

## POW Austria Austria Strategy 2026-2030

### Our Vision:

Protect Our Winters (POW) envisions a world united by one vital goal: to protect the outdoors and build its resilience for future generations.

We are champions for climate action, driven to create a stronger community that takes care of nature while still enjoying its many offerings. We believe in our power to educate, collaborate, and advocate for the environment.

### Our Mission:

Our mission is to rally the expansive outdoor sports community, from professional athletes to casual hobbyists, as trailblazers for climate action.

We channel the love and passion found in every outdoor sports devotee to help brands, organizations, and individuals explore their capacity to become climate advocates.

Not merely to prevent the snow we ride on from melting, stop the forests we run through from burning, or the cliffs we climb on from crumbling. But also to create systemic change—to seek social justice for all living things.

### POW turns passion into purpose.

As one of the world's leading winter sports nations, we have the momentum to make a significant impact. Our winter sports industry is a crucial source of our country's successful winter tourism revenues and regional economic growth, resulting in the creation of more jobs and essential contributions to Austria's GDP.

This delicate balance boasts considerable leverage. Regardless of the interdependencies, however, we believe all stakeholders can—and should—unite for the sake of finding common ground and taking a unified stand for the future.

We still have time to explore and discover the beautiful world around us as nature lovers. But today's interactions with the outdoors are a privilege the future also deserves. We can see firsthand this race against the clock through volatile changes in the environment. We brace against unprecedented severe weather: extreme snowfall and enduring droughts, burning forests, and irreparable mountain erosion. We mourn the devastating loss of wildlife and dwindling biodiversity.

Climate change reaches everyone, and our country is no exception. The Austrian Alps have experienced an alarming average temperature rise twice as extreme as the rest of the world. From our health to our jobs, our glaciers to our cultural heritage, our way of life is under serious threat.

We must act now. We have a responsibility to use our voice to dismantle the systems that jeopardize how many winters our planet has left.

### Our POWer:

We strive to mobilize the outdoor sports community and entrust it to lead on climate action. We channel our power through a three-pronged system: we educate, collaborate, and advocate to build a better future.

#### EDUCATE

Knowledge is power. Through equity and understanding, we can educate our community about the climate crisis and inspire them to take action.

To succeed in assembling a wide range of potential activists, no target is too small. From schools to businesses, we aim to explain the impacts of climate change and suggest ways to get involved by implementing available solutions. We share our resources freely, focusing on building awareness of the latest in climate science, policy, and news. But information accessibility alone is not enough—action requires motivation. We have built an expansive network of professional athletes and advocates willing to share their stories about the natural world

and how, through their eyes and the sports they play, they can see it is rapidly changing. Our allies provide a deeper education, fostering a collective readiness for action.

## **COLLABORATE**

We are stronger together. Our collaborative relationships stand the test of time and prioritize the planet, leaving no one behind.

Environmental experts and casual hobbyists alike offer valuable contributions to climate action. We will continue to extend our reach to a diversified network of:

- Consumer brands
- NGOs
- Outdoor athletes
- Environmental scientists
- Field guides
- Artists and creatives

Collaboration with one goal: a unified effort to protect the outdoors.

## **ADVOCATE**

We empower our community to participate in climate politics and call on leadership for change.

Individuals can become more effective advocates and amplify their voices with easier access to key tools. We maintain a database of information and knowledge to provide this access, sharing optimal methods to reach and influence decision-makers.

Our direct relationship with major politicians transports us from mountains to meeting rooms, giving us a seat at the table. We engage with policymakers by presenting unfiltered information derived from our community of advocates. Building this political rapport equips us to represent marginalized groups and be their voice in our advocacy efforts. We focus on seeing legislation passed that encompasses our unified goal to protect the outdoors.

## **Strategy 2026-2030**

POW Austria has a two-tier goal: to drive climate action specific to our nation and contribute to a successful POW movement across Europe. This dual effort often overlaps, and we can approach both objectives through common strategies.

### **Climate Action Advocacy**

By rallying and amplifying the voice of the outdoor community, we will inspire climate action and influence ambitious policy change.

#### **Goals:**

- We must become a power player among NGOs in Europe, particularly in Brussels. Inspired by the Fiscal Advisory Council and WIFO's influential counsel on the economy, we will be a sought-after source of knowledge about winter tourism and mountain sports. There will be no way around us or our expertise; we will claim our stake as the major climate lobby organization for the winter sports industry.
- To create widespread climate awareness and effectively roll out community workshops, projects, and campaigns, we will foster strategic alliances between local and national NGOs (think national skiing organizations, Alpine clubs).
- We will expand our digital presence and build our online community to hit key metrics.
  - 10,000 newsletter subscribers by 2030.
  - 2,000 paying members by 2030.
  - Grow our social media audiences in the next 5 years by 80% on Instagram, 200% on LinkedIn, and 250% on TikTok. (2025 Numbers [https://docs.google.com/spreadsheets/d/1gLbu8HyLKi8O9L8IbCKtoLtgYIzI97V1TILB\\_LBhAdU/edit?pli=1&gid=0#gid=0](https://docs.google.com/spreadsheets/d/1gLbu8HyLKi8O9L8IbCKtoLtgYIzI97V1TILB_LBhAdU/edit?pli=1&gid=0#gid=0))

- We will create at least one high-visibility outreach campaign per year, with coverage from a minimum of two different media companies and three stories.

**How:**

- Localizing our efforts to Brussels, we will lobby for sustainability interests within the winter sports industry. Our directive is to define the asks that represent our partners' and our interests collectively. We will implement their profits and influence on the national GDP and job market as leverage.
- We will enlist the help of unexpected allies often overlooked in the fight for climate action. Mountain farmers, firefighters, fishers, and hunters—groups with a dependent relationship on the outdoors have reason to join our cause. We will combine these outreach efforts with gaining allyship from premium clubs with millions of members (think Alpine clubs).
- By prioritizing direct engagement with policymakers, both regionally and nationally, we can amplify our goals and drive change.
- Our yearly high-visibility campaigns will aim to shift the general public's understanding of climate change. We will develop the narrative so it relates on a human level and feels more accessible. By campaigning for cleaner air and water, improved recreation areas, a stronger economic foundation, and the sustained livelihood of our community, we can demonstrate how our everyday lives intertwine with the opportunity to take action.
- We will delve into scientific research and make key industry contributions by publishing progressive position papers on sustainability topics.

**Likely Allies:**

Brand partners, Athlete Alliance

**Unexpected Allies:**

Mountain farmers, firefighters, mountain rescue, fishers, hunters, and religious representatives

**Targets:**

We will target varying groups of politicians, laying the foundation with mayors and building our relationships up to MPs and MEPs, to achieve our strategy goals at national and European levels.

**Possible Campaigns and Projects:**

KSG, Glacier Funeral 2.0, PFAS

2027: Tyrol election, Snowboard World Cup in Montafon, Parliament Event

2028: Presidential election

2029: FIS campaign, EU, AT, and AK elections

2030: WKO election

Advocacy guidebook for brands, membership campaigns

## Low-Carbon Mobility/Tourism

Our strategy efforts will elevate mobility and tourism initiatives in Austria, championing low-carbon solutions and shaping forward-thinking policies.

**Goals:**

- Tackling the last mile: We will negotiate with stakeholders to implement low-carbon mobility, address infrastructure disparities, and create a cultural shift within the mountain sports community.
- POW will become the voice of sustainable tourism, using its economic power as a financial leverage.
- We will prioritize collaborative campaigns with our brand, creative, and athlete alliances for public transport initiatives and low-carbon mobility at least once per year.

**How:**

- Showcase best practices and provide high-level support for our partners, including a supply of network contacts and information analysis.

- Mobility Month kickoff: We will focus on collaborating with tourist regions that have the power and influence to shape mobility protocol.
- Build strong relationships with public transport providers for future potential collaboration opportunities.
- Transform public transport messaging to encourage increased use by partnering with our brand, creative, and athlete alliances.
- Develop sustainable mobility concepts in collaboration with event organizers.
- Fund studies through universities and research institutes exploring the economic impact of mountain sport tourism in Austria and use the findings as leverage to achieve our ambitious goals.
- Develop a budget to deploy a mobility specialist responsible for targeting regions and partners who can improve their mobility systems. We will capitalize on the opportunity to become experts in low-carbon mobility and tourism techniques in the Alpine region.

**Allies:**

Tourist regions, public transport, hotel owners, event organizers (e.g., ÖSV), Alpine clubs, mountain guides, tour operators, cablecar operators, ski resorts, research institutes, KEM/KLAR managers

**Targets:**

Regional politicians, national politicians, the EU Commission, tourists, hotel owners, tourist regions

**Possible Campaigns and Projects:** Mobility Month, Olympia by Train (inspired by POW's FWT by Train project, we will motivate Olympic athletes to take the train to their sporting events and raise awareness for low-carbon mobility), Öffi Tourenführer, taxonomy lawsuit, impact reports, mountainsports for ÖPNV employees, How to Ride user guide (Öffi-Userguide, collab Verkehrsverbünde)

## Outdoor Industry/Community Impact

We will mobilize our extensive community to approach outdoor sports more sustainably by becoming specialists in our targeted fields, capable of providing attainable advice.

**Goals:**

- POW will build and retain trust as an expert source of knowledge in core topics related to mountain sports and tourism, mountain climate change (e.g., glacier loss and the increased risk of natural hazards), and the specific effects of climate change on mountain sports.
- Guarantee brand alliance support to engage with our campaigns at least once per year.

**How:**

- Train brand partners to proactively lobby for their interests by publishing an advocacy guidebook.
- Fund research that demonstrates the impact of the outdoor industry on the national economy.
- Grow relationships with MEPs and strategize closer connections to tourism and ski resort industries.
- Create accessible workshops/training sessions to offer to all our alliances.
- Organize self-sufficiency plans by developing training standards for POW's Hot Planet Cool Athlete (HPCA) workshops.

**Allies:**

Brand partners, Athletes Alliance, Science Alliance, Creative Alliance, Guides Alliance, schools, research institutes, Alpine clubs, NGOs, Mountain Rescue

**Targets:**

MEPs, decision-makers, lobby groups

**Possible Projects and Campaigns:**

Introductory meetings with MEPs, supply chain act, PFAS, HPCA, workshops, Mountain Rescue, media projects connecting Alliance members (Brands, Athletes, Creatives, Science), Human Factor, Saalfelden Project