

WELCOME HOME
WELCOME TO PLANICA

PLANICA

FIS NORDIC WORLD SKI CHAMPIONSHIPS

21st February – 5th March 2023

I FEEL
SLOVENIA



PLANICA
FIS NORDIC WORLD SKI CHAMPIONSHIPS
2023 Presented by  **storaenso**



"We, the visitors, athletes and all participants at the FIS Nordic World Ski Championships, commit to strive together for an event that is based on the principles of sustainable development. In this way, Planica will contribute to a respectful balance between humans and nature, ensure social justice and intergenerational solidarity."

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planica
the coolest events
at the coolest place

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Organizing Committee Planica would like to acknowledge the invaluable help of all sportsmen, colleagues and partners for their contribution to this amazing magazine contents. And not to forget, we want to thank our fans and spectators for their dedication and faithfulness.

You rock and Planica rocks because of you!

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Organizing committee Planica



ONE VALLEY,
ONE TEAM

PLANICA IS
A VALLEY
WITH SOUL.



PLANICA,
AS YOU HAVE
NOT YET MET

This time we are setting new milestones. Planica has always been different. It always knew how to arouse pride, belonging and tradition in people. The candidacy was a logical consequence of building a modern Nordic centre that lives in all seasons. There was never any doubt that such a centre deserves an organization at the highest possible level. The path to the end of our journey was long and not always easy. Just like any new world champion's triumph won't be easy. For the first time, Planica will host competitors from as many as 65 countries, among which we have representatives from Venezuela, Panama, Nigeria, Taiwan, Iceland, Iran, Haiti, Dominica, Saudi Arabia, Colombia, Trinidad and Tobago, Peru, Australia, Mexico, etc.



- 24 world champions.
- 141 medals.
- 64 participating countries.
- 12 competition days.
- 1,500 volunteers from 22 countries.
- 2,000 representatives of the media.
- 130 TV cameras.
- 1 team.

The biggest sports event in the history of independent Slovenia

When it comes to Nordic sports, Planica and Slovenia represent the first thought or are top of the mind for athletes, championship organizing teams, investors, spectators, and sponsors.

MEANINGFUL NUMBERS

We will award 20 sets of medals in cross-country skiing, 16 sets of medals in ski jumping and 11 sets of medals in Nordic combined. The numbers are impressive. We knew that there was a lot to handle, we didn't dare to think that it would be so much. Hardly anyone who is heavily involved in the organization of the event has slept peacefully in recent months. On Tuesday evening at 20:23 in Kranjska Gora, the opening ceremony of the FIS Nordic World Ski Championships Planica 2023 will take place. Don't miss it. It will be magnificent. Planica and Kranjska Gora are ready for a spectacle, for an event that is difficult to repeat and for 12 days, when the eyes of the world sports public and the media will be fixed on the valley below Ponce.



JANJA GARNBRET
PHOTO: BOBO

OUR TOP ATHLETES

CHEERING FOR EVERYONE



ANŽE KOPITAR
PHOTO: MATEJ MIŠIČ

Anže Kopitar, *two-time Stanley Cup winner with the Los Angeles Kings*

"Planica is a valley of Nordic skiing, and it was high time that it hosted the World Championships in these disciplines. I also like to go there with my family on a trip when we are in Slovenia, the valley offers many opportunities for leisure. I know that everyone wants to perform as well as possible at the World Championships, especially in front of home spectators. I keep my fingers crossed so that everything fits together as it should and then we will all be happy. I wish all the competitors great performances at the World Championships!"

Janja Garnbret, *Olympic champion in sport climbing, Tokyo 2020 and triple European champion, Munich 2022*

"Competing at the World Championships is a special privilege and reward for every athlete. Often it is a competition that you think about for a long time and prepare for. If I think about it, Slovenian athletes really do not have many opportunities to fight for such important medals on home soil, so I must admit that I envy our Nordic skiers quite a bit. I know that this brings additional pressure, which is not easy, but I want everyone to turn it to their advantage and that it gives them extra strength to achieve the best performance in their careers. I am already cheering for everyone, and I am looking forward to Planica finally hosting the World Championships in all its beauty!"



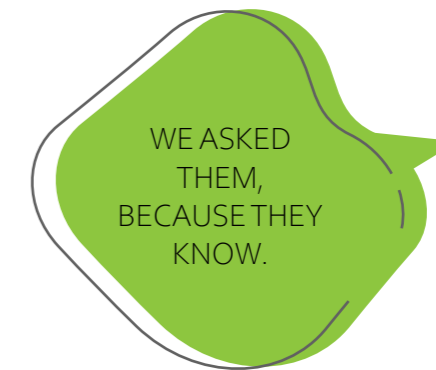
PRIMOŽ ROGLIČ
PHOTO: JUMBO VISMA

Primož Roglič, *Olympic champion in time trial, Tokyo 2020, world runner-up in time trial Bergen 2017, three-time winner of the Vuelta (Tour of Spain)*

"Planica will always hold a special place in my life. When I was still ski jumping, I won the title of junior world champion in the team competition in Planica with my team. Even as a cyclist, I now like to drive there. Since the new centre was set up, I prefer to do it even more. It was high time that such a beautiful valley hosted the World Championships. I was also happy when I found out about this news, and I am already keeping my fingers crossed that everything would look the way we Slovenes are used to - unforgettable!"

Tadej Pogačar, *two-time winner of the Tour de France, holder of a bronze medal in the cycling road race at the Tokyo 2020 Olympic Games*

"I am convinced that the World Championships in Planica will once again be a true sports festival. I really enjoy competing on Slovenian roads



TADEJ POGAČAR
PHOTO: BOBO

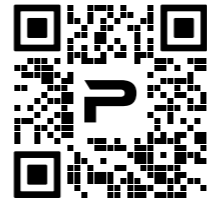
and having a competition of such a level as the World Championships on home soil is really something unique. If time allows, I will be happy to watch a competition, as it is my pleasure to watch the performances of our athletes. I hope that the championship, like the Tour of Slovenia, will bring a lot of good for Slovenia."

Petra Majdič, *winner of the bronze Olympic medal in sprint, Vancouver 2010*

"This championship is a great opportunity for our competitors. Home ground is an advantage, you know it, you are encouraged by home fans. But there are also challenges such as expectations or media pressure.

But there are definitely a lot more positive things about the fact that the World Championships is coming to Slovenia, and that is really good! I remember when we managed to bring the World Cup to Rogla after a long period of time, it was one of the more emotional moments in my career. Finally, you pay tribute to all those who support this sport, and you try to justify your work, upgrade it with the result, and this can be the icing on the cake of such an event. I wish our competitors in Planica a lot of relaxation, a big smile, to hover on the wings of the rise of Nordic sports in our country. Let them not put a lot of pressure on their shoulders, let them show what they show in training. If they impose the burden on themselves that this is the World Championships on home soil, not everyone can withstand such pressure. I wish for them many spectators, we will all be cheering for them! Let this be a fantastic World Championships for us, the fans and for those who will be competing!"





PLANICA AND KRANJSKA GORA.
TWO VENUES.
ONE WORLD CHAMPIONSHIPS.



PLANICA
FIS NORDIC WORLD SKI CHAMPIONSHIPS
2023 Presented by  **storaenso**

SPECTACULAR
VENUES

PLANICA,
KRANJSKA
GORA

Kranjska Gora is a great destination for winter sports and outdoor activities in the embrace of the Julian Alps. There are plenty of adventures that you want to experience for yourself, from active holidays to peacefully discovering a natural and cultural heritage. In winter, you can enjoy countless activities on the snow, from cross-country skiing, ice skating, snowshoeing, ice climbing, ski touring to alpine skiing. Most Slovenians make their first ski turns in Kranjska Gora. Therefore, it is not surprising that for decades, Kranjska Gora hosts two of the largest winter sports events in Slovenia, which have greatly contributed to the development of tourism in Kranjska Gora.

Every time when Planica hosts the best nordic athletes of the world, the site breathes as one, the village dresses in the colours of Planica, and you can feel the excitement and cheering energy everywhere! As for the organizers, the co-organization of such a prestigious event as the FIS Nordic World Ski Championships is a unique opportunity for the destination to increase its recognition.

KRANJSKA GORA

MEDAL PLAZA

During the World Championships, Kranjska Gora will also be the venue for the opening ceremony and solemn evening medal ceremonies for the new world champions in ski jumping, cross-country skiing and nordic combined. We will be able to welcome as many as 24 new world champions and twice as many recipients of silver and bronze medals.

Don't miss the numerous concerts that will take place in parallel with the competition program and will be held at various venues, including the Medal plaza in Kranjska Gora.

In Kranjska Gora, we will welcome top slovenian musical groups such as Tabu, Šank rock, Siddartha and, of course, Avseniki.





PLANICA AND CHILDREN

GREEN COMMITMENT

Planica is a part of the Triglav National Park, the only national park in Slovenia, where the protection of nature and coexistence are the main goals. Our goal is to create an almost zero-waste event with the smallest possible carbon footprint.



VITA AND HER VISIT AT ECO SCHOOL LESKOVEC, SLOVENIA

ENVIRONMENTALLY FRIENDLY EVENT

SUSTAINABLE EVERYDAY

Let's set an example to ourselves, our children and others.

With the awareness that sustainable behaviour must become and be part of our lives, we have prepared tips for sustainable everyday life. In Planica as well.



CARBON FOOTPRINT CALCULATION

The carbon footprint of the event will be measured at the FIS Nordic World Ski Championships. The following sources of greenhouse gas emissions will be included in the calculation: energy, mobility, logistics, hotel accommodation, gastronomy, waste management, water and paper consumption. We will measure the carbon footprint of Planica 2023 together with our partner ClimatePartner, who since 2006 have helped more than 5,000 organizations on their way to more sustainable behaviour. When calculating the carbon footprint, they follow the guidelines of the globally accepted standard for reporting greenhouse gas emissions - the Greenhouse Gas Protocol.

We understand that the calculation of the carbon footprint is only the beginning, which will be followed by the analysis of the results and the identification of the activities that actually cause the most greenhouse emissions. All this will form the basis for the preparation of system solutions for their permanent limitation at future events in Planica and the foundation for various mass events elsewhere in Slovenia.

ECO SCHOOL competition How to become an environmentally friendly fan?

Planica has been cooperating with schools for decades. The World Championships will be a turning point in this regard as well. In cooperation with Eco School, we have prepared a prize competition for pupils from the 6th to the 9th grade of elementary school and students of secondary school.

We prepared the challenge "How to become an environmentally friendly fan" with the desire that primary and secondary school students present solutions for attending sports events in an environmentally friendly way.

The winners of the challenge will be announced in Planica on March 1 on the big stage in the Festival Arena. The best elementary and secondary school projects will be awarded a sustainability trophy, which will be produced for this purpose by Stora Enso, the presenting sponsor of the World Championships.

Local project of Josip Vandot Primary School, Kranjska Gora and Hit Alpinea

An outstanding project related to sustainable thinking. As part of the curriculum and teaching in a different way a group of 50 children from a local elementary school made 5 different sculptures from materials that were considered rubbish by Hit Alpinea d.o.o. They used polystyrene, plastic bottles, foil, paper, wood, cardboard and paper adhesive tape.

They started the project on 18 October last year and spent 125 hours on the design. A total of 25 kg of garbage was used.

This is not only about very original products that symbolize the World Championships in the valley where these children are at home, but also about the socially responsible work of the children at the local level, which connected the children, mentors and the wider local community.



CHILDREN CREATING PLASTER SCULPTURES

Kranjska Gora is justifiably proud of its elementary school students, and the products will most certainly find their place at the venues of the world championships to remind of the awareness of social responsibility towards the environment.

OFFICIAL MASCOT

OUR VITA

The official mascot of the FIS Nordic World Ski Championships Planica 2023

Vita is the official mascot of the FIS World Nordic Skiing Championship Planica 2023. She is a girl with a bright look and an incredible sense for Nordic sports. She is a good-looking heron who can run and fly and braves the winter without fear. She got her name for her extraordinary joy of life. Her longer name is Viktorija, and she hides an immense desire to win.

When we first met our Vita, it was love at first sight. We could only wish for her to become so popular. It is our job to keep her that way. She also managed to succeed that today everyone knows her as the Planica heron that left the official logo of Planica events but returned in a much more beautiful and exciting appearance. Vita likes to encourage children to do sports, exercise and respect nature, last but not least, her home is on the outskirts of the Triglav National Park and here she feels the best.



VITA'S HUGS

Vita and her illustrated book

Vita prepared a special surprise for the youngest fans. An illustrated children's book with content about sustainability in which she plays the main role and is intended for children of the first triad of primary school and from the preschool period. It takes children through all seasons in Planica. It is educational, as it encourages children to behave responsibly and environmentally friendly. We will reveal all our Vita's activities in this picture book during the FIS Nordic World Ski Championships Planica 2023. The book will be distributed specifically to key target users.



Since May 2022, we have been able to meet Vita at all major events in Slovenia, she has attended many press conferences and delighted young and old alike. You can check where the path has led her in the past months on social networks [@planicanordic](https://www.instagram.com/planicanordic).

Vita will also be continually present at the various venues of the World Championship. When you meet her, she will charm you in an instant.

COME WITH ME
TO PLANICA!
LET'S HAVE FUN!



VITA AT SPARTAN RACE IN PLANICA
PHOTO: ALJAŽ PRISTOV



VITA AT AN EVENT "GONI PONY" IN KRANJSKA GORA, PHOTO: ALJAŽ PRISTOV

IT'S THE BEST
IN THE
COMPANY
OF CHILDREN!



ON THE ROAD
TO 2023

VITA IN HER HOME
VILLAGE OF RATEČE



VITA AMONG THE PEOPLE OF RATEČE
PHOTO: TIN ŠTER

**RATEČE IS A SPECIAL VILLAGE WITH
THE PROUD HOSTS OF THE WORLD CHAM-
PIONSHIPS**

In the immediate vicinity of Planica lies the village of Rateče, on a plateau below the tripoint of Slovenia, Austria and Italy. It is surrounded by the high peaks of the Julian Alps in the south and Karawanks in the north. Two alpine valleys branch off from Rateče. The first one is Planica, which ends in Tamar below Mount Jalovec, where the first spring of the river Sava Dolinka, the Nadiža waterfall, gushes out from under Ponce mountains. The second one leads to the Fusine lakes (also Mangart lakes or Belopeška lakes) and ends under the northern wall of Mount Mangart. A Rateče manuscript from the second half of the 14th century was also discovered in Rateče. A visit to the village is a mandatory part of visiting Planica.



VITA ON TRAIN
PHOTO: ANŽE FURLAN



VITA WITH SLOVENIAN SKI JUMPERS IN
PLANICA, PHOTO: URŠA MIŠMAŠ



VITA IN BLED
PHOTO: TIN ŠTER



VITA AT TRIPPOINT OF SLOVENIA, ITALIA AND
AUSTRIA, PHOTO: TIN ŠTER



VITA AND OLYMPIC FESTIVAL IN LJUBLJANA
PHOTO: ALJAŽ PRISTOV



VITA AT KIDS EVENT IN VELENJE, SLOVENIA
PHOTO: TIN ŠTER



VITA AND MINI PLANICA COMMON EVENTS
PHOTO: TIN ŠTER



VITA AT LJUBLJANA MARATHON
PHOTO: ALJAŽ PRISTOV

BOJAN, JUST ASK



ALJOŠA DOLHAR
PHOTO: OC PLANICA



ANA DOLHAR
PHOTO: OC PLANICA



TWO WEEKS OF PLANICA

Aljoša Dolhar, chief of ski jumping competition (Men)

Ski jumping has, of course, become very popular in Slovenia, mainly due to the success of Slovenian ski jumpers, but also due to tradition. What will be different at this World Championships?

I think, first, it will be different that it will take much longer than we are used to here in Planica, so that our fans will have the opportunity to watch competitions for a much longer period, and they will be able to watch several disciplines at the same time, which I think is great.

The World Championships take place for almost 14 days. Probably the psychological pressure is a little higher?

Fortunately, I am not the only head of the competition, there are three of us in the jumping part, so we can divide the work during these weeks and the load on each of us will be lesser.

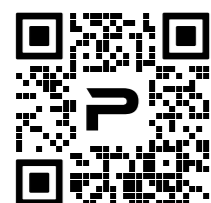
What is the work of a head of the competition? Do you also take care of the snow supply in case it runs out?

Nordic Centre Planica takes care of the snow, they are responsible for it, but of course we also keep contact with them and consult them and essentially cooperate with them in this area.

What are you paying special attention to and what is your biggest challenge?

Usually the challenge is what you were not ready for. Certainly, the biggest challenge is the weather, which we can't control, and it's also difficult to prepare for it very precisely, because you don't know what it will be like, be it heavy snow, which can certainly cause us a lot of problems, or also high temperatures, strong sun and so on.

But we also have experience with these problems, so I think we will manage them successfully.



BEING A VOLUNTEER IS A UNIQUE OPPORTUNITY

Ana Dolhar, coordinator OC Planica

Without volunteers, of course, we cannot imagine the biggest winter sporting event, the Nordic World Ski Championships. They are heartfelt, kind, always ready to help. How does their work proceed?

If based on myself, I started as a volunteer in Planica in the 4th year of high school. At that time, you asked me for help, Bojan. I worked as an assistant, and I still remember how proud I was when I first came to Planica with my own accreditation. We took the cable car to the tower, where it was my job to answer the phone, and I took it dead serious. And all these years until today, I have stayed in Planica, I have made many new friends, and gathered experiences. I believe that many who wish to participate in Planica as volunteers at WC 2023 will also be able to take advantage of this opportunity.

If I put myself in the role of a volunteer, that is, I contact you. And then you tell me what I can expect as a volunteer.

Each participant will receive a winter set and two free tickets for the event, there will also be a free transfer organized from Ljubljana to Planica, and on Saturday, March 4, a party will be organized for all volunteers in the Vitranc hall. But what I see as most important is that you gain unique experiences, that you also see the organization of such an event from a different perspective and, of course, that you become part of this community. Planica quickly gets under your skin.

Do volunteers need to have any special skills?

You have to be happy, heartfelt and adherent to Planica. That is all.

What message would you relay to all those who will work as volunteers, and of course, in addition to the fact that this is a unique opportunity to be at the largest winter sporting event in the history of Slovenia. Probably a special adventure, an honour and, of course, references for the future?

Being a part of the biggest sporting event in Planica is a really big opportunity in itself. Online applications opened in September 2022 and closed on 31 October. The response was tremendous.

Over 100 foreigners from 22 countries also applied. This proves that we are recognized in the world for a long tradition of winter sports events at the highest level.

I am sincerely happy for each of the 1,500 volunteers who decided to be part of the biggest story in the history of Planica.



Brati več
Razumeti več
Vedeti več pomeni imeti moč.

To read more
To understand more
To know more means to have power.

DELO



SLOVENIAN ALPINE MUSEUM, MOJSTRANA FREE ENTRY TICKETS FOR PLANICA VOLUNTEERS

The Slovenian Alpine Museum illustrates the development of Slovene mountaineering, climbing and mountain rescue history, interwoven with educational and conservational content. Its rich collection of historical objects and artefacts, diversity of photographic, film, book, and museum archives, and an extensive museum library, provide clear insights into the powerful, lasting impact of mountains and mountaineering on Slovene culture.

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Our Mission

At the Slovenian Alpine Museum, we record, preserve, study and promote Slovenia's mountaineering heritage and the history of the Slovene alpine conservation areas. Our museum programmes, workshops, lectures and exhibitions are aimed at increasing the popularity of mountaineering in general. They encourage respect for the alpine natural and cultural heritage in the younger generations, and illustrate the shaping role of mountaineering in defining the Slovenian national identity and the international recognition of Slovenes. Our mission is underlined and reinforced by our slogan: "Rope team for future ascents"

Our Vision

We implement our mission through events and lectures, temporary exhibitions, public programmes, educational workshops, and presentations of current domestic and foreign mountaineering achievements.

The Slovenian Alpine Museum is also developing into an information centre where visitors can find information on the various exhibitions and accompanying museum events, hiking, and the mountaineering possibilities and tourist attractions in the surrounding area. Through our interactive exhibitions, museum events and programmes we strive to create lasting impressions of our mountaineering history and its cultural and natural heritage.

WELCOME HOME.



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Ensure our planet is never short of breath.

Choose renewable materials. www.storaenso.com

HVALA, KER STE DEL NAŠE ZGODBE.
THANK YOU FOR BEING PART OF OUR STORY.

I FEEL SLOVENIA



KRANJSKA GORA



JURE AJDIŠEK
PHOTO: BOBO

BOJAN,
JUST ASK

THERE WILL BE NO PARKING PLACES IN PLANICA

Jure Ajdišek, logistics

The experience of ensuring that sports fans get to the venue on time is invaluable. Yet, what is the biggest challenge and how did you tackle it?

The challenge has two aspects. The first is timely aspect, we have 11 competition days, which is a lot to handle for the team. The second, and even more demanding, is the spatial aspect. The Nordic Centre itself will be occupied with other infrastructure, transport vehicles and temporary facilities. The usual parking spaces will not be available this time. The entire planning of accesses and parking spaces had to be adapted to this. We started preparations already in 2018, when we won the candidacy. We used good practices from abroad, cooperation with state institutions, the local community and our own rich experiences.

What about the entry points to our beautiful valley?

The main entry point is at Ledine, i.e., at the roundabout near Rateče. There will be no traffic, except for competition and technical services, from there on. The visitors are asked to accept this as necessity and imperative both from a sustainability and logistical perspective. This time it will actually be quite fun to walk to Planica from Kranjska Gora or Ledine, last but not least, there will be plenty of fun outside the Nordic Centre, along the so-called Nordic Mile as well.



Free shuttles

From 22 February to 26 February and from 28 February to 5 March, free bus shuttles from Kranjska Gora to the entry point to the venue is available to visitors with a ticket or accreditation. Buses will run frequently, without a timetable.

Parking outside the marked parking spaces, especially along the road and on grass areas, will be strictly sanctioned by the police and security forces.

The entry points for the shuttles, which starts a few hours before the competitions, are located in Kranjska Gora, Podkoren and Rateče.

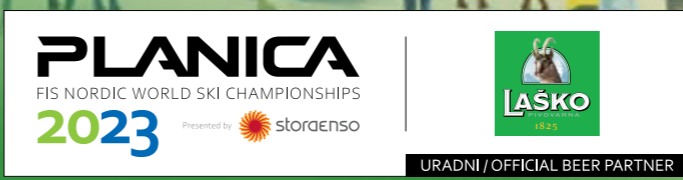
Shuttles for visitors with accreditations also starts a few hours before the competitions, and the entry point is at the Kompas Hotel parking lot in Kranjska Gora.

| The interview questions by Bojan Makovec, the first voice of the Planica spectacles. |



LEGENDARY SLOVENIAN BEER

LEGENDARNO SLOVENSKO PIVO



MINISTER ZA ZDRAVJE OPOZARJA: »UŽIVANJE ALKOHOLA LAHKO ŠKODUJE ZDRAVJU«



BOJAN, JUST ASK



NATAŠA ALBREHT
PHOTO: ARCHIVE



NUŠA RAKOVEC
PHOTO: BOBO



NEW PLANICA ON THE ROAD TO WORLD CHAMPIONSHIPS

Nataša Albreht, *marketing, promotion and corporate identity*

The image of the World championships will be different, how different will it be?

We have been aware for a very long time that it is time for profound changes in the image of Planica. We started to build the new image immediately after receiving the candidacy. We set new foundations, we thought a lot about how to package the image of Slovenian sports, industry associations and what would the finishing touches be. Very soon we eliminated all the possible distinguishing marks of Nordic sports because everything had already been seen time and again. We agreed that all we need is a really strong PLANICA that will survive even after 2023. We deleted the herons from the logo itself, which appeared in too many variations and colours and have been somewhat abused in recent years.

This does not mean, however, that the heron, such a recognizable icon of Planica flights, will no longer exist. The heron turned into the mascot of the World Championships, the heron Vita. All the other attempts for the mascot role were so poor and without a background story that she beat all the competition with ease.

Planica deserved this transformation. Finally, we can talk about the brand*.

What do you expect from the World Championships?

Above all, we want everyone to be satisfied at the end, competitors, visitors, volunteers, the local community and us as organizers. And I have absolutely no doubt that we will succeed. An unimaginable amount of effort, knowledge and experience has been invested. Planica deserves this and can do it. That people accept it as Slovenian pride and not only as a Slovenian destination.

***The FIS Nordic World Ski Championships logo is a protected trademark,** and its use is permitted only with the consent of the organizer, the Ski Association of Slovenia and Infront, as the owner of the media rights.



OFFICIAL MERCHANDISE AND THE MASCOT

Nuša Rakovec, *marketing and sponsorships*

How did the mascot selection take place?

When choosing, we were looking for an image reminiscent of Planica, and the heron has always been associated with the Planica feast, for a long time it was an integral part of the Planica logo. We were looking for a character that can fly and run.

Slovenia is known for its fan props. What are typical Slovenian fan props?

Slovenians are a very supportive nation. More often than not we visit such events with flags, the ratchet is a typical fan prop. In addition, there are many promotional products from t-shirts, caps, scarves, backpacks. Official products are available in the online store and also at the venue of the World Championships, in the so called FAN SHOP, in Nordic Centre Planica.





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We have more than 40,000 m2 of event and storage tents for rental purposes, and we also have storage halls and an administrative building as our reference prefabricated storage and functional facilities at the company's headquarters.

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I FEEL
SLOVENIA

SLOVENIA OUTDOOR

MY WAY OF A WINTER FAIRYTALE.

#ifeelsLOVEnia
#myway



www.slovenia.info

PLANICA
FIS NORDIC WORLD SKI CHAMPIONSHIPS
2023 Presented by  **storaenso**



BLED

IN THE SPIRIT OF PLANICA

Top-level performance and top-class tourist destination have a lot in common – we all want to be the best and invest all our knowledge and skills in this. We don't always succeed; we don't always make the winners' podium. Nevertheless, the path and the goal remain clear and we know why we are working so hard.

Achieving goals is always easier if we join forces. The community of the Julian Alps, members of which are Kranjska Gora and Bled, is also aware of this. We pay a lot of attention to sustainable development. With our actions we want to preserve what means most to us, spectacular nature and satisfied locals, who are proud to live here. We also work together when it comes to international sports events to achieve excellence in organization.

Bled is one of Slovenia's the most beautiful places, and sport is one of the country's most recognisable features. Just as Bled is a brand with a soul, you athletes and fans are the ambassadors of determination, fair play and strength.

We wish the athletes much success and hope the fans will be in fine voice.
And we are expecting positive media coverage of the biggest sporting event ever organized in independent Slovenia.

During the World Championships, many representatives of the media and fan groups from abroad are staying in Bled, who will certainly not remain indifferent to the pearl of Slovenia.

That is why two "fan zones" are opening their doors in Bled as well. Check the location at local tourist board or with your accommodation.

- **Špica Restaurant and**
- **Kult Bled**

You are all warmly welcome to stay with us also in Bled!



CHECK THE TIMETABLES OF THE FREE BUS SHUTTLES
FROM BLED TO PLANICA AND BACK FOR WORLD CHAM-
PIONSHIPS TICKET-HOLDERS



- 1 SKI JUMPING AREA
- 2 CROSS-COUNTRY STADIUM
- 3 CHAIRLIFT
- 4 TEAM AREA
- 5 COACHES AREA
- 6 BUILDING ČAPLJA
- 7 JUDGES TOWER
- 8 ORGANIZING COMMITTEE OFFICE
- 9 MEDIA RESTAURANT
- 10 COMPETITION OFFICE

- 11 COMMENTARY CABINS
- 12 CROSS-COUNTRY COURSES
- 13 PRESS AREA
- 14 PHOTOGRAPHERS AREAS
- 15 MEDIA CENTRE
- 16 MIXED ZONE
- 17 FIS FAMILY
- 18 TV COMPOUND
- 19 HB COMPOUND
- 20 VENUE

- 21 WARM-UP COURSE
- 22 ANTI-DOPING CONTROL AREA
- 23 OC STAFF AREA
- 24 OC SERVICE AREA
- 25 CEREMONY
- 26 VIP CLUB PLANICA
- 27 GRANDSTAND SEATING
- 28 GRANDSTAND STANDING
- 29 STANDING COURSE / OUTRUN
- 30 PLANICA LOUNGE

- POLICE
- FIRST AID
- FOOD & DRINKS
- DISABLED
- TOILETS
- ENTRANCE
- MEDIA / VIP KLUB PLANICA
- TEAM KROŽNI PREVOZI
- VIP KLUB PLANICA

MEDAL PLAZA
MEDAL CEREMONIES
OPENING CEREMONY
KRAJNSKA GORA

VENUE

PLANICA WITH SURROUNDINGS WILL SHINE LIKE NEVER BEFORE

The most beautiful venue in the history of the world championships in Nordic skiing. For more than a year, the Ski Association of Slovenia, in close cooperation with the International Ski Association, heads of competition, experts and other partners, devised innovative solutions and created the conditions for the FIS Nordic World Ski Championships to be an unforgettable experience for the participants, the media and, of course, the spectators.

The competition venue is located in the sports paradise below Ponce with a wonderful view of the Julian Alps. For eleven competition days, we will follow here the fights for honours and the award ceremonies will take place at the “Winners’ Park” event space in the centre of Kranjska Gora. The opening, the accompanying program and the interesting footpath to Planica will all make an exceptional experience.

In addition to the athletes, for whom we provide the best competitive conditions to win medals, we also paid special attention to the visitors, who are already eagerly awaiting them.

STORA ENSO PAVILION AT NORDIC CENTRE, FESTIVAL ARENA
VISUALISATION



COMPETITION AND ACCOMPANYING PROGRAMME

WEEK 1 | 21st February - 26th February 2023

Tuesday, 21 FEBRUARY 20:23 MEDAL PLAZA Opening ceremony					KRANJSKA//GORA
Wednesday, 22 FEBRUARY	12.00	Cross-Country	Qualification, Free	Women 5 km	
	13.30	Cross-Country	Qualification, Free	Men 10 km	
	16.30	Ski Jumping	Qualification Individual	Women HS 100	
FESTIVAL ARENA	Animation, DJ			PLANICA	
MEDAL PLAZA	Concert SMOOTH BAND			KRANJSKA//GORA	
Thursday, 23 FEBRUARY	12.00	Cross-Country	Sprint Qualification, Classic	Women / Men	
	14.30	Cross-Country	Sprint Finals, Classic	Women / Men	
	17.00	Ski Jumping	Individual	Women HS 100	
	FESTIVAL ARENA	Animation, DJ			PLANICA
MEDAL PLAZA	Concert ŠANK ROCK			KRANJSKA//GORA	
Friday, 24 FEBRUARY	11.30	Nordic Combined	Gundersen Individual	Women HS 100	
	14.15	Nordic Combined	Gundersen Individual	Women 5 km	
	15.30	Cross-Country	Skiathlon	Men 15 / 15 km	
	17.45	Ski Jumping	Qualification Individual	Men HS 100	
	FESTIVAL ARENA	Animation, VESELI BEGUNJČANI			PLANICA
MEDAL PLAZA	20.23	MEDAL CEREMONIES		KRANJSKA//GORA	
Concert XEQUTIFZ					
Saturday, 25 FEBRUARY	10.00	Nordic Combined	Gundersen Individual	Men HS 100	
	12.15	Ski Jumping	Team	Women HS 100	
	14.00	Cross-Country	Skiathlon	Women 7,5 / 7,5 km	
	15.30	Nordic Combined	Gundersen Individual	Men 10 km	
	17.00	Ski Jumping	Individual	Men HS 100	
	FESTIVAL ARENA	Animation, SMOOTH BAND			PLANICA
MEDAL PLAZA	20.23	MEDAL CEREMONIES		KRANJSKA//GORA	
Concert AVSENIKI					
Sunday, 26 FEBRUARY	10.30	Nordic Combined	Mixed Team	HS 100	
	11.30	Cross-Country	Team Sprint Qualification, Free	Women / Men	
	13.30	Cross-Country	Team Sprint Finals, Free	Women / Men	
	15.00	Nordic Combined	Mixed Team	M 2x 5 km / W 2x 2,5 km	
	17.00	Ski Jumping	Mixed Team	HS 100	
	FESTIVAL ARENA	Animation, SMOOTH BAND			PLANICA
MEDAL PLAZA	20.23	MEDAL CEREMONIES		KRANJSKA//GORA	
Concert TABU					

COMPETITION AND ACCOMPANYING PROGRAMME

WEEK 2 | 27th February - 5th March 2023

Monday, 27 FEBRUARY Day off					
Tuesday, 28 FEBRUARY	12.30	Cross-Country	Individual, Free	Women 10 km	
	18.30	Ski Jumping	Qualification Individual	Women HS 138	
FESTIVAL ARENA	Animation, DJ			PLANICA	
MEDAL PLAZA	Concert SMOOTH BAND			KRANJSKA//GORA	
Wednesday, 1 MARCH	11.00	Nordic Combined	Team	Men HS 138	
	12.30	Cross-Country	Individual, Free	Men 15 km	
	15.10	Nordic Combined	Team	Men 4 x 5 km	
	17.30	Ski Jumping	Individual	Women HS 138	
	FESTIVAL ARENA	Animation, SMOOTH BAND			PLANICA
MEDAL PLAZA	20.23	MEDAL CEREMONIES		KRANJSKA//GORA	
Concert KING FOO					
Thursday, 2 MARCH	12.30	Cross-Country	Relay, Classic, Free	Women 4 x 5 km	
	17.30	Ski Jumping	Qualification Individual	Men HS 138	
	FESTIVAL ARENA	Animation, SMOOTH BAND			PLANICA
MEDAL PLAZA	Concert AVSENIKI			KRANJSKA//GORA	
Friday, 3 MARCH	12.30	Cross-Country	Relay, Classic, Free	Men 4 x 10 km	
	17.30	Ski Jumping	Individual	Men HS 138	
	FESTIVAL ARENA	Animation, SMOOTH BAND			PLANICA
MEDAL PLAZA	20.23	MEDAL CEREMONIES		KRANJSKA//GORA	
Concert PETER LOVŠIN & ŠPANSKI BORCI					
Saturday, 4 MARCH	10.30	Nordic Combined	Individual Gundersen	Men HS 138	
	12.00	Cross Country	Mass start, Classic	Women 30 km	
	15.00	Nordic Combined	Individual Gundersen	Men 10 km	
	16.30	Ski Jumping	Team	Men HS 138	
	FESTIVAL ARENA	Animation, VESELI BEGUNJČANI			PLANICA
MEDAL PLAZA	20.23	MEDAL CEREMONIES		KRANJSKA//GORA	
Concert SIDDHARTA					
Sunday, 5 MARCH	12.00	Cross-Country	Mass start, Classic	Men 50 km	
	FESTIVAL ARENA	Animation, VESELI BEGUNJČANI			PLANICA
Cross country stadium	MEDAL CEREMONIES CLOSING CEREMONY			KRANJSKA//GORA	



RADGONSKE GORICE
SINCE 1852

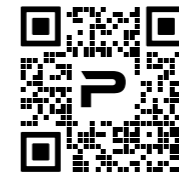
Planica has its own.

WWW.RADGONSKE-GORICE.SI | WWW.PLANICA.SI

Ministry of health warns: excessive alcohol consumption may harm your health.



PROGRAMME



DAILY TICKETS



WWW.PLANICA2023.SI



PLANICA AFTER PLANICA. SEE YOU AT THE FINALS! WE WILL FLY.



PARTNERS



ACTIVE SPONSORS



STORA ENSO

Stora Enso is the presenting sponsor for the FIS Nordic World Ski Championships 2023 in Planica, Slovenia. This marks the fifth time that Stora Enso will be sponsoring the Nordic World Ski Championships. The championships are an excellent opportunity for Stora Enso to promote the benefits of using fossil free and recyclable products to combat global warming.

Stora Enso's products made of wood are more climate-friendly and have a lower carbon footprint compared to many products made from fossil-based materials. Throughout the event, Stora Enso will showcase its sustainable products and solutions in numerous applications such as wooden buildings, juice cartons, paper cups, paper bags, medal boxes, prize podiums and awards. Stora Enso will also contribute to the circularity of the championships by providing expertise within these areas.

Part of the global bioeconomy, Stora Enso is a leading provider of renewable products in packaging, biomaterials, wooden construction and paper, and one of the largest private forest owners in the world.

We believe that everything that is made from fossil-based materials today can be made from a tree tomorrow. Stora Enso has approximately 22,000 employees and our sales in 2021 were EUR 10.2 billion.



CHAMPIONSHIPS PRODUCTS



WÜRTH

The Würth brand has been one of the leading quality brands for assembly and fastening materials for more than 75 years. Thanks to its clear focus on customers in the trades as well as on quality and services, Würth has become a synonym for quality and reliability in over 80 countries. With pioneering distribution and logistics solutions, Würth inspires over four million customers in the trades, in construction and industry all over the world and is always close to where they are based.

Team spirit, the will to perform and to give it your all are essential characteristics of sports. However, these values also define the corporate culture of the Würth Group. This is why, as a family business, we have been committed for a long time to sports, art and social projects.

“Since 2002, Würth has been active as a sponsor in winter sports. We expanded this commitment two years ago by sponsoring a FIS Nordic World Ski Championships for the first time. This positive experience has encouraged us to become a partner of the FIS Nordic World Ski Championships in Planica in 2023, too. After the 2021 World Championships had to be held without an audience in presence, we hope for full ranks with the fantastic Slovenian audience and look forward to an exciting event,” says Fritz Hollweck, Head of sports sponsoring.



APA

“For almost four decades now, APA Brands Events Solutions has been working successfully as a general outfitter for high-ranking sporting events, but also for numerous top clients from industry and business in the field of branding & signage. We have been working in this capacity for the Nordic World Ski Championships since 2005. In cooperation with Stora Enso, the main sponsor of the Nordic World Ski Championships, APA developed new start and exit gates, winner's back walls, split-time towers or course pylons made of Stora Enso wood and with the latest APA LED technology as one of many innovations.

The individual unique pieces were designed and handcrafted in APA's development workshops with great attention to detail and a strong focus on sustainability. The special feature - the clamped sponsor motifs on fabric print were made from recycled PET bottles.



APA's CEO Peter Adelfang's statement: “Events are our passion, our focus and the reason why we go to work every day. We are proud to have been part of the FIS Nordic World Ski Championships for 18 years and look forward to preparing for an exciting and eventful World Ski Championships again this year as Official Partner of this extraordinary event!”

MANNER

“Manner has been an active sponsor in ski jumping for over 10 years and is visible as the main sponsor with the distinctive pink Manner helmets, but also at selected ski jumping events. This season, Manner is a proud sponsor of the World Cup finals in Planica and, as a long-term partner, ensures the best “pink” prospects in the valley of the hills with banners, the branded trainer’s stand and a huge Manner wafer inflatable.” Manner will also be the main sponsor of the 2023 World Championships in Planica and we are already looking forward to numerous sporting highlights during this event in Slovenia”

Alexander Lipovšek, Managing Director SE Europe



LIQUI MOLY

Chemical tools for every car



LIQUI MOLY offers a wide range of additives to improve performance and fuel consumption.

Modern engines are very sensitive to contamination in the system. This is the price we pay for their great efficiency. But contamination is part of the game when a combustion engine is running. Deposits agglomerate at the injectors. They prevent the fuel from being atomized properly, so performance decreases and fuel consumption increases. Furthermore, the less efficient combustion generates even more deposits – a vicious circle. As this is a slow process, it often goes by unnoticed by the car driver.

To restore the original performance and fuel economy, you may dismantle all injectors and clean them manually, which is a laborious job and only for experts. Easier, cheaper and suited for everybody are the cleaning additives by LIQUI MOLY. They are chemical tools, which do this job every time when the engine is running. They are simply poured in the fuel tank, Injection Cleaner for gasoline engines and Super Diesel Additive for diesel engines. Their active agents pass the injectors and remove the deposits on the nozzles. This does not only restore the original fuel economy, it also reduces the risk of technical issues with the injectors and expensive replacements. LIQUI MOLY has 65 years of experience with additives – all of them made in Germany.



Uhrenfabrik Junghans is Official Timing Partner of the FIS Nordic World Ski Championships for the 3rd time in a row

Junghans, the traditional German watch brand has been giving a face to time for over 160 years. The attention to detail, the high demands on design and quality and generations of technical expertise have characterised the products of Junghans since it was founded in 1861.

“As a company hailing from the Black Forest, a region steeped in the tradition of winter sports, we look forward to the World Championships in Planica.”
Brand Manager Thomas Fiedler states.

Knowing that solely precise time keeping would bring fairness to sports, Junghans has been working on creating more accurate timing instruments for competition since the early 20th century, reaching its peak in 1972 in Munich, setting a new benchmark in time keeping.



| With the limited Junghans 1972 Competition the entire fascination for sports and time is more present than ever. |

| Junghans wishes all athletes best of luck – and one of them in particular: Brand Ambassador ski jumper Karl Geiger. |

Limited special editions

In celebration of partnering the event, Junghans will also launch two special edition models limited to only 150 units each, incorporating both the company’s expertise in watchmaking and deep-rooted passion for winter sports.

High-flyers receive the Junghans Award

Athletes in the men’s and women’s individual ski jumping competition from the large hill have the opportunity of winning the Junghans Award.



| Eva Urevc | Cross country skiing |

THANK YOU
FOR BEING PART OF OUR STORIES

I FEEL
SLOVENIA

SEE YOU SOON!



5th edition, February 2023

PLANICA

KRANJSKA GORA