

PROTECT OUR WINTERS AUSTRIA

ANNUAL REPORT 2024

THE YEAR OF ELECTIONS

VISION

POW imagines a world where communities come together to protect the outdoors, enjoying what nature offers while ensuring its resilience for future generations.

We believe the best way to create this world is to educate, collaborate, and advocate for climate action.



MISSION

Our mission is to rally the outdoor community to lead on climate action.

POW uses the love and passion found in outdoor sports to help brands, organisations and individuals become impactful climate activists. Not simply to protect the snow we ride on from melting, the forests we run through from burning, the cliffs we climb on from crumbling or the river we paddle down from drying up; but to create a climate-friendly society where there's social justice and respect for all living things.

POW turns passion into purpose!



2024 - THE YEAR OF ELECTIONS

A few words by the general manager:

2024 started as the year of elections with more people globally being allowed to vote than ever before. With our very successful previous year, motivation and optimism were high and the dreams and hopes were big. But the year turned out to be our biggest challenge yet. The economy still hadn't completely recovered and costs kept rising making it difficult to get new partners on board as most companies had to make cuts. Surveys predicted "bad" election outcomes but again, the hopes were still high. It was unthinkable that climate policy would be losing all elections this year. Election years are always difficult and it's even more difficult to keep fighting once an election didn't turn out the way you hoped for, yet alone three elections (EU, AT and US). But that's what makes Protect Our Winters different, we know what we're fighting for. We're fighting for cleaner air, cleaner water and cleaner mountains for us and future generations. Giving up is not an option!

As POW AT we did manage this difficult year in the end, had some organizational wins, had amazing workshops, finished and started many great projects, won our first prizes, our first EU-funded project was accepted and the (from a climate perspective) lost elections were motivating us to further action.

Now or never!



TIME TO REFLECT

The elections didn't turn out the way we hoped for, so we needed to reflect. Past events showed us that the greatest things are accomplished together. So ahead of the election campaigns we tried to find allies in other NGOs to join forces and save resources. Unfortunately not many were ready to do so, at least not yet. We will continue to try and join forces with other organizations but maybe it's also a sign to rethink the way we're building our campaigns.

In terms of communication, we also needed to reflect. The right and far right (who still downplay climate change and in some cases even deny it) got stronger in almost all European countries, simple words like "climate change" or "climate action" triggered people and so we had to think about our communication. With our election campaigns for the European and Austrian elections, we already tried to use different terms, communicate from another point of view and use campaign slogans that should not only get more attention but also provoke somehow. Not in the way of dividing society but more in the way of getting everyone's attention.

Moving forward we will have to adapt our narrative even more, we will have to use other terms and we need to find more ways to reach people outside of our bubble. Cooperation will be key to saving resources and maximizing output.




CONTINUOUS GROWTH EVEN IN TOUGH YEARS

Even though the year was a challenge in all aspects, we did manage to keep growing. More members, more staff, more athletes, more scientists, more allies, more visibility, and even more partners. When the year started we decided to invest in a partnership manager who ideally would not just pay for itself. It didn't work out as well as we had hoped, but it worked out well enough and we will profit more and more year after year.

Our connections to politicians increased and with it our impact on politics. We were invited to many discussions throughout the year and were therefore able to increase our network, our reach, and policy work. We missed the big wins when looking at the election outcomes from the perspective of measures against climate change but we were able to celebrate many small wins that will help us operate and position us in a better way for the coming years.

POW AT IN NUMBERS

- 
- ~ 190.000 different Instagram visitors in 2024
 - ~ 65.000 Athlete followers
 - ~ 2300 Nesletter recipients
 - 800+ Members
 - ~ 350 Volunteer hours
 - 80+ interactions with politicians from all parties
 - 100+ mentions in classic media
 - 30 Athlete Alliance members
 - 10 Science Alliance members
 - 18 school collaborations
 - 1.5 min time spent on our website by an average user

CAMPAIGNS & PROJECTS

- FIS Campaign (Jan-Feb)
- EU Taxonomy (Jan)
- Mountain Sports (March)
- Öffi Tourenführer (April)
- EU Elections (May-June)
- National Elections (Sept-Oct)
- Kaunertal (June & Oct)
- HPCA (all year)
- Events Overview (Oct-Dec)
- POW Europe





FIS CAMPAIGN (JAN - FEB)

The campaign for a more sustainable international skiing association moved forward by a lot. Through our pressure, FIS hired a sustainability manager back in 2023, in 2024 and with continuous pressure from our side they presented a sustainability strategy, a more accurate CO2 balance (which increased from the previous one by tenfold but at least it's realistic now) and they stopped calling themselves climate positive. During this whole process, we were in exchange with them to keep the pressure up but in a constructive way. Now it is up to them to present the necessary measures to meet their strategy. We'll keep watching and stay alert.



EU TAXONOMY (JAN)

In January 2024, together with Dryade, Opportunity Green, CLAW, Fossielvrij NL, we entered uncharted waters and took on our first climate lawsuit. In January we formally requested the European Commission to review the taxonomy criteria because it was and still is inconsistent with the EU's overarching climate objectives. Unfortunately our request was rejected by the Commission in June.

So we challenged the Commission in the EU court in Luxembourg. Backed by 42,000 concerned citizens.

Fossil-fuel-powered ships and aircraft, which are considered "green" by the taxonomy, undermine the fundamental purpose of the classification system. A decision is expected in 2025.



MOUNTAIN SPORTS FOR EVERYONE (MARCH)

Most of this amazing project happened already in the second half of 2023 but the final event took place in March 2024. Together with almost 50 kids, we spent two and a half days in the region of Dachstein which was part of the European capital of culture. We were able to take almost all of these kids skiing for their very first time and after just two days they were skiing and snowboarding down hills.

The whole project aimed at diversifying the outdoors, especially by working with kids who otherwise wouldn't get the chance to go skiing easily. In 2023 we also took them climbing and mountain biking and had several workshops on the topic of climate change. It was a full success and we're aiming to continue the project in a slightly different way in 2026 provided the necessary financial resources.

40 Wanderungen mit
öffentlichen Verkehrsmitteln



öffi

TOUREN

OBERÖSTERREICH

ÖFFI TOURENFÜHRER IT'S A SERIES (APRIL)

Our series of tour guides with public transport was extended by the one about Upper Austria and the plan was made for further extensions in 2025. One for Vienna and its surroundings and one for Munich and its surroundings. To our joy, we won two prizes, one with the Tyrol Guide and towards the end of the year another one with the Upper-Austria version.



EU ELECTIONS ALMAUFTRIEB (MAY - JUNE)

The EU election campaign was one that all European POW chapters participated in. With the national elections coming up later that year, our goal was to connect both elections in terms of storytelling. The challenges for both elections were the same. Far-right parties who are still denying or playing climate change down were on the rise and in Austria the additional challenge was the difference between East and West as well as rural vs. urban areas. This is why we chose “Klimaschutz=Heimatschutz” (Climate Protection = protection of homeland”, in German it sounds a lot catchier) as additive to the European Election Slogan “Ride, Bike, Climb, Vote”. By choosing this additional slogan in combination with our playful way of using typical Austrian traditions we reached a broad spectrum of Austrians during this campaign.



Outsiders were sceptical about this strategy at first but the closer we got to the elections, the more people and organizations copied aspects of our campaign. We were able to meet members of the European Parliament and positioned ourselves well together with all the other European POW chapters in gathering the outdoor sports industry for more ambitious climate action.

In Austria, our campaign highlight was our “Almauftrieb” which included a panel discussion of economic stakeholders like representatives from the outdoor sports industry, tourism and the chamber of agriculture.



NATIONAL ELECTIONS ALMABTRIEB (SEPT - OCT)

We kept the narrative and after our “Almauftrieb” for the EU elections, it was time for the “Almabtrieb” for the national elections. This time it included Austria’s first panel discussion of the speakers for environment. Due to extreme weather conditions, the representative of the conservatives wasn’t able to come but all other parties were able to show up. It was significant that it was snowing on this 13th of September followed by the worst floodings in Austria in decades.

In addition, we created scorecards with answers from all parties to create awareness around the parties’ positions on climate change related questions. During the whole campaign, we focused on mail vote as especially in the outdoor community, it can be a tough choice between a mountain tour or voting, especially on a blue bird day. With 22.6% of all voters, mail in votes did set a new record but unfortunately, that didn’t change the outcome of the elections.

* CAMPAIGNS & PROJECTS

After the election, we met members of parliament and sent position papers to all parties who we received mostly good feedback from. Now, five months after the elections we still have no government which brings many uncertainties for our work and Austria's position within the EU's 2050 goals. So even though the elections are over, many questions remain open and we obviously keep meeting decision-makers in 2025.





KAUNERTAL HYDRO POWER PLANT (JUNE & OCT)

Our position paper on energy isn't public yet but we know we have to accept compromises when talking about protecting the environment and renewable energies, especially in mountain regions. For a long time, it wasn't certain if there were alternatives for the hydropower plant in Kaunertal which is why we didn't get involved. As soon as it was clear that there were alternatives that were better/easier and cheaper, we decided to team up with Global2000 and support their actions. This led to a first success and confirmed our urge to create new alliances and join forces.



HPCA & EDUCATION

After a successful launch of HPCA across Europe in 2023 we aimed to train more trainers and improve and develop the workshop. In Austria, we were able to give 18 workshops to around 500 kids but were limited to give more due to our limited resources. Because of the distance or a lack of human resources we had to deny a few requests. With better volunteer coordination and more volunteers we want to extend the number in 2025.

In addition, we held a few Climate Fresk workshops and athlete trainings. Our education award took place for the 4th and unfortunately last time. The education system was changed regarding the final papers (VWAs), as they aren't really part of graduation anymore, our award also didn't make much sense anymore. At least not in this form. So starting 2025 we'll have a new creative award.



EVENTS

The last three months of the year are always packed with festivals, movie tours and other events. We were able to support the second ski industry climate summit again, ISPO is also always a great chance to connect and help POW Europe highlight all the work POW is doing within Europe.

Next to several Panel Discussions, Interviews and other media events our event highlight of 2024 was within the sustainability week of the University of Innsbruck. We got the chance to create one event evening within this week. On quite short notice, we organized a scientific journey around some of the biggest mountain ranges in the world. We started out with one of the parts from our “Tell your Story” campaign, followed by Martin Sieberer’s (one of our athletes) new movie “Blue Sky Thinking”. Followed by a short talk by our Science Alliance member Renate Christ (who is also an ICIMOD board member) about the Himalayas, a movie by Ibai Rico about the Andes and to finish a short lecture by Science Alliance member Lindsey Nicholson on the effects of ice melt on Europe and the world. The Audimax was almost full and gave us an appetite for more such events.

POW EUROPE

2024 was an important year for POW Europe, not only because of the European Elections but especially because much-needed structures were created and revised. Many working groups created essential papers such as the Northern Star document which includes a new vision and mission statement. Forward looking to the UN Year of Glaciers in 2025 a movie was produced. The movie "Downstream" should then raise awareness and create momentum amongst decision-makers in 2025. Mobility Month took place again in September where POW AT wasn't able to participate due to the national elections.



OUR TEAM & ALLIANCES





TEAM POW

Our paid team grew again. In 2024 we had 1 full-time position, 4 part-time positions and 1 20% position. For the first time, we created the position of a partnership manager. With this position, we wanted to take work off the general manager and of course, improve the workflow with our brand partners. A growing team is always a good sign but it does come with challenges. Responsibilities and structures have to be clear and are always changing as long as the team grows.

For the first time in four years, we decided against a summit. It was a tough decision but unfortunately, resources are limited so we had to make the decision to cancel the idea of a big summit and organize a community day instead which was a great success and saved resources in this exhausting year. The 2025 summit will make up for the missed summit 2024, it's going to be the biggest yet.



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 2024 five new athletes joined POW Austria. POW ATs first Kayak athlete Andi Brunner as well as the first Ski Jumper Janni Reisenauer, mountaineer Martin Sieberer as well as snowboarder Thomas Kigle.



CREATIVE ALLIANCE

The creative alliance was founded in 2023 with three members, in 2024 we extended it by five more members. photographers Miriam Lottes, Eric Jehart, Lukas Pilz and Tobias Büttel as well as photographer and film maker and former Athlete Alliance member Flo Gassner.

Allmost all pictures within this report come from our own Creative Alliance. See the copyright info in the corners for details to each photo.



GUIDES ALLIANCE

In 2023 we inofficially started the guides alliance. In 2024 we wanted to build a proper foundation. Mario Wallner from KEM Pinzgau (Klima & Energie Modelregion) took the lead as an external person within the KEM capacities. A massive representative survey was the goal and also the foundation of the following workshop. 92% of more than 400 participants (there are around 1500 mountain guides in Austria) said that they would like to know more about the effects and connections of climate change within the Alps. The development of the workshop itself started in 2024.



SCIENCE ALLIANCE

Our science alliance is an important part of our daily work. Whenever we need a fact check, they are the experts we call. They support us with interviews, discussions, other events and simply with their expertise and daily work to gain new data on climate relevant research and raising awareness. Renate Christ, biologist and climate scientist as well as former secretary of IPCC joined the alliance in 2024.



BRANDS ALLIANCE

Our brand partners are more than just sponsors, they help us carry our message, support us with input from an economic point of view and help us to create more leverage towards politics.

In 2024 Nidecker, Salewa, Löffler, Salomon and punkt. joined our brands alliance.

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Our mission is to rally the outdoor community to lead on climate action.



Better Improv Succes

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Market Trends: A

MEDIA

Our glacier funeral from 2023 certainly set new and very high standards in terms of media coverage. But it also elevated our general media presence to a new level which surpassed pre-glacier funeral coverage by far.

- 50+ newspaper articles
- 5 TV appearances
- 10+ panel discussions
- 4 Podcasts

FINANCES



FINANCES 2023

Income: +149.299,10 €

Membership Fees	26.645
Donations	36.382
Partnerships	48.001
Grants	38.160
Other income	111

Expenditures: -132.235,93 €

Purchase of merch	2.597
Salaries & non wage labor costs	90.179
Representation allowance	4.084
Service fees	13.175
Travel costs	3720
Rent (summit, glacier funeral)	4.856
Marketing/Advertising (APA OTS)	3931
Bank fees, tax consultany, insurance	1895
Meetings/Catering	2.277
Other (software, postage, harddrives, membership fees...)	5.520

Balance 31.12.23 +92.456 €

FINANCES 2024

Income: +171.470 €

Membership fees	25.839
Donations	71.995
Partnerships	49.362
Merchandise	8.850
Other Income	15.424

Expenditures: -197.578 €

Purchase of merch	0
Salaries & non wage labor costs	117.039
Representation allowance	1.157
Service fees	54.044
Travel costs	3.481
Rent (summit)	5.572
Marketing/Advertising	3.197
Bank fees	2.489
Meetings	4.023
Other (licences, postage, membership fees...)	5.942

Balance 31.12.24

+66.202 €

PREVIEW 2025

WKO KAMPAGNE

Zeitraum: 3. Februar - 13. März

Die WKO war seit ihrer Gründung stets unter der Führung des Wirtschaftsbund. Wenn Unternehmen mit der aktuellen wirtschaftlichen Lage in Österreich also nicht zufrieden sind, dann brauchen sie nicht lange nach den Verantwortlichen zu suchen. Das Leak der "Do's und Don'ts Liste" der WKO an die ÖVP im November 2024 war für uns die letzte Bestätigung eine Kampagne zu den Wahlen zu machen.

YEAR OF THE GLACIER

Zeitraum: ganzes Jahr

Die UN hat das Jahr 2025 als "Year of the Glacier" deklariert. Dass es hier einige Möglichkeiten für uns gibt ist klar. Daher wird es in diesem Zusammenhang eine Vielzahl an kleinen und großen Events geben.

10 YEARS POW AT - MEET AND GREET TOUR

Zeitraum: Juni & September

POW Austria wird 2025 10 Jahre alt. Offiziell wurde POW in Österreich zwar in den letzten Wochen des Jahres 2014 gegründet aber vor 2015 ist nicht viel passiert. Daher feiern wir heute unser 10. jähriges Jubiläum und möchten dazu eine Tour durch Österreich machen.

Other Events

Guides Alliance Kick Off

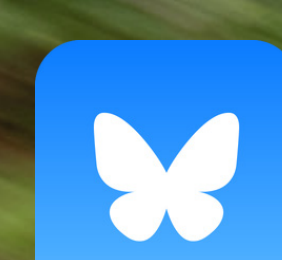
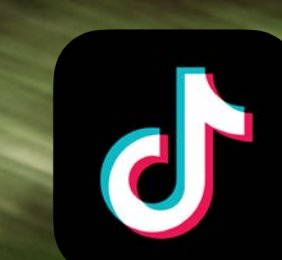
Öffi Tourenführer Großräume Wien und München

Mobility Month

EU Projekt Human Factor - to bridge the implementation gap on climate mitigation

POW AT Summit

THANK YOU FOR READING



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