



MOBILITY
POW ❄️ **MONTH**
PROTECTOURWINTERS.EU

re:frame
your journey

partner deck



Mobility As A Climate Issue

Protect Our Winters wants to encourage the outdoor community in Europe to choose more sustainable options for everyday travel. So that we, as a community, can lower our overall transport emissions and reduce our impact on the places we love.

The transport sector is Europe's second largest emitter of greenhouse gases, contributing more than a quarter of all emissions on the continent. Within the tourism sector, transport accounts for 75% of the global emissions, of this 40% is attributable to air travel. Transport is therefore a key driver of climate change; raising temperature, shortening winters and reducing snowfall. As the outdoor community we see the impact of these changes through melting glaciers, increasing rockfall and smaller snowpacks.

2022 saw POW launch its Mobility Week, an opportunity for the POW to challenge its community to ditch the plane and the car, and travel by train, bus or bike for a week of cutting travel emissions.

- Over 20 outdoor brands took part encouraging their employees, athletes and customers to travel green for one week.
- 20,040 KM of low carbon travel was tracked by our community.
- 168 travel stories were shared using the #POWMobility week, check out this video for some of the best:

[Mobility Week Mashup](#)

- 19 different media outlets and websites picked up on the week and promoted it through their channels.

[Pleasure Mag](#) [Method Mag](#) [BASE Mag](#)

Mobility Month – March 2023

Protect Our Winters is taking last year's successful week long action and for 2023 challenging our community to a whole month of emission cutting travel.

The POW Mobility Month 2023 campaign challenges the outdoor industry to **reduce its travel emissions** by choosing more sustainable forms of transportation during the month of March. Whether it is your employees daily commute or an important business trip, join us in the battle against climate change and choose the low carbon option. Together as a community, we can reduce our overall travel emissions, have a smaller impact on the climate, and pave the way for a greener (and snowier) future. Let's reframe our journeys!

As a company there are numerous ways you can take part and cut the impact your travel emissions have on the places we love:

- Create your brand team in the Active Giving app: Pledge to reduce travel emissions during March and track your company's sustainable travel via the app. Challenge your employees, customers and community and compete against other brands in sustainable travel in **"the Battle of the Brands"**.
- Give incentives for your employees to travel sustainably (a free breakfast for those who travel by bike? extra travel time given to train commuters? free public transport passes? allow working hours from the train? extend the business trip and swap the plane for the train? your imagination is the only limit for options) and share it with us.
- Be creative and incentivise your customers to use public or active transport when visiting you.
- Share stories on Instagram and use #powmobility & tag [@protectourwinterseurope](https://www.instagram.com/protectourwinterseurope) + your local POW chapter

To signup for Pow Mobility Month or to create a team on active giving fill in this form.



Make It Fun!

The tone of POW comms around travel has always been fun, reframing the journey to make travel part of the adventure, encouraging slow travel, longer stays and making memories along the way.

This year we are focussing on 5 key principles:

re:frame

your journey to become part of the adventure

re:discover

new adventures in your backyard

re:route

to mountain area served by public transport

re:invent

your journey to work, become a bike commuter

re:imagine

your car journey spent drinking coffee on a train



Talking Points

- [Transport](#) represents the only sector in Europe to experience a rise in emissions since the industrial revolution.
- Transport represents almost a [quarter of Europe's GHG Emissions](#) and is the main cause of air pollution in cities.
- According to the World Tourism Organisation (UNWTO), transport is responsible for up to [75%](#) of the tourism sector's total emissions.
- Road transport accounts for nearly [three quarters](#) of transport related GHG emissions in Europe.
- A journey from London to Madrid would emit [43kg](#) (95lb) of CO2 per passenger by train, but 118kg by plane (or 265kg if the non-CO2 emissions are included).
- A full single decker bus can [replace around 40 cars](#), making buses a great option for sustainable travel where rail networks are not available.
- [75%](#) of the European rail network uses electric trains reducing the local impact of air pollution and decoupling train travel from the production of fossil fuels.
- Increasing temperatures will reduce snow making potential as water demand is expected to increase by [50% to 110% across the Alps](#), this higher demand for snow-making must be put into perspective to water uses in sectors such as hydropower and agriculture.
- In 2020 due to COVID-19, passenger cars' share of inland passenger transport reached record high levels of [87.2%](#), while simultaneously the share of coaches and buses dropped to just 7.4% and trains to 5.4%.
- In 2020, petrol and diesel powered vehicles still accounted for [80%](#) of all new passenger car registrations in 21 of the 22 EU member states, with the exception being the Netherlands where EVs accounted for 20.05% of new registrations.
- New vehicles registered across 16 EU member states- collectively representing just under half of all registrations of new vehicles in 2020- powered with alternative types of motor energy were [95% higher](#) in 2020 than in 2013.



Assets

All you need to get get started can be found here!

[POW Mobility Website](#)

[Signup Form](#)

[Logos](#)

[Main assets folder](#)



Please contact dan@protectourwinters.eu with any questions