

PRESENTED BY



**Nordic  
Sustainability  
Arena**



# WELCOME TO NORDIC SUSTAINABILITY ARENA

## ÅRE 12 - 15 MARS 2026

### TOGETHER FOR WHITE WINTERS

Snow shaped our identity, our culture, our sports, and our sense of home. Today, the rapid changes in our winter landscapes remind us what is at stake, and why we must act together. Nordic Sustainability Arena is where that love for winter becomes action.

An annual Nordic platform where leaders from business, politics, academia and sport use the power of winter sports to drive sustainable solutions and protect our white winters.

A place where the local reality of winter meets global sustainability challenges and becomes the starting point for new ideas, collaborations and real-world solutions. Together for white winters.

## THIS IS NORDIC SUSTAINABILITY ARENA

### GROUNDING IN SCIENCE

Our focus is on how future mobility, food systems, legal frameworks, and financing can be leveraged to tackle climate challenges. Inspired by elite athletes' constant evaluation and adaptation, we recognize the need to continuously adjust our strategies for successful transformation. Our approach is grounded in science and committed to achieving the Global Sustainable Development Goals within planetary boundaries.

### SKIING AND MUSIC

We believe that change requires both gravity and energy. In addition to intense discussions and workshops, participants will be able to ski with some of the world's top athletes, explore innovative exhibitions, and enjoy dinners and après-ski with climate scientists, athletes and musicians. All of this will take place alongside the excitement of the World Cup Weekend in Åre.

### SHAPING NEW INITIATIVES

We invite those in leadership roles within companies or organizations, who can and want to make a difference.

Change requires more than words. It demands courage and action. The Nordic Sustainability Arena is needed, and so are you.

We look forward to welcoming you to Åre!

REGISTRATION & INFO

NORDICSUSTAINABILITYARENA.COM



# PROGRAM

## A SELECTION OF PARTICIPANTS & SPEAKERS



**André Myhrer**  
Alpine Olympic Gold Medalist



**Richard Brisius**  
Race Chairman, The Ocean Race



**Carolina Klüfft**  
Heptathlon Olympic Gold Medalist & NoSA Moderator



**Rishi Jain**  
Director of Impact  
Liverpool Football Club



**Johan Kuylenstierna**  
DG, Swedish Env. Protection Agency



**Anna Ryoff**  
Nordic Chief Impact Officer, EY



**Line Gordon**  
Director of SRC, Professor of Sustainability Science



**Stefan Krook**  
Entrepreneur & founder, Good-Cause Foundation



**Per Olsson**  
Associate Professor & Deputy Science Director, SRC



**Maria Krafft Helgesson**  
Chair of the Board, Swedish Nat. Ski Association



**Mattias Goldmann**  
The Swedish 2030-secretariat



**Susanna Sieff**  
Sustainability Director, International Ski Federation

## THURSDAY, MARCH 14

HOP ON THE CONFERENCE TRAIN! Getting on the Conference Train means traveling in a 1st class carriage where you can enjoy presentations and networking while you also have time to catch up on work. Lunch is served onboard and it's a return trip.

### MARCH 12

DEPARTURE Stockholm: 07:50 | ARRIVAL Åre: 14:41

### MARCH 15

DEPARTURE Åre: 15:50 | ARRIVAL Stockholm: 22:4

## FRIDAY, MARCH 13 (full-day conference)

- Perspectives & insights from researchers, athletes, business leaders, reindeer herders & policymakers.
- Sport as a Catalyst: Cases from sailing & football, & wilder skiing.
- Food for White Winters.
- Nature & Business: Can nature become part of the business model?
- Climate Law & Responsibility: The legal frameworks shaping the transition.
- Transportation: What comes next? From commitment to action.
- Leading for Impact: Courage, collaboration & change.
- Discussions & actions during the day.

## SATURDAY, MARCH 14

- Morning skiing together with professional skiers.
- Morning conference session & breakfast at Arena Lounge.
- Women's FIS Alpine World Cup at the National Arena.
- Snowtopia with music, athletes and researchers at Holiday Club.

## SUNDAY, MARCH 15

- Women's FIS Alpine World Cup at the National Arena.
- Conference Train departure from Åre.

## FOUNDING PARTNERS

VATTENFALL 



SKISTAR

Swedbank 

## RESEARCH PARTNER



## REGIONAL PARTNERS

Swedbanks Ägarstiftelse Jämtlands län 

