



2020 STRATEGIC PLAN EUROPE

INTRODUCTION

Climate change isn't just a line on a chart or yet another scientific report making headlines in the media. For us outdoor enthusiasts, it is personal, it is in our backyards and it is happening right now. Climate change is the melting glaciers, the shrinking snowpack and shorter winter seasons. It's the decline in business, the empty hotel rooms and the lost jobs. It's the rock fall that not only threatens lives, but literally threatens to reshape our iconic mountain landscapes. And it's the decline in fresh water coming down the mountains to fill the rivers, water the fields and power up the hydro plants.

Yes, we — individuals, communities and businesses passionate about the outdoors — are taking steps to lower our carbon footprint. But we also need ambitious large scale policy solutions, as well as the political will to implement those solutions. The latest Climate Action Tracker rates the EU's performance against the Paris Agreement goals as insufficient and in line with warming of up to 3°C, not 1.5°C. The same goes for Norway and Switzerland. Just when many are looking at our highly developed European nations to lead the way.

This is where we can turn passion into purpose, and into real climate action. There are an estimated 60 million skiers and snowboarders in Europe, a third the number of people who voted in the last European elections. Together with climbers, alpinists and other outdoor enthusiasts, the massive outdoor recreation industry and our communities, we can be a powerful force and make the difference on climate.

OUR APPROACH

We help passionate outdoor people protect the places and lifestyles they love from climate change. From athletes and creatives to scientists and responsible business leaders, we activate the entire outdoor community to support policies and solutions that turn a passion for the outdoors into action for climate.

In the future we envision, the world embraces renewable energy, zero carbon transport, innovative technologies and market instruments to achieve carbon neutrality by 2050. In the process, we do not sacrifice, but instead turbo-charge, joy. We ride fast and efficient trains or drive zero emissions vehicles to ski areas, climbing spots and trails; individuals and industries pay a fair price for their carbon footprint; and elected officials at all levels of government make addressing climate a top priority. We recognise our actions here as a model for the world. Healthy, strong, wildly adventurous, we still never forget our privilege, knowing that our battle against climate change is not only for ourselves, but for billions facing profound suffering around the world.

WHAT NEEDS TO CHANGE

How do we build a future that does not strain nature and our beloved mountain areas? Simply put, by increasing renewables and reducing carbon. And when it comes to reducing carbon, in Europe, transport is both a huge part of the problem and a tremendous opportunity.

Not only is transport by far the biggest part of the carbon footprint of a mountain resort (around 60 percent), it is also the second biggest contributor to Europe's greenhouse gas (GHG) emissions overall, contributing more than a quarter of all GHG emissions in Europe. And it is one of the few sectors where emissions are increasing, not decreasing.

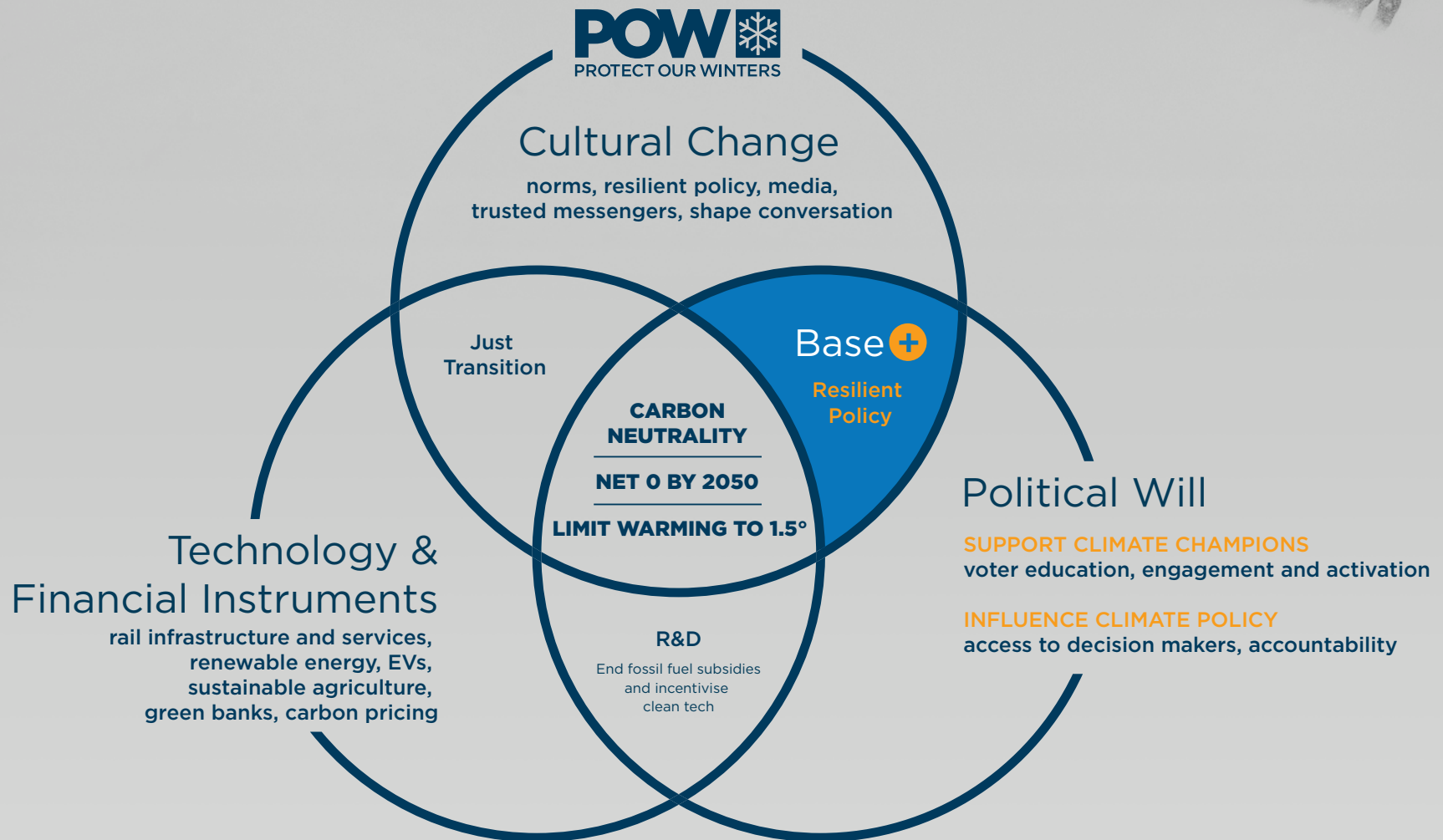
“To accelerate decarbonisation — especially in the transport and building sectors — legislation must be efficiently and effectively implemented... Member states and local public authorities also need to promote modal shift by investing in improved public transport and expand rail infrastructure.”

– Climate Action Tracker update report, September 2019.

While we are seeing a shift in modern mobility practices through the sharing economy, national policy action and investment in infrastructure and instruments is still lacking. Rail has the potential to play a significant role in accelerating the reduction in transport emissions. Rail represents only 0.5 percent of the CO₂ emissions from all transport modes. It is a key transport mode in mountain regions which are particularly sensitive to the growing road traffic congestion problem and the associated air, noise and visual pollution.

We should all be able to access our favourite wild places without contributing to their destruction, in a low carbon way.

THEORY OF CHANGE



POW'S EDGE

POW adds a fresh voice and energy to the climate movement in Europe. We provide a wide entry point to climate advocacy for the millions of adventure sports enthusiasts who are keen and aware, but who do not see themselves fitting into traditional environmental organisations.

Uniquely effective

POW is uniquely effective at inspiring, uniting and empowering our community to get engaged in effective climate action. And their impact is amplified exponentially when combined with the reach of our partner athletes, brands and resorts. We believe that all passionate outdoor people, brands and destinations can and should be effective climate advocates.

Local roots, global impact

Newly formed, POW Europe leverages the power of our network of eight national POW chapters in Europe, Austria, Germany, France, Switzerland, Finland, Norway, Sweden and the UK... and counting. From northernmost Lapland to the southern Alps and Pyrenees, our national chapters are strongly rooted in their communities and have their ear to the ground on national and local issues. POW Europe transforms those local strengths into cohesive and impactful Europe-wide climate action. At the same time, we amplify national campaigns, provide centralised, expert support to the network and a single, coordinated point of contact for European partners.

POW Europe Summit, June 2019

The POW Europe Summit brought all the POW European chapter heads, POW senior management, athletes and partners together in Innsbruck for four intense days of brainstorming, strategising, planning and stoke. We emerged strengthened more than ever in our shared commitment to protect what we love from climate change.



POW'S EDGE ATHLETE ALLIANCE

DR. Heidi Sevestre, Glaciologist

Michelle Gisin, Alpine Ski Racer

Mat Schaer, Pro Snowboarder & Environmental Scientist

Sebastian Montaz-Rosset, Filmmaker & Mountain Guide



Aline Bock, Pro Snowboarder

Enni Rukajarvi, Professional Snowboarder

Perttu Hyvarinen, Pro Cross Country Skier

Nikolai Schirmer, Professional Skier

Ashley Wiggins, Artist

Liv Sansoz, Professional climber

Ed Leigh, Snowboarder & TV Presenter

Katie Schide, Pro Trail Runner

Matti Suur-Hamari, Pro Snowboarder

Enni Rukajarvi, Professional Snowboarder

Matt Helliker, Professional Climber



POW'S EDGE ATHLETE ALLIANCE

POW's **100+ athlete ambassadors** in Europe range from Olympic medallists to up and coming young freeriders, from champion cross-country skiers and alpine racers to top class climbers, mountain guides, extreme skiers, alpinists and trail runners. Some double up as artists, photographers and film-makers, some as glaciologists or geologists. Between them they reach millions of fans and followers, cutting across all parts of society and political lines in the process.

They share not only a passion and extreme dedication for their sport and the outdoors but also an acute awareness of how the natural world around them is changing, and how their livelihoods and entire communities are threatened. POW's role is to give them the confidence, the tools and the training to be effective climate advocates and use their incredible influence to reach not just our community, but well beyond, to take real action on climate.

Motivated to explore and share the beauty and the stoke that can be found right here in our backyards, four young POW riders set out on a low-impact adventure in the heart of the Alps, joined by legendary POW founder, Jeremy Jones. Their story is told in the film Shelter, now showing around the world, including special, free student showings introduced by the riders themselves.

Nikolai Schirmer was named one of the 30 most influential sustainability leaders under 30 in Norway after POW Norway mentored him on a project to see if he could have as many good snow days in a winter without flying as he did the winter before.

POW ambassador and alpine racer Michelle Gisin was one of the leading athletes to speak out last winter when FIS president Gian Franco Kaspar publicly denied climate change. This winter, she is making a point of travelling to World Cup races in her native Switzerland by public transport.

2020 - 2023

OUR STRATEGIC FOCUS

Over the next three years, we are striving for:

Low carbon mobility solutions:

Simple solutions that break down the main barriers that prevent winter and summer sports travellers from getting to the mountains in a low impact way, via the POW Europe network in partnership with destinations, the travel industry and outdoor brands.

Culture change:

So it becomes cool, conscious and smart to take the train or other public transport, car share or e-bike. Introducing the POW Pass: a campaign promoting intra-European rail travel that is both a practical, concrete solution and drives culture change within and beyond our communities. In partnership with rail and travel operators, brands and destinations.

Policy changes at the European and national levels:

A just price on carbon and end to fossil fuel subsidies — specifically, an end to the tax exemption on kerosene which disincentivises a shift to lower carbon modes of transport, especially rail, and is effectively a fossil fuel subsidy. Accelerated investment in rail and other low carbon mobility infrastructure at European and national levels.

Activation of the outdoor business community:

A commitment from outdoor brands to pursue carbon neutrality goals in their operations, and publicly support low carbon mobility policy and infrastructure solutions.

POW'S 2020 - 2023 GOALS

Inspire and engage the POW audience

Mobilise them broadly

Leverage the POW European network

Inspire and engage the POW audience to shift to low emissions travel and **enable** that shift by activating individuals, partners and destinations.

- Launch the POW Pass - a campaign promoting intra-European rail travel that is both a practical, concrete solution and drives culture change within and beyond our communities.
- Pilot in 2019-20, sign on 10+ resort partners in time for winter 2020-21, add 5+ brand partners, and register 1,000 POW Pass users.
- In partnership with Interrail, Nightjet, or other rail operators, travel partners and/or rideshare platforms.

POW Europe is an enabler of low emissions travel for our community

Mobilise the POW audience to engage in demanding real and rapid climate policy action.

- Reach 1+ million people with POW's call for an end to the tax exemption on kerosene for aviation, and get 20,000 engagement from the POW campaign, delivered to the EU Parliament before the 10 May 2020, in addition to the European Citizens Initiative campaign.
- Support and amplify POW national campaigns addressing national and regional low carbon mobility, pro-solar and carbon pricing initiatives in all POW Europe countries.

POW Europe is an advocate and activist on the European policy agenda

Leverage the POW European network to amplify POW's voice, influence and impact on real climate policy and action at the European level.

- Collaborate also with rail operators, travel partners and rideshare platforms. In collaboration with the European Outdoor Group, mobilise outdoor brands across Europe to accelerate action towards reducing their carbon footprint.
- Partner with 10+ recognised outdoor brands at European level (EOY 2020) in support of their climate goals and to amplify POW's voice and influence.

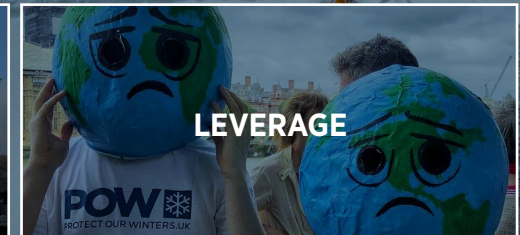
POW Europe is the credible, recognised voice of the POW network in Europe, and influences effective action by the European outdoor industry on climate

2020

OPERATIONAL PLAN

In Europe we have seen far too often that needed climate policy is hindered by cultural aversion. Our community holds a potential of energy and inspiration that can drive acceptance and willingness to try new solutions across societal boundaries and national borders. This is where POW adds value, leveraging a toolbox of tactics, an alliance of athletes, partners and creatives and the experience and resourcefulness of the POW global movement.

Goals



Tactics

	EDUCATION	POW PASS	ADVOCACY CAMPAIGN
	EVENTS	PETITION	LOBBYING / COLLABORATION
	JOIN US		

CTA's

	GET THE PASS	
	ADD YOUR VOICE	PLEDGE

Inspire & Engage

- POW Pass
- Events and film tours
- Email and social media
- Resort partner activations
- POW car-free days
- School assemblies
- POW talks

Mobilise

- Petitions
- Athlete trainings
- POW local reps toolkits
- Media opinion pieces
- Volunteer trainings
- Voter climate guides

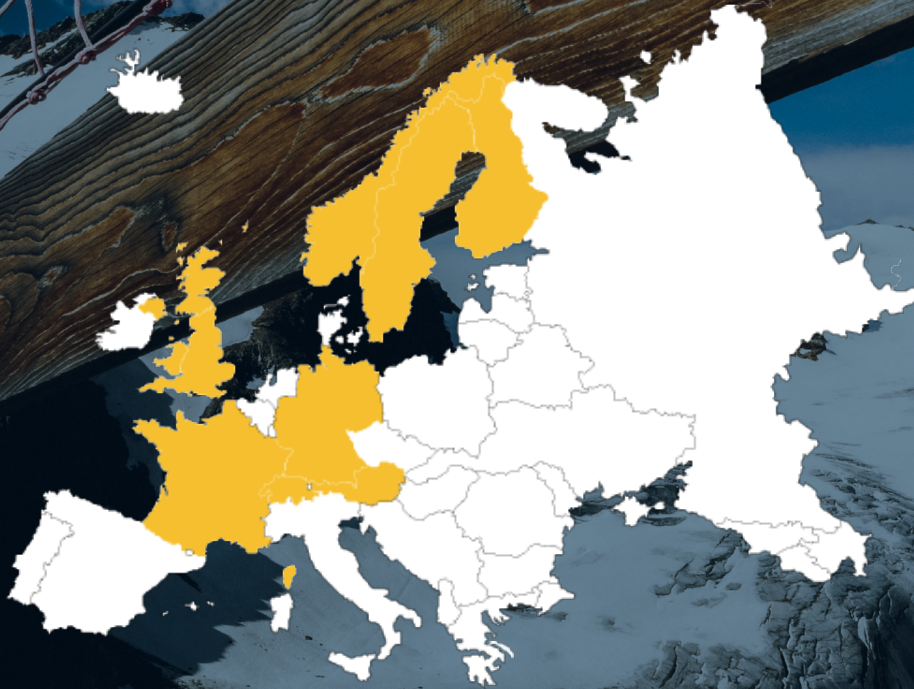
Leverage

- Mobility advocacy
- Brand partner activation
- Climate alliance coalitions
- Common assets and merch

2020

ACROSS THE NETWORK

Each POW national chapter will both activate POW Europe campaigns and policy actions in their country, and lead on locally relevant, related initiatives, leveraging local brand and resort partners and their athlete ambassadors. With common tools and centralised support, we aim to mobilise a high proportion of our 50,000+ audience and bring new people to the POW community.



Austria: Promote sustainable mobility for mountain visitors in partnership with resorts and brands. Raise awareness at FIS World Cup races, grow Hot Planet Cool Athletes programme and build policy advocacy.

Switzerland: Cooperate with the Glacier Initiative's advocacy work to achieve carbon-neutrality by 2050; and implement low-carbon mobility solutions to alpine regions with ski resorts and tourism organisations.

France: Voter engagement campaign to drive climate action up the agenda in local elections in March 2020, followed by regional elections in 2021, presidential elections in 2022.

Finland: Build popular support among the winter sports community for the government's commitments to a carbon neutral Finland by 2035 and to halve emissions from the transportation sector by 2030.

Norway: Develop partnership resort programme, particularly to increase the popular POW bus service to mountain resorts not well served by rail.

Sweden: Mobilise our community to advocate against carbon intensive and unnecessary development like the Scandinavian Mountains Airport and commercial helicopter tourism.

Germany: Drive awareness of climate change and carbon neutral lifestyle solutions through Hot Planet/Cool Athlete assemblies, athlete trainings and events.

UK: Working collaboratively on UK climate policy action, preparing for COP26, launching a framework for outdoor companies to de-carbonise and building the POW community.

IN SUMMARY

Our goal is to build the national and European political will to enable meaningful climate policies, and shift cultural norms to make those policies durable. There's only one thing we need to ensure we are successful: your help. Please join us.

POW 
PROTECT OUR WINTERS