

# PARTNERSHIP OPPORTUNITIES



# OUR MISSION: UNITING THE OUTDOOR COMMUNITY ON CLIMATE

By giving the climate movement a fresh voice, **POW turns the passion for outdoor recreation into climate action.** We provide an entry point to the climate issue for committed outdoor enthusiasts who do not see themselves as part of the traditional environmental movement.

Becoming a partner with POW means accessing a vast pool of inspiration and talents regrouped under our various Alliances – athletes, scientists, mountain guides and creatives. Joining the Brand Alliance enables you to **tap into our network** and leverage the outdoor industry’s collective intelligence, level up your knowledge with leading climate scientists and engage with top-tier athletes.

As our partner you profit from the image and reputation of the POW brand and in turn provide us a communication channel to your community of die-hard outdoor lovers. **We will help you craft your stories around climate protection and raise your internal capacities on climate.** Be it educating your staff, sharing of political analyses or serving as an external sounding board.

# LET'S AMPLIFY THE MOVEMENT

More than **5 million people in Switzerland** say they regularly recreate in the mountains. That's more than half of the Swiss population and most probably a large part of your customers base as well. Let's reach them together!

Non-partisan and independent, POW communicates across political fault lines and unites our community across societal cleavages.

Together with our ambassadors and brand partners we reach an **expanding community of over two million people in Switzerland.**

## SUMMIT PARTNER



## TREELINE PARTNER



## HILLSIDE PARTNER



## BASECAMP PARTNER



## NGO PARTNER



# HOW WE WORK TO ACHIEVE CHANGE



Through our **political work**, we connect a diverse range of climate actors and actively help shape Swiss climate policy.

Our goal is to encourage **societal change** by highlighting both the opportunities and benefits of a sustainable lifestyle.

Our **campaigns** aim to increase voter turnout and create majorities for climate-friendly laws and initiatives.



# NOBODY'S PERFECT

Let's be honest: Nobody's perfect. Not us, not you. That's why our concept of **«Imperfect Advocacy»** guides our actions.

At POW **we value progress over perfection** and believe that we can broaden the climate movement and inspire collective action through a more tangible, inclusive and open dialogue.

That's why we collaborate with a broad alliance of athletes, brands, scientists, creatives and many more to reach as many people as possible. And that is why **we need you by our sides to make this movement more impactful.**

# WE ARE IN THIS TOGETHER

**81% of consumers** feel strongly that companies should help improve the environment.

Sustainable products **grow 5.6 times faster** than conventional ones **68% of outdoor enthusiasts** say they are more likely to support brands that take climate action seriously.

Without significant action, snow sports destinations could lose **30% of their snow cover** by 2050.

By the end of the century Switzerland is set to lose three quarters of its glaciers if we do not reduce emissions drastically .

**Reasons why your costumers might care on the next slide.**



## WINTER SEASON – 37 days

On average, the winter season is 37 days shorter than in 1970. It starts 12 days later and ends roughly 25 days earlier.

## SNOW LINE + 300 m

The snow line has risen by around 300 m in recent decades. Under a moderate climate scenario, a further increase of 500 to 700 m is expected by the end of the century.

## TEMPERATURE RISE + 2,8°C

Compared to the preindustrial average, the temperature in Switzerland has risen by 2.8°C. This leads to an average of 34 additional days of extreme heat.

## GLACIERS – 750

Over a period of 45 years, 750 glaciers have vanished. By 2100, the vast majority of glaciers in Switzerland will have disappeared.



## SKI RESORTS – 50%

Without artificial snowmaking, the number of snow-sure ski resorts will decrease by more than half by 2085.

Year

1980

2020

2100

# GOOD PRACTICE: POW X ODLO PRODUCT COLLABORATION

POW-branded product for Winter 2024

- Goal: show Odlo's commitment to climate action and highlight partnership with POW Switzerland
- First product collaboration on a global scale for Swiss brand Odlo
- Focus on POS as well as owned and paid media, i.e. outside.fr
- In-store speeches and employee events together with Odlo athletes and POW



# POW'S CAMPAIGNS: 1400 REASONS TO ACT

Campaign in relation to the UN Year of Glacier Preservation 2025:

- Goal: activating the outdoor community by raising awareness for glacier loss in Switzerland and its long-term impacts on Switzerland. Focus on **awarness for the topic of glacier loss** and its long term impact on Switzerland.
- Phase 1 - Glacier Challenge: Mobilizing our audience to visit as many glaciers in Switzerland as possible and upload to an interactive landing page. In 100 days 319 glacier visits were documented, and 198 different glaciers were visited.
- Phase 2 - Political Demand: following the community activation we drafted a petition to government demanding stricter climate legislation focusing on reducing offsetting schemes abroad. Close to 7'000 signatures were collected.
- The entire campaign was supported by our partner brands. Exclusive events were organized with Mammut, we held a bike raffle with ARC8, conducted a community run with On, undertook significant social media amplification with Patagonia and ensured aligned email-marketing with several of our partners.

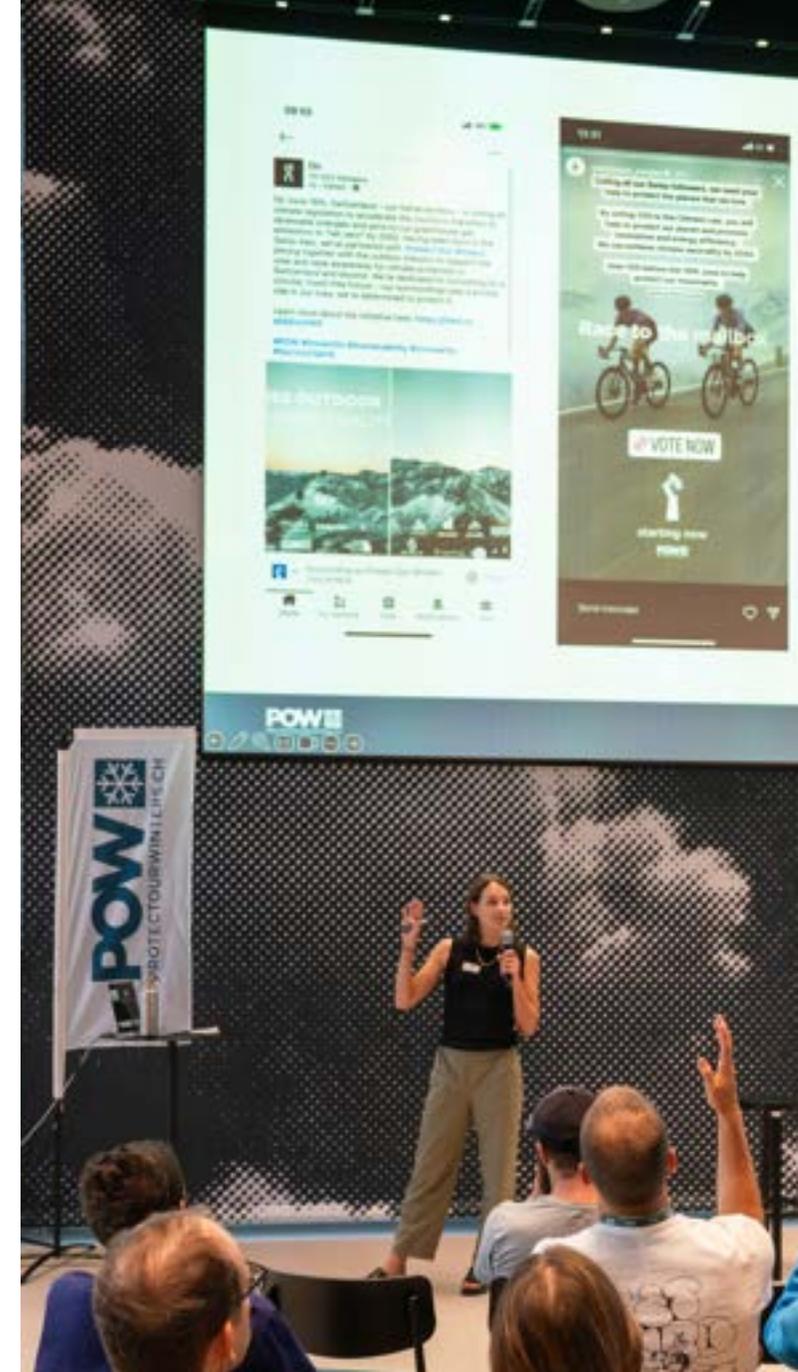


# WHY PARTNER WITH POW SWITZERLAND

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# THE SOLUTION: WORK WITH POW & LEVERAGE YOUR IMPACT

## MOBILIZE

Consumers through storytelling in climate advocacy campaigns and educate them on sustainable choices.

## INTERACT

with an organization with a large network of athletes, brands, scientists and creatives. Leverage your ethos and sustainability efforts.

## ENGAGE EMPLOYEES

Implement sustainability training and encourage staff to advocate for climatefriendly behaviors in their community.



# POW'S CAMPAIGNS: GIVE THE MOUNTAINS A VOICE

Campaign for the vote on the climate law in 2023

- **Goal:** increase voter turnout among the outdoor community for the popular vote on the climate law which foresees a binding net-zero goal for Switzerland.
- To symbolically give mountains a voice we activated our audience with the «**80 Days 80 Mountains» challenge**. The objective was to climb 80 mountains in Switzerland within 80 days, however, after 40 days the goal had already been achieved.
- To further support, we formed the Swiss Outdoor Coalition with more than 30 companies giving the campaign broad business support.
- **Successful media work** and campaign films with our ambassadors such as Nicolas Hojac climbing the Mönch or Daniel Yule starting a race without snow **went viral**.
- The campaign managed to mobilize our community, ambassadors, brand partners, and **gained strong media attention**.



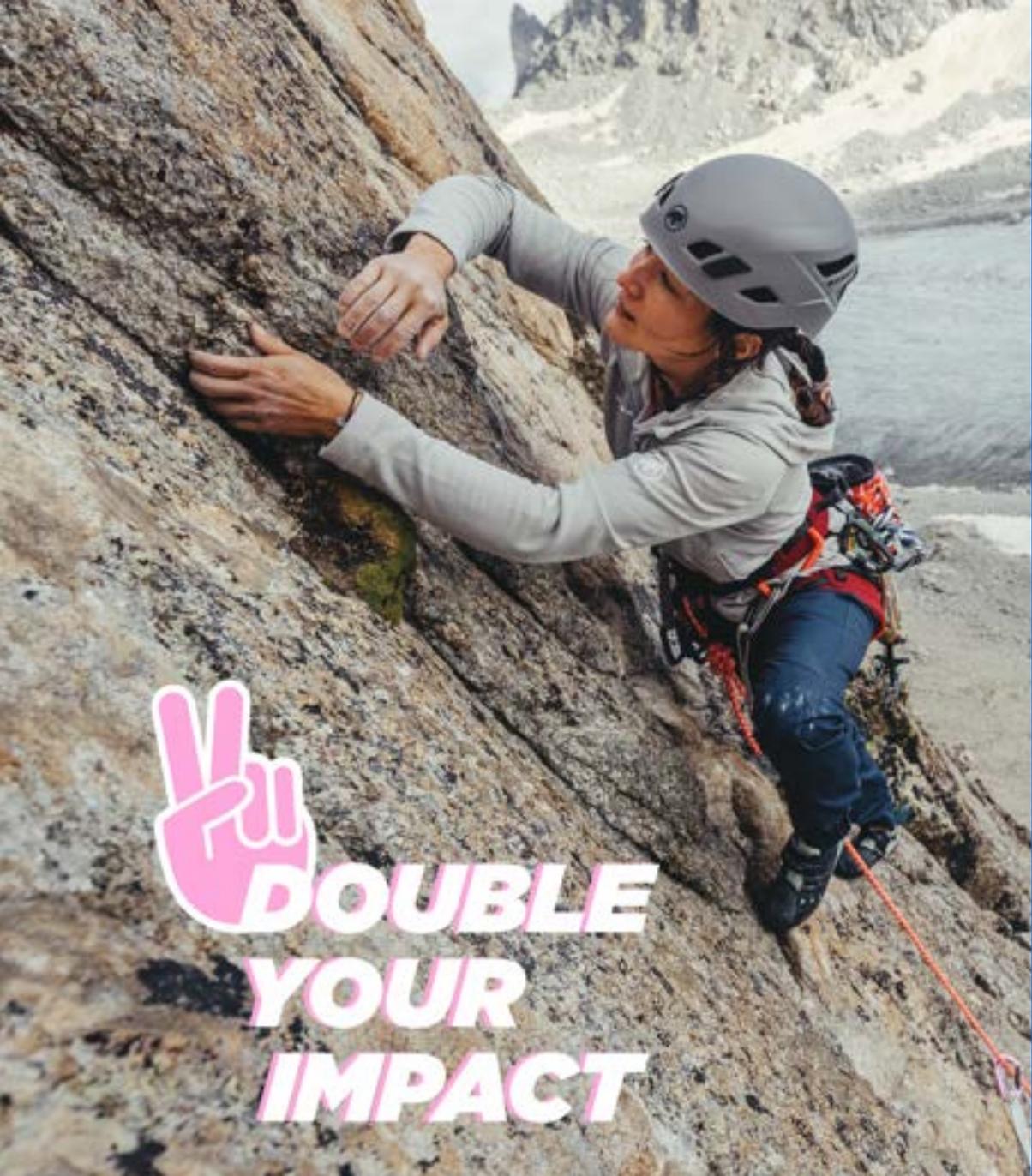


# PARTNERING FOR ENGAGEMENT

Our aim is to build long-lasting partnerships which unite our audiences to protect the places they love.

Partnerships need time and space to develop and to evolve. We know that we will find a common language as our partnership grows. In a nutshell, we can build our cooperation around the following elements:

- **Common communication measures** on the partnership: underline your commitment to climate protection and outdoor sports
- **Employee and executives' training** on climate advocacy and the scientific foundation
- **Media work:** tangible and relatable storytelling around climate and outdoors
- **Activations and challenges** for your audience to engage in climate protection measures
- **Training common ambassadors** for greater outreach opportunities



## GOOD PRACTICE: POW X MAMMUT AND SHARED AMBASSADOR KATHERINE CHOONG

Donation matching campaign:

- Goal: generate new donors and create awareness through donation-matching by partner Mammut
- Campaign on owned and earned media; backed by email marketing
- Generate exposure for partner's sustainability efforts
- Amplify message and increase credibility through ambassador's voice
- Our fundraising goal - to double all individual donations - was vastly exceeded



# LET'S BUILD A SUCCESSFUL PARTNERSHIP

		<b>SUMMIT</b> CHF 25,000+	<b>TREELINE</b> CHF 10,000–25,000	<b>HILLSIDE</b> CHF 5,000–10,000	<b>BASE CAMP</b> CHF 2,000–5,000
<b>Building capability and capacity</b>	Education for employees in-house/online	X	X	X	X
	Invitation to annual POW summit	X	X		
	Athlete and influencer training	X	X	X	
<b>Moving consumers and markets</b>	Leadership strategy workshop	X	X		
	Round-table on climate and advocacy	X			
<b>Strengthening communications and outreach</b>	POW brand	X	X	X	X
	Web presence	X	X	X	X
	Campaign integration	X	X	X	X
	POW annual report presence	X	X	X	X
	Discount for POW members	X	X	X	
	Event and activation	X	X		
	Collaboration product	X			

# GOOD PRACTICE: POW X FACTION PRODUCT COLLABORATION

Special edition POW skis for Winter 2021/22

- Goal: show Faction's commitment to climate action and highlight partnership with POW Switzerland
- Collaboration on a global scale between Swiss brand Faction, Swiss artist and POW ambassador Simon Charrière as well as POW
- Focus on owned digital channels of both organisations, email marketing, and paid media
- Exclusive online raffle of the artist's edition with all proceeds going to POW
- 10% of sales going to POW



## Building capability and capacity

**Education for employees in-house/online:** We will work together with your staff to make them knowledgeable and informed on all things climate change and mitigation. In-house or online presentation for all employees to be held once a year.

**Invitation to annual POW Summit:** Opportunity for two executives to join POW's annual Summit, an exclusive annual get-together serving as platform for exchange, ideation and networking with the goal of amplifying the outdoor community's voice for climate action.

**Athlete and influencer training:** We will train your athletes, influencers and content creators to empower them to become climate advocates and make specific asks of their community. In-house or online presentation on POW, climate science and storytelling.





## Moving consumers and markets

**Leadership strategy workshop:** We will execute a strategy session with your leadership to make them feel at ease and comfortable when raising their voice on climate. Focus will be laid on the role companies and decision-makers can take in the climate debate.

**Round table on climate and advocacy:** Organization of a dedicated round table on climate and advocacy with industry partners, policy-makers and POW Alliance members. Public event with the goal to strengthen the outdoor industry's work on climate action.

## Strengthening communications and outreach

**POW brand:** Opportunity to use POW logo and showcase the partnership and your support of climate solutions on your digital platforms.

**Web presence:** Presence as partner with your company name, logo, and web link featured on POW's partner page.

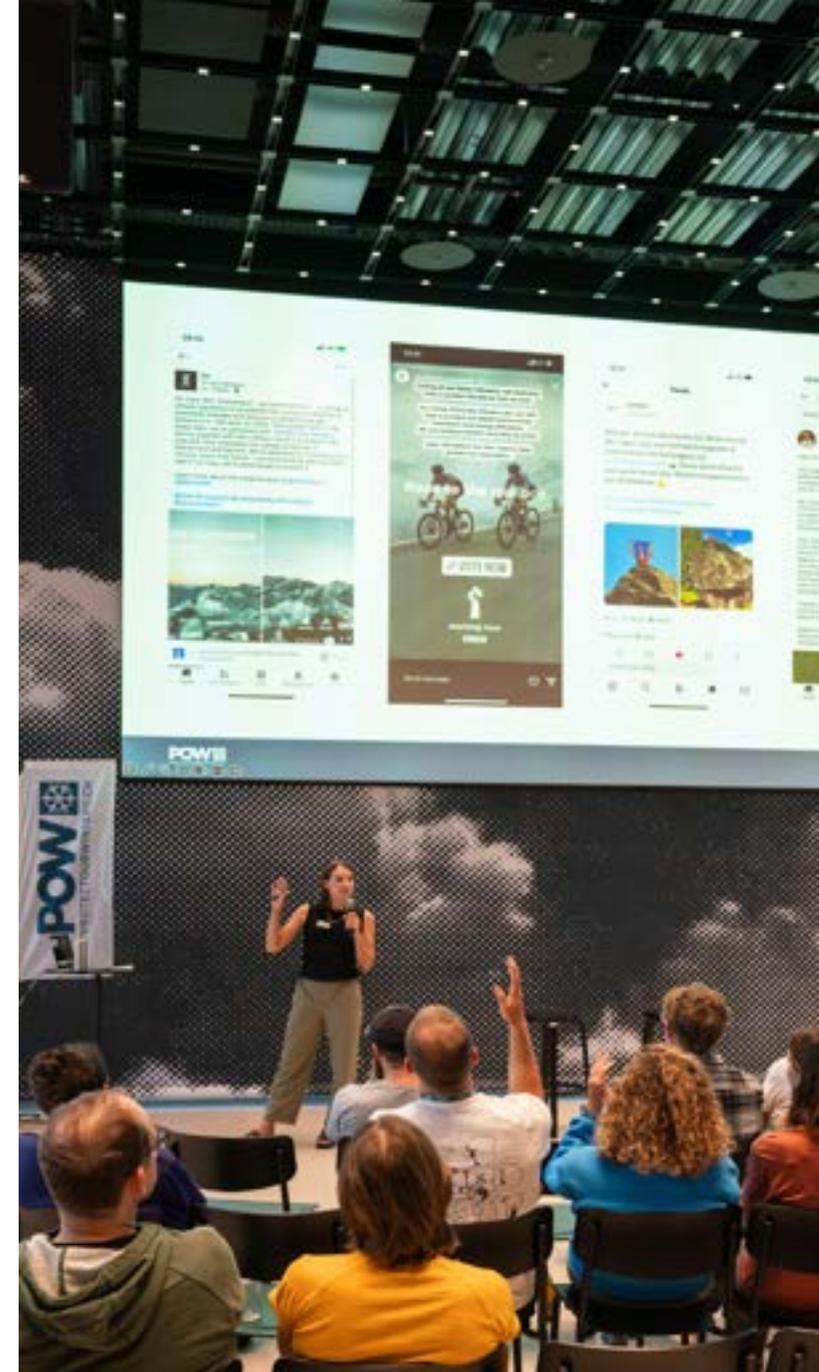
**Campaign integration:** During our campaigns we offer you a full package with assets, copy, content plan and thus enable you to be an integral part of our messaging on climate.

**POW Annual Report presence:** You will be listed as a partner on the POW Annual Report that is shared with our email, web and social audiences.

**Discount for POW members:** Opportunity to provide discount codes to POW members (Team POW) as part of our annual membership program

**Event and activation:** Branded as a sponsor at two POW events or activations.

**Collaboration product:** Opportunity to work with POW to create a co-branded product showcasing the partnership. Collab products must showcase a unique sustainable aspect of the product such as recycled materials, emerging green technologies, circular economy, etc.



# WORK WITH US TO AMPLIFY YOUR IMPACT

Partners with POW serve two essential functions:

- Provide essential funding for our **operations, programs and marketing and communications efforts**
- Join POW in our **campaigning efforts, help grow and reach and mobilize your workforce and customers**

Partner contributions can directly fund or amplify POW's initiatives such as our advocacy work or campaigns that raise awareness for the climate crisis and its consequences. Funds may also be used for common outreach campaigns or a shared project.

**Any other ideas? We'd love to hear from you!**





# BELONG TO THE SOLUTION

United, the outdoor community in Switzerland has the potential to tip the balance in favor of stronger climate protection.

To explore a partnership with POW, please contact Protect Our Winters: [info@protectourwinters.ch](mailto:info@protectourwinters.ch) or **+41 79 558 79 82**