



The goal for SkiStar's pilot project is to demonstrate that transitioning to completely fossil-free ski facility operations is feasible. Image: Hammarbybacken Stockholm

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Leading Scandinavian ski resort operator SkiStar is undertaking a unique pilot project to operate a ski resort completely fossil-free

SkiStar, the leading holiday organiser for Scandinavia, is taking a significant step in its transition to a fossil-free operation by testing complete electrification of a ski resort. The unique pilot project is being conducted at SkiStar's ski resort in Stockholm, Hammarbybacken. This marks a crucial

milestone for the company towards its sustainability goal for 2030.

"As a market leader in alpine ski tourism in Scandinavia, we feel a responsibility to drive the climate transition," says **Fanny Sjödin**, Sustainability Manager at SkiStar. "By daring to conduct this **pilot project**, we aim to show that it is possible to transition a ski resort to fossil-free and look forward to the insights this will provide us."

[SkiStar's goal for the pilot project](#) is to demonstrate that transitioning to completely fossil-free ski resort operations is feasible. The entire vehicle fleet is being replaced with six electric powered vehicles that will be charged with a Battery Energy Storage System (BESS). It also entails a significant change in work routines, including new procedures and staff training.

"We are challenging ourselves to think differently and our hope is that it will lead us further in the transition towards more sustainable mountain experiences," continues **Fanny Sjödin**. "Hammarbybacken, our innovation hub, is an ideal arena for daring experiments. The **pilot project** will help us to identify the challenges we face in the transition and direct our focus towards the right decisions and activities. Our experience will serve as a compass to facilitate investment decisions and identify the next steps forward. We also hope that this commitment will inspire others to follow our example and encourage collaborators, guests, and policymakers to join us on this journey."

The city of Stockholm welcomes SkiStar's initiative:

"**Karin Wanngård** (S), Finance Mayor of Stockholm City, states, "Stockholm aims to be a world leader in reducing emissions and being climate-positive by 2030. To achieve this, all positive forces need to come together. It is therefore welcome that Hammarbybacken is used as a test arena for climate-smart solutions."

[SkiStar's overarching goal for sustainability](#) and the environment is to be completely climate-neutral in the operation of its destinations by 2030 and to reduce total emissions by at least 50% compared to 2020/21. The climate goals are approved by the Science Based Targets Initiative (SBTi).

"Hammarbybacken, as a ski resort, is very well-suited for this pilot project. The next step is to scale this up for our larger ski resorts. The knowledge and

experience gained from this pilot project will be of significant importance not only for our company but also for the entire industry from an international perspective. This marks the beginning of a behavioral shift, and our hope is that it will serve as a catalyst for other companies, regardless of industry, to dare to explore and actively initiate efforts to promote climate transition, says **Stefan Sjöstrand**, CEO of SkiStar."

About the pilot project in Hammarbybacken: Start: January 30. Ski area map [here](#) ≥

The entire vehicle fleet is electrically powered:

- 2 Taiga Motors Nomad (electric snowmobile)
- 1 Prinoth E motion Husky (electric groomer)
- 1 Volvo L25 electric from Volvo Construction Equipment (electric wheel loader)
- 1 car, VW ID cargo (electric vehicle)
- 1 UTV, Polaris Ranger EV (electric ATV)

On-site charging will be done via a Battery Energy Storage System (BESS), consisting of six battery packs, equivalent to 235 kWh. The charging solution is provided by Volvo Energy and Volvo Construction Equipment. The service provider for Volvo's products is Swecon Anläggningsmaskiner AB.

New agreements with Vattenfall and Ellevio will ensure 100% renewable electricity and water for all operations.

Training has been provided to support staff with behavioral change and to adapt to new work routines, as well as to ensure they play an active part in the change journey.

Press Conference:

On February 13th, from 08:00 to 09:00, a press conference will be held at Hammarbybacken, Stockholm. During the press conference, SkiStar and their collaborators will provide information on the initial two weeks of the pilot project. There will be an opportunity to interview key individuals to gain further insight and facts about the pilot project and its impact on operations. Participants in the press conference include Karin Wanngård (S), Finance Mayor of Stockholm City, Niklas Wahlberg, VP Partnership and System Solutions at Volvo Group, and Lars Andreasen Prinoth Sweden.

For expressions of interest in participating in the press conference, please email: press@skistar.com.

For more information:

Facts and ski area map Hammarbybacken [>>](#)

Images and videos available linked to the press release are free for use.

Fanny Sjödin, Sustainability Manager SkiStar: fanny.sjodin@skistar.com

Linda Morell, PR Manager SkiStar: linda.morell@skistar.com or +46 76 11 860 02

Information about SkiStar's sustainability efforts can be found [here](#)

SkiStar in brief:

SkiStar AB (publ) is listed on the Mid Cap list of the Nasdaq Stockholm exchange. The Group owns and operates alpine ski resorts in Sälen, Vemdalen, Åre and Hammarbybacken (Stockholm) in Sweden and Hemsedal and Trysil in Norway. Operations are divided into three segments: Operation of Ski Resorts, Property Development & Exploitation and Operation of Hotels. As the leading holiday tour operator for Scandinavia, SkiStar's business concept is to create memorable mountain experiences, develop sustainable destinations, offer accommodation, activities, products and services of the highest quality with our guests in focus. For further information, please visit www.skistar.com/en/corporate

Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.

Contacts



Press Service (emergency inquiries only)

Press Contact

press@skistar.com

+46 10 810 96 26