



FUTURE WORKSHOP NATURAL TRACK & PUBLIC SLEDDING

Newsletter Q4-2024

30.11.2024

THE FUTURE WORKSHOP NATURAL TRACK & PUBLIC SLEDDING

Jerome Almer



Andreas Castiglioni



Stefan Federer



Gerald Kammerlander



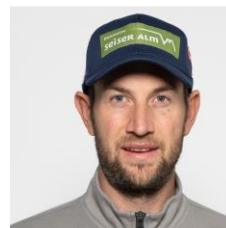
Leander Moroder



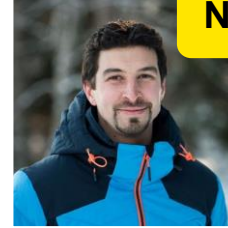
Armin Niedermaier



Patrick Pigneter



Simon Paregger



New

Gerhard Mühlbacher



Thomas Niemetz



Replaced by →

Sascha Dietz



OVERVIEW STRATEGY TEAMS

Nr.	Strategy	Team Leader	Progress	Status	Comment
1	Sled sports equipment	Gerald Kammerlander			
2	Race formats	Jerome Almer			
3	Sled guide	open			On Hold - Replacement Sandra Mariner open
4	Roller Luge	Michael Scheickl			
5	E-Sports	Gerald Kammerlander			
6	Social media	Andreas Castiglioni			
7	Marketing	Thomas Schwab			
8	Side events	open			Not started – Team members needed
9	Tracks core region	open			Not started – Team members needed
10	Rollout other regions	open			Not started – Team members needed
11	Sustainability	open			Not started – check with existing Sustainability Team
n	more to follow.....				Team members needed

STRATEGY SLED SPORTS EQUIPMENT

Why



The current sled is a highly developed high-tech product with no visual similarity to the standard public sled and can only be used on flat ice surfaces

Goals



Create a sled that

- can be used on snow & ice
- is visual similar to the standard public sled
- has a dynamic performance & cool design
- has standardised & reasonably priced steels
- is available on the market as a public sled variant
- gives easy access for new or developing nations to NB

Associate additional equipment (e.g. helmet, shoes, gloves, trousers) with sledging and make it available



Strategy Team:



Gerald Kammerlander
Stefan Federer
Thomas Kammerlander
Anton Blasbichler
Herbert Kögl

Wanted



**Unprejudices feedback
from tests**

1-2 colleagues



WHAT HAPPENED SO FAR

- First prototype Bachmann purchased in 2022
- Prototype Lindauer purchased in 2023 (role model in terms of design)
- All tested by World Cup athletes (AUT, ITA, SUI) on snow and ice
- Bachmann also tested as a roller luge
- Catalogue of requirements created for sled manufacturers
- 5 Torggler + 5 Bachmann each purchased in 2024

NEXT STEPS



- Tests on snow and ice
- Test races in NOR + SUI

- Workshops of the strategy team for revision based on the winter experience
- Further development with the help of sled manufacturers and external product designers

- Bring new sled manufacturers on board and convince them of our project

- Create a catalogue of requirements for other equipment (e.g. helmet, shoes, gloves, trousers)
- Meeting with Uvex for this in March 2025

STRATEGY RACE FORMATS

Why



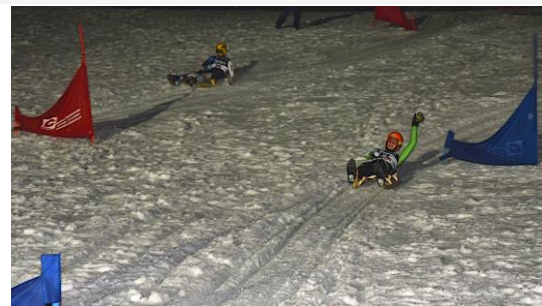
Classic races are held on ice covered tracks. Such tracks are found almost exclusively in Austria and Italy and are becoming increasingly rare.

As the differences between recreational sport and competitive luge are too great, leisure sledgers cannot identify with the sport of luge.

Goals



- Finding race formats that allow races to be held at other venues (other nations)
- Increasing the attractiveness of the sport through new race formats
- NOT insisting on classic race tracks
- Determining new race formats by 31 March 2025
- Enabling races to be held in nations without classic race tracks by 2026



Strategy Team:



Jérôme Almer
Leander Moroder
Armin Niedermair
Patrick Pigneter

Wanted



**2 additional colleagues
(who have time in winter)**



WHAT HAPPENED SO FAR

- Ideas were collected regarding possible race formats.
- Two races were planned, at which both new race formats and new types of routes are to be tested.
- The designated hosts in Norway and Switzerland have agreed to hold the races and have started organising them.
- Initial tests of different surfaces (snow, ice, etc.) with the new sledges have been planned.

NEXT STEPS



- Different surfaces (snow, ice, etc.) are tested in Gröden at the beginning of winter.
- Athletes for the races in Norway and Switzerland are invited.
- At the invitational race in Grindelwald, a different type of track will be tested. It should resemble a classic track but should involve less effort for the organisers. The host is trying to hold the race close to tourist infrastructures to enable a varied supporting programme.
- The invitational race in Lillehammer should become a large luge event. New race formats will be tested, while the supporting programme is intended to create interest in the sport.
- A race on Melchsee-Frutt (Switzerland), which takes place on a ski cross course, will be observed in order to gain insights into a possible new race format.

STRATEGY SLED GUIDE – ON HOLD DUE TO REPLACEMENT

Why



In 2035 the availability of professional support (sledding guide, supervisor or trainer) should be guaranteed in the surrounding throughout the core region on every track.

Goals



- high-quality training for luge guides by national institutions with international standards (rules)
- to expand the reach training is included in other trainings like snow sports instructor or mountain instructor
- Strategy sled guide is self-financed (see AUT)
- training is offered in German and English
- Quality certification
- sports article industry (sellers) are trained
- establishing training programs for trainers from public sledding and racing (build a bridge)



Strategy Team:



open
Martin Psenner
Sunhild Eisl

Wanted



Strategy Team Leader



WHAT HAPPENED SO FAR – ON HOLD DUE TO REPLACEMENT

- concept is already working in Austria since 2021
- 2 team members found
- first action started
- Sandra Mariner needed to quit due to lack of time



NEXT STEPS – ON HOLD DUE TO REPLACEMENT

- replace Sandra Mariner as Strategy Team Leader
- workshops with strategy team to work out further concept and next steps
- offer training as a luge guide for snow sports instructors
- increase the number of luge guides

STRATEGY ROLLER LUGE

Why



By roller sledding the sports can introduce to more and more people. Iced tracks are not necessary and this makes it easier to enjoy sledding all year round.

Goals



- Encourage more and more children and young people to take up Sledding by use of roller sledding (active participation stations, school projects, tour bus)
- Promote active sledding around the whole year (connection between public sledding and racing)
- Mid-term implementation of demonstration competitions near cities
- Create tools to spread roller sledding



Strategy Team:



Michael Scheickl
Engelbert Apolloner
Dietmar Herbst
Albert Steffen

Wanted



1 additional colleague

WHAT HAPPENED SO FAR



- Launch of the strategy team in June 2024
- Work out targets of roller luge, meaning in terms of the steering model, international context
- Implementation defined what is needed and started with it (locations, frame conditions, etc.)

NEXT STEPS



- School scouting at an existing roller luge competition (tour bus variant),
e.g. Grindelwald (before World Championships), Davos
- Side event, active participation station, etc. at the World Championships in Grindelwald
- Create a catalogue of requirements for roller luge (racing, training, scouting, material, rules and regulations)
- International race Oslo 2025
- Acquisition of materials (clarify new or use existing sleds, gloves, advertising material, etc.)

STRATEGY E-SPORTS

Why

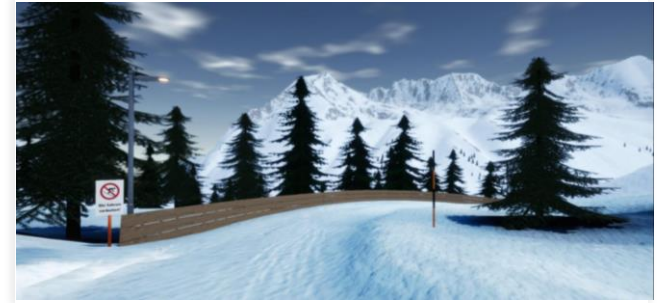


Digital and VR world has not yet been used by sledding. Austrian Luge Association has developed VR luge simulator in collaboration with university, which will open up many new possibilities. A follow-up project aims to make the simulator / sled game even more realistic and better.

Goals



- Develop better, more realistic controls
- transfer more tracks to the digital world
- The simulator should be used to teach the topic of "safe sledding"
- and encourage more people to do sledding in the real
- Production of a game that can be purchased (current version on laptop)



Strategy Team:



Gerald Kammerlander
Andreas Linger

Wanted



Läuft.....

WHAT HAPPENED SO FAR



- VR luge simulator developed by Austrian Luge Association & university MCI Innsbruck as part of a promoted pilot project.
- Alpin Messe Ibk. 2024: approx. 400 player
- Currently one track available (Kuehtai)

NEXT STEPS



- Follow-up project submitted to “Land Tirol” (approval January 2025)
- ‘Media Squad GmbH’ would be involved in the follow-up project as a game developer
- Further development: several tracks, improvement of motion sickness, steerability, etc. -> even more realistic
- Make available for purchase
- No budget required for 2024/25

STRATEGY SOCIAL MEDIA

Why



Our project needs digital information channels to spread our message to the general public. They serve to communicate important topics, provide assistance and explanations to all interested parties.

Goals



We have just been founded - our goals are being finalised:

- Professional approach to use the channels
- We don't want 100 likes but 100.000
 - >Think in new dimensions
- Everyone who luges should like, share and use the channels



Strategy Team:



Andreas Castiglioni
My Media
open

Wanted



additional colleagues

STRATEGY MARKETING

Why



Our vision of making luge the No. 1 winter sport needs a strategy to bring the topic to the general public.

Goals



- To make the sport of luge better known to the public
- Develop concepts to bring the sport to the masses
- Define target groups and design measures for them (cable car companies, tourist regions, lugers...)
- Hiring of marketing agencies for winter sports
- Naming, branding, design and CI

Outsourced objectives:

- Social media (own strategy team)
- Side events (own strategy team)
- Event marketing (responsibility of the organiser)



Strategy Team:



Thomas Schwab
Margit Dengler-Paar
Matthias Böhmer
Gerhard Mühlbacher

Wanted



**ALL of us
as multipliers
for spreading**

WHAT HAPPENED SO FAR



Foundation in September 2024

Creation of the name & branding

Presentation at the Forum Nordicum:

- Approx. 50 journalists from the entire winter sports sector present
- Presentation of our future workshop project and what we want to achieve
- World Championships 2025 in Kühtai with side events as a pilot project and offer to journalists

Numerous activities started (see also next page) -> Team @ work

- Contact with marketing agency for concept
- Contacts and discussions to create showcases for cable car operators
- Agency Infront hired via FIL for branding and CI for the entire federation incl. our project
- Invention of the World Luge Day on 3rd Sunday in January -> Start at World Championships in Kühtai on 19 January 2025



NEXT STEPS



Collaboration with Agency (selection of agency, concept, target groups, measures, etc.)

Branding and CI for the entire FIL incl. our project (logos, sub-logos, presentation templates, etc.)

Create advertising material incl. videos / clips

After defining the concept and possible target groups in collaboration with the agency, well-known public figures are sought out and appointed as brand ambassadors

Create show cases (e.g. at Jenner in Berchtesgaden, model region Tyrol and in Oberammergau)

Spreading the new luge concept in trade journals for cable cars and other interested companies

Set up and spread the World-Luge-Day (sports and tourism newspaper editorials, cable cars, tourism, potential lugers....)

Develop and post content -> WE ALL decide whether the World-Luge-Day will be successful!

WE BRING IT TOGETHER



NATURAL TRACK LUGE

PUBLIC SLEDDING

Alpine Luge



NATURAL TRACK WORLD CHAMPIONSHIP KUEHTAI

17. to 19.01. 2025 in Kuehtai (AUT)

Incl. world premiere
ALPINE LUGE



The races on the new track at more than 2000 metres above sea level guarantee a sporting spectacle with the world's best athletes.

- In addition, the future vision of **Alpine Luge** will be presented as part of the World Championships. The aim is to strengthen the links to the many public sledders.
- On the ski slope next to the race course, a separate course will be marked out for everyone to ride. There is also a children's slide hill.
- With the establishment of **Alpine Luge**, luge on natural track will also be adapted accordingly over the next few years.

NATURAL TRACK WORLD CHAMPIONSHIP KUEHTAI

Programm

Saturday, 18.01.2025

ab 10:00 Uhr
13:00 Uhr

Competition runs women, men, doubles
Final run doubles

Sunday, 19.01.2025

10:00 Uhr
11:15 Uhr
12:00 Uhr
13:30 Uhr

2. run men
Final run women
Final run men
Team competition

Incl. world premiere
ALPINE LUGE



WHAT WE NEED....

Ideas



People with passion



Join us: alpineluge@gmail.com

CREATED / SUMMARIZED BY

GERHARD MÜHLBACHER

Project Leader

+43 664 8896 8983

g.muehlbacher@palfinger.com

**FUTURE WORKSHOP
ALPINE LUGE**

BACKUP DATA

THE STEERING MODEL

Vision statement



STEERING MODEL 2035 NATURAL TRACK & PUBLIC SLEDDING

Vision statement:

**Sledding becomes the
number 1 winter sport**

STEERING MODEL 2035 NATURAL TRACK & PUBLIC SLEDDING

Vision:

In 2035 everyone in the core region of sledding will be able to actively enjoy sledding within a half-hour radius.

He will find both a track and professional support from a trainer, supervisor or sledding guide.

There is a structure of races, clubs and federations with which we create the link between mass sport and racing.

The core region serves as a role-model for other countries and regions.

Sledding becomes benchmark in terms of sustainability for other winter sports.

STEERING MODEL 2035 NATURAL TRACK & PUBLIC SLEDDING

Goals I:

- In a previously defined “core region of sledding”, anyone within a 30-minute drive can actively enjoy sledding. This takes place on tracks or routes that are actively operated for sledding in the winter months.
- There is a sledding guide or trainer on site who has been trained by national institutions with international standards.
- We are encouraging more and more people to go sledding.
- We bring mass sport athletes to racing by creating a structure of races, clubs and federations that enables talents to progress from local races to the World Cup.

STEERING MODEL 2035 NATURAL TRACK & PUBLIC SLEDDING

Goals II:

- The core region serves as a role-model for other countries and regions. There is an active policy of rollouts to other regions. As soon as a region fulfills defined criteria it will be included in the core region (criteria needs to be defined, e.g. tracks, clubs, volunteers, winter sport region or tourism potential/history...)
- Where possible and useful, potential income is evaluated in the strategies and individual financial targets are created. These help to better finance sledding itself and to invest in further activities of the steering model.
- Sustainability targets needs to be defined (e.g. in terms of ESG: Environmental: CO2, energy, travel; Social: family sport, health, nutrition; Governance: ethical principles)

STEERING MODEL NATURAL TRACK & PUBLIC SLEDDING

Strategies:

Are to be defined

for each goal,

to match with existing ideas and projects

and then implement them in working groups.

ORGANISATION

Serves as sponsor, budget provider, highest authority for coordinating the basic direction.

**Steering
Committee
(=FIL-Presidium)**

Works out vision statement, vision, goals, strategies, etc. Serves as Monitoring committee 1st instance: coordinates the individual strategies so that we work towards the common vision and goals

**Project
Core Team**

Working groups work out the individual strategies with experts and regularly coordinate these with the project core team (status, adherence to milestones, assistance required, etc.).

**Strategy Team
1**

**Strategy Team
2**

**Strategy team
3**

**Strategy Team
n**