

# ANNUAL REPORT

**POW**   
PROTECTOURWINTERS.EU

# 2020

POW  
POW  
POW  
POW

INTRODUCTION
CULTURAL CHANGE
POLITICAL WILL
SOLUTIONS
MOBILITY
OPERATIONS

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For us outdoor enthusiasts, climate change is personal, it's in our backyards and it's happening right now. We see it in the melting glaciers, the shrinking snowpack and the shorter winters. We see it in the rockfalls that threaten lives and literally threaten to reshape our iconic mountain landscape. In the decline in fresh water coming down the mountains to fill the rivers, water the fields and power up the hydro plants. And we also see it in communities around the world, suffering from extreme heatwaves, wildfires and a lack of clean air and water.

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 still 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, Switzerland and the UK. 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, more than a quarter 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.

This is where POW comes in.

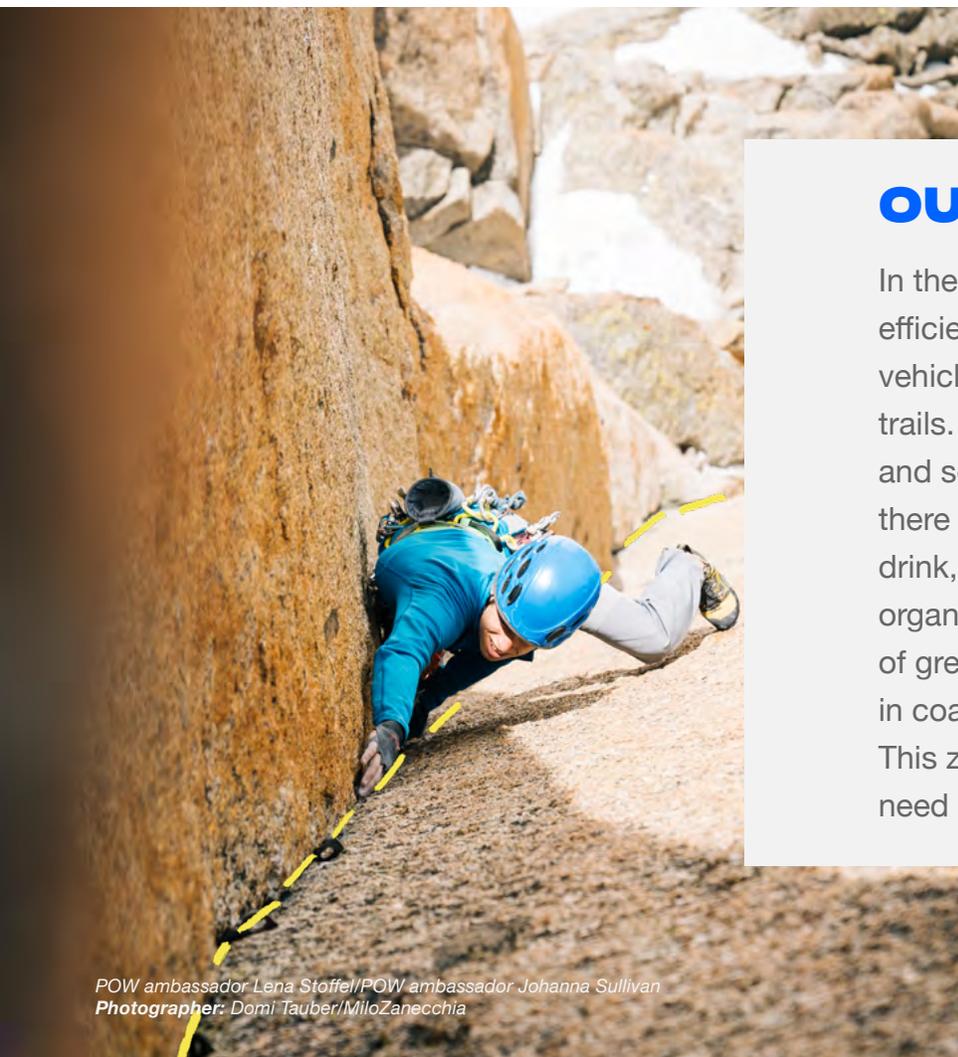
**60M** = **28%**

skiers and snowboarders in Europe

of the number of people who voted in the last European elections

# OUR MISSION

POW helps passionate outdoor people protect the places and lifestyles they love from climate change. We are a community of athletes, scientists, creatives and business leaders advancing non-partisan policies that protect our world today and for future generations.



## OUR VISION

In the future we envision, we ride fast and efficient trains or drive zero emissions vehicles to ski areas, climbing spots and trails. Our communities run on clean wind and solar energy and, in place of pollution, there is clean air to breathe and water to drink, for everyone. Our food is grown organically and regeneratively and millions of green energy jobs have replaced those in coal mining and fossil fuel extraction. This zero carbon future is possible, we just need a sea change to make it reality.

# OUR THEORY OF CHANGE

Our Theory of Change relies on 3 pillars:

## First,

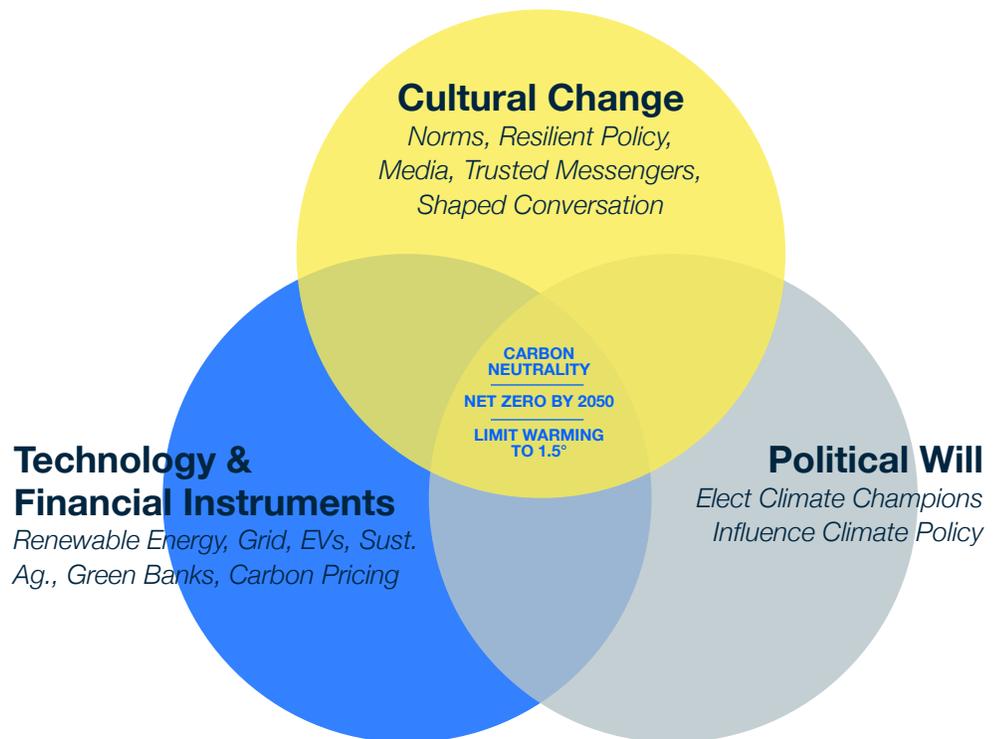
we need a **cultural change**, a change in the discourse and way of thinking about climate solutions. Where it is not a sacrifice, but a common and committed action.

## Secondly,

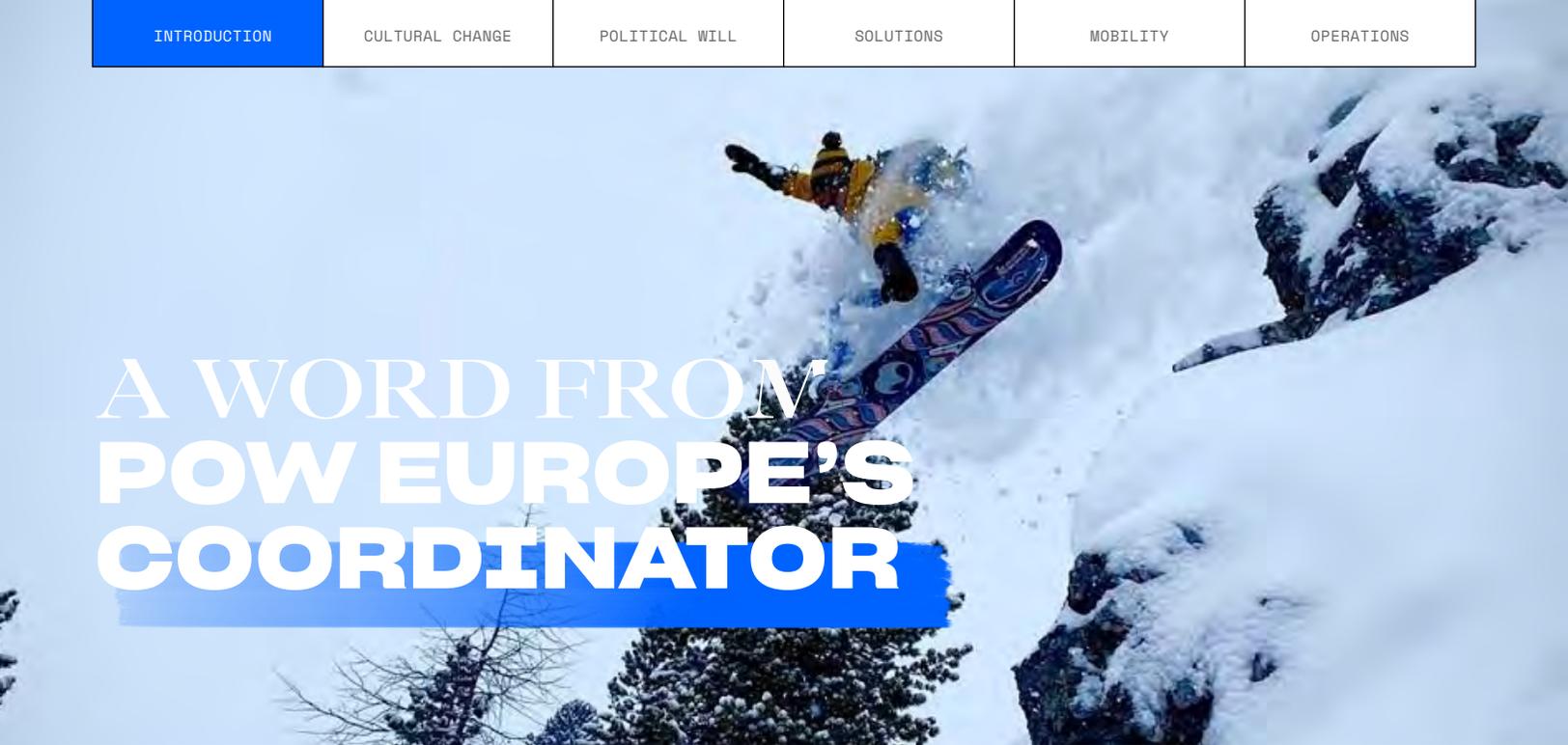
we need more **technological and financial solutions** to incentivise a clean energy future.

## Lastly,

and perhaps most importantly, we need **political will** and ambitious climate measures, at the local, regional, national and European level.



This Theory of Change guides our strategy in Europe. At the EU level, we naturally focus on influencing climate **policy**, as around 80% of environmental laws in Europe are made by the EU. The massive funding now being unleashed to drive a green recovery also means this is a key moment to ensure money is spent on climate **solutions**. At the national level, the emphasis may be different. For example, in Finland, where the political will is already mostly there, POW works hard to push for **cultural change**.



# A WORD FROM POW EUROPE'S COORDINATOR

2020 was the year we leveraged the excellent work of the European POW chapters into a cohesive and credible force at the European level with the launch of POW Europe. We launched the new European organisation and our three-year Europe-wide strategy plan at ISPO in January, built partnerships with European partners, strengthened support to the national chapters, joined Climate Action Network Europe, and made an impact with two strong Europe-wide campaigns.

The timing couldn't have been more critical – and challenging. Just as the EU was preparing to put its European Green Deal into action, the pandemic hit and threatened to derail that commitment as economies tanked. Certainly many mountain communities and businesses have suffered badly this past year. But as we listened and engaged with the outdoor community, it quickly became clear that so many of us don't want to go 'back to normal'. With this year of suffering and reflection has come a renewed realisation that the climate, biodiversity and social justice crises are interconnected. So POW Europe moved decisively to add the voice of the outdoor community, together with other NGOs, to push strongly for the EU to stay on track with the Green Deal and seize the opportunity to build back better and greener, while each POW chapter acted responsively, creatively and effectively at the national level.

We know how much more there is to do. 2021 is a huge year for climate action as the world gears up for COP26,

the biggest climate conference since Paris, and as the EU and European national governments prepare to spend unprecedented amounts on what we must continue to make sure is a green and just recovery. The pressure is on governments to step up and commit to the big systemic changes we need for a liveable future and you can be sure we'll be raising the voice of the outdoor community to hold them to account. We will focus closely on the priority of low-carbon mobility, especially rail transport, in this EU Year of the Rail, as a proven, practical solution to get carbon emissions down fast, tackle air pollution and reduce the environmental impact on our sensitive mountain regions. And we will work hard to support our Alliance athletes, brands and scientists in amplifying their voice and efforts to advance systemic solutions for our climate. We know we need to do better, much better on diversity, equity and inclusion and we are making that a priority too.

We couldn't be more grateful and excited to be doing all of this together with you, an outdoor community that has passion and determination in spades.

Thank you for turning your passion into purpose.



**Sören Ronge**

European Coordinator - *Protect Our Winters Europe*

## POW EUROPE CHAPTERS:

AUSTRIA

FINLAND

FRANCE

GERMANY

ITALY

NORWAY

SWEDEN

SWITZERLAND

UNITED KINGDOM

# POW IN EUROPE

Combined social media:

Facebook :  
**(+10%)**

Instagram :  
**(+23%)**

**33K**

**49K**

**133**

Members in our Athlete Alliance  
(+30%)

**2,8M**

Combined reach of Athlete Alliance

**58%**

POW Europe CRM Open Rate:

# ISPOW!

POW got a great response at the ISPO Munich outdoor show as we launched Protect Our Winters Europe together with our European Strategy Plan and hosted a POW Climate Leadership breakfast.

More than 200 people turned out for our launch event, where our founder Jeremy Jones called for the outdoor industry to raise its voice and be climate champions. The next day, at the POW Climate Leadership breakfast, Jeremy was joined by Alex Weller of Patagonia Europe, Chris Patsch of Burton Europe and Benjamin Enault for B Lab Europe to discuss how outdoor businesses can be a force for climate good.



**“We all have to do our homework and keep on cleaning up our backyards. But we also need to align on what we can do as this huge industry that we are. We have to unify and move forward together, for our common goal to raise awareness and fight climate change.”**

**—Chris Patsch, Director Integrated Marketing Europe, Burton Snowboards**



POW Climate Leadership Breakfast  
Photographer: Arthur Vaillant

POW Happy Hour sponsored by Jones and Klean Kanteen  
Photographer: Raju Löffelholz

# FORGING A NEW PATH

“COVID shows clearly that we as societies, individuals and governments are completely able to make big and fairly dramatic changes.”

—Lindsey Nicholson, Glaciologist, POW Science Alliance, Austria

## #NEWPATH

When COVID-19 hit, we had to press pause on the mobility campaign we had been planning and do a quick pivot. With many in the outdoor community suffering and locked down, we set out to make sure POW could be a space where people could get together, listen and talk – if not in person then at least virtually – about the lessons from the pandemic and world we want post-Covid.

So, on the 50th anniversary of Earth Day, April 22nd, we hosted a live POW Europe Conversation that kicked off a month of virtual

chats across the POW Europe network between POW athletes and climate scientists, brand partners, policy makers and POW board members to listen, reflect, share and come together to forge a #NewPath going forward.

Through this outreach, POW helped shift the conversation towards the recognition that the health and climate crises are inextricably interlinked. At the same time, we added the voice of the outdoor community to the call to governments and the EU for a green and just

recovery, grew our audience, and raised awareness of our mission among MEPs and other policy makers, climate organisations, mountain resorts and outdoor brands.

### 220,000

People reached by #newpath

### +300

Posts, stories, lives, videos and newsletters

# FROM THE GROUND UP

To achieve a cultural shift in how we approach climate solutions, we have to start at the grassroots level. The POW national chapters in Europe are deeply rooted in their outdoor

communities, sensitive to local issues, habits and sentiment and plenty creative when it comes to inspiring change. That stood them in good stead this year when they had to cancel many community events because of COVID and make new plans at short notice. Here are just some of the actions from around the POW Europe network this past year.

## POW HABITS *SWEDEN*

Protecting the climate doesn't have to be any more complicated than waxing a pair of skis was the slogan of POW Sweden's #POWHabits campaign, in cooperation with Habits. The campaign, running since 2018, challenged winter athletes to reduce their carbon emissions by changing their habits and used Habit's web app so participants could collect points and compare themselves to others taking part in the challenge. Altogether, more than 800 participants took part in a total of 1,045 challenges – like not eating meat, taking the bike to work and taking smarter showers – avoiding a total of 68 tons of carbon emissions.

## STAY CLOSE *FINLAND*

When Covid hit and limited our travel, POW Finland turned it into a positive, running a campaign that showcased the amazing outdoor places and activities Finns have right on their doorstep. At the same time, it inspired and informed people about reducing their emissions from travel. The campaign reached around 100,000 people through Instagram alone, with the #pysynlähellä hashtag used over 250 times.



## HOT PLANET COOL ATHLETES

GERMANY, AUSTRIA

Covid also drove chapters to get creative in how they deliver their Hot Planet Cool Athletes educational assemblies. POW Germany got together with POW Austria to develop an online version of the programme. Teachers can request and download a complete lesson plan, including a video with a message from our riders, a presentation and teaching materials. After the pandemic, the online version of HPCA will continue to be available and offered in addition to our in-person HPCA assemblies.



**SUBMIT NOW!**  
[FREERIDE-FILMFESTIVAL.COM/SUBMIT](https://freeride-filmfestival.com/submit)



TO BE AWARDED WITH 1000 €

## POW FILM AWARD EUROPE

This year, POW extended its partnership with the Freeride Film Festival, launching the POW Film Award for climate-friendly freeride movies at the Festival. So even as most of us were locked down and the festival had to shift to online, we could share the stoke, what's at stake, and the solutions. Congrats to Andreas Køhn for his winning film *Billøs / Carless* / *Carless* and for his commitment to bike to ski!



Through our participation in the Freeride Film Festival 2020, we reached

**>300m** outdoor enthusiasts

## SKI TOUR 2020 *NORWAY, SWEDEN*

POW Norway and POW Sweden joined together to partner with Ski Tour 2020, a tour that was part of the 2019–20 FIS Cross-Country World Cup and that focused on reducing its climate footprint and setting an example for future winter sports events.

Among other things, all participants had to travel by train between the competition venues and food at the event was locally sourced.

POW supported the development of venue sustainability certification criteria as well as tour planning to enable sustainable transport to the locations. For the Åre stop of the tour, the race bibs carried the POW logo and a POW video was broadcast on the arena screens. National and international media carried the images far and wide, giving massive exposure to POW and the climate issue.



# LEAD THE WAY TO NET ZERO

## #LEADTHEWAY

After our #NewPath initiative inspired and rallied our community to act and make sure we don't just go 'back to normal' after COVID, we followed up with a policy campaign, #LeadTheWay. The target? To get the EU to lead the way to net zero by adopting a new, higher target for carbon emissions reduction by 2030, in line with the Paris Agreement.

Our twitter storm and email campaign, together with other climate NGOs and Climate Action Network Europe, resulted in the European Parliament voting for a

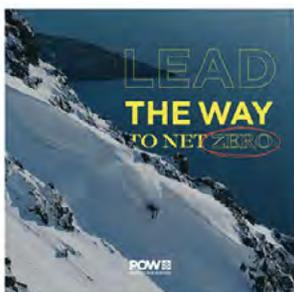
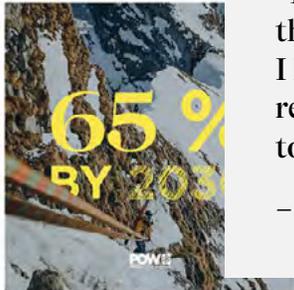
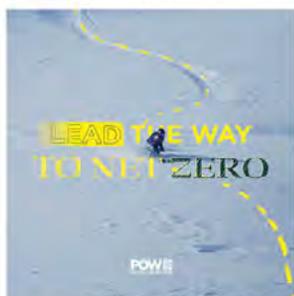
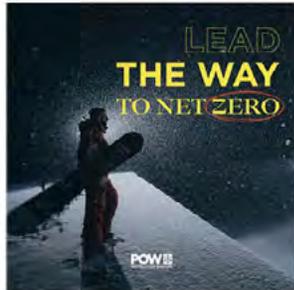
60% emissions reduction target, close to what is needed to comply with the Paris Agreement. The UK adopted an even higher 68% target. Next step was to put pressure on the European Council. POW members, athletes and partners sent over 3,000 emails and tweets, and hundreds of social media posts and video messages to Council members to respect the Parliament decision and even go higher. We also delivered an open letter, signed by 14 outdoor brands, 57 athletes, POW Europe and all POW European chapters.



258 likes

**picaherry** Unfortunately we are living in a Covid world at the moment, but we should keep in mind that global warming will have much worst consequences for the planet and the human race! Please join the outdoor community movement!

We are not cool with global warming, so the outdoor community together with Protect Our Winters is taking action to let our European Leader's know. They are voting on the climate targets for 2030 at the European Council in December. Their decision will decide whether we have a chance of avoiding the climate crisis or if we are locked-in with insufficient action



**“It is important not to be fooled into thinking that a net target of 55 percent is sufficient. I have a strong mandate from the elected representatives in the European Parliament to push for more climate ambition.”**

— **Jytte Guteland**, European Parliament Climate Law Rapporteur

While the Council settled on a target of “at least 55%” net, short of what the science tells us is needed, we showed that POW Europe has the power and resourcefulness to mobilise the outdoor community and serve as a platform for meaningful climate action. And there is still more to play for, because the EU Parliament, Commission and Council are now negotiating the final target that will be enshrined in the new EU Climate Law. You can be sure POW is still pushing for maximum ambition.

**>3,000 emails**

*Sent to European leaders*

**>12,000 views**

*Of main campaign videos on Twitter*

**57 athletes  
14 brands**

*Joined POW Europe and 9 chapters in signing a joint letter delivered to European leaders*

# THINK GLOBAL, ACT LOCAL

Not only does each POW national chapter activate POW Europe campaigns and policy actions in their country, they also lead on influencing climate policy locally, leveraging local brand and resort partners and their athlete ambassadors. Read on for some highlights of POW's policy work at the national level.

## VOTE NOW. RIDE LATER.

### POW SWITZERLAND

POW Switzerland stepped up its political advocacy work in 2020, launching a new political advocacy strategy at its annual Summit in October with the attendance of **over 50 athletes, business leaders, scientists, creatives as well as policy-makers**. It has lost no time since, building the campaign 'Vote Now. Ride Later.' to activate the outdoor community to vote 'yes' in this summer's referendum on the Swiss CO2 law. Revised every ten years, the CO2 law is the most important instrument of Swiss climate policy. The current revision defines the climate protection measures to be implemented by Switzerland for the period 2022-2030 and sets as its main goal to halve Switzerland's carbon emissions by 2030 from 1990 levels.



## #THETIMESNOW POW UK

As hosts of the upcoming COP26, delayed by a year because of the pandemic, the UK is under particular pressure to show leadership on climate action. With that in mind, POW UK joined other UK climate NGOs in The Climate Coalition for a mass virtual lobby last summer. **More than 80 POW activists met with their**

**MPs** to tell them that #TheTimesNow to put a healthy, greener, fairer future at the heart of plans to rebuild a strong economy in the UK. The POW community also took part in a 'Week of Action' in Scotland, meeting their MSPs to call for a Just and Green Recovery.



## POW KLIMAGIPFEL

### POW GERMANY

POW Germany held a protest action called “POW Climate Summit / POW Klimagipfel” throughout September 2020. Together with members, athletes, their community and brands, POW brought climate protection to the top of German mountains to send a clear signal from the outdoor sports community that climate protection belongs at the top of every political agenda. During that time, POW Germany reached **10,000 people** via social media, wrote 2 newsletters on the topic, published a landing page and involved their Brand and Athletes Alliance. Next stop: Germany’s national elections in 2021 which some are already calling the ‘climate elections’.

**10,000** people reached

## KLIMA VOLKSBEGEHREN

### POW AUSTRIA

POW Austria helped to make the ‘Klimavolksbegehren’ (People’s Climate Referendum) the most successful referendum in Austria in over 20 years. The concerted pressure by POW and other NGOs resulted in some of their demands being taken up by the parliamentary environmental committee and has laid the groundwork for the reformation of Austria’s current Environment Protection Law, which will be a key focus of POW’s advocacy efforts in Austria in 2021.

## #PELASTETAANTALVET

### POW FINLAND

With Finland experiencing its mildest winter in 100 years, POW Finland launched a campaign to get kids’ snow play listed as endangered on the UNESCO World Cultural Heritage list. The campaign attracted widespread national media attention as POW Finland head Niklas Kaskeala personally handed a petition with over 20,000 signatures to the Finnish Minister of Culture.





## TAKE THE POW PLEDGE

"It's very simple: our industry has to act on climate change in order to survive. The POW Pledge is the map that can guide organisations through these changes and then in turn, because of the nature of our industry, we can inspire others to join us in our goal to become a Net Zero society. The POW Pledge gives us control of our future.."

— Ed Leigh, POW UK ambassador and presenter

Businesses in the outdoor sector want to do their part to help protect the outdoor playgrounds and communities that sustain them. But when it comes to taking action for the climate, it can feel overwhelming to even know where to start. Especially for small to medium-sized businesses.

Enter the POW Pledge. Developed by POW UK and launched there first, in October 2020, the POW Pledge

empowers organisations to take meaningful climate action towards Net Zero. In eight easy steps, the Pledge guides businesses to set targets, reduce emissions and act responsibly for our community.

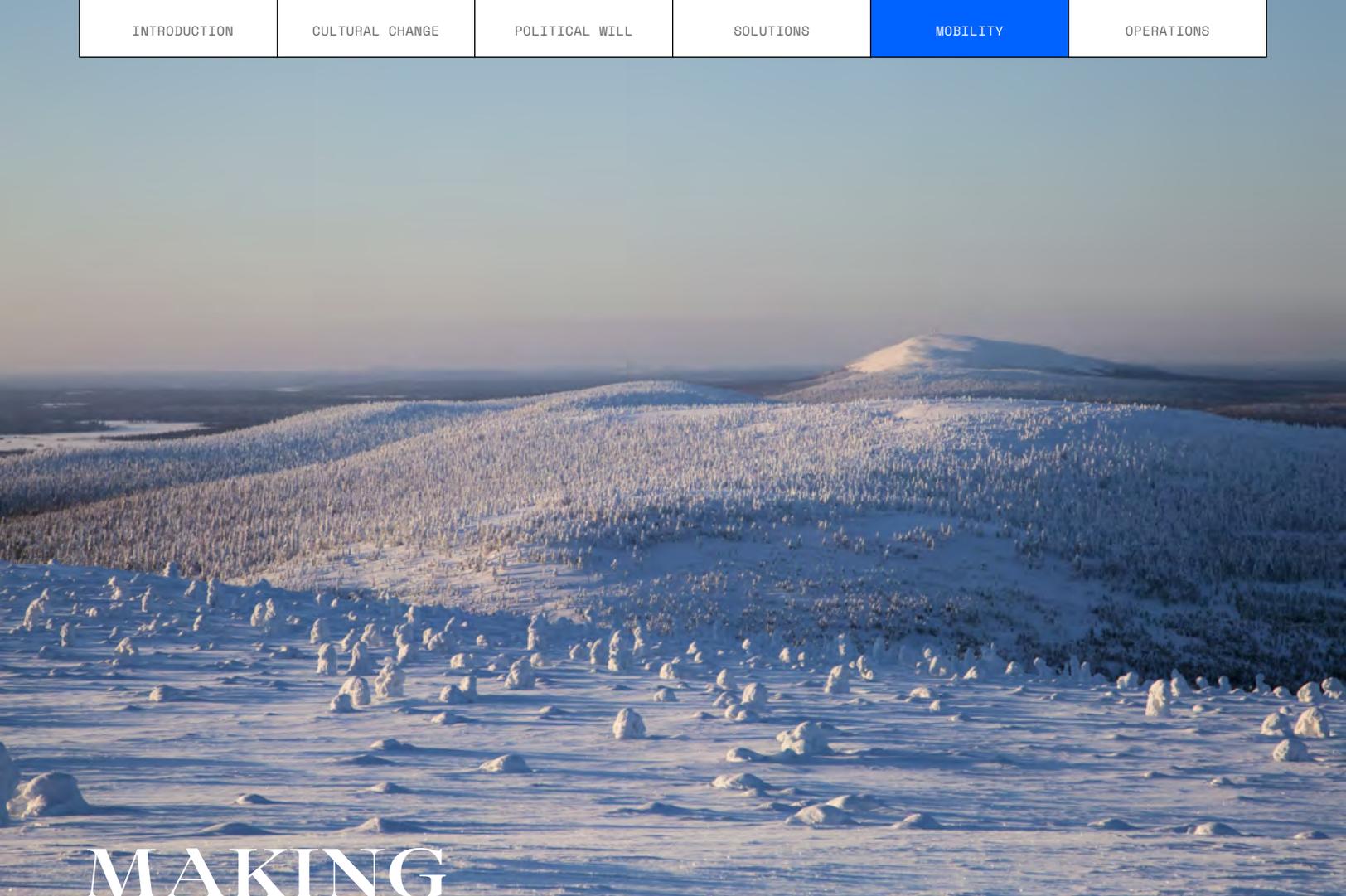
In just the first few months, more than 70 organisations signed up to the POW Pledge and we are now preparing to roll out the Pledge across the POW Europe network.

The outdoor industry is a fantastic industry to work in and we want to do our bit, however small, to ensure that we unify and tackle climate change. As passionate skiers and snowboarders at Iconic, we love the mountains and the outdoors and we believe that taking the POW Pledge is a great way for a small company to understand the changes that can be done and ensure there is a solid understanding and pathway to becoming not only more sustainable but also better educated around climate change.

— Tord Nilson, Brand Director, Iconic

Prior to joining the POW Pledge we had already taken a few steps in the right direction but have since realised just how much more we could be doing. The programme takes you through 8 clearly defined stages towards achieving your sustainability goals. Many are really straight forward and can be accomplished quickly and without significant cost to your business. Others are more involved and require some investment but in areas where the payback can be expected in the long term. We are stoked to be involved and really looking forward to putting all these steps into place over the next few years!

— Rob Forbes, Cool Bus



# MAKING TRACKS

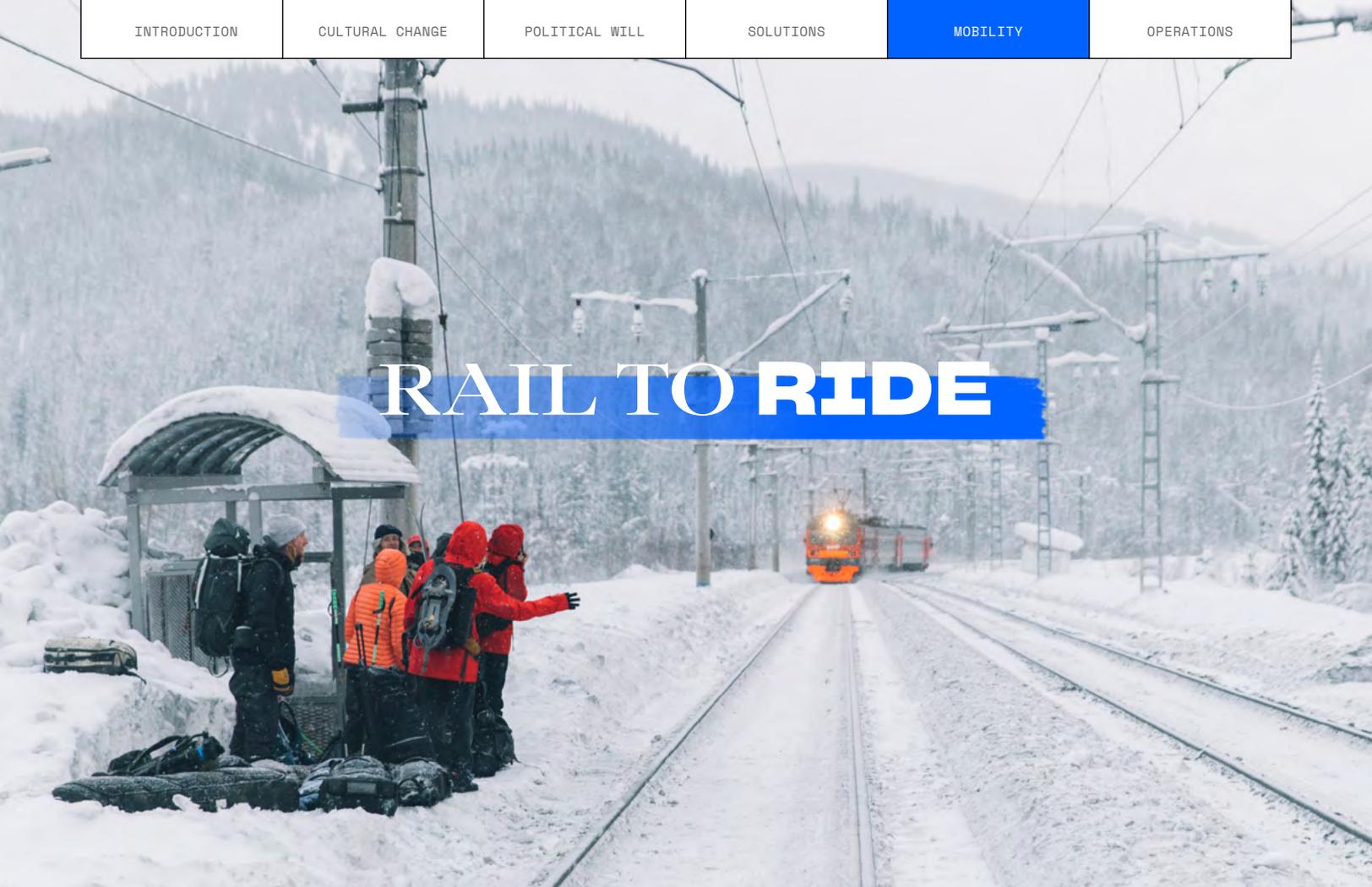
**We should all be able to access our favourite outdoor places without contributing to their destruction.**

Access to our favourite outdoor playgrounds is a subject close to our hearts and one that was brought home to many more people everywhere when it was taken away from us during lockdowns this past year. But it's not only because we spend so much of our week planning our next trip to the trailhead, crag or ski hill that POW in Europe has made transport a major focus of our current three-year strategic plan.

Transport, it turns out, is by far the biggest part of the carbon footprint of a mountain resort (around 60 percent). Not only that, 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.

Our work on low-carbon mobility encompasses all three change drivers: cultural shift, political will and solutions. Despite this Covid year making it really difficult to even talk about taking and promoting low-carbon public transport, we still made a real impact and laid down some great tracks ahead of more action in 2021, including our POW Pass mobility platform.



# RAIL TO RIDE

In Europe, taking the train has huge potential to lower our carbon emissions. But at the moment, low carbon train travel has a hard time competing with aviation, because flights are effectively subsidised. Among other things, airlines enjoy a tax exemption on kerosene fuel and no or low sales tax on tickets.

That's why we teamed up with other NGOs in early 2020 to run a petition to end the aviation fuel tax exemption that collected more than 96k signatures. When Covid hit, unfortunately the impact on airlines and their staff was so dire that we had to press pause. This collaborative pressure still had an

impact, though, and we're now seeing this issue of a jet fuel tax re-appearing on the radar at the EU level, as policy makers prepare to revise EU legislation in line with the European Green Deal and Europe's higher climate target.

POW Europe will continue to advocate for a level playing field and investment in rail as a relatively quick-win way to reduce emissions from transport, especially in 2021, which the EU has declared to be Year of the Rail.

**On average, across the EU consumers pay 48c per litre of fuel tax every time they fill up their cars, but airlines pay no tax when they fill up their 737/A320s, leading to a shortfall of an estimated €32bn a year.**

(source: Transport & Environment)

## >96,000

Signatures on the petition to end the aviation fuel tax exemption

## SHELTER STUDENT TOUR *FRANCE, SWITZERLAND*

With the movie Shelter, POW Athlete Alliance rider Mat Schaar set out to show not only that it is possible to make a snowboard movie with a minimal carbon footprint, but also that there are so many great spots waiting to be found in our very own backyards. Parallel to the launch of the movie during the autumn festival season 2019 in Europe, POW France and POW Switzerland organised an exclusive film and discussion tour to six universities across France and Switzerland, with the support of brand partner Picture Organic Clothing, film maker Almo Films and the POW riders who starred in it.

The events reached more than 400 students and were a big success, judging by the animated discussions that went on for hours after the movie showing between pro athletes and the students on topics ranging from the climate to mountain ecosystems, mobility and civic engagement, mixed with stories of awesome riding.

### >400

students reached in 6 universities



Film Tour in Lyon (left) and Chambéry (right) - POW France

POW ambassadors Mat Schaar, Thomas Delfino and Jeremy Jones in Shelter  
 Photographer: Jerome Tanon



## SAVE THE SKI TRAIN *FRANCE, UK*

Travelling to the Alps from the UK by train saves up to 90% of the emissions versus flying - nearly 3,000 tonnes of CO2 per season. So when Eurostar announced that it was planning to cancel the Ski Train from the UK to the French Alps for winter 2020-21, POW UK and POW France, together with Snowcarbon, Ski Flight Free and France Montagnes, created the Save The Ski Train campaign.

More than **11,400 people signed the petition** we created, a strong demonstration of social proof, with thousands leaving comments that show how much skiers want rail. On top of that, we delivered a letter to the Eurostar CEO, signed by **162 ski-industry**

companies and organisations, including regional tourism boards, ski resort tourist offices, mayors, ski-tour operators, accommodation providers and ski schools.

The campaign helped generate more than 30 articles in the British and French media, including The Guardian, The Telegraph and the Daily Mail, emphasising both the convenience and carbon reduction impact of the Ski Train. Politicians from the Comité de Massif des Alpes have held talks with Eurostar and SNCF about the future of the Ski Train, adding political weight to the cause.

## TAKING A STAND *SWEDEN*

In the country that started flygskam and trainbragging, when POW Sweden learned of the new Scandinavian Mountains Airport, being built just to serve Swedish mountain resorts, it felt it had to take a stand. “For us at POW, we saw this as nothing else than a pure violation of the climate goals and ambitions set forth nationally in Sweden... Building a new international airport during a climate and planetary emergency is the polar opposite of the actions needed.” Through its social media channels and by joining the peaceful

demonstrations, POW Sweden raised awareness among the outdoor community and helped attract national media attention to the issue and its point of view.



# OPERATIONS



# STAFF



**Sören Ronge**  
European Coordinator



**Brita Staal**  
President



**Marita van Oldenborgh**  
Vice-President

# EUROPEAN CHAPTER HEADS



**Linda Schwarz**  
Italy



**Miikka Hast**  
Finland



**Maximilian Isensee**  
Germany



**Antoine Pin**  
France



**Charlott Sandor Johansen**  
Norway



**Nicholas Bornstein**  
Switzerland



**Verena Stahl**  
Austria



**Joel Lundberg**  
Sweden



**Lauren MacCallum**  
United Kingdom



*Thibault Liebenguth*



*Mario Molina*



*Heidi Sevestre*



*Tom Wilson-North*

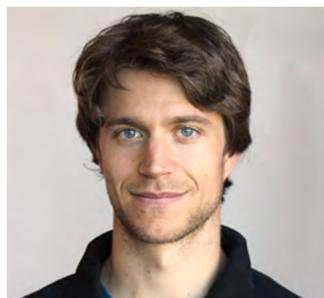


*Chris Patsch*



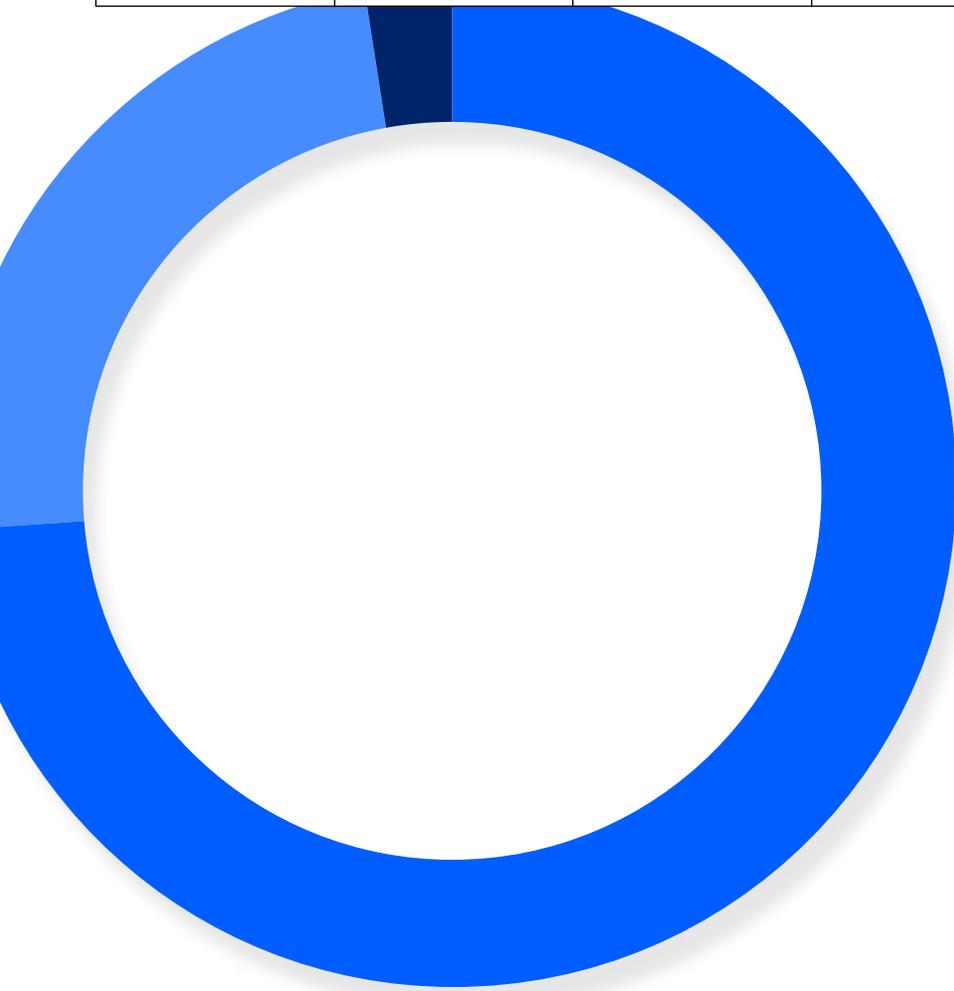
*Rick Wheatley*

# ADVISORY BOARD



*Mat Schaer*





## 2020 INCOME

**193,333 €**

142,499 €

Corporate

45,972 €

Grants

4,862 €

Campaigns & events

## 2020 EXPENSES

**81,210 €**

47,241 €

Management & General

24,000 €

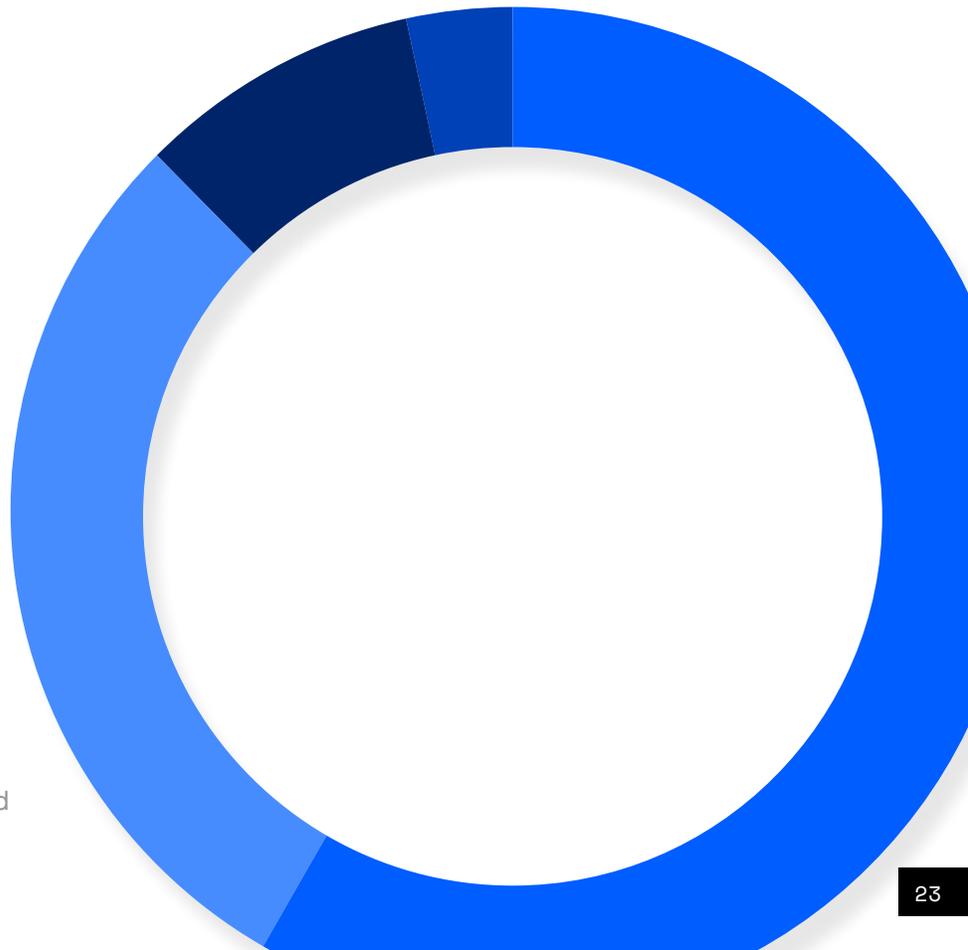
Support to chapters

7,258 €

Programmes

2,711 €

Fundraising



Unaudited financial statement. Detailed, audited statement available on request.

# PARTNERS

To achieve our goals, POW relies on the generous support of individuals, corporate partners, resorts and foundations who share our vision. We are grateful to the following partners who support POW across Europe. Brand partners supporting POW European chapters at the national level can be found on the individual chapter's website.

## SUMMIT PARTNERS



## FOUNDATION PARTNERS



## SUPPORTING PARTNERS



## RESORT PARTNERS





# WANT TO GET INVOLVED ?

Nothing that we do would be possible without your generous support and commitment.

Whether you are a brand, a resort, an athlete, a scientist, a creative, or simply someone who is as passionate about the outdoors as we are, there are numerous ways to support our work and get involved with POW.

If you are a brand, resort or an individual and interested in becoming a POW partner and would like to receive a partnership package or more information, please get in touch and we'd be happy to discuss it with you.

If you are interested in becoming a member or volunteer and supporting your local POW chapter, please visit their

national POW website or send us an email and we will gladly direct you to the right person.

If you are an athlete, scientist or creative and would like to join our POW Alliance, POW Europe or your nearest POW chapter would be delighted to hear from you.

For any of these possibilities and to receive more information on the numerous ways of turning your passion into purpose, please send an email to Sören at [soeren@protectourwinters.eu](mailto:soeren@protectourwinters.eu)



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Hey! Join us?!

POW ambassador Martin Kern  
Photographer: Simon Pouyet

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