



ADVOCACY REPORT 2025

a few words from our general manger:

In 2025, Protect Our Winters Austria celebrated its 10-year anniversary, a milestone reached at a moment when the stakes for our climate could not be higher. Over the past decade, we have grown from a small, volunteer-driven movement into one of Austria's most influential climate NGOs, carrying the voices of athletes, guides, and outdoor businesses directly into political decision-making. We stand for those whose lives, work, and identity depend on healthy winters, intact mountain ecosystems, and a stable climate. In a country where two-thirds of the land is Alpine and entire regions rely on nature-based tourism, climate change is not an abstract future threat, it is already reshaping livelihoods, landscapes, and communities. Much of our most impactful work happens behind closed doors: in meetings, negotiations, and policy processes where the future of Austria's mountains is decided. With this first advocacy report, we are making that invisible work visible, to show what your support has already made possible, and why scaling this impact now is essential.





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

☑ Wähle eine Option aus.

Ja G UNOS 2

Nein SWV 1

13:08 ✓✓

Stimmen ansehen

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

13:10

Freiheitliche Wirtschaft
Uns auch nicht.

13:12

FROM MOVEMENT TO INFLUENCE

In recent years, Protect Our Winters has grown from an activist movement into a trusted advocacy voice in climate policy. Much of this work happens behind closed doors, yet it is one of the main reasons supporters choose to stand with us.

“Advocacy is where movement energy meets real political decision-making.”

Impact: Your support enables long-term political engagement, not just public campaigns, but sustained presence where laws and policies are shaped.

Making Climate Positions Transparent

In 2025, we expanded our political scorecard work to include the Austrian Chamber of Commerce (WKO) elections, building on our EU and national election campaigns.

- We contacted all major parties
- We documented their climate positions in a comparable format
- We published all responses without commentary, in line with our bipartisan approach

This work requires persistence and often many follow-ups to ensure accountability.

“Transparency is a form of climate action.”

Impact: Scorecards equip voters, journalists, and civil society with reliable information, strengthening democratic accountability on climate issues.





Shaping Climate Policy at Home

When Austria's climate law returned to the political agenda in summer 2025, we engaged directly with all coalition parties to keep climate ambition part of the discussion.

“Showing up consistently is how climate stays on the agenda.”

Impact: Your support allows us to engage across party lines and political cycles, beyond headlines and election moments.

Influencing High-Stakes EU Decisions

Autumn 2025 was marked by decisive EU negotiations:

EU 2040 Climate Target

As negotiations stalled in the ENVI Committee and shifted to ministers, we stayed in direct contact with MEPs, MPs and governing parties to advocate for strong climate targets.

Energy Taxation Directive

We engaged directly with the responsible minister as closed-door talks risked extending tax exemptions for aviation fuel until 2035. Austria confirmed its pro-tax position. While no EU agreement was reached, the issue remains active.

Impact: Timely advocacy ensures climate considerations are not sidelined in complex and fast-moving EU processes.





Stronger Together in Europe

We worked closely with CAN Europe, sharing information and coordinating advocacy efforts. One example: supporting Polish partners by connecting them with Austrian MEPs so they could raise critical questions on nuclear energy policy.

“Climate advocacy doesn’t stop at national borders.”

Impact: Strategic collaboration multiplies influence and strengthens climate voices across Europe.

Looking Ahead: Strategic Litigation

In our taxonomy lawsuit, a hearing date has been set for 2026, an important milestone in holding EU climate finance rules accountable.

Impact: Donor support enables long-term strategies, including legal action, that go beyond short-term wins.





2025 Advocacy by the Numbers

- 12 personal meetings
- 10 phone calls
- ~180 emails
- With politicians from all parties

“Change happens conversation by conversation.”

Why This Matters

Advocacy is persistent, strategic, and often invisible. But without it, climate ambition fades behind closed doors.

“Your support turns access into influence and influence into impact.”
This is how Protect Our Winters transforms movement power into political change.

“We turn passion into purpose!” ❄️



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DONATE NOW



THANK YOU FOR READING

Please contact us if you have further questions:
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