

### **7th International TÜV Rheinland Global Compact Award for Felix Neureuther**

TÜV Rheinland Foundation honors former ski racer and sustainability ambassador for his commitment to education, health, and environmental protection / International sustainability award endowed with €25,000 / Award ceremony on October 1 in collaboration with the City of Cologne

**Cologne, March 18, 2026.** Felix Neureuther, one of Germany's most successful ski racers and now a TV commentator, author, and UN ambassador for clean mountains and glaciers, has been named the winner of the 7th International TÜV Rheinland Global Compact Award. The award recognizes his exceptional commitment to education, health, and environmental protection.

Through his foundation and initiatives such as the exercise and education program “Beweg dich schlau! Ein Programm der Felix Neureuther Stiftung” (Move Smart! A program of the Felix Neureuther Foundation) and the “Naturhelden” (Nature Heroes) project, Neureuther has made a significant contribution to advancing the United Nations Sustainable Development Goals (SDGs) and the principles of the UN Global Compact. His commitment to protecting and preserving Alpine ecosystems further underscores his dedication to sustainability.

The award ceremony will take place on October 1 at Cologne's Historic City Hall, with distinguished guests from politics, business, science, and culture. The event is hosted by the TÜV Rheinland Foundation in collaboration with the Mayor of Cologne, Torsten Burmester.

“Felix Neureuther inspires people – in the truest sense of the word. From a young age, he has motivated others to lead healthy lives in harmony with nature and to make their own personal contribution to a sustainable future. Through his media presence, he also raises awareness among the public, policymakers, and industries such as tourism and sports about the importance of sustainability in winter sports and major events like the Winter Olympics. His dedication to education, health, and environmental protection aligns perfectly with the principles of the UN Global Compact and the United Nations Sustainable Development Goals,” said Professor Dieter Spath, Chairman of the Board of TÜV Rheinland Berlin Brandenburg Pfalz e.V. and the TÜV Rheinland Foundation, explaining the jury's decision.

Felix Neureuther is the seventh recipient of the International TÜV Rheinland Global Compact Award, which is endowed with €25,000. The award honors individuals who demonstrate exceptional commitment to sustainability and the goals of the United Nations Global Compact through their work.

### **Felix Neureuther: A Role Model for Sustainability**

Felix Neureuther exemplifies an authentic commitment to sustainability by aligning his work with the United Nations' Sustainable Development Goals (SDGs). He combines his experience as a former professional athlete with a deep sense of responsibility, a connection to his homeland, and strong family values.

### **Promoting Education and Health**

One of Neureuther's core missions is to promote the education and well-being of children. Through his exercise and education program "Beweg dich schlau! Ein Programm der Felix Neureuther Stiftung" (Move Smart! A program of the Felix Neureuther Foundation), he encourages children to embrace physical activity and develop healthy habits from an early age. This initiative fosters both physical and mental health, laying the foundation for lifelong well-being.

In addition, the "Naturhelden" (Nature Heroes) project, which Neureuther co-founded with his father Christian as part of the "Healthy Earth. Healthy Children." initiative, teaches children about environmental conservation and the connection between a healthy planet and their own health.

Neureuther also collaborates with organizations such as the Dietmar Hopp Foundation, the Audi Foundation for the Environment, and the Special Olympics Germany Executive Board to advance global sustainability goals.

### **Advocating for Nature and Environmental Protection**

Another key focus of Neureuther's work is preserving the Alpine region and raising awareness of the impact of climate change on winter sports. He highlights the environmental consequences of tourism and large-scale winter sports events on fragile ecosystems.

As a prominent advocate for sustainable winter sports and Alpine tourism, Neureuther was appointed UN Ambassador for Clean Mountains and Glaciers in 2025. In this role, he continues to champion the protection of mountain ecosystems and the fight against climate change, emphasizing the need for sustainable practices in winter sports and tourism.

## **Global Compact and TÜV Rheinland Foundation**

To promote sustainable development in society and business worldwide, TÜV Rheinland has supported the United Nations Global Compact since 2006. The Global Compact is an initiative that encourages companies to integrate universal social and environmental principles into their business practices.

An important component of TÜV Rheinland's long-standing commitment to implementing the Global Compact goals is the presentation of the International TÜV Rheinland Global Compact Award, which is being presented for the seventh time this year. The award has been presented every three years since 2008 by the TÜV Rheinland Foundation, whose founder is TÜV Rheinland Berlin Brandenburg Pfalz e.V. In 2021, Reinhold Messner was honored for his commitment to nature conservation and mountain communities. Previous award winners also include Dr. Auma Obama, Professor Edda Müller, former Federal Minister Dr. Volker Hauff, and entrepreneur Dr. Michael Otto.

### **About TÜV Rheinland**

*150 years of making the world a safer place: TÜV Rheinland is one of the world's leading providers of testing and inspection services, with annual revenues of over 2.7 billion euros and 27,000 employees in more than 50 countries. Its highly qualified experts test technical systems and products, enable innovation, and assist companies in their transition toward greater sustainability. They train professionals across numerous fields and certify management systems to international standards. With exceptional expertise in areas such as mobility, energy supply, infrastructure, and beyond, TÜV Rheinland provides independent quality assurance—not least for emergent technologies such as green hydrogen, artificial intelligence and autonomous driving. In doing so, TÜV Rheinland contributes to a safer and better future for everyone. Since 2006, TÜV Rheinland has been a signatory to the UN Global Compact, which promotes sustainability and combats corruption. The company's headquarters are located in Cologne, Germany. Website: [www.tuv.com](http://www.tuv.com)*

---

Media contact:

TÜV Rheinland, Press Office, Tel.: +49 221 806-21 48

Press releases as well as photo and video footage are available on request by email to [contact@press.tuv.com](mailto:contact@press.tuv.com) or on [www.tuv.com/press](http://www.tuv.com/press).