

10 JAHRE PROTECT OUR WINTERS AUSTRIA



© Tobias Büttel

Beginnings

Dani Hochmuth founded POW AT at the end of 2014 legally and officially in June 2015

It started as Pro Snow Tirol but soon turned into Protect Our Winters Austria, at the same time POW was also founded in France and Finnland

The primary goal was a system change within the clothing and energy industry in rural areas but soon turned into general awareness raising

It started with 500€ budget given by POW US - everything else had to be paid or organized by the founding team

First Partners: Contour and Blue Tomato



2015 & 2016



Self made and self paid merch



First campaign together with Global2000



Full House at Bäckerei Innsbruck in Nov. 2015



Jeremy Jones visit Winter 2016



First Event at Blue Tomato 2016



POWs community garden 2016

2017 & 2018



POW Mag in 2016/17



„Jeder Schritt zählt“ Campagne in 2017



Upcycling Workshop at Forum Alpbach 2017



The first European summit in Feb. 2017



„Snow Stories“ Ausstellung Sept. 2018



„Protect what you love“ Campagne in 2018

2019

A difficult year for POW AT

After very successfull first years POW AT almost disapered due to internal conflicts and a lack of time

From a European perspective the decision was made to found POW Europe as European umbrella organization



Green Friday 2019



COP25 2019



European summit in June 2019



Mobility - How to save emissions

2020

CAMPAIGNS

New Path
Lead the Way
Klimavolksbegehren



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INFO

New beginnings, in 2020 we basically started from scratch and restructured everything. From the board and bylaws to website and strategy.

The COVID break gave us the chance to focus mostly on restructuring while running the first European campaign.

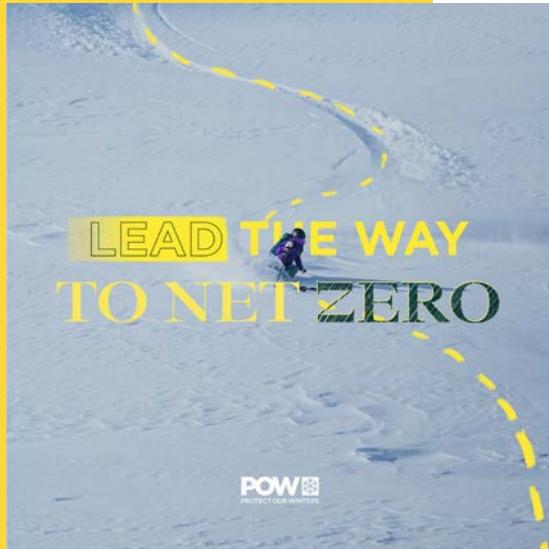
Just before the first lock downs POW Europe was officially founded and presented at ISPO in January 2020

Income 37k
no employees

2020



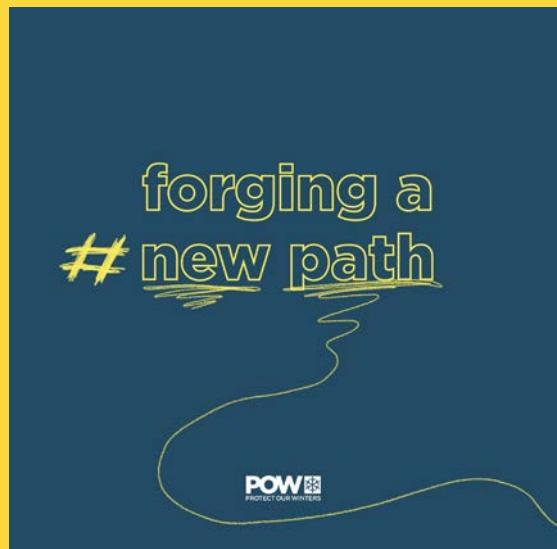
COVID post



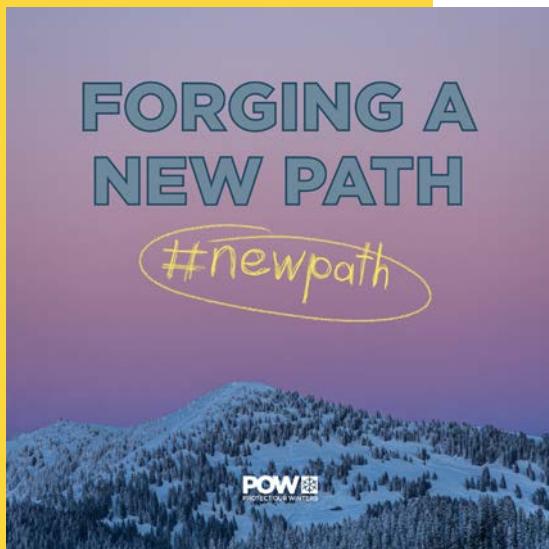
Fall 2020



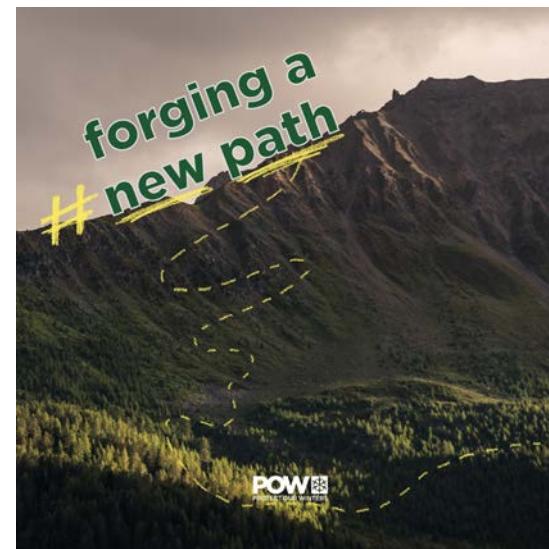
Fall 2020



Spring 2020



Spring 2020



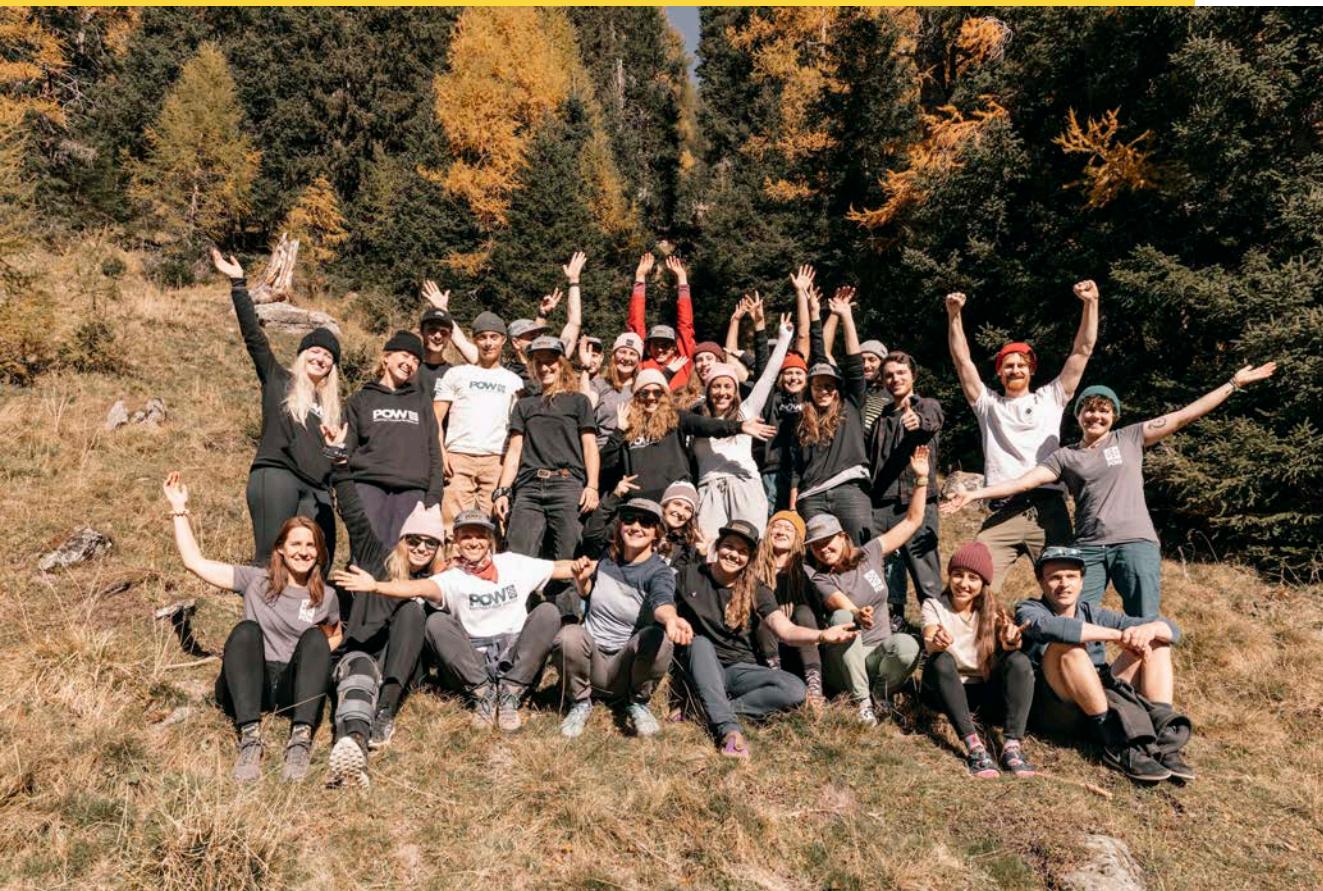
Spring 2020

2021

CAMPAIGNS

KSG
Divest the dirt
Our Way Out
HPCA Award

HPCA Online
Tree Runs



INFO

Income 72k
still no employees

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.

But it turned out to be a success!

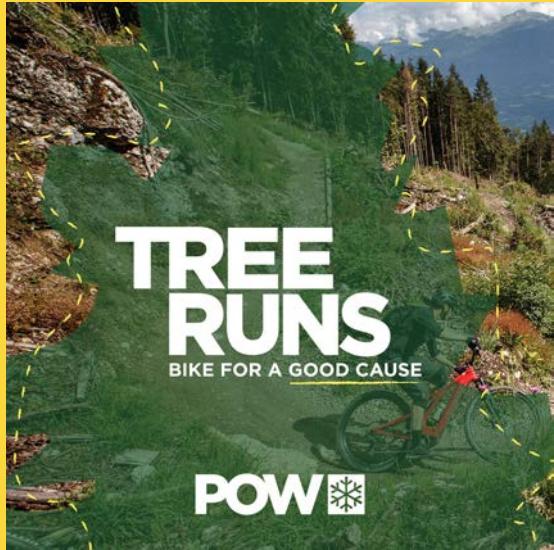
KSG Campaign: 312 Companies signed our open letter for a more ambitious Climate Law

We created 4 videos, 14 blog articles and 26 social media posts around the topic of mobility partly with the FWT

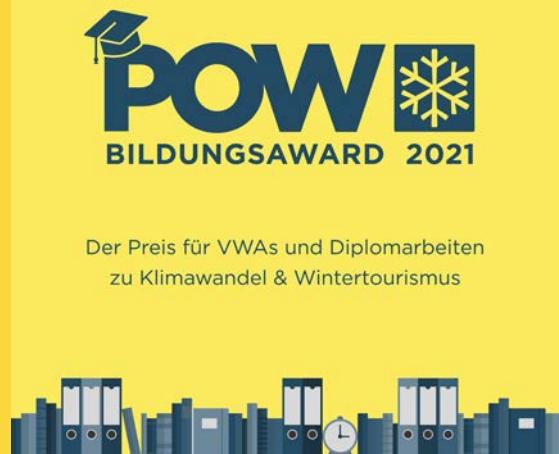
With Tree Runs we were able to plant more than 50.000 trees

We created a bank check of all Austrian banks and more than 400 Emails were sent out to banks by our community

2021



Tree Runs



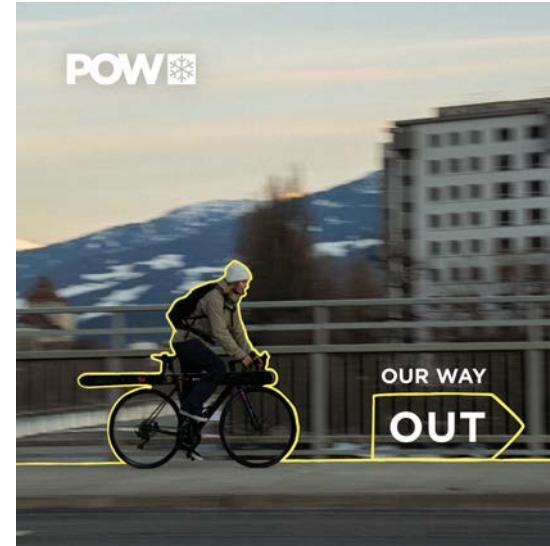
Bildungssaward



KSG



Divest the dirt



Our Way Out

Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



2022

CAMPAIGNS

Tell Your Story
Cold Stoke
POW Mobility Week
POWer of Knowledge

HPCA Restart
Bahn zum Berg



INFO

Income 73k

One 100% and two 25% positions

Planing of events was still 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 was mostly built on optimism.

For Tell Your Story we created 4 movies on the topics of mountains sports, economy, winter tourism and forestry and agriculture. The movies were shown at many events up to this day.

With POWer of knowledge we created our own lecture series. People from all of Europe joined to listen

HPCA was succesfully restarted

With Bierol we created our own beer and a campaign to raise awarenss around recycling

Our first POW AT Summit at Meisner Haus was a full success with more than 30 participants

2022



Mitglieder Kampagne



Tell Your Story



Tell Your Story



Cold Stoke



Cold Stoke



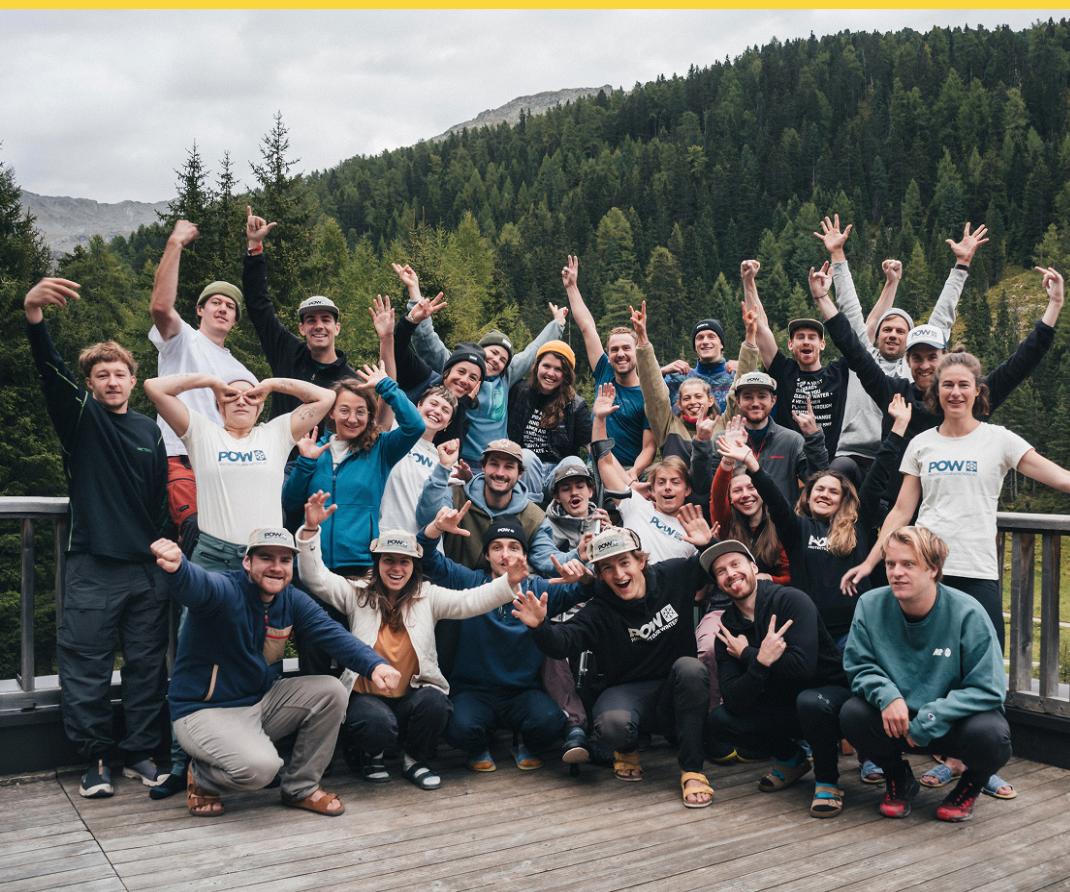
POWER of Knowledge

2023

CAMPAIGNS

Climate Law Email
FIS Open Letter
Try Harder FIS
Öffitourenführer T

Gletscherbegräbnis
Ski Industry Summit
Mountainsports
HPCA goes Europe



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INFO

Income 149k

One 100%, two 50% and two 20% positions
Advisory Board

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, I honestly don’t know how we did it.

Gletscherbegräbnis: 6 million reach with traditional media + 4 million social media and web

FIS letter: 500+ signatures by FIS pro athletes

Email Campaign: 31.000 E-mails sent to Austrian MPs and members of WKO

Open Letter to FIS: 30.000 signatures in less than two weeks

Öffi-Tourenführer #1 & #2

2023



Gletscherbegräbnis



Firstlady/Erdgespräche



Glacierexcursion with MPs



FIS photo stunt with Greenpeace



ERDgespräche, Manu, Mo, Heidi Sevestre



Powderfest, Montafon

2023



Mitglieder Kampagne



FIS Camapign



Öffi-Tourenführer



Mountain sports for everyone



Climate Law - Email Campaing



Ski Industry Climate Summit

2024

CAMPAIGNS

FIS
Ride Bike Climb Vote
Almauftrieb
NR Wahlen

Almabtrieb
EU Taxonomy
Öffitourenführer OÖ
Kaunertal

INFO

Income 171k (30k From Here)
One 100%, three 50% and two 20% positions

The year of elections

First win against FIS

Panel discussion of economic stakeholders

Panel discussion with all parties environmental speakers

Öffi-Tourenführer #3

First law suit



2024



Almauftrieb



Öffi Tourenführer OÖ



Day for the protection of the Alps



Mountainsports closing event



Economic stakeholder panel



Kaunertal with Global2000

2024



Almabtrieb



Sustainability Week Uni IBK, POW Event



Shoot for „Bergauf Bergab“



Score cards national elections



Community Day



Panel of parties speakers for environment

2025

CAMPAIGNS

WKO
Human Factor
Climate Law
Energy Paper

IYOG
POW Tour
Öffitourenführer W
Kaunertal

Mobility Month
Guides Alliance



INFO

Income ?

One 100%, four 50% and three 20% positions

Successfully raised awareness for climate change around the WKO elections - poster campaign - 90.000 emails sent out to Austrian business

reached long term goals - becoming a major player amongst Austrian NGO → got invited to talks about the climate law as one of four NGOs

4 Movies

New guides alliance workshop

Öffi-Tourenführer #4 & #5

First public positionpaper → Energy

10 year anniversary → POW Tour with 10+ stops

First EU Interreg project

MemorEis

9 meetings with MPs and MEPs, 7 phone calls with politicians and more than 150 emails

2025



Almabtrieb



Shoot for „Bergauf Bergab“

2025

WKO: WKO Wahlen
WB, SWV, GW, UNOS, FW

Sind Sie für einen Abbau von klimaschädlichen Subventionen, die sich laut WIFO auf bis zu 5,7 Mrd. Euro jährlich belaufen?

● Wähle mindestens eine Option aus.

Ja  **UNOS** 2

Nein  **SPV** 1

13:08 //

[Stimmen ansehen](#)

Wirtschaftsbund
Interessiert uns nicht, für sowas haben wir keine Zeit.

13:10



Freiheitliche Wirtschaft
Uns auch nicht.

13:12





Score Cards WKO



Down stream Movie



Unmuted“



MemorFis

2026-30

CAMPAIGNS

Elections
Climate Law
Olympics
FIS

what else ?????

INFO

**NOW
MORE
THAN
EVER**

