



# Welcome home!

Welcome home ...  
... to the cradle of winter sports  
... to friends  
... to a future-oriented  
Winter Universiade 2021

## Together, future-oriented, inspiring

- **Together** as Central Switzerland. Together as a team. Combining sport and education.
- **Future-oriented** project development, creating impetus and implementing decisive action from a solid foundation.
- **Inspiring** enthusiasm with passion and know-how amongst athletes, spectators, the public, partners, sponsors and all involved.

### Vision

We will act as welcoming hosts at an inspirational sporting festival held in the home of winter sports. The event will promote awareness of the winter sport venues and educational centres of Lucerne-Central Switzerland throughout the world.

### Mission

- We will motivate all participants to deliver top performances at WU 2021 and beyond.
- We will create the setting for inspirational experiences.
- We will organise smooth-running events with fair competition conditions.
- We will provide a platform for future-oriented projects.
- We will support efforts to promote the compatibility of top-level sport and further education.
- We will encourage the continued development of winter sports in Switzerland.
- We will promote a culture of hospitality so all our guests will feel at home.

### Values

- Hospitality
- Competence
- Tradition
- Innovation
- Sustainability

### Approach

Together we will organise an inspiring and future-oriented Winter Universiade - at our home. The athletes will be the central focus.

### Welcome home!

The motto "Welcome home" relates directly to two of our core values. The hotel and tourism industries have a great tradition in Central Switzerland, so our guests should feel at home. In addition, after 59 years the event is returning to Switzerland and thus to the home of winter sports. Last but not least: Switzerland is also the home of the International University Sports Federation, which is based in Lausanne.