





2023 - THE YEAR THAT SURPASSED ALL EXPECTATIONS

A few words by the general manager:

2023 started out with a few good ideas. We knew that it would be difficult to follow through with all of them but in our "business" we have to be ambitious. At that time, the FIS campaign wasn't part of our plans yet. So as ambitious as they were, they got even more ambitious by the end of January when we were already knees deep in our first big campaign of the year.

Looking back now, I honestly don't know how we did it. After all, our resources are still very limited even though we were able to grow again in all aspects (two campaigns, our biggest event so far, our first published books, two huge projects on education...). As great as the results were, I think one of our learnings from 2023 is that we can't do more than our resources let us and that our health and also mental health is our most important good. But since we have been growing every year, we're already looking forward to an exciting election year of 2024 and until then, let's review our accomplishments from 2023.



POW AUSTRIA KEEPS GROWING

We were able to continue the trend of the previous years and were able to grow in all aspects.

For the first time POW AT successfully applied for two grants by Hydro Flask and the VF Foundation, two new athletes joined, we established a new advisory board consisting of 4 external experts, we grew from approximately 560 paying members in January to more than 700 paying members in December. On Instagram we grew from 11k followers to more than 13k before the year ended, on LinkedIn from 600 to 1400 and we increased our newsletter subscribers from 600 to 1700. Our summit became a tradition now and took place for the third year in a row at Meißner House just behind Innsbruck being a whole weekend in the mountains with volunteers and athletes. We were able to expand our education programme (HPCA) to 7 other European POW chapters and we were able to go into a new direction with HPCA. We extended our workshops and are working together with Climate Fresk to also offer workshops for people older than 16. We published our first two books and with media coverage we reached millions of people with our campaigns and projects. We were able to almost double our budget and could therefore hire two more part-time positions in addition to the ones we already had.

CAMPAIGNS PROJECTS

- Email Campaign
- FIS Camapign Part I
- FIS Camapign Part II
- Our first Books
- Glacier Funeral
- Ski Industry Summit
- HPCA
- Mountainsports
- Positionpaper on Energy
- POW Europe





Deine Email für den Klimaschutz

UNSERE WIRTSCHAFTS-GRUNDLAGE SCHMILZT UNS UNTER DEN FÜSSEN WEGI

Deswegen brauchen wir ambitionierten Klimaschutz!



EMAIL CAMPAIGN CLIMATE PROTECTION LAW

In mid January we started our email campaign as a second part to our open letter from 2021 for a more ambitious climate protection law. 30.996 emails were sent to Austrian members of parliament, parts of the government and members of Austria's chamber of commerce. We received answers from most politicians which then resulted in further discussions with them. Their contacts came in handy with the glacier funeral we organized later this year. Furthermore we gained almost 1000 new newsletter subscriptions through this campaign.



FIS CAMPAIGN - PART I OPEN LETTER TO FIS

Back in December 2022 Julian Schütter (from our Athletes Alliance) contacted us for the first time and we started to develop a plan that evolved into a world wide campaign. After involving POW Europe and other POW chapters Julian wrote an open letter and we decided our asks. We tried to get as many signatures by active FIS athletes as possible for a handover of the letter during World Cup in Courchevel. At that time, 140 athletes signed including Mikaela Shiffrin, Aleksander Kilde or Jessie Diggins.

This brought POW press coverage across the globe. In German speaking media alone more than 50 newspapers and news outlets wrote about it. But also beyond like The Guardian, The New York Times, Japan Times, Marca, Rai and many many more. Until summer more than 500 athletes had signed including many more World Cup and Olympic medalists.

As a result, FIS published their first CO2 balance which unfortunately posed more questions than it answered and wasn't transparent at all, they reduced the flights for alpine disciplines to north america by one flight, and most importantly, they hired a sustainability manager. At this point it was clear that the campaign wasn't over but that it was time for a summer break.



FIS CAMPAIGN - PART II "TRY HARDER FIS"

During the summer we decided to start part two of the campaign which was a petition open to all. The challenge was to receive enough signatures to make it noteworthy. The preparations for the upcoming season in Sölden and Zermatt created a public uproar. The preparations in both locations created imagery that really harmed the reputation of those places and put a lot of pressure on FIS. The momentum was huge, so we started our petition semi-prepared more than a week before we initially wanted to and created the first global POW campaign. Within the first two days we surpassed 20.000 signatures and got the ball rolling. Other NGOs, national organizations, current and former athletes started speaking up and really putting high pressure on FIS.

During the whole time we were in contact with FIS' sustainability manager and piece by piece they agreed to all our asks. Of course, those are just promises right now but the winter sports community will be watching if those promises and plans are implemented. The moment they drift off, we'll be back calling for action.



37 Wanderungen mit öffentlichen Verkehrsmitteln







OUR FIRST BOOKS ÖFFI TOUREN- & SKITOURENFÜHRER

Together with Bahn zum Berg and Kompass publisher we started a book series about mountain tours accessible by means of public transport. So far a hiking guide and a skitouring guide, both for Northern Tyrol, have been released. The plan is to extend the series to all of Austria, Bavaria and maybe South Tyrol. What's unique about it, is that it is a hybrid guide, you have QR codes to all tours not only giving you an even more detailed description of the tour but also giving you up to date information on public transport options.

Bahn zum Berg which basically translates to "With the train to the mountains" is one of our most important non-profit partners. The organization created a platform for hiking and skitouring routes that are accessible by train and other public transport. Their platform has more than 10.000 different publicly accessible tours in the Alps region and we have contributed quite a few of them.

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GLACIER FUNERAL

From Eternal Ice to Dead Ice – the glacier funeral on Austria's largest glacier, the Pasterze, drew attention to the dramatic glacier loss in Austria, the Alps, and worldwide. In addition to a symbolic burial with the participation of the Protestant and Catholic churches, short lectures illuminated the ecological impact (Barbara Pucker), the social impact (Christian Salmhofer), and the economic impact (Nina Knittel) of climate change in Austria. A coffin made of ice (by artist Max Seibald) visually illustrated the glacier melt and transience and secured us spots in all national newspapers.

We wanted to take this opportunity to initiate an objective and non-partisan discussion on the effects of climate change in Austria and to highlight the lack of necessary framework conditions.

The big question is: Why do we still not have a climate protection law in Austria? Why is Austria still one of the laggards in emissions reduction? Or why is Austria still one of the leaders in soil sealing?





SKI INDUSTRY SUMMIT

In September Atomic hosted the first Ski Industry Climate Summit with the support of POW EU and us. The goal was to bring together some of the skiing industry's major stakeholders under one roof, driving a powerful wave of change and sustainability.

The summit was a full success and great start for the whole industry to become united in tackling climate change together. With industry wide engagement it lead to collaborative discussions, growing awareness and exchange of best practice examples.



HPCA & EDUCATION

After getting Hot Planet Cool Athletes (HPCA) back up and back to schools past COVID we wanted to make the most of it. Together with POW Europe we received funding for HPCA to spread the workshop series all across Europe. By the end of the year six more POW chapters were trained and even held their own workshops in their own languages. In preparation we translated all the materials and made them available to POW internally.

Since the HPCA Workshops are only suited until age 15-16 we got trained by Climate Fresk to also give Climate Fresk workshops to anyone older than 16. These workshops give participants a better understanding of the causes and effects of climate change. We were able to give this workshop to schools, universities and also employees of partners.

Another highlight was also a workshop for "Frewilliges Umweltjahr" which is equivalent to the mandatory military or public service within Austria. This was a special honor as it is basically the highest level at which you can give workshops, client in this case was the government.

We also continued with the third edition of the POW education award, giving away cash prizes to three outstanding VWAs (Vorwissenschaftliche Arbeit or pre scientific work) working on topics on climate change and sustainability within tourism. Going into year four we decided to collaborate with Klimacent to grow the program even bigger.



MOUNTAINSPORTS FOR EVERYONE

After laying the foundations for one of our biggest projects within HPCA the previous year, and after lots of preparations we were finally able to start in September. We created a one semester long workshop for two school classes with a high percentage of kids with migration background. We showed them different kinds of sports in the outdoors like skiing, climbing and biking while explaining the effects of climate change. At a final event that is taking place in March 2024 we want the kids to present projects followed by a panel discussion. For this project we work together with several partners including the city of Bad Ischl, the European capital of culture 2024, and received international grants by the VF foundations and Hydro Flask. So far it's going great and is being super well received by the kids.



POSITIONPAPER ON ENERGY

We were able to expand our expertise and write our first position paper. The topic of energy was an easy choice since the energy crisis in Europe required a solid position on the topic. The paper was finished in 2023 and reviewed by several external energy Experts. It will be publicly presented in 2024.

POW EUROPE

In 2023 POW AT either initiated or was at least part of most European campaigns. These included the FIS Campaign, athlete trainings, the HPCA program, the diversity - equality and inclusion program (Mountain Sports for Everyone) and the mobility month which almost reached 200 000 of sustainable traveled kms across Europe, which included all 10 National POW chapters and brand partners competing for the most km travelled sustainably.

POW Europe is POW's umbrella organisation in Europe. in 2023 10 European countries were part of it and pushed for common goals on European and EU level. Shared ressources, common projects and campaigns are the general purpose.







ADVISORY BOARD

Another important step forward was the establishment of our advisory board. We were able to get four incredible experienced people to join the POW AT family and advise us with their invaluable expertise. Angie Rattay who is the founder and organizer of Earthtalks which are Austrias biggest sustainable networking event since 2008 (ahead of last years talks she arranged a meeting with Austrias first lady). Katharina Rogenhofer who founded FFF in Austria, was the voice of the Klimavolksbegehren (which was one of the most successful referendums in Austrian history) and founded the Kontext Institute. Alice Schmidt who is a policy advisor, business consultant, author and speaker with more than 25 years of experience. And Markus Himmelbauer who is an expert in rail and founder of Mission Zero, which calculate carbon footprints.



ATHLETE ALLIANCE

POWs athlete alliance is what makes us the cool kids within the world of NGOs and without them POW wouldn't exist. In 2023 two new athletes joined POW Austria. Snowboarder Celina Weber and trail runner Florian Grasl.

© RICHARD BUCHNER

CREATIVE ALLIANCE

We restructured our creative alliance which now has a similar function as our athletes alliance. Our creatives help us to amplify our messages and campaigns but also support us with content now and then. The alliance consists of long time POW member and filmmaker Richard Buchner, award winning photographer Christoph Jorda and outdoor and adventure photographer Luca Jänichen.

ANDREAS VIGL

GUIDES ALLIANCE

We finally also started our guides alliance. They may not have the online reach athletes or creatives do but they are the true opinion leaders. It literally is their job to go outside and teach people about nature. So we thought it's about time to form a guides alliance. We started the alliance with Jimmy Black, originally from Australia, who fell in love with the Austrian mountains and Simon Wohlgenannt who is based in Montafon where he also founded the freeride station.

SCIENCE ALLIANCE

Our science alliance is an important part of our daily work. Whenever we need a fact check, those are the experts to call. They support us for interviews, discussions, other events and simply their expertise and daily work to gain new data on climate relevant research and raising awarenes.

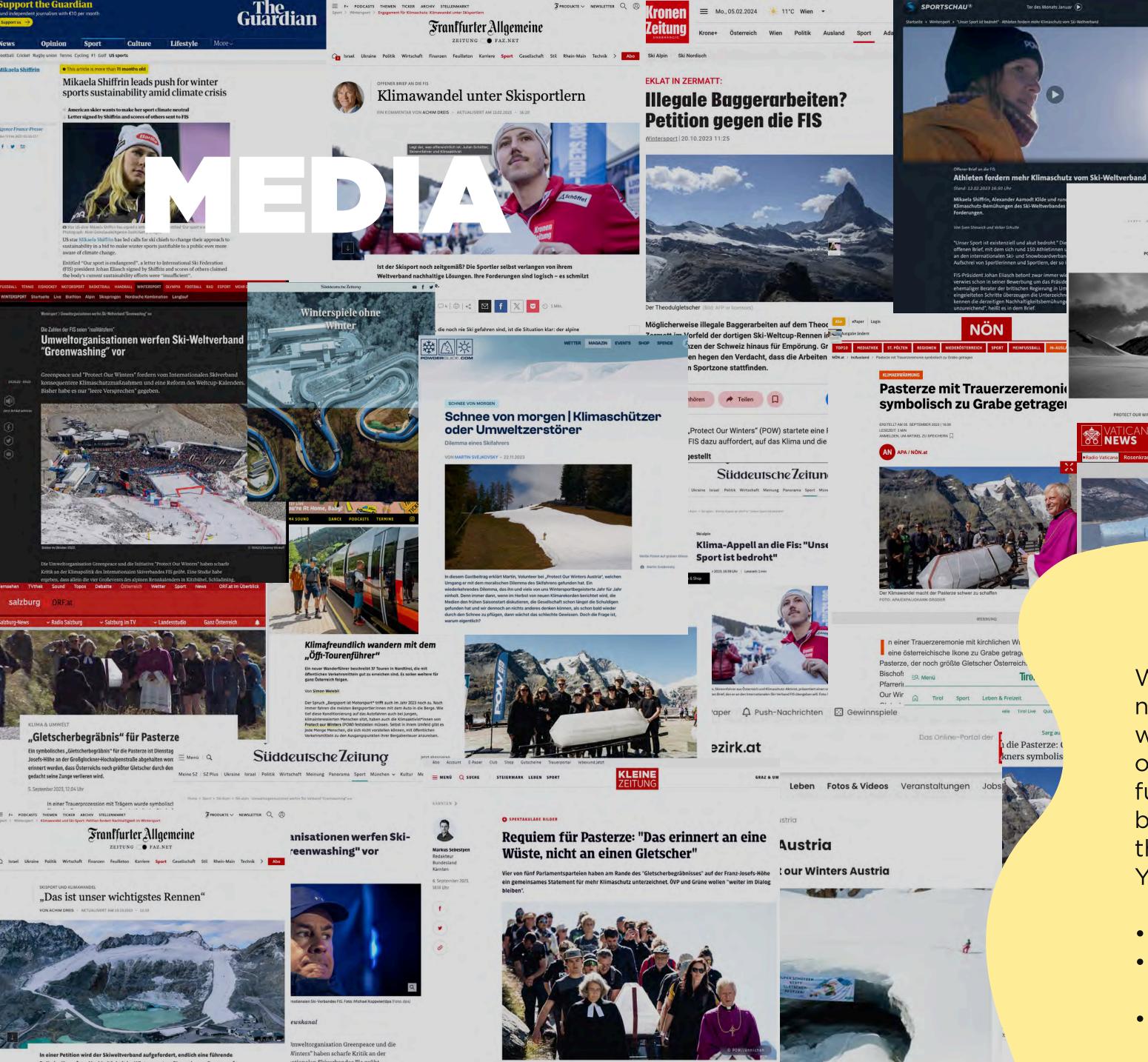
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BRANDS ALLIANCE

Without our partners we couldn't create the campaigns and projects we've created in this past year. But their support goes far beyond just financial funding. Our partners stand behind our campaigns and support and echo our messages. We create events together or help them with their events because together we can simply reach more.

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.



With our glacier funeral we managed to land our first 2 nationwide newspaper cover stories. But the glacier funeral wasn't the only event that lifted us into new spheres in terms of media coverage. With the FIS campaign and the glacier funeral we reached a new level and also the coverage in between increased a lot. Mostly in the DACH region but with the FIS campaign also on a global level in the Guardian, New York Times, Marca, RAI, Japan News and more

• more than 150 articles online and print

Klimawandel: ÖSV-Rennläufer Schütter fordert Fis per offenem Brief zum Handeln

Pasterze mit

Trauerzeremonie

zu Grabe getragen

scher wurde mit Sarg Eis zu Grabe getragen

- 9 TV appearances including an appearance on national news and many more mentions
- 10 Radio interviews to different topics

FINANCES



FINANCES 2022

Income: +73 705,02

Membership fees	14.492,33
Donations	8.624,40
Partnerships	44.000,00
Merchandise	6.588,29
Other Income	-

Expenditures: -63 791,00

Purchase of merch	0
Salaries & non wage labor costs	16.798,07
Representation allowance	3.095
Service fees	30.072,12
Travel costs	1.987,06
Rent (summit)	2.250,00
Marketing/Advertising	5.477,14
Bank fees	345,61
Meetings	866,77
Office supply	335,35
Other (licences, postage,	2.563,88
membership fees)	

Balance 31.12.22 +75 393,10

FINANCES 2023

Income: +149.299,10

Membership Fees	26.645,33
Donations	36.381,91
Partnerships	48.001,00
Grants	38.159,66
Other income	111,20

Expenditures: -132.235,93

Purchase of merch	2.597,76
Salaries & non wage labor costs	90.179,85
Representation allowance	4.084,27
Service fees	13.174,81
Travel costs	3720,03
Rent (summit, glacier funeral)	4.855,7
Marketing/Advertising (APA OTS)	3931,20
Bank fees, tax consultany, insurance	1895,06
Meetings/Catering	2.277,40
Other (software, postage,	5.519,85
harddrives, membership fees)	

Balance 31.12.23

+92.456,27

