the VIP Desk if they had any questions or required transport.

• Hospitality Programme: A VIP Hospitality Programme was designed for the city representatives, ICG members and guests. Some highlights of the pro-

gramme were a city tour, visit to the venues in Axamer Lizum and Seefeld. Swarovski Crvstal Worlds and the VIP evening at the Seegrube Restaurant at 2000m above sea level.

• Mayor's & Governor's Reception: The Mayor's & Governor's Reception took place before the opening ceremony on 12 January 2016. The mayor of Innsbruck and the deputy governor of the Tyrol welcomed the city representatives and guests from the 54 participating cities.

ICG COMMITTEE & TECHNICAL COMMISSION

ICG Committee Meeting in Innsbruck: On 11 January 2016 (arrival day) a committee meeting was held in Innsbruck. The location for the ICG committee meeting was the Hotel Ramada, which was the official VIP Hotel during the ICG 2016. Next to the ICG committee members, the meeting was also attended by a representative of the city of Innsbruck and representatives of the organising

DELEGATIONS & GAMES

- **54** participating cities from
- 22 countries
- 774 participants
- 71 city representatives & guests, ICG members & guests (excluding local VIPs)
- 140 Family & Friends Packages
- 31 medal events in 8 disciplines







Country	Flag	City	Number of Athletes	Sports Disciplines
Australia		Claremont	4	Alpine Skiing, Snowboard
		Maroondah	4	Alpine Skiing, Freestyle Skiing
		Woollahra	11	Alpine Skiing, Cross-Country Skiing, Freestyle Skiing, Snowboard
Austria		Graz	22	Alpine Skiing, Ice Hockey
		Innsbruck	44	Alpine Skiing, Biathlon, Cross-Country Skiing, Figure Skating, Freestyle Skiing, Ice Hockey, Snowboard, Speed Skating
		Salzburg	2	Figure Skating
		St. Pölten	2	Figure Skating
Bosnia and Herzegowina	&	Sarajevo	12	Alpine Skiing, Biathlon, Cross-Country Skiing
Canada	(*)	Hamilton	19	Figure Skating, Ice Hockey
		Kelowna	17	Alpine Skiing, Biathlon, Cross-Country Skiing Freestyle Skiing
		Waterloo	13	Figure Skating, Speed Skating
		Windsor	2	Alpine Skiing, Figure Skating
China	•	Beijing	3	Figure Skating
Germany		Darmstadt	22	Alpine Skiing, Ice Hockey
		Erfurt	6	Speed Skating
		Freiburg	17	Ice Hockey
		Inzell	4	Speed Skating
		Kempten	18	Alpine Skiing, Cross-Country Skiing Freestyle Skiing
		Ottobrunn	5	Speed Skating
		Sayda	8	Biathlon, Cross-Country Skiing
Greece	4	Athens	6	Alpine Skiing
		Naoussa	11	Alpine Skiing, Cross-Country Skiing
		Patras	12	Alpine Skiing, Freestyle Skiing, Snowboard
Hungary		Szombathely	4	Alpine Skiing
Iceland	#	Akureyri	6	Figure Skating, Cross-Country Skiing
		Reykjavik	8	Alpine Skiing, Figure Skating, Snowboard
Italy	0	Bruneck	30	Alpine Skiing, Cross-Country Skiing Figure Skating, Freestyle Skiing, Ice Hockey
Kazakhstan	6	Kostanay	6	Cross-Country Skiing
Lithuania		Kaunas	2	Figure Skating
Montenegro		Zabljak	4	Biathlon, Cross-Country Skiing
Netherlands		Alkmaar	17	Alpine Skiing, Figure Skating, Speed Skating





Country	Flag	City	Number of Athletes	Sports Disciplines
Poland	-	Krakow	12	Alpine Skiing, Figure Skating, Freestyle Skiing, Snowboard
Russia	-	Novouralsk	10	Biathlon, Cross-Country Skiing
o o		Petrozavodsk	12	Biathlon, Cross-Country Skiing
		Ufa	16	Alpine Skiing, Biathlon, Snowboard, Speed Skating
Slovenia	•	Celje	7	Alpine Skiing, Figure Skating
		Gorje	7	Biathlon, Cross-Country Skiing
		Maribor	5	Alpine Skiing
		Ravne na Koroskem	6	Alpine Skiing
		Ruse	4	Alpine Skiing
		Sentilj	5	Alpine Skiing
		Velenje	9	Alpine Skiing, Cross-Country Skiing
South Korea	(0)	Daegu	1	Alpine Skiing
Spain		Barcelona	16	Alpine Skiing, Cross-Country Skiing, Figure Skating, Speed Skating
Switzerland	0	Délemont	19	Figure Skating, Ice Hockey
		Lausanne	12	Alpine Skiing, Figure Skating, Freestyle Skiing, Snowboard
		Montreux	5	Alpine Skiing, Freestyle Skiing, Snowboard
		Saanen	8	Alpine Skiing, Biathlon
5		Vevey	4	Alpine Skiing, Freestyle Skiing
Ukraine	•	Kharkov	17	Ice Hockey
		Uzhgorod	4	Alpine Skiing, Snowboard
United States of America	=	Big Bear Lake	5	Alpine Skiing
		Cleveland	18	Alpine Skiing, Cross-Country Skiing, Figure Skating, Speed Skating
		Lake Placid	18	Alpine Skiing, Cross-Country Skiing, Freestyle Skiing, Speed Skating



KEY LEARNINGS:

Regular contact with the delegations is very useful. Short
e-mails with compact information are better than comprehensive documents with extensive information. Unfortunately,
many delegation members did not manage to read all the
documents sent to them beforehand.

 Ideally, there should be WIFI and also more seating possibilities before the opening ceremony for the athletes to create a more comfortable atmosphere while waiting for the march-in.



STATEMENTS/FEEDBACK OF DELEGATIONS AND ICG COMMITTEE:

"On behalf of Team Kelowna I would like to thank the City of Innsbruck for hosting these games and welcoming all 53 of us from Kelowna to the games (athletes, parents and coaches). I had a chance to talk with all that attended and their feedback was unanimous – they had a wonderful time, great experience and now have memories that will last a lifetime. Thank you for providing such great accommodations, food, venues and sport competitions. Your team of volunteers and officials were top notch and supported the sports and entire games so well."

Delegation Kelowna, Canada, 18. 1. 2016

"Thanks to your team for wonderful games. The organization, venues, events, staff and volunteers were outstanding and a heart-felt thanks from us in Canada to our new found friends in Innsbruck!"

ICG Committee Member, 19. 1. 2016

"Still full of emotions and memories from these wonderful and great Games I would like to express my great appreciation for an excellent job you all delivered in Innsbruck! Meanwhile I had a lot of very positive reactions from parents, coaches, committee members and athletes about the great success. Many thanks and respect for this amazing event!"

ICG President Torsten Rasch, 20. 1. 2016

"On behalf of the whole delegation from Alkmaar I would like to thank you and all the people who are involved with the organisation of the Games for the great and wonderful Games in Innsbruck. Everything was in it. Respect, friendship and good sports and a perfect organisation. In Alkmaar I had a lot of very nice reactions. There is a proud feeling about these Games."

Delegation Alkmaar, Netherlands, 19. 1. 2016





Operations

ACCOMMODATION

A lected in cooperation with the lo-cal tourist board. Due to the lack based on the size of the delegation and the sport disciplines in which they of a campus, the main focus of accom- competed. This was the ideal allocation, modation operations was to use as few which was also connected to the transfacilities as possible with a high number of beds at an affordable price. Beside this, the distance to the competition venues were taken into account.

ACCOMMODATION FOR DELEGATIONS

Delegations were accommodated in Innsbruck, Götzens and Axamer Lizum.

ccommodation facilities were se- The hotel room allocation was arranged port and sports schedule.

WELCOME DESKS & INFO POINTS

The accommodation team was in charge of the welcome desks at the hotels on arrival day. The volunteers built accreditation, check-in & check-out and could be reached by using the trans-

general questions. The info points included venue and transport maps and

ACCOMMODATION FOR VIPS

VIPs were accommodated at the Hotel Ramada located directly opposite the Olympiaworld Innsbruck and the transport hub. Due to the strategic location it was the ideal choice for the accommodation of the VIPs as it ofup the welcome desks and info points fered short walking and travel distancand assisted the delegations with the es and all venues outside Innsbruck

port routes departing from the Olympiaworld Innsbruck.

FAMILY AND FRIENDS

In cooperation with the tourism board, special "Family & Friends Packages" were created to offer parents the opportunity to travel with their children to Innsbruck and be part of the ICG Dollinger, Hotel Grauer Bär and Hotel 2016. Family members from 10 different countries (the Netherlands, Germany, Greece, Austria, the United States, Switzerland, Iceland, Australia, Ukraine and Canada) booked this package. They were accommodated at different hotels in Innsbruck (Hotel Alpinpark, Hotel to the ICG.

There were further family and friends present at the different competitions and events of the ICG. In total an estimated 300 - 400 family members and friends travelled with their children

Accommodation Overview

Location	Availability of beds	Main disciplines
		Train wiscipinics
Axamer Lizum	400	Alpine Skiing, Freestyle Skiing, Snowboard
Götzens	360	Ice Hockey, Alpine Skiing
Innsbruck	200	Biathlon, Cross-Country Skiing, Figure Skating, Speed Skating
Innsbruck	83	Figure Skating, Speed Skating
	Götzens Innsbruck	Götzens 360 Innsbruck 200



ACCREDITATIONS ISSUED

- Access All Areas: 24
- Volunteers: 486
- Workforce: 227
- Participants (Heads of Delegation,
- Coaches, Athletes): 774
- VIP (City Representatives, ICG Members, Guests. etc.): 101
- Family and Friends: 228
- Total: 1.893

ACCREDITATION

ICG 2016 was elaborated in collaboration with the University of Applied Sciences FH Kufstein. Goal of

he online registration tool for the After the registration the data of the various client groups was exported and the accreditation cards were created.

The accreditation centre was intedelegations, workforce and volunteers. the accreditation centre. Delegations, tified via wristbands.

VIPs and Family & Friends received their accreditation upon arrival at the respective accommodation facility. Some client groups (e.g. security staff, catering staff) the tool was to develop something the grated in the Innsbruck Exhibition Cen- were not accredited, as it was clearly visoverall ICG family could benefit from and tre and started operating on 5 January ible that they were part of the workforce leave a legacy behind. The online regis- 2016. Accreditation for all volunteers, due to their uniform. For the opening tration tool worked as the database for all workforce and media was provided at ceremony external workforce was iden-

FOOD AND BEVERAGE SERVICES



he main focus of Food and Beverage Services was to provide warm meals for each client group depending on the sports programme and the respective venue by using the existing facilities on site. In correspondence with our green event guidelines and activities balanced vegetarian and non-vegetarian meals with a focus on seasonal, regional, organic products were served. Only reusable tableware was used in all venues.

CATERING OVERVIEW

Breakfast was served directly at the accommodation facility during the defined service hours from 06:30 - 09:00. Lunch was organised and served directly at the respective competition venue depending on the training and competition schedule. Dinner was served for all participants at the Main Dining Hall



at the Innsbruck Exhibition Centre. The goal was to bring all athletes together and create an "Olympic village flair". For the opening cermony temporary catering was installed at the Olympiaworld Innsbruck to serve delegations, workforce, volunteers and VIPs. In total 12,057 meals (salad, soup, main course, drinks) were served.

TRANSPORT

BUS SERVICES

The ICG transport system included a shuttle service operating on a defined frequency and pre-planned transport services complemented by access to the public transport service operated by the "Innsbrucker Verkehrsbetriebe" (IVB). The ICG transport system operated from one transport hub, located at the Olympiaworld Innsbruck, connecting all venues and accommodation facilities.

Pre-planned direct transport connecting the accommodation and the venues was installed to offer all delegations direct connection from the respective accommodation to the competition venue. Departure times were defined in relation to the competition schedule and the defined preparation time on-site. Furthermore, guests with an opening ceremony ticket and/or accreditation could use all public transport services operated by the "Innsbrucker Verkehrsbetriebe".

CAR POOL SERVICE

A car pool service was implemented to offer additional transport services to specific client groups.

10 vehicles (4 limousines, 6 minibuses) were dedicated to this service and were driven by 20 volunteers, who all received a drivers' orientation and safety training on the first day.

ARRIVAL AND DEPARTURE

Due to the central location of Innsbruck, most of the delegations arrived by car or bus. For all delegations arriving by train or plane to Innsbruck Main Train Station or Innsbruck Airport pick-up service was arranged.



Delegations arriving at the Axamer Lizum





MEDICAL SERVICES

mergency Services were provided contact person during the ICG. The gener-Mountain Rescue Austria supported the Red Cross at all alpine venues. The Innspartner hospital and was responsible for all emergencies, hospital treatment and laboratory analyses. A general practitioner from Innsbruck was the official doctor and

by the Red Cross at all venues. The all practitioner was responsible for treatments not related to accidents, such as flu, headache, sore throat or travel sickness. In bruck University Hospital was the main ICG total 40 persons (30 male, 10 female) reguired medical attention at the venues of which 26 could remain at the venue afterwards, 14 patients had to be transported to hospital for further checks.

The treatments were divided into different emergency categories:

- Minor accidents: 3
- Internistic emergencies: 2
- Traumatological emergencies: 35
- Total treatments: 40



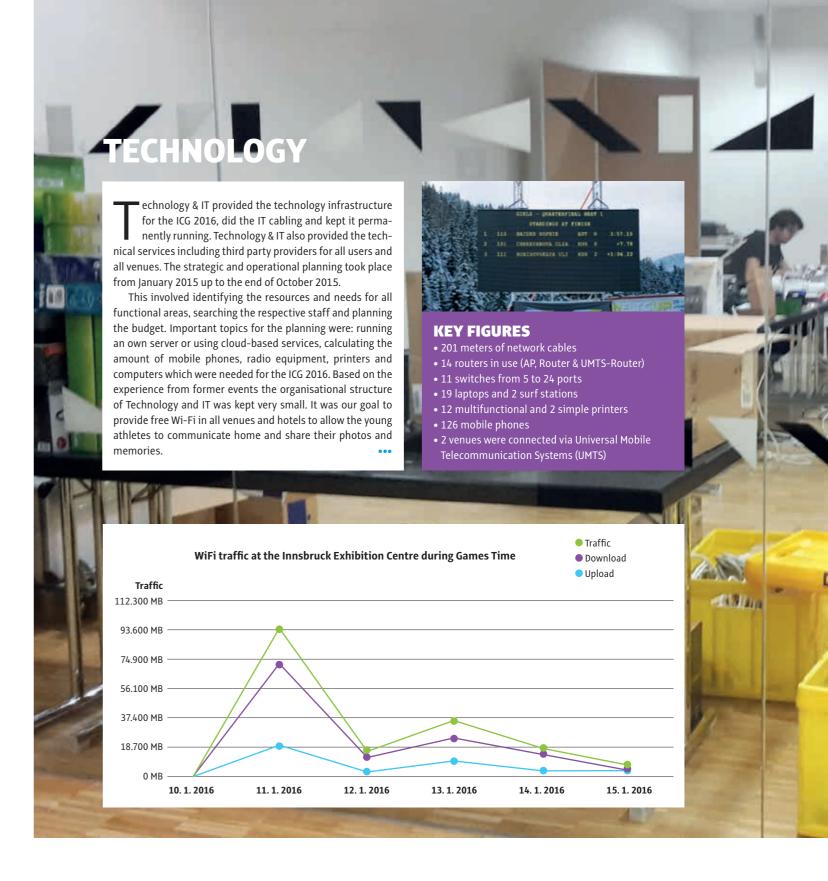
SECURITY & SAFETY

time the Main Operations Centre (MOC) consultant, transport services, organis-

n order to provide an efficient secu- ing committee). The MOC was connected rity and safety service during games with all venues via radio link. To guarantee security and safety at all competition was installed at the Innsbruck Exhibition and non-competition venues about 200 Centre. Officers of the most important insecurity positions with an overall of 2,130 stitutions formed the MOC (police, secu- working hours were implemented and ocrity services company, security services cupied by two different security companies. The main tasks were access control

and surveillance of the venues, coordination of lost & found (documents etc.), vehicle access and supervision of parking areas. The communication to the authorities and institutional offices as well as reporting to the organising committee and risk management was the responsibility of security services at the MOC.

Operational Statistics of the ICG 2016	Location
Total operating hours of security companies	~ 2130 hours
Security positions at all venues	~ 200
Documented radio messages at the MOC during the period 11. 1 15. 1. 2016	175
Processed communication at the MOC (radio, WhatsApp, e-mail, verbally, information exchange)	Approx. 300
Persons expelled from the venues	5





KEY LEARNINGS:

- Warm meals and beverages are an essential benefit for all participants at winter games. To allow everyone to get their meal, catering times shall be defined according to the competition and working times and kept open as long as possible.
- Transport is to be defined according to the specific needs of the various client groups considering the competition schedule and preparation times. Integrating the public transport system within the overall planning will offer a benefit for all clients and reduce the amount of additional traffic.
- Early integration of all competition partners within the operational planning of the sports programme and sports operations (competition and training schedule, venue planning, quota definition, etc ...) can reduce the lack of information and assure smooth implementation on site.
- The use of existing facilities as well as the use of local contractors will help to save costs and reduce the complexity of venue



Marketing & Communications

The Marketing & Communications Team spread information about and the spirit of the ICG 2016, engaged, excited and informed the local population and the world about the Innsbruck 2016 International Children's Games via all existing channels and means.

MARKETING

he main objective of the Marketing department was to create an attractive brand and event for the young and specific target group of the International Children's Games 2016 in Innsbruck - Tyrol.

Before games time, the marketing strategy was based on different promotion and marketing activities. The objective of this strategy was to engage, excite and inform the local population about the ICG 2016. While during games

mainly responsible for ensuring the exceptional presentation of the event.

PARTNERS & SPONSORS

The International Children's Games were a major technical, logistical and organisational challenge. It is thanks to the financial and logistical support of many companies, institutions and organisations that we were able to meet these challenges. The organising committee was able to win the support of various Several other partners (Bellutti, Inns-

regionality and sustainability were very important to the organising committee

Apart from the institutional and touristic institutions (Innsbruck and its holiday villages tourist board, Tirol Werbung, Olympiaregion Seefeld) the four official sponsors of the ICG 2016 were Raiffeisen Club Tirol, Schlüsselverlag J.S. Moser GmbH, Doppelmayr and the Innsbrucker Kommunalbetriebe Aktiengesellschaft. time, the marketing department was partners and sponsors. At that point brucker Verkehrsbetriebe und Stubaital-

bahn GmbH, Eisbär, TIROL TV and Verival) as well as many additional suppliers ensured the success of the ICG 2016.

Furthermore, in the course of the ICG 2016, there were several cooperations with educational institutions (Tyrolean school authority, Medienkolleg Innsbruck, Medienferrari Innsbruck, FH Kufstein University for Applied Sciences, Management Center Innsbruck, University of Innsbruck). At last, we would like to take this opportunity to say a big thank you to all partners, sponsors and suppliers of the ICG 2016.

PROMOTION AND MARKETING **ACTIVITIES - PRE GAMES**

COUNTDOWN CLOCK

251 days before the official start of the ICG 2016 the countdown clock was unveiled. The unique countdown clock was a custom-made design and glowed alternately in the five Olympic colours. This effect should remind of Innsbruck's Olympic history. Additionally, the countdown clock had a selfie-function.

• I CAN GROOVE

The project "I Can Groove" was the great continuation of the YOG Dance and the official dance group of the Innsbruck 2016 International Children's Games. During the whole year the participants

eral official appearances with the grand finale at the opening ceremony. The young dancers enjoyed free dance classes, which were the perfect combination of sport, culture, interaction and fun.

• FREESTYLE DAYS

On 6 and 7 June 2015 – exactly 220 days before the opening ceremony of the ICG 2016 – the Freestyle Days 2015 took place for the first time. It helped to promote the ICG and initiated a new sport programme for the locals. The Freestyle Days as well as the ICG 2016 were characterized by the Olympic values – top performances, friendship and respect. Diverse freestyle action with workshops in different trend sports, skate and BMX pro contests and a first-class concert were offered in cooperation with local associations.

As an additional promotional and advertising effort, we promoted the ICG 2016 at diverse fairs and sports events

learned different choreographies for sev- as well as at the open house day of the Landhausplatz.

Josefine – better known as Yosi – is a real Tyrolean Alpine chamois and was the official mascot for the ICG 2016. Yosi's elder brother Yoggl was the official mascot of the Youth Olympic Winter Games 2012 in Innsbruck.

Yosi was cheering the participants in all venues and had a lot of official appearances. As a memento of the event, Yosi could be bought as cuddly toy or pin.

SOCIAL CAUSE

• SPORT CONNECTS PEOPLE -SHOW YOUR SUPPORT!

FRIENDSHIP & RESPECT played an important role at the ICG 2016. Therefore, we wanted to set an example for a social interaction with all people. In the recent past many people have been seeking shelter in Europe - among them also many unaccompanied minors, who have come on their own from Afghanistan to

	Running meters	Square meters
Advertising banner (endless fleece, mesh, bvc banner)	3,958	3,786
Flag material, backdrops,	/	446



LOOK OF THE GAMES

ficial ICG logo 2016.

The marketing department tried to cre-

ate an appealing look of the games for

the young target group of the ICG 2016.

The bubbles also can be found in the of-

The following numbers of running

city and venue dressing: The advertising

banners were hung up at all venues – Ax-

Telfs, Olympiaworld Innsbruck as well as

Austria. Sports and movement are an ideal possibility for young persons to find something useful to do and establish contact to locals without already perfectly speaking the language of the new country.

Hence, in cooperation with the Nocool organic cloth bag with the slogan "Es keat oanfach viel mehr bewegt" (which means "we have to move a lot amer Lizum, Muttereralmpark, Götzens, more" in Tyrolean dialect) for a good cause. The net proceeds as well as the donations (€ 2 or more) for our ICG-2016-Friendship & Respect bracelet will support sports activities for unaccompanied minor refugees in Absam (Tyrol)!

BRAND MANAGEMENT

The official ICG 2016 logo was composed of small bubbles which symbolize snowflakes on the one hand and the variety of the participating delegations and athletes from all over the world on the other hand. The bubbles were one main symbol of the ICG 2016 and due to this they were present throughout the event.

the Homebase of the ICG 2016. After the ICG 2016 all banners were collected and the ISSBA Imst turned the materials into bags and other products. To perfect the look of the games the starting numbers were designed in the ICG look too.

• WELCOME BAGS

All participants, family and friends as well VIPs received a gym bag filled with a water bottle, various regional goodies and information material as a welcome gift. For the ICG 2016 all in all 1,483 welcome bags were filled by our volunteers. Additionally to them, about 2,000 welcome bags for the 1st Tyrolean School Winter Games were packed.

MERCHANDISING

The aim was to protect the core brand values of the Innsbruck 2016 International Children's Games with a clean merchandising line. Merchandise included T-shirt, beanies and caps, bandanas, where Store in Innsbruck we sold the or square meters were produced for the coffee mugs, pucks, Yosi pins and the cuddly mascot Yosi. With the Tirol Shop as well as the Innsbruck Shop we were able to find two regional partners for the sale of our merchandising products. •••

Institutional Partners	3
Official Sponsors	5
Partners	5
Suppliers	9
Educational Partners	6
Advertising banner (endless fleece, mesh, pvc banner)	3,958 rm or 3,786 sqm
Flag material, backdrops,	446 sqm
Welcome Bags ICG	1,483
Welcome Bags TSWG	2,000

KEY LEARNINGS:

- The countdown clock was an effective long-term marketing tool and an eye catcher with a high value of brand recognition. The built in selfie-function was taken on well above our expectations and created thousands of memorable pictures.
- Striking ICG design was well accepted by all client groups. The design for the school winter games was not as bright and therefore did not reach the optimal recognition.
- Filling the welcome bags took up less time and place than expected. About 3,500 bags were filled in two days (all in all about 10 people, 16 hours)
- Bannering with fleece without metal loops was very functional and cost effective. We only had to make a small cut into the fleece wherever we wanted to fix it.

COMMUNICATIONS

hemes such as sport, culture, education and sustainability were promoted via media channels in order to generate as much public interest as possible. A main goal of the strategy was to maximise the presence of the Games in the local media via a strong cooperation with the number one regional newspaper.

The Media & Communications Department sent various media releases to national and international media representatives and provided a media-section, including an information and a download area on the official website. They acted as a point of contact for all kinds of enquiries relating to the ICG 2016 before, during and after the games time. Various folders, guidebooks, newspaper supplements and public advertisements were published and media events organised.

ONLINE MEDIA

The official website www.innsbruck2016.com was the main communication tool, in order to keep the worldwide audience informed. Content for all client groups was provided in German and in English from the beginning of 2014 onwards. The site underwent a remarkable development in terms of structure, functions, content and technical finesse and was relaunched for the games time by the end of 2015. A livestream option for the opening ceremony and the figure skating competitions was implemented, such as a live scoring tool for the ice hockey games, a social community wall and many other gadgets.

Additional focus was placed on newsletters and social media channels, primarily Facebook, Instagram, YouTube, Flickr and Twitter where more and more klicks, hits and engagement were created. Via Flickr, a download-option of thousands of photos in various resolutions was provided. Lots of articles, banners, photo-galleries and videos were published on websites of partners, sponsors, sport clubs and lots of other people and organisations interested in the ICG 2016.

MEDIA OPERATIONS

The online application form for the media-accreditation was available two months ahead of the games. At the end of the games time, 53 national and international media accreditation cards were handed over. The Media Operations Team tried to provide the best possible working conditions for media representatives. This included all services at the Main Media Centre in the Homebase of the ICG and on the day of the opening ceremony in the second Media Centre in the Olympiaworld Innsbruck. All other venues were staffed by contact persons for media representatives and a hotline for all kinds of requests (general information, interview requests etc.) was installed. The Media Guide was published in December 2015 and as well as the whole press service, received a positive response from journalists. Selected media representatives were invited to the 'Mayor's & Governor's Reception'.

During the games time, 120 Media & Communications Volunteers strengthened the team. Within the framework of a school cooperation the 120 pupils and students reported on different competitions and the side programme. They gained practical experience in the field of media work and had the unique chance to look behind the scenes of a major multi-sport event.

KEY FACTS:

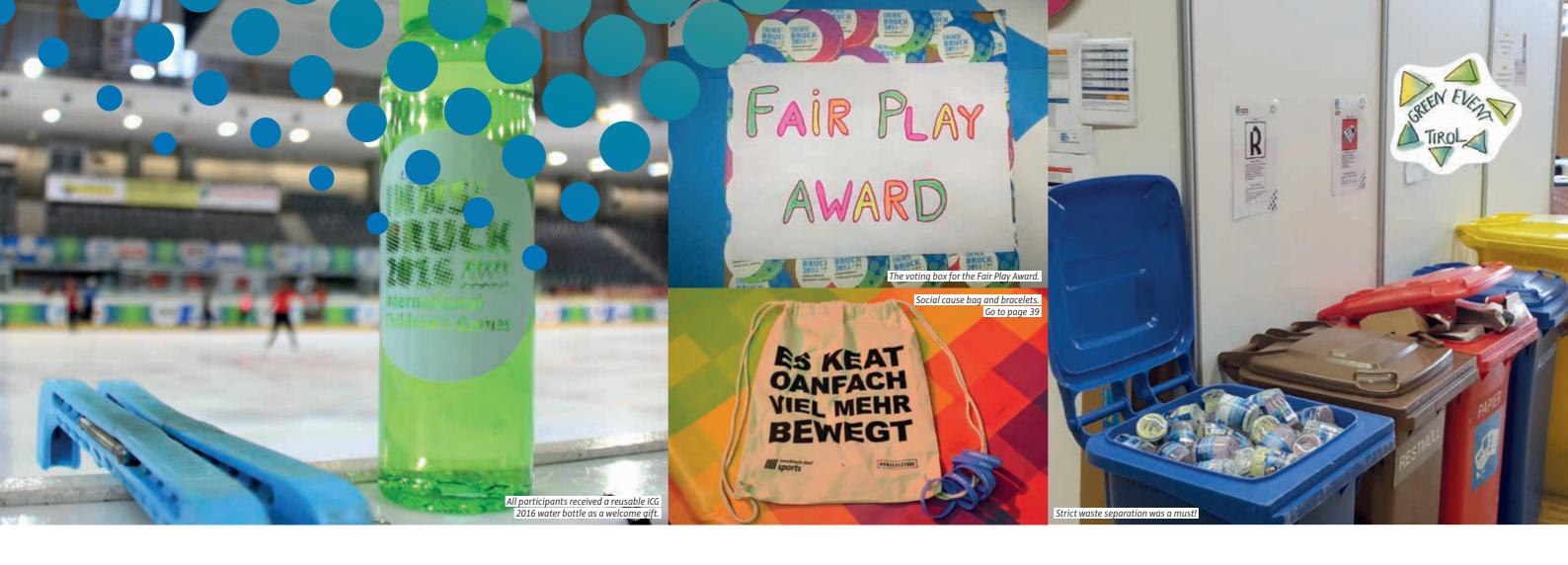
- 136,863 views of facebook between 11 and 16 January 2016
- 18.411 seconds in-house ICG 2016 video production
- Videos: 8,129 seconds of ICG 2016 video production
- Livestream: 10.282 seconds of livestream production
- 5,045 photos produced
- From 11 to 16 January 2016: 158,324 views on www.innsbruck2016.com
- Average Session Duration on www.innsbruck2016.com (11 to 16 January 2016) 00:06:19
- Journalists: 120 Media&Communication Volunteers
- 53 accredited national and international journalists



KEY LEARNINGS:

 To change the structure, functions and content of the website for the games time, lots of work was necessary and absolute to make it as user-friendly as possible for all client grou

• Most media representatives didn't apply for the media accreditation creditation centre open during the games time and to provide the possibility to get the accreditations directly in all of the venues.



Green Event -**ICG 2016**

he breathtaking nature and landscapes of the Tyrol offer various possibilities for sports and leisure activities. The delicate ecosystem and precious nature landscapes have to be protected and preserved for future generations. This is the only way to maintain the opportunity of sports and leisure activities as well as recreation in nature, and to protect the environment.

The Innsbruck 2016 International Children's Games are the world's first multi-sport event ever being realised as a Green Event. The defined measures and objectives were kept under constant review. For this reason the organising

partners Klimabündnis Tirol and Umwelt Verein Tirol (Environment Association Tirol) and regularly exchanged information even after the certification as Green

WHAT MAKES THE ICG A GREEN EVENT?

• LOCATION, TRANSPORT AND ACCOMMODATION

During the ICG 2016 only already existing, modern sports facilities and infrastructure in Innsbruck and the Tyrol were used. No buildings or sports venues were constructed or reconstructed. The sports venues as well as accommocommittee was in close contact with the dations were located within 25 km from

Innsbruck and could easily be reached by public transport. All accredited ICG 2016 clients were entitled to use the public transport service (bus and tram) provided by the Innsbrucker Verkehrsbetriebe (IVB) within the city of Innsbruck free of charge for the duration of the Games.

• CATERING. RESOURCES AND WASTE

As healthy food is important for a healthy and powerful body, the organising committee attached great importance to the athletes and coaches using organic, regional and fair trade products. They could choose between meat and vegetarian dishes at each meal. The organ-

ising committee did their best to realise a responsible use of available resources. Furthermore, they tried to ensure a careful handling of water and wanted to avoid unnecessary waste of water. They reminded that the water from Tyrol's taps offers best drinking water quality. Fresh water from the tap drunk out of reusable tumblers saves tons of waste and protects the environment.

In order to reduce the amount and the production of waste, only reusable dishes were used in the ICG 2016 venues. Also beverages were provided in reusable glasses and tumblers at all venues during the ICG.

COMMUNICATION

The flyers, folders and posters were printed only in small amounts and as environmentally friendly as possible. This means, they were printed by local partners in order to avoid long transportation and only on recycled or FSC-certified paper. Anything not necessary in paper form, was not printed. The documents were provided as downloads on the website and sent per mail.

We especially focused on the cooperation with local partners. An important aspect with regard to the decoration of the venues was the use of a few but targeted activities. The motto was to produce durable, reusable decoration in cooperation with workshops from the Tyrol. Furthermore, targeted measures in accordance with the upcycling concept were made (e.g. modification of YOG's mascot Yoggl to our mascot Yosi, etc.). During the next months and years, the ICG 2016 advertising materials (banners etc.) will be transformed into creative bags and other souveniers to remember a special time.

• SOCIAL RESPONSIBILITY

700 committed volunteers connected people of all generations, ethnicities and nationalities at the ICG. The integration of all individuals and their working together contributed to building social capital for the region. At the ICG, the volunteers used and promoted their individual abilities and skills. The challenge was to achieve a goal together and awake the team spirit in everyone.

MIXED TEAM EVENTS

In addition to the traditional competitions, completely new forms such as the mixed team events were part of the sports programme. They allowed athletes of various different delegations to compete together in teams and play against other mixed teams. These competitions once again underlined the important role of the games in bringing people together and reinforced the Olympic values of friendship and respect.

• FAIR PLAY AWARD

Respect, friendship, team spirit, fair competition, respect for written and unwritten rules such as equality, integrity, solidarity, tolerance, care, excellence and joy, are the building blocks of fair play that can be experienced and learnt both on and off the field.

At the Innsbruck 2016 International Children's Games participants nominated a participant who displayed fair play. To find out more about the winners of the Fair Play Award, go to page 25. •••



EVENT SCHEDULE	12 Jan, TUE	13 Jan, WED	14 Jan, THUR	15 Jan, FRI	
Olympiaworld	Opening Ceremony 19 - 21.30	Speed Skating 500m Boys & Girls 10.30 – 12 Mass Start Boys & Girls 12 – 13		Speed Skating 1000 m Boys Girls 10.30 – 12 Sprint Mixed Team 12 – 13	
Innsbruck		Figure Skating Short Programme Girls 13 – 17.15 Short Programme Boys 17.30 – 19.15	Figure Skating Ice Dance Compulsory 14.15 – 14.30 Free Girls Ice Dance 14.45 – 19.15	Figure Skating Free Dance 13.30 – 14 Free Boys 14 – 16	International Children's Gan
Ice Arena Telfs	Ice Hockey Preliminary Round 11.30 – 17	Ice Hockey Preliminary Round 9 – 20.30	Ice Hockey Semi Finals 14 – 19.30	Ice Hockey Game for 3 rd 11.30 – 14 Final 14.30 – 17	
Ice Arena Götzens	Ice Hockey Preliminary Round 11.30 – 17	Ice Hockey Preliminary Round 9 – 20.30	Ice Hockey Placement Games 13.30 – 19.30		
Seefeld Arena		Cross-Country Skiing Classic Boys & Girls 9.30 – 11	Cross-Country Skiing Sprint Boys & Girls 9.30 – 12	Cross-Country Skiing Relay Mixed Team 10 – 11	
32		Biathlon Sprint Boys & Girls 14 – 15	Biathlon Elimination Sprint Boys & Girls 13 – 15.15	Biathlon Relay Mixed Team 13.30 – 14	, ,
Axamer Lizum		Alpine Skiing Giant Slalom Boys & Girls 10 – 15	Alpine Skiing Parallel Slalom Mixed Team 10 – 14.30		
Muttororalmoark		Freestyle Skiing Slopestyle Qualification 10 – 13 Slopestyle Final 13.30 – 14	Snowboard Slopestyle Qualification 10 – 13 Slopestyle Final 14.30 – 15	Skiing Cross Qualification 12.15 – 13.45 Cross Final Top 10 14.15 – 14.35	
Muttereralmpark		Snowboard Cross Qualification 11 – 12 Cross Final 13 – 15.15			
Innsbruck Exhibition Centre	Homebase 9 – 17	Homebase 9 – 24	Homebase 12 – 24	Closing Ceremony 19 – 21	



The medal ceremonies took place directly after the competitions at the respective venue. The medals were handed over by representatives of the city of Innsbruck, the region of the Tyrol and ICG members.

13 January 2016

ė	Venue	Competition	1 st place	2 nd place	3 rd place
	Olympiaworld Innsbruck	Speed Skating 500m Boys	Fonteijn Branbergen NED / Alkmaar	Tijn Smit NED / Alkmaar	Rafael Heredia Barba ESP / Barcelona
		Speed Skating 500m Girls	Robin Groot NED / Alkmaar	Victoria Stirnemann GER / Erfurt	Isabel Grevelt NED / Alkmaar
		Speed Skating Mass Start Boys	Fonteijn Branbergen NED / Alkmaar	Rafael Heredia Barba ESP / Barcelona	Nil Llop Izquierdo ESP / Barcelona
		Speed Skating Mass Start Girls	Robin Groot NED / Alkmaar	Victoria Stirnemann GER / Erfurt	Patricia Anna Ostlender GER / Erfurt
	Seefeld	Cross Country Classic Boys	Jost Mulej SLO / Gorje	Elias Keck GER / Kempten	Matej Mandeljc SLO / Gorje
		Cross Country Classic Girls	Elena Chumakova RUS / Novouralsk	Mariya Lyuft KAZ / Kostanay	Maria Selles Gasch ESP / Barcelona
		Biathlon Sprint Boys	Almaz Valiev RUS / Ufa	Vladislav Makarov RUS / Novouralsk	Danila Filkin RUS / Petrozavodsk
		Biathlon Sprint Girls	Uliana Cherepanova RUS / Petrozavodsk	Mariia Verstunina RUS / Novouralsk	Lavinia Fischer GER / Sayda
	Axamer Lizum	Alpine Skiing Giant Slalom Boys	Ralph Seidler AUT / Graz	Santino Profanter AUT / IBK	Matthias Oberegger ITA / Bruneck
		Alpine Skiing Giant Slalom Girls	Corinna Mutschlechner ITA / Bruneck	Anna Kastlunger ITA / Bruneck	Inez Burkhard USA / Lake Placid
	Muttereralm- park	Freestyle Skiing Slopestyle Boys	Moritz Happacher ITA / Bruneck	Maximilian Auer ITA / Bruneck	Adrien Vaudaux SUI / Montreux
		Freestyle Skiing Slopestyle Girls	Aliah-Delia Eichinger GER / Kempten	Lili Neuhauser GER / Kempten	Ainsley Macdonald CAN / Kelowna
		Snowboard Cross Boys	James Whitfield AUS / Woollahra	Kirill Ped RUS / Ufa	Andrzej Smerczynski POL / Krakow
		Snowboard Cross Girls	Paulina Kasprzyk POL / Kharkow	Emma Lantos AUT / Innsbruck	Iana Valieva RUS / Ufa









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