

# National Mountain Safety Council of Sweden

ZERMATT 25/9 2009

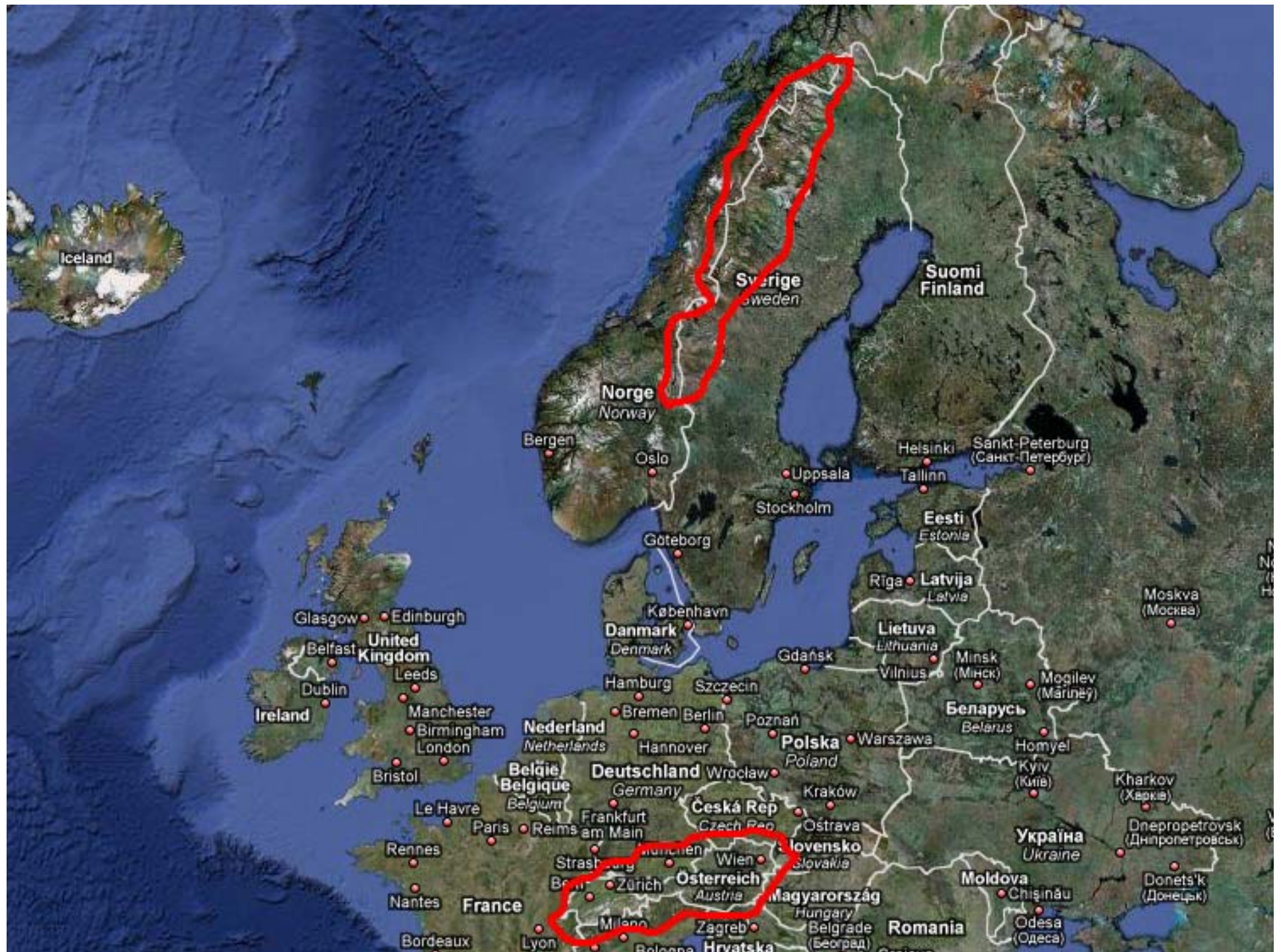



Mr Per-Olov Wikberg, Coordinator



**But first, let us give you a brief introduction  
to the Swedish mountains .....**







**1000 km from north to south  
6500 km of mountain trails  
app. 30 skiareas  
3 000,000 incoming visitors**

**Fewer than 50,000 locals actually lives in the  
mountain area**

**350000 reindeers, 3500 reindeerherders**

**150,000 snowmobiles**

**Average treeline is at 400-600 m.a.s**

**Highest peak Kebnekajse, 2110 m.a.s**

**Some of Europe's largest National Parks and Nature  
Reserves**

**Appr. 6500 km of marked mountain trails**





**app. 50 mountain huts on long distance from public roads**



**Very few roads, long distance, arctic weather conditions**





An aerial photograph of a vast mountain range, likely the Alps, covered in snow. The mountains are rugged and brownish-grey, with significant snow cover on their peaks and in the valleys. The sky is a pale, hazy blue. The text is centered over the middle of the image.

**Some of Europe's largest National Parks  
and Nature Reserves**





**Many visitors is mainly practice crosscountry skiing**



**300,000 reindeers and 3500 reindeerherders...**





**Mountainbiking is becoming more and more popular**





.. so is Kiting



**More than 150,000 snowmobilers**



**An increasing numbers of Freeriders.....**



# National Mountain Safety Council of Sweden



30 years of accident prevention

# Östersunds-Posten

TORS DAG 11 MARS 1976  
NR 59 • PRIS 1:25

Council of Sweden

Se sidan 4

Så nä

# Östersunds-Posten



FREDAG 25 FEBRUARI 1977  
NR 48 • PRIS 1:50  
Tel. 063-12 88 90 ex. Teletryck 063-11 77 70

Bydalen och Duved drabbades:

## Skidåkare begravdes vid två lavinolyckor

### STOR LAVIN FARA!

Jämtland drabbades av två laviner i tät följd i går, i Bydalen och Duved. Båda kunde ha slutat i katastrof!

### ÖVER-LEVDE

Vid Dromskäran i Bydalen begravdes en frösohö helt av snömassorna. Han räddades genom ett snabbt ingripande. När han grävdes fram var han alldeles blå i ansiktet.

16-åriga Lennart Olofstrand åkte i lössnö på Tyckhuvudet i Duved när lavinen kom. Lennart ryckte med men fastnade i en björk. Snömassorna lossade honom upp till halset. Björken räddade förmodligen Lennarts liv.

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# National nature and environmental agency (Naturvårdsverket)

## Mountain Safety Council

The Mountain rescuers association

National Meteorological agency

National Touring association (STF)

National Snowmobile association

The Swedish Army

Mountain Guides (UIAGM)

National skiers security council

National Police

National Climbers association

Lifftowners association (SLAO)

National Reindeerherders association

The regional county board (4)

National map survey agency

National outdoor association

# How does the mountain safety council work ?

Tremendous and unique knowledge

Publish diff. sort of information, handbooks

Initiate research projects

Give the right sort and right level of information to different targets group

Corporate competence in coordination gives the best possible impact

The effort has hopefully an direct impact to the mountain rescue numbers of rescue operations



**Target group analysis in order  
to prevent accidents**

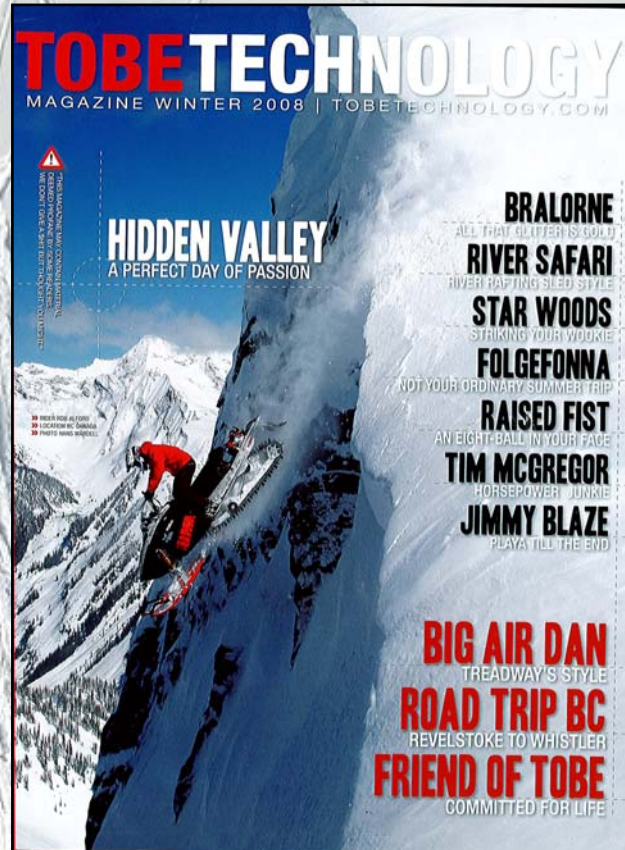
**Cooperate with "lifestyle media" producers**

**Message on the recipient's condition**

**We can not control development, instead  
development is guided by other forces**

**The risks are there and can occur**






källa: tobe.nu

” Regarding producers of ”lifestylesmedia”,  
can we finds ways to cooperate?

foto - Per-Olov Wikberg



The probably best way to spread important information is to cooperate together with the marketleading "lifestyle" media producers!

A scenic view of a snow-covered mountain range with a valley in the foreground. The mountains are covered in a thick layer of snow, and the valley below is also snow-covered with some bare trees. The sky is a pale, hazy blue.

# **The way to cooperate and creating success**

**A nonprestige cooperation, a unique diversity**

**Faster decisions, great transparency**

**13 mountain safety committities one  
in each mountain municipalities**

**More visitors should not  
automatically mean more accidents**

**Develop new guide standards is an important  
strategic issue for the future of mountain tourism**

**Well educated visitors, results in fewer accidents and happier visitors!**



**And hopefully in more satisfied mountain rescuers...**

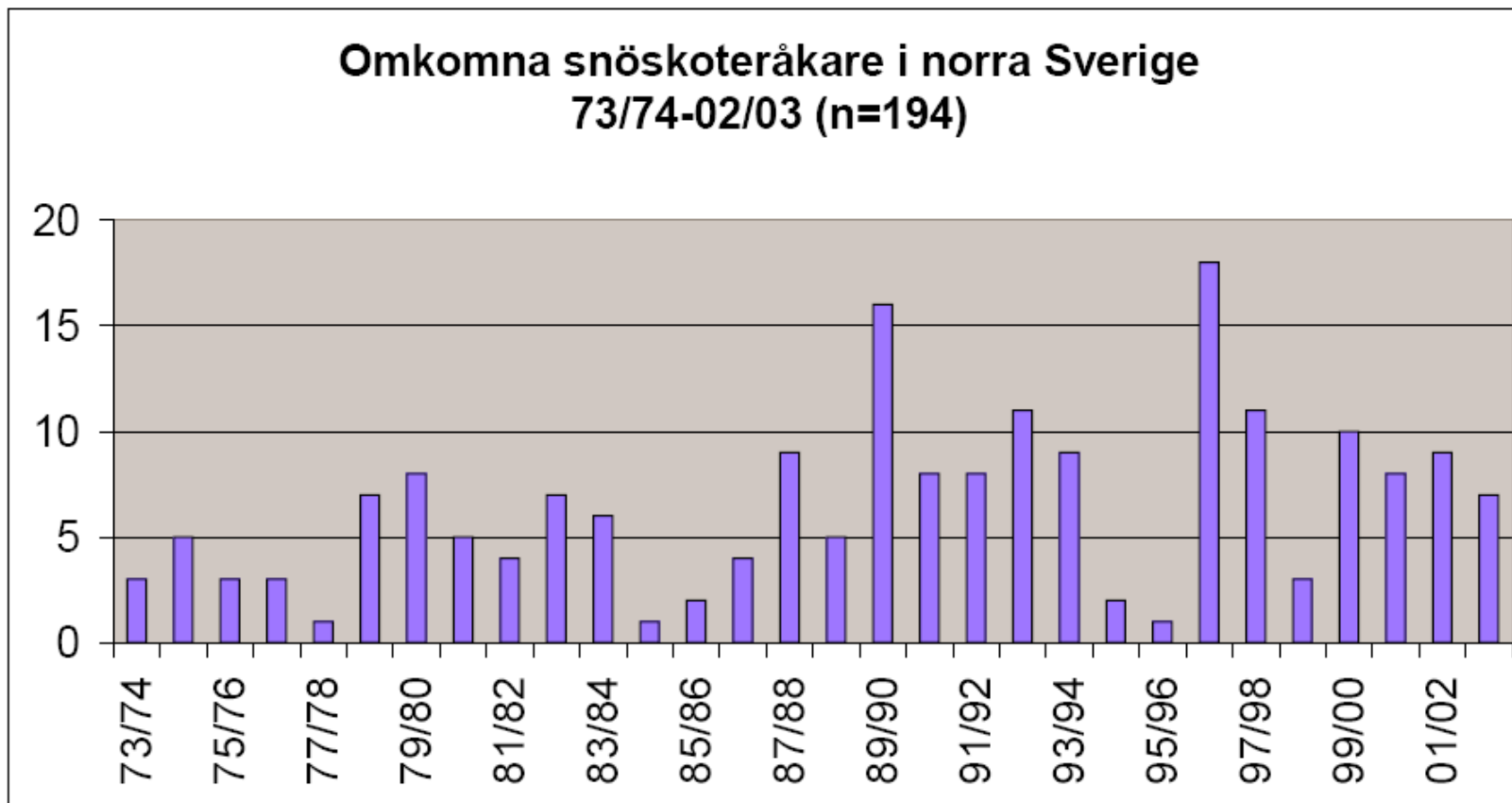






**Thanks for listening!**

## Olycksstatistik i samband med skoterkörning



Källa: SNÖSKOTERRELATERADE DÖDSFALL UNDER 30 SÄSONGER I NORRA SVERIGE , Rapport nr 119