



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Department  
of Management

## Research Seminars Series A.Y. 2024-2025 2<sup>nd</sup> Term

May 19, 2025 – 11:30 a.m. (CET)  
In room 16, via dei Caniana 2  
AND Online on Microsoft Teams ([link](#))

**Presenter: Prof Chris Horbel**

*Department of Sport and Social Sciences  
Norwegian School of Sport Sciences, Norway.*

**TITLE - *Ambitions, Implementation, and Perception of Environmental Sustainability at Major Sport Events: The Case of the 2025 FIS Nordic World Ski Championships Trondheim***

**ABSTRACT -** *Major sport events are increasingly addressing their environmental impacts, with organizers aiming to reduce carbon emissions and promote sustainability. The 2025 FIS Nordic World Ski Championships in Trondheim (T25) positioned itself as a sustainability "lighthouse project," aspiring to set a new standard for environmentally responsible event hosting. This study examines the connection between the organizing committee's environmental ambitions, the implementation of these goals, stakeholder collaboration, and spectator perceptions. The research aims to understand the link between sustainability ambitions and practical implementation at T25; investigate how collaboration with external stakeholders influenced environmental outcomes; explore spectators' awareness and perceptions of the event's environmental messaging. Preliminary findings suggest that while T25's sustainability goals were high, the lack of a clear long-term strategy led to ad-hoc decisions and inconsistent implementation. Collaboration with local stakeholders was vital but complicated by conflicting priorities and frequent plan adjustments. These challenges affected the clarity and consistency of sustainability communication, contributing to limited spectator awareness of environmental initiatives.*

**TYPE OF RESEARCH -** *Empirical*

**STAGE OF RESEARCH -** *Work-in-progress*

**For further information please refer to:** [seminars.dipsa@unibg.it](mailto:seminars.dipsa@unibg.it)

*This initiative is implemented within the framework and under the coordination of the TRANSET project of the Department of Management, department of Excellence for the term 2023-2027*

