



POW

PROTECTOURWINTERS.EU

POW MOBILITY WEEK | 2022
March 11, 2022



Protect Our Winters helps passionate outdoor people protect the lifestyles and places they love from climate change.

We are a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations.

DID YOU KNOW?

Transport emissions:

- **Second biggest contributor to Europe's greenhouse gas (GHG) emissions over-all**
- **The biggest contributor to CO2 emissions by individuals in outdoor sports (up to 70%)**

POW MOBILITY WORK

Sustainable Transport Hub

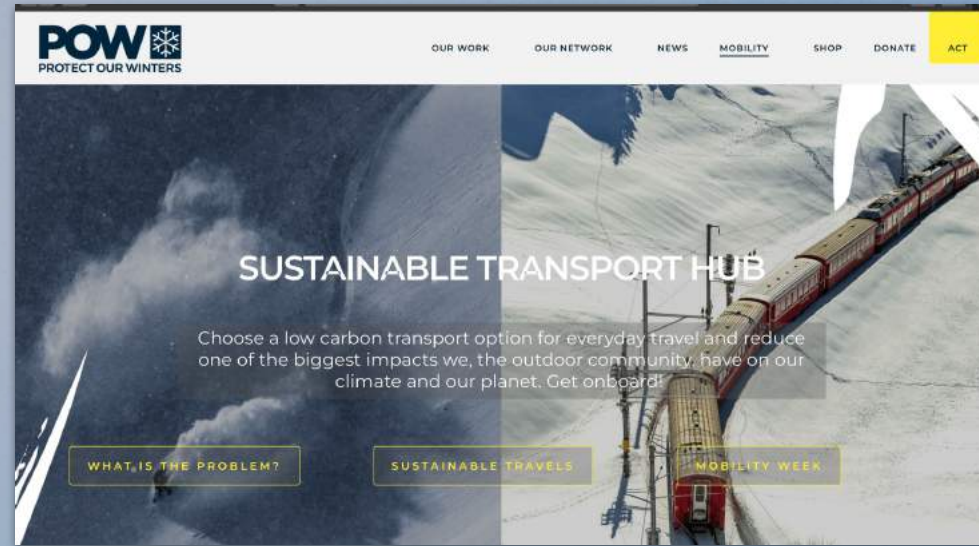
Mobility Week - Yearly

Political call to action

&

Chapter activities

Partner collaborations



POW MOBILITY WEEK

March 28 - April 3

POW 



WHAT?

- 1 Week of joint action by the European Outdoor Community
- March 28th - April 3rd
- Tackling transport and mobility related emissions in fun and creative ways
- Awareness raising and solutions oriented approach
- Individual and company action
- Part of a wider POW mobility concept

WHY?

- Climate change is the single biggest threat to the outdoor industry
- Transport is the biggest individual contributor by outdoor enthusiasts
- Show that you are a company that cares about and acts for our climate
- Engage internally with your employees and athletes and externally with your customers in a fun and easy way
- Become part of the growing movement of Protect Our Winters

HOW?

- Activities to reduce travel emissions from employees & customers
- Activities to reduce travel emissions from athletes & community
- Tell inspiring stories on social media channels
- Track sustainable travels through the Active Giving App
- Raise money for POW through Active Giving

OBJECTIVES

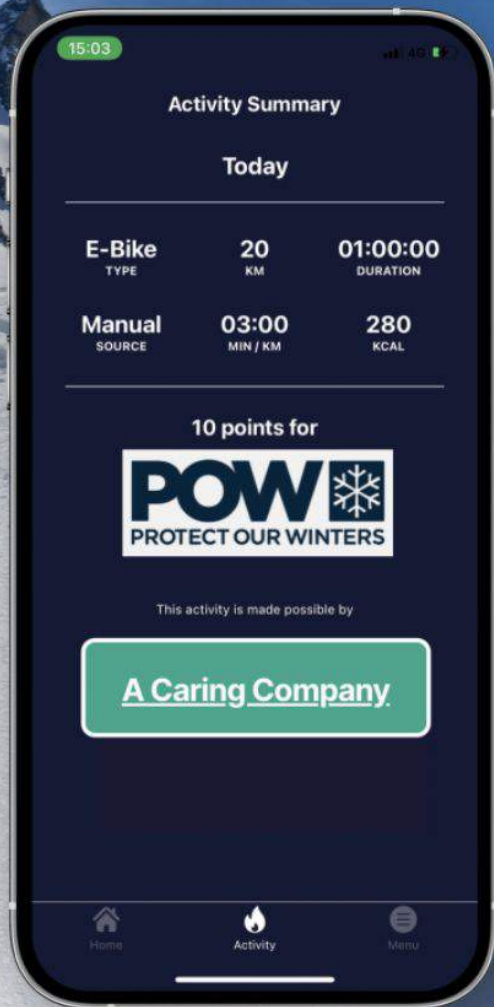
- Address the main emission issue of outdoor sports
- Reduce transport emissions during 1 week
- Contribute to cultural change & awareness
- Raise awareness of POW's mobility work
- Engage POW chapters, partners, athletes & community
- Raise money for POW

ACTIVITIES DURING MOBILITY WEEK

- Partner activities & Partner days
- Film screening evenings
- Roundtable discussion
- Competitions for community
- Mobility tracking through Active Giving
- Assets to be shared by partners & athletes

HOW TO TAKE PART AS PARTNER

- Think of creative ways to engage your community in reducing transport-related CO2 emissions during this week
- Register your actions on POW Mobility website
- Provide prizes to encourage community engagement
- Active Giving
 - Create company teams in Active Giving
 - Donate money in the Active Giving Pot
- Actively communicate the POW Mobility Week #POWMobilityWeek

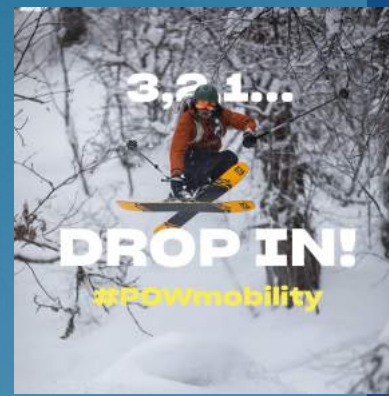


Engage individuals
with your **brand** in
support of

**PROTECT OUR
WINTERS**

ASSETS

- POW Mobility Logo
- Socials
- Video
- Key messages & data on travel related emissions
- Hashtags
 - #POWMobility
 - #POWMobilityWeek
- Your mobility action featured on POW Mobility website and comms



EXAMPLES OF PARTNER ACTIONS



IDEAS FOR ACTIONS

- Discounts for those that come sustainably to your business
- Car sharing schemes for your employees
- Bike repair shops at the office
- Reduced working hours for employees that come sustainably
- Donation to POW for each customer that purchases something at your store and shows that s/he came sustainably
- Free public transportation passes for your employees or customers during the week
- Hosting events to talk about transport and emissions in your stores
- Provide bike sharing options at your business
- No business flights during mobility week
- Promote the greener transport and mobility solutions that already exist to access your resort.
- Competitions for your employees at the work space with prizes for most sustainable mover
- Prioritising car parking for cars with 4 passengers or more and promoting car-sharing.
- Having easy and secure bike parking available.
- Covering the cost of public transport from the nearest main hub.
- Organizing free shuttles from train stations.
- Providing e-mobility solutions (e-bikes, e-cars, e-scooters, car charging stations, etc.)
- Discounts or loyalty points for those clients travelling on public transport for resort tickets, food purchases, ski rental, etc.
- Helping your employees go car-free for the week.
- Free ski lockers for those that travel by bus, train or bike.
- Sustainability stories shared on your channels

Register your mobility action at:

www.protectourwinters.eu/mobility-week



Thank you and let's get moving...