



2021

ANNUAL REPORT

TABLE OF CONTENTS

01

INTRODUCTION

2021 a successful new beginning for POW AT

02

OVERVIEW

The last year growth

03

TEAM

The faces behind POW Austria

04

ATHLETES

Not just the level of our athletes is growing

05

GENERAL ASSEMBLY

POW Austria Summit in Tirol

06

CAMPAIGNS & PROJECTS

Overview about to most important projects in 2021

07

PARTNERS

Our Alliance

08

FINANCES

2019, 2020 & 2021

INTRODUCTION

2021 A SUCCESSFUL NEW BEGINNING FOR POW AUSTRIA

2021 was the first year after our restructuring process and it started in the middle of the COVID pandemic. The outlook was uncertain, we didn't know if we could organize events, we didn't know if skiing was going to be possible and we didn't know how our community, our partners and politics would react to a second pandemic year.

Even though it definitely wasn't an easy year we can now say that it was a full success for POW AT. We are more than proud of what we've accomplished because we reached all our goals and even surpassed some of them. Mid year our work showed its first successes and with it the interest of the media and new partners arose. In the end we managed to lay good ground for our future work and can start confident into a new year 2022.

OVERVIEW

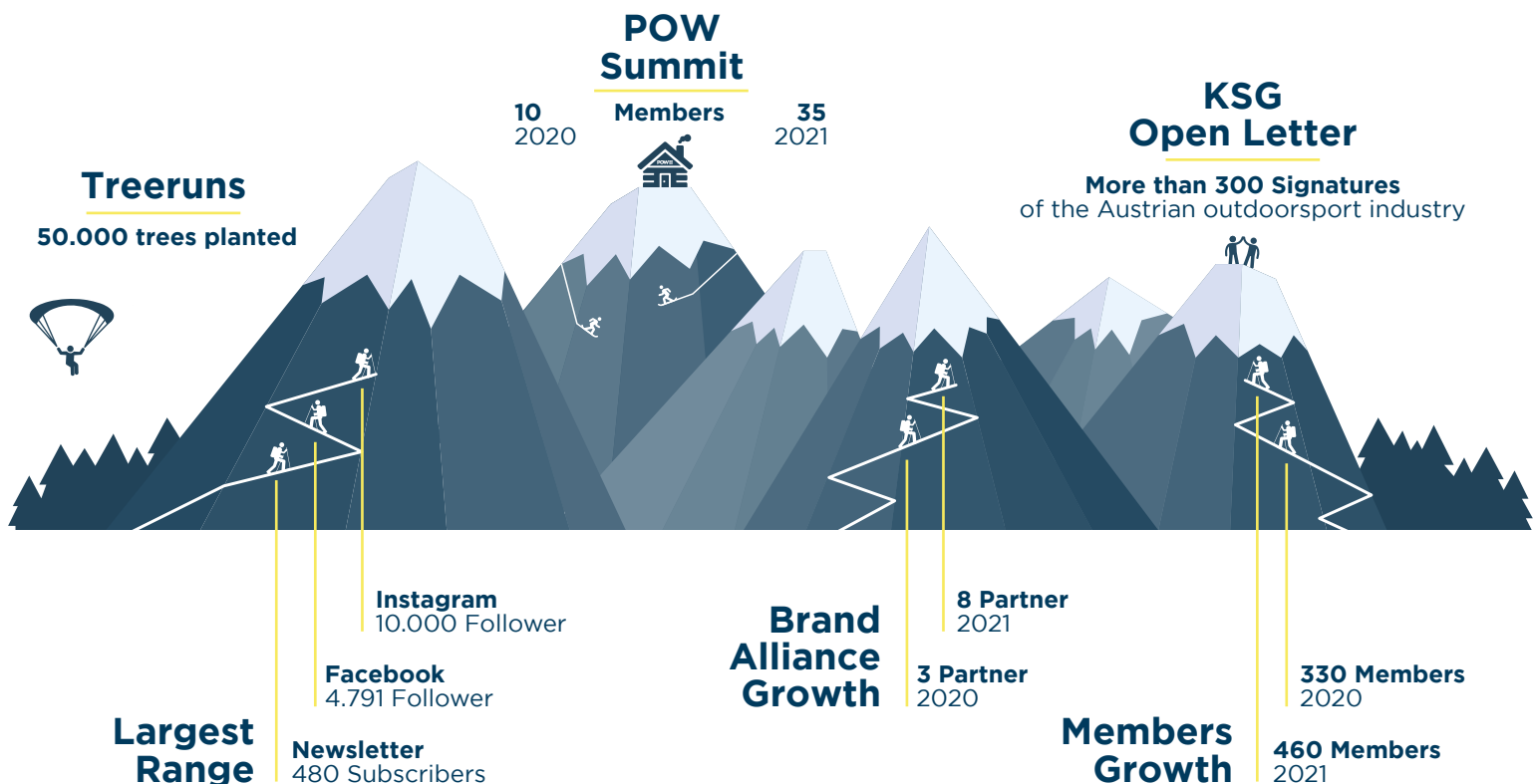
POW AUSTRIA IS GROWING IN EVERY WAY

In 2021 POW AT became a part of the Austrian Climate Alliance and was also accepted into it's steering committee. POW AT was also able to acquire 7 new partners, 13 new athletes, 3 new scientists and grew from approximately 330 paying members in January to more than 460 paying members in December.

On social media, the numbers have increased on every platform and due to the success and the good accounting it was possible to create

two new partially paid positions. At our General Assembly in 2020 we were 10 people, at this year's general assembly we were 35 people including some of our athletes and were able to organize not only the general assembly but also a two day workshop in the mountains.

We have grown a lot, now it is important to ensure the professionalization of our office through a solid team and financial structure.





POW AUSTRIA

OUR TEAM

With the restructuring process we also wanted to form a good and strong team to implement all the planned campaigns and projects well and professionally. The core team was led by Verena Stahl (president), Anna Siebenbrunner (vice president) and Moritz Nachtschatt (general manager) with the amazing support of all the volunteers and working group heads: Chiara Pizzingnacco (Social Media), Christina Stahl and Magdalena Pfurtscheller (HPCA), Verena Engel (Mobility), Nadja Schmidt (Blog and PR), Ryan

Mitrovich (finances) and Mike Evans (Members Engagement). During the year, the team was supplemented by a number of valuable team leads: Verena Gruber (Skiing Resorts), Hans Renauld (Events) and partially paid Jennifer Lang as program manager and Francesco Drago for project manager for internal structures. Anna Siebenbrunner stepped down as vice president during the general assembly and Danilo Faber followed her. Anna is now head of the science alliance.



POW AUSTRIA

OUR ATHLETES

Our Athlete Alliance is also growing - and with the addition of Valentina Höll (biker), Paula Zibasa (biker) and Karo Sinnhuber (climber) to our athletes pool, we have stepped out of the winter sports community and

started to focus more on the entire mountain sports community. Our Athlete Alliance grew by 14 Athletes this past year and a total of 23 ambassadors are now committed to our organization.



ONCE A YEAR

GENERAL ASSEMBLY

One of our personal highlights was this year's POW Summit/General Assembly. The year before, just before we started to restructure everything, we were only 10 people. Now one year later we were 35 people including some athletes. We spent an incredible weekend close to Innsbruck in the mountains. The official part, the general assembly was first on the agenda and follo-

wed by a weekend of workshops, team building activity and working group sessions. Our host, Meissner Haus provided us with food and other partners with drinks. It was an amazing Indian summer weekend that gave us a chance to look back at the achievements of the past year and to prepare for upcoming challenges.

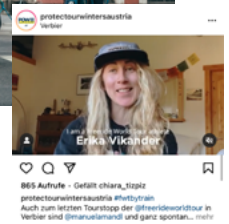
POW AUSTRIA

CAMPAIGNS & PROJECTS

OUTDOOR DESTINATIONS

MOBILITY CAMPAIGN

One of our main strategic focuses lies on low-carbon transportation and mobility to outdoor destinations, as travelling to and from skiing resorts is the major source of carbon emissions by percentage. Raising awareness among our community is essential in order to reach the goal of a more sustainable way of travelling. That's why we focused over 2 months on this topic.



14 Blog Articles
4 Videos
26 Social Media Posts



MÄRZ 24, 2021
AKTUELLE HERAUSFORDERUNGEN UND EIN AUSBLICK IN DIE ZUKUNFT DES ÖFFENTLICHEN VERKEHRS IM INTERVIEW MIT DEN WIENER LINIEN

WEITERLESEN



APRIL 14, 2021
7 WEBSITES, DIE DIR HELFEN, DEINE ANREISE ZUM SKIFAHREN NACHHALTIG ZU GESTALTEN

WEITERLESEN



MOBILITY FOCUS

FWT BY TRAIN

In alignment with our mobility focus we encouraged our athletes in the Freeride World Tour by Train Project to be role models and show their fans and followers that it is possible to travel by public transportation to skiing destinations. Manuela Mandl (Overall winner snowboard women 2018), Nuria Castan (snowboard women) and Neil Williman

(former FWT athlete & commentator of FWT) took the train to all european FWT stops. Erika Vikander (US Snowboarder) joined in for the Verbier stop. All the trips have been documented with short clips (which you can find here). FWT itself jumped on the project and shared the clips via their social media channels to support our efforts.

ATHELETE MOVIE

IBK POWDER PEOPLE

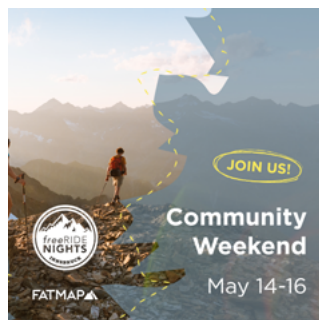
A movie showing the beauty of Innsbruck and the possibility of skiing around Innsbruck - and all by public transportation. The same athletes who also joined FWT by Train created this movie and devoted a section to the project with some extra footage. This movie has been screened on various film festivals which gave us extra visibility.



FOR TREES

TREE RUNS

- 2 Projects
- Athlete Tree Runs (in cooperation with Freeride Nights)
- Athletes had to hike vertical meters depending on how many donations have been made through Freeride Nights
- 3 Community Weekends (Fatmaps, Innsbruck Tourism)
- On those 3 weekends we encouraged our community to collect vertical meters. If a certain goal was reached our partners would donate to plant trees.
- In cooperation with Eden Reforestation Projects more than **50.000 trees** planted





65BY2030

KSG CAMPAIGN

A campaign for a more ambitious climate protection law. Austria's old climate protection law ran out on December 31st 2020 and there still is no new law in place. After a first draft of the new law was leaked in May 2021, we started this campaign for more ambitious goals by 2030 to realistically be able to reach the government's goal of climate neutrality by 2040. Heart of the campaign was an open letter, which could be signed by businesses, organisations and self-employed people. In this open letter we formulated three demands within the upcoming climate law.

- A right on climate protection in the constitution
- The legal establishment of climate neutrality by 2040 and to decrease emissions until 2030 by 65% in Austria
- A binding program of measures by the federal and state governments to maintain the CO₂ reduction path up to climate neutrality by 2040.

With **more than 300 signatures** - all the main players of the Austrian outdoorsport sector like Fischer, Atomic, Scarpa, Burton, Blue Tomato, Black Diamond and a lot more signed - our letter showed that the interest of an ambitious climate law also lies within the industry.

On December 17th we handed the open letter over to environmental minister Gewessler.

FUTURE

POW BILDUNGSWARD

A major focus of POW is to promote climate education initiatives for young people. With the endowment of an award for pre-scientific work and diploma theses that Austria's high school graduates* write as part of their matriculation examination, POW wants to actively promote the discussion of topics such as climate change and winter tourism. The award has been established in 2021 but will be an ongoing project



Was gibt's zu gewinnen?

→ 1. Platz	300€
→ 2. Platz	200€
→ 3. Platz	100€

Und tolle Sachpreise
unserer Outdoor-Partner

Einreichfrist

→ 30. April 2021



HPCA

HPCA

Hot Planet Cool Athletes - our educational workshops for schools. Due to COVID 19 we had to adapt and created an online workshop starter package for everybody to download for free.

In the meantime we created a new CI for HPCA and a whole new concept for the workshops, which should go live again as soon as the COVID situation allows it.



EUROPE WIDE

CAMPAIGNS

We not only worked on national level but have been heavily involved in the creation of european wide campaigns aswell.

PRE COP26 CAMPAIGN

DIVEST THE DIRT

Our definitely biggest campaign within POW EU has been Divest the Dirt. With COP 26 taking place in Glasgow we jumped on the crucial topic of climate financing. Too many banks are still investing money into dirty fossil fuel activities, which put our planet and our future under threat.

In order to put pressure on banks we asked our community to write emails to their banks and ask them what their money is used for. Most European POW chapters participated and around 400 e-mails have been sent out. Although this number might not seem high - we stirred some dirt. Let's keep stirring.

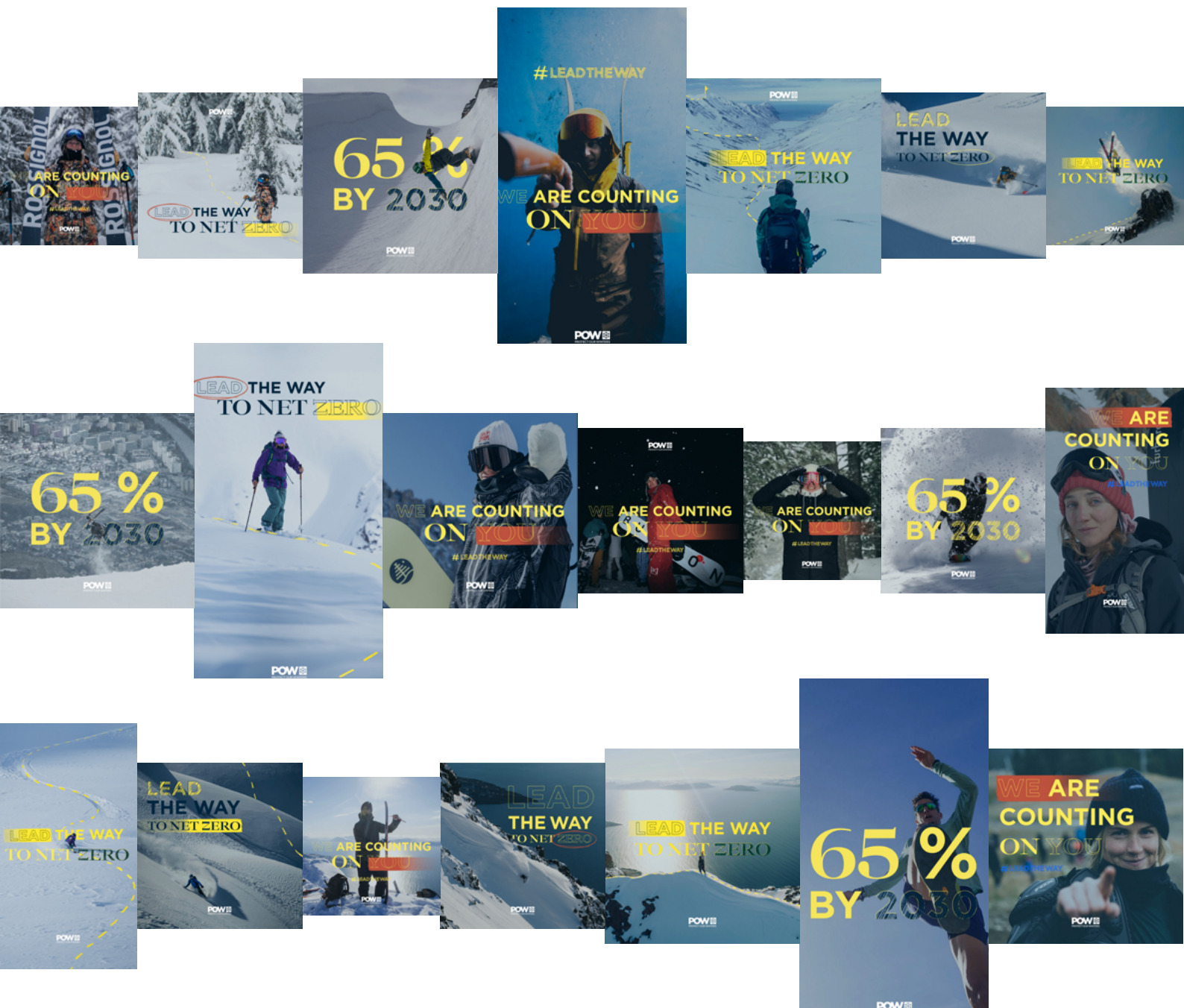


65% BY 2030

LEAD THE WAY

Although this campaign did already happen in 2020 we want to mention it here. It was one of the first europe wide campaigns in December 2020. The goal was to target the European council to set the goal of CO2 reduction to 65% till 2030. More than 3000 mails have been sent by our community to MEP's.

Even though we didn't reach the goal of 65% but coming from 45% the end result of 55% was still a success.





POW EU

MERCH

In Austria we started a collaboration with Blue Tomato in the 2015/16 Season. In 2021 this partnership was stepped up to European level and since July 2021 we finally have common Merch you can buy at their stores and online store. 95% of the proceeds of each item goes to POW. The products are made under high standards out of recycled or organic materials. With buying one of our merch products you can support us in our fight to protect the places we love. But remember, buy only what you need.

POW AUSTRIA

BRAND ALLIANCE

In 2021 we were able to double our Budget from 2020. One of the reasons that made it possible is that our Brand Alliance grew by 9 Partners this past year and a total of 12 brands are now committed to our organization. On a European level, this group of brands is extended by 7 more brands.

Without those partners, our work wouldn't be possible, so a huge shout-out goes out to them and their support for our work. At the same time it is very important to us that we are 100% independent from our partners and only support the work we decide to do.

POW AUSTRIA

OUR PARTNERS

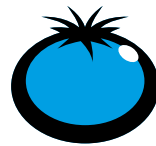
Snowline Partners

SCARPA

Treeline Partners



HAGAN



blue-tomato

Highland Partners

 **contour**[®]

Friends of POW Austria

FATMAP 



FREY
ZEIN

**INNS'
BRUCK**

Bründl
SPORTS

primcom 



POW AUSTRIA

FINANCES

FINANCES

2020

Income: +36.569,84

Expenditures: -25.638,10

Income	Income
Membership Fees	10.855,53
Donations	14.860,57
Partnerships	0
Merchandise	8.578,03
Other Income	2.274,28

Expenditures	Income
Purchase of Merch	4160,42
Representation Allowance	8.125,80
Service Fees	1.500,00
Travel Costs	1359,60
Rent	1851,60
Marketing/Advertising	1985,59
Bank Fees	391,62
Meetings	374,45
Other (Insurance, postage, HPCA...)	5.889,07

Balance 01.01.20: +15.778,42

Balance 31.12.20: +26.070,54

Our current team started the restructuring process in August 2020.

FINANCES

2021

Income: +71.483,93

Expenditures: -32.459,17

Income	Income
Membership Fees	15.124,66
Donations	36.338,02
Partnerships	20.001,00
Merchandise	0
Other Income	20,25

Expenditures	Income
Purchase of Merch	2.545,41
Representation Allowance	13.905,00
Service Fees	5.551,00
Travel Costs	687,00
Rent	1.393,00
Marketing/Advertising	4.869,33
Bank Fees	352,52
Meetings	242,26
Other (Insurance, postage, HPCA...)	2.913,65

Balance 31.12.21: +65.095,3

PROTECT OUR WINTERS AUSTRIA

non-profit association for climate education
and sustainable winter tourism

PRESIDENCY

President: Verena Stahl

Vice President: Danilo Faber

Treasurer: Ryan Mitrovich

EXECUTIVE BOARD

General Manager: Moritz Nachtschatt

PURPOSE OF THE ASSOCIATION

The purpose of the association is to raise awareness or educate the general public on the topics of climate education/climate change, and environmental awareness. The activity of the association is not aimed at profit. According to its statutes, the association exclusively and directly pursues non-profit purposes and is therefore a non-profit association in the sense of the applicable tax law provisions (§§ 34 to 47 of the Federal Tax Code). The association is politically and denominationally neutral and condemns any form of discrimination.

PROTECT OUR WINTERS Austria is part of Protect Our Winters Europe and part of the global PROTECT OUR WINTERS climate movement.

[www. protectourwinters.at](http://www.protectourwinters.at)

PHOTOGRAPHERS

Moritz Nachtschatt, Jennifer Lang, Lorenz Gundolf, Lena Stoffel, Dominik Schwahn, Daniel Bear, Tristan Hobson, Tobias Hipp, Andreas Vigl, Mia Maria Knoll, Thomas Stanglechner, Pete Oswald, Klaus Polzer, Chris Riefenberg, Lukas Cairns, Richard Buchner.

Information provided by General Manager Moritz Nachtschatt.
Graphic editing Programm Manager Jennifer Lang.

2021

ANNUAL REPORT