

PROTECT OUR WINTERS AUSTRIA

ANNUAL REPORT 2022

2022 – A YEAR OF MILESTONES

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At the beginning of the year, COVID and the measures against it, were still an issue. We started some first events past COVID but uncertainty was still around and therefore events were still limited at the beginning of the year. Even though we were optimistic, real planing of events was just not possible yet. The War on Ukraine was another set back as multiple crises are just hard to deal with for most people. So, the planing of our so far biggest campaign ever had to be built on optimism.

So, 2022 started out just as uncertain and challenging as the years before but we can now say that at least for POW AT it was a successful year of continued growth. We are more than proud of what we've accomplished because we reached all our goals and even surpassed some of them. Mid year we were able to hire first employee, followed by even more until the end of the year. All that made it possible for us at POW AT to celebrate a successful year 2022 and look into a promising new year 2023.



POW
AUSTRIA
KEEPS
GROWING



POW AUSTRIA KEEPS GROWING

The year 2022 basically continued the way 2021 ended. For us as POW AT it was a year of continued growth and bigger campaigns than ever before. POW AT strengthened its standing within the Austrian Climate Alliance and lead the way in its first common action. POW AT was also able to acquire 6 new partners, 7 new athletes, 3 new scientists and grew from approximately 460 paying members in January to more than 560 paying members in December. On Instagram we finally reached 10k followers and surpassed it by reaching 11k before the year ended. With our general assembly we were able to connect to the success of the previous year and organized a whole weekend in the mountains with volunteers, athletes and for the first time even partners. Our creative alliance took the lead to create a coherent and versatile corporate identity for all European POW chapters (which you can see in this report). In a collaboration with a brewery we were able to raise awareness for better recycling in Austria and created our first beer. We partnered up with one of the biggest platforms for public transport and mountain sports. With the financial structure we set the previous years, we were able to employ our first full time position, two more 25% positions and our first paid intern.

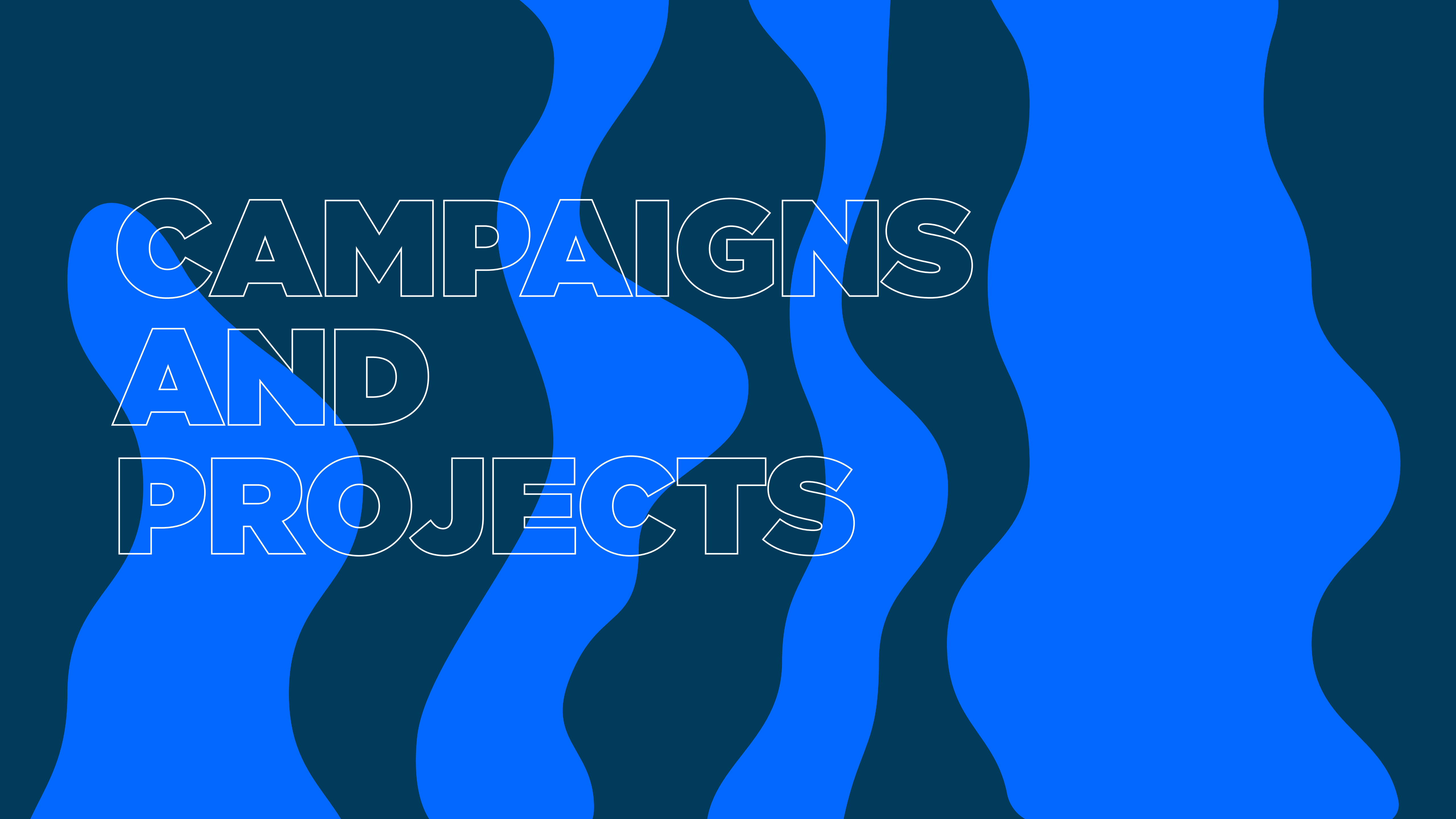
6 NEW PARTNERS

7 NEW ATHLETES

3 NEW SCIENTISTS

560 PAYING MEMBERS

11K FOLLOWER

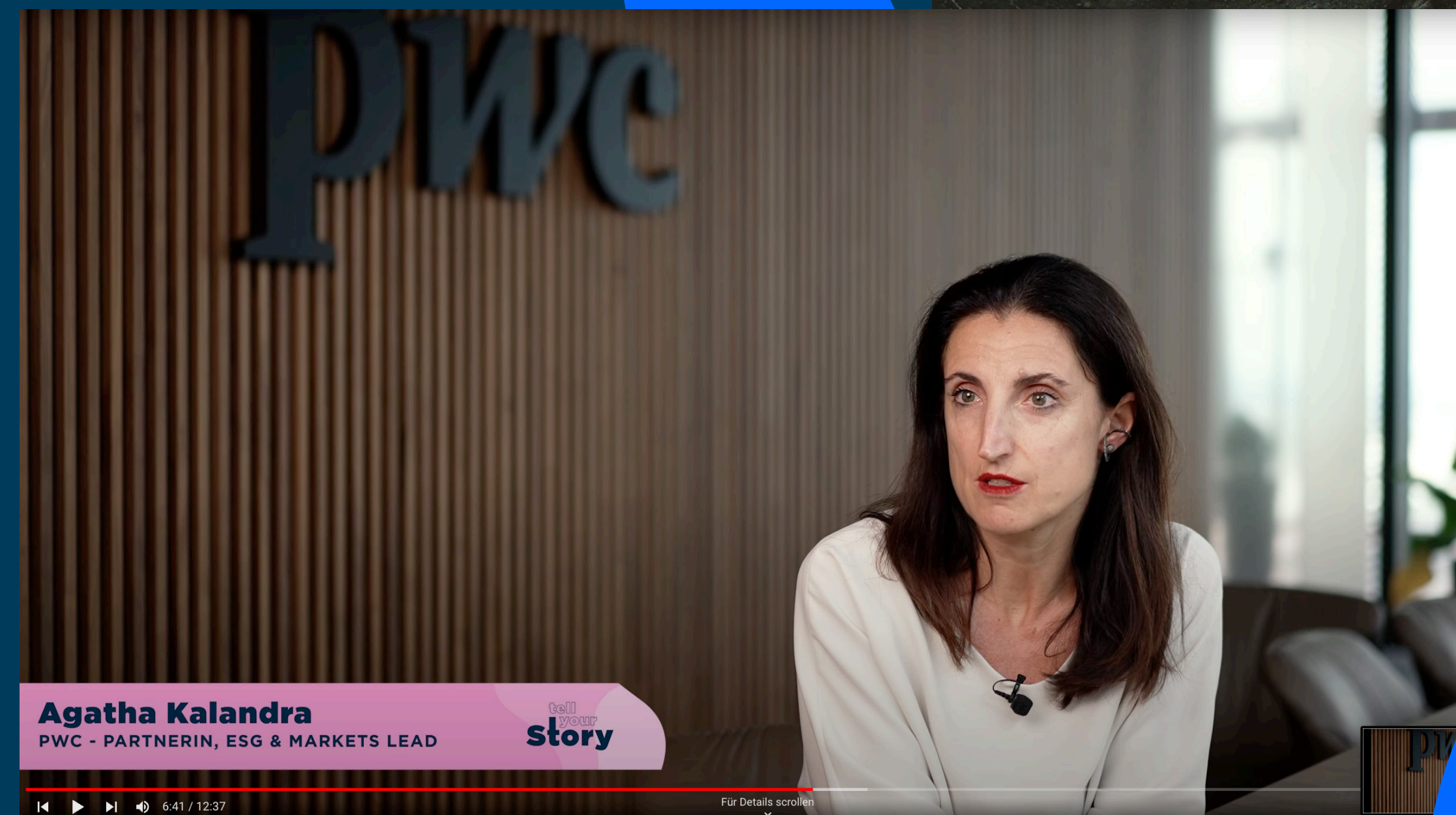


CAMPAIGNS AND PROJECTS

TELL YOUR STORY

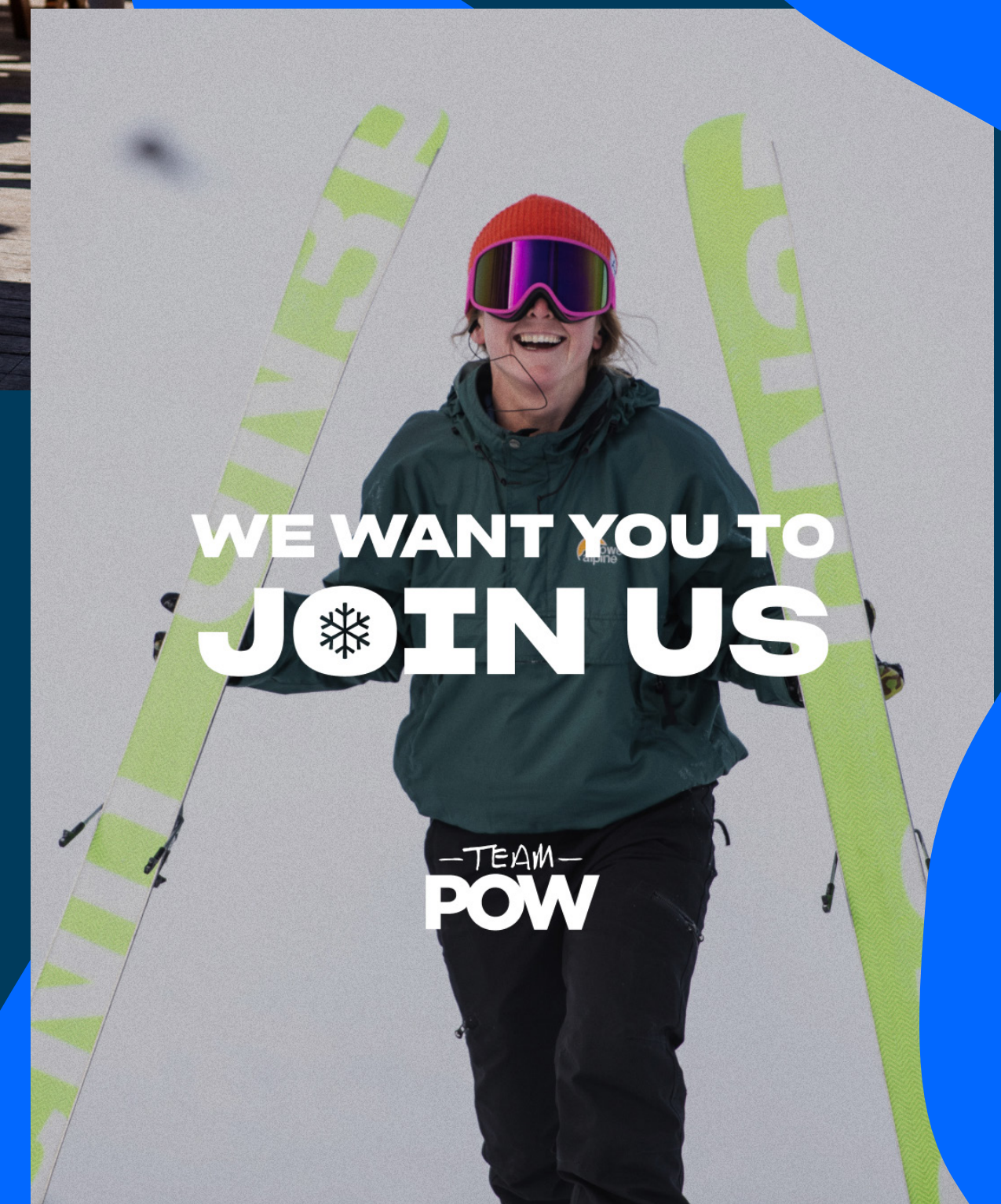
In our biggest campaign so far we aimed at raising awareness about the effects of climate change in Austria. To accomplish this we created four short movies (between 10-13 mins) on the Mountainsports Community, Forestry and Agriculture, Wintertourism and Economy in general. We created a call to action “to tell your own story” on social media and created assets to accompany the created movies. For the movies itself we interviewed all different stakeholders from athletes, to farmers and mountain rescue all the way to the CEO’s of global businesses. The campaign itself was very well received amongst all different kind of people from partners, our community, creatives to politicians. Unfortunately the campaign’s reach stayed below our expectations, also because paid advertising on social media was denied and algorithms made it difficult to spread. Instead we decided to go a different way and are showing the movies at live events all across Austria, also in 2023.

[Click here to watch the movies](#)



TEAM POW

During the summer months we created a campaign to gain more members. We used the same framing other POW Chapters have used before to spread the message of joining “Team POW”. We also used this campaign to introduce some of our athletes, our creatives, our scientists, our brand partners, our editorial team, some volunteers and our heads team.



POWER OF KNOWLEDGE

With POWER of knowledge we created a lecture series that is open to all other POW chapters and the public. It started with four sessions in 2022 and is supposed to continue in 2023. University professors gave 45 min impuls talks to give an overview of their field of expertise. In 2022 we were working together with Lindsey Nicholson, Alice Schmidt, Markus Frischhut and Martin Mergili. The series is supposed to continue in 2023. Several hundred people were reached with those lectures.

POWER OF KNOWLEDGE



POWER OF KNOWLEDGE

ALICE SCHMIDT - "NATURE, BUSINESS AND OTHER PLAYERS: SOLVING THE SUSTAINABILITY PUZZLE"

3RD MARCH 6PM



BAHN ZUM BERG

Bahn zum Berg which basically translates to “With the train to the mountains” is one of our most important non profit partners. They created a platform for hiking and skitouring routes that are accessible by train and other public transport (more activities will follow). Zuugle is their search engine that has now almost 10.000 different public accessible tours in the Alps region. POW is responsible for quite a few of them.

A booklet was also planned together and will be published with Kompass publisher in Summer 2023.



KLIMAALLIANZ

POW has been a part of the Austrian Climate Alliance for almost two years now and together with six other NGO's we form the steering committee of the 26 NGO's in total. In March we took the lead in taking a first step for a common campaign around individual efforts for an ambitious climate protection law around the climate strike in March. Every organization highlighted their projects involving the climate protection law. So it wasn't one big campaign but rather many coordinated projects, campaigns and press releases around the same topic. In addition we provided the smaller NGO's with social media assets.



KLIMASCHUTZGESETZ JETZT

WIR MÜSSEN HANDELN!

KLIMASTREIK AM 25. MÄRZ 2022

HPCA AND EDUCATION

During the winter semester 22/23 HPCA was finally able to restart past COVID. Making all the work worth it's while. Together with POW Europe we applied for funding of HPCA to spread the workshop series all across Europe in 2023.

We also started into the second year of the POW education award, giving away cash prizes to three outstanding VWA's (Vorwissenschaftliche Arbeit or pre scientific work) working on topics on climate change and sustainability within tourism. The award is very well received and also led to the result that the winner of year one is now one of the people running our team in Graz.

We also laid the foundation for one of our biggest projects within HPCA so far. The plan is to create a one semester long workshop for a school class with a high percentage of kids with migration background. We want to show them different kinds of sports in the outdoors like skiing, climbing and biking while explaining the effects of climate change. At a final event we want the kids to present projects followed by a panel discussion. For this project we work together with several partners including the European capital of culture 2024 and received international grants by the VF foundations and Hydro Flask.



EUROPEWIDE CAMPAIGNS

Mobility Week

Mobility Week was a week full of events and actions across all European POW chapters with the goal to raise awareness on public transport and sustainable mobility. It was also a first try to use gamification to motivate people to use public transport by creating a competition to collect as many sustainably traveled kilometers as possible. The week was very well received and led to the plan of creating a whole mobility month in 2023.

POW Europe Summit

An in person summit on European level was not possible since 2019. So this was long overdue and having POW Europe in Austria, we were lucky enough to help with planning and especially the location which ended up being Obernberg right at the Austrian - Italian border.

outdoor industry demands action

Representatives of the European outdoor industry are already taking bold action to reduce their impact - but they need stronger policy support to do more.

Right now, companies that take action to reduce their impact are at a disadvantage in the market. As delegations from around the world met in Sharm El-Sheikh for COP27, we addressed the issue with an open letter from the outdoor industry and us. Burton, The North Face, Picture Organic Clothing and Icebug formulated the letter together with us and more than 100 other companies from the outdoorsports industry supported it.



COLD STROKE

Together with a local brewery we designed and created their most sustainable beer to date. After a lot of research we decided to go with aluminum cans (being second most sustainable after glass deposit bottles) to raise awareness for recycling. Austria is one of poorest performing countries within Europe when it comes to recycling which is why we wanted to raise awareness to the topic and also reach out to people outside our usual bubble.



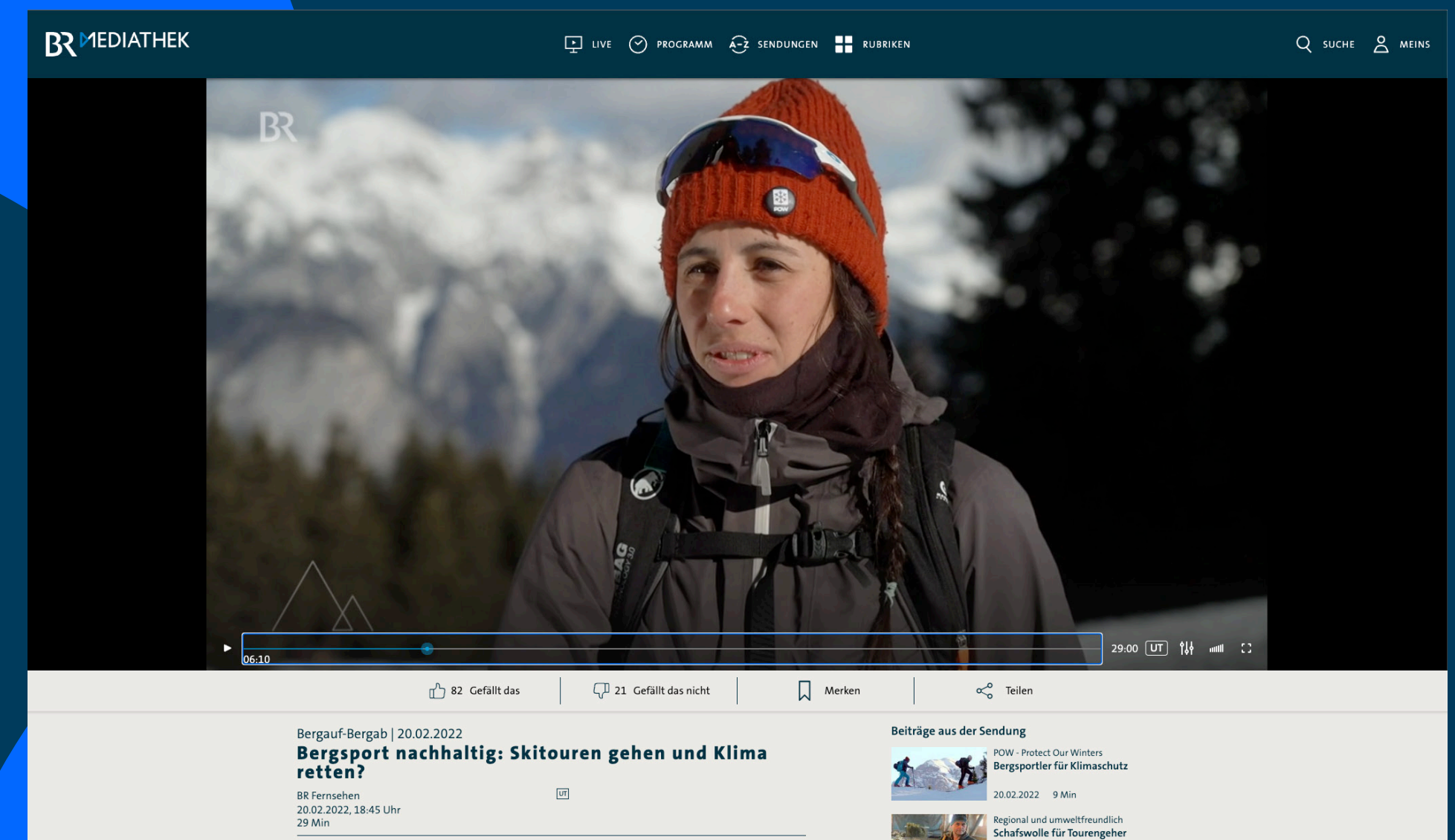
MEDIA

OUR MEDIA PRESENCE
INCREASED JUST LIKE
EVERYTHING ELSE:

3 TV PRODUCTIONS ABOUT POW

4 PODCAST EPISODES

20+ ARTICLES ABOUT OUR
WORK AND PROJECTS



PARTNERS

PARTNERS

In 2022 we were able to increase our Budget again by almost 30% compared to 2021 where we already doubled the budget from 2020. One of the reasons that made that possible is that our Brand Alliance grew again by 6 Partners this past year and a total of 16 brands are now committed to our organization.

On a European level, this group of brands is extended by 6 more brands. Without those partners, our work wouldn't be possible! A huge shoutout goes out to them and their support for our work. But we do have to mention that our work is 100% independent from our partners and that they only support the work that we choose to do. Every partner must fulfill our partnership criteria which makes us even more thankful to have such committed brands, working with us for a more sustainable future and more ambitious climate protection.



SCARPA



HAGAN



ARC'TERYX



Bründl
SPORTS

Bierol
BIER MADE IN TIROL



FINANCES

FINANCES 2021

Income: +71.483,93
Expenditures: -32.459,17

2021

Income

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

Expenditures

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

FINANCES 2022

Income: +73 705,02
Expenditures: -63 791,00

2022

Income

Membership Fees	14 492,33
Donations	8 624,40
Partnerships	44 000,00
Merchandise	6 588,29
Other Income	0

Expenditures

Purchase of Merch	0
Salaries and non wage labor costs	16.798,07
Representation Allowance	3.095
Service Fees	30.072,12
Travel Costs	1.987,06
Rent	2.250,00
Marketing/Advertising	5.477,14
Bank Fees	345,61
Meetings	866,77
Office supply	335,35
Other (Licences, postage, membership fees...)	2.563,88

Balance 31.12.22: +75 393,10

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