

2018 ANNUAL REPORT



PROTECT OUR WINTERS.UK

CLIMATE CHANGE IS THE APEX ISSUE

The science is screaming that we are in a no-fall zone. As climate change continues to alter both built and natural landscapes, the loss of powder days will be the least of our worries. Our businesses, landscapes and communities are at stake.

OUR CHALLENGE IS PAST VS. FUTURE

The past perpetuates unsustainable technologies. It banks on complacency to stifle innovation and props up leaders who wilfully ignore science.

At Protect Our Winters UK, we champion the future. We work to create the will from our politicians, regulators and business leaders to usher in carbon neutrality.

OUR MISSION

We inspire and equip outdoor communities to take positive action on climate change to accelerate the transition to a carbon neutral society.

OUR THEORY OF CHANGE

POW UK impacts climate action by turning outdoor enthusiasts into advocates and adding them to the existing environmental base to influence decisions on climate finance, climate policy and corporate strategy on climate change

25M+

UK ADULTS VISIT THE GREAT OUTDOORS EVERY WEEK

The economic, health and social value of outdoor recreation is increasingly recognised by all UK governments.

People who get outdoors are passionate about the places where they play, but the outdoor community is just learning how to use its influence on climate. In 2018, POW UK began to activate this community, educating them on climate issues and creating thousands of advocates who stood up for the climate.

THREE AREAS OF IMPACT

GROWTH

In 2018, POW UK took a major step forward, securing funding to recruit our first paid general manager to augment our 20 strong volunteer base and accelerate POW UK's growth.

COMMUNITY

In 2018 POW UK developed strategic partnerships with 5 outdoor and low carbon businesses, launched our corporate membership club POW360, developed partnerships with 9 universities and presented to over 2,000 people at Autumn events.

CAMPAIGNS

We ran our first financial services campaign, 'Ask your bank to be cool on climate', with over 70% take up rate among our supporter group, this innovative campaign encouraged customers to engage with their banks on climate policy.

We also ran our first policy campaign, supported by Patagonia and in partnership with Stop Climate Chaos Scotland, we encouraged the outdoor community to write to the Scottish Parliament about their climate policy.

LETTER FROM THE CHAIR



I clearly remember talking about climate change whilst at University - for me in the late-90s. We were lucky enough to be in Morzine for a ski trip. I felt sure that climate change would never be a problem I would have to worry about - surely there was no WAY we as a species would fail to address this self-made problem?

Wow - could I have called that more wrong? 20 years on, in 2018, global emissions reached record highs and climate records were smashed around the planet. The scientific community continued to scream about the level of risk we are running and how little time we have left to avert disaster. All of which serves to underline our purpose to accelerate the transition to a low carbon economy.

2018 was our first full year operating as a charity and it has been truly humbling to work with such a passionate and engaged group of people - thank you all so much. We worked on growing our network and reach in the UK outdoor community. And it was really thrilling for me that we ran our first campaigns in the policy and financial spaces, where it is imperative that we drive systemic change to avoid climate catastrophe.

As the winter season ends and we look forward to 2019/2020, we will be concentrating on:

- *Growing our supporter network, with a particular focus on wider corporate engagement in the outdoor industry - by working collaboratively with respected brands we will reach millions;*
- *Developing our bespoke climate change training programme for the outdoor community;*
- *Fundraising so that we can grow our staff to co-ordinate action across our ever growing network of brands, influencers and individuals; and*
- *Running focused campaigns, to accelerate corporate, financial and policy changes on climate change as well as positive individual lifestyle choices.*

We hope you find our vision bold and inspirational.
Come and join us - be part of the solution.

Thank you all for your support

Sandy Trust
Chair, Protect Our Winters UK

OUR COMMUNITY

Ed Leigh,
Snowboarder & Broadcaster

Warren Smith,
Professional Skier

Matt Helliker,
Patagonia Climbing Ambassador

Owain George,
Tignes Winter Guardian

THE ALLIANCE

The POW UK alliance brings together athletes, climate scientists and corporate supporters. Our high profile outdoor community influencers, such as athletes, broadcasters and coaches help to communicate the POW UK message. We also interact with highly regarded climate scientists, who have kindly given of their time to appear at POW UK events and allowed POW UK to leverage their published material. The third leg of our alliance is our corporate partners, whose help lets the POW UK message reach millions of UK outdoor enthusiasts.

Rupert Shanks,
Filmmaker

Lauren MacCallum,
POW General Manager

Michael MacDonald,
Graphic Designer

James Cottrill,
Digital Engagement

Dr Emily Shuckburgh OBE,
Climate Scientist

WINTER GUARDIANS

POW UK Winter Guardians are our lifeblood. Our core Winter Guardians support POW UK operations, giving freely of their time to provide a range of mission critical skills such as web design, communications, project management, merchandise and video editing. Our outreach Winter Guardians are POW UK volunteers in resorts, in different UK locations, embedded in companies and in university snowsports clubs, who collectively take the POW message to the outdoor communities they are part of.

Lesley McKenna,
GB Park and Pipe Director

Mark Beaumont,
Endurance Cyclist

Melissa Brandner,
Freeride Snowboarder
& Marine Biologist

Katie Ormerod,
Olympic Snowboarder

Billy Morgan,
Olympic snowboarder

GROWING OUR AUDIENCE

POW UK believes that to make an impact, we must mobilise thousands of the millions that recreate outside at the right times and on the right issues, which is why in 2018, we concentrated our efforts on growing our operational capability and developing the framework we need to successfully and consistently reach the UK outdoor community.



ALLIANCE ATHLETES

OVER 10

ATHLETES

POW UK's Athlete Ambassadors continue to grow in quantity and impact. From the beginning, we've been delighted to include athletes outside of snow sports, which allowing us to engage more people in outdoor advocacy throughout the year.

Although our roots are in snowsports we now have climbing and cycling ambassadors and are looking to build relationships in further outdoor communities. We have also been delighted to feature a number of successful Olympic and Paralympic athletes from the 2018 Winter Games in our roster. A key focus for 2019 will be educating and empowering these individuals so they can confidently take the POW UK message out.

ALLIANCE

BUSINESSES

POW UK's corporate partnerships grew significantly over 2018, including our first summit level partner, Wirsol energy, whose support allowed us to recruit our first general manager. We also successfully launched POW360, our corporate membership club for smaller companies, which now has 20 members.

SUMMIT LEVEL PARTNER

WIRSOL

THE BRAND BELONGING TO WIRCON GROUP

RIDGE LEVEL PARTNERS

surfdome

The Telegraph

SKI &
SNOWBOARD
FESTIVAL

POW360° LEVEL PARTNERS

Bleubird Apparel
Boardsport Source
Camel Snow
Cool Bus
Crevasse Clothing
Eden Sustainable
Expedition Engineering

Fish & Pips
Freeze Pro Shop
Graystone Action
Sports
H Holderness
Holmlands
Mossy Earth

Mint Snowboarding
Planks
Progression Ski School
Ski Independence
Sun God
Syndicate

POW UK expanded its reach within the outdoor community by expanding its original merchandise sold in Freeze Pro Shop to wider retailers, including Surfdome, one of Europe's largest outdoor sport retailers. Sungod released a POW UK branded goggles pouch which was a hit with supporters, selling out with 100% of the proceeds going to POW UK.

COMMUNITY ENGAGEMENT



In 2018, we implemented a structured volunteering programme, known as Winter Guardians, to embed the POW message in snowsports communities in the Alps and the UK. We believe a continuous presence in communities is critical for effecting behaviour change and driving consistent campaign support.

UNIVERSITIES

POW UK formed partnerships with 9 University snowsports clubs in 2019, taking our first steps in activating this passionate group of outdoor enthusiasts.

RESORTS

POW UK resort groups were launched in major UK resorts Tignes and Morzine, holding a series of events over the course of the season such as film screenings, rail jams and banked slaloms.

LOCATIONS

POW UK Winter Guardians began operating in different UK locations. In Manchester, we have partnered with local Patagonia store to run POW UK events for the local community and are currently discussing plans with a number of partners in the region on how to widen our footprint

ENGAGEMENT EVENTS & ONLINE

POW UK spoke at over 10 events in Autumn 2018, presenting to over 2,000 people.

We are delighted to be an official charity partner of the Telegraph London Ski & Snowboard show, the UK's largest snow sports event with over 20,000 visitors.

We were also an official charity partner at Kendal Mountain Film Festival, the UK's largest outdoor community event with over 30,000 visitors.

POW UK also took part in the Kendal & Patagonia sponsored Adventure Activists tour, with UK General Manager Lauren MacCallum.

We also grew our digital channels with follower numbers as follows for our social media channels:



5,900
FOLLOWERS



2,800
FOLLOWERS



1,120
FOLLOWERS

CARBON LITERACY

*Developing bespoke
climate action training for
the UK Outdoor Community.*

Climate change is a challenging topic and its always a fine line to tread between educating people on the reality of the situation, encouraging positivity and inspiring people to take constructive action. The Carbon Literacy Trust are a UK NGO who have developed a globally leading, UN recognised, climate change education framework. POW UK members have attended this course and we are in the process of having our training accredited as carbon literate.

CAMPAIGNS

Systemic changes to our political and financial systems are necessary to meet the goals of the Paris Agreement - and we were delighted to run our first campaigns in these areas.

ASK YOUR BANK TO BE COOL ON CLIMATE CHANGE

In 2018 a team of two climbers attempted to summit all the 4,000m peaks in Europe to raise awareness for climate change. Project sponsor Nordea committed to moving 700million Euros into sustainable investments.

We produced a video and set up an online template, allowing our supporters to message their banks, asking the banks for reassurance that they have a robust climate change policy in place and are not lending to extreme fossil fuels. This innovative campaign had over a 70% take up rate amongst our supporters meaning thousands of people contacted their bank for the first time around their climate change policy.

CAMPAIGNS

#GET RADICAL

In January 2019 the Scottish government debated Scotland's climate change policy. We supported Stop Climate Chaos Scotland's petition with our Get Radical campaign, asking our supporters to email their elected representatives to request a climate change policy aligned with the Paris goals. This campaign was supported by Patagonia.

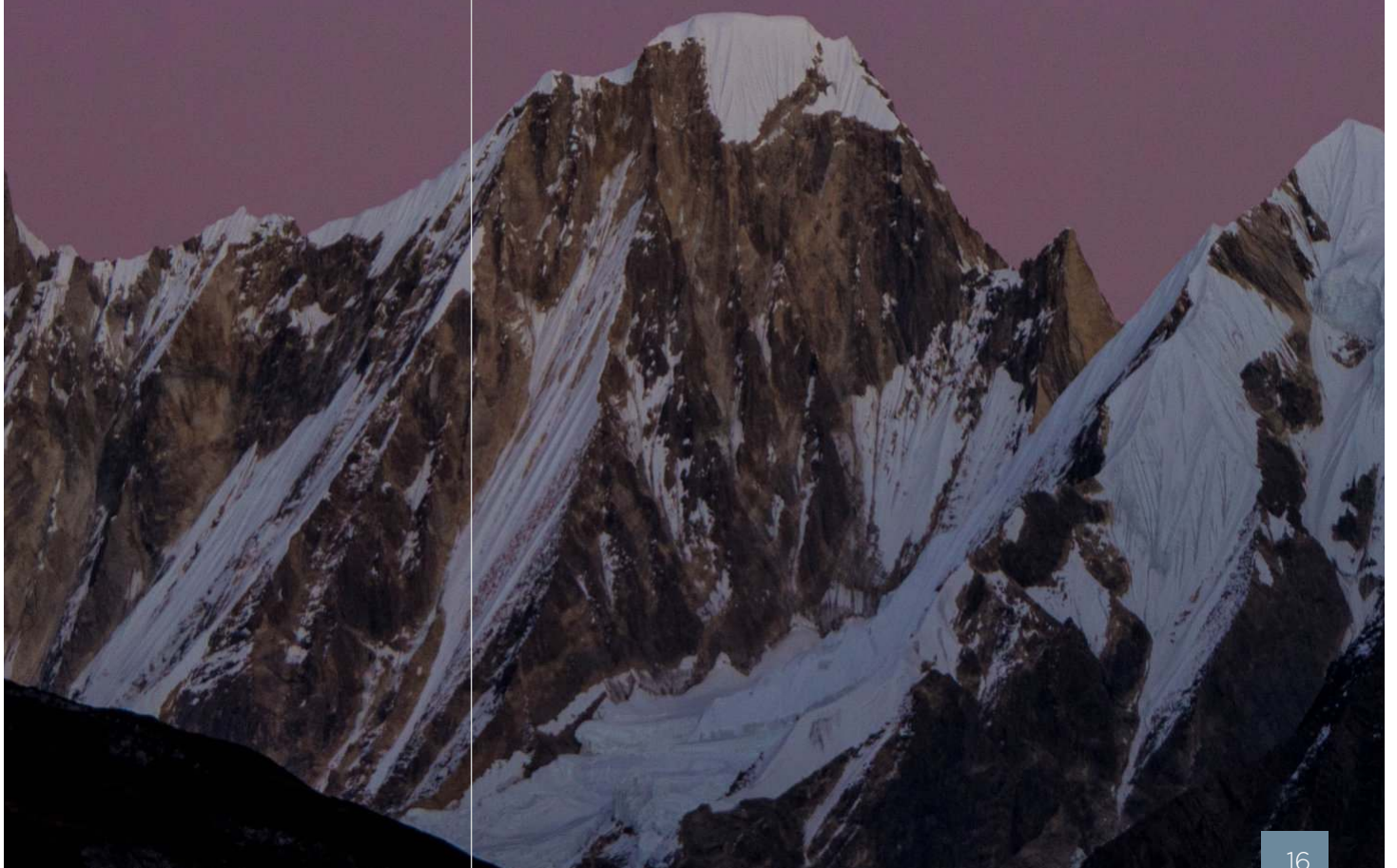
The Scottish Climate Change Bill continues to progress through the legislative process. However, signs are positive that Scottish politicians could vote in one of the most progressive and legally binding climate change policies globally. We were delighted to have played a part in this. Stop Climate Chaos Scotland said: "Protect Our Winters UK are an exciting and welcome addition to our membership and sharing the concerns around climate change of a unique interest group like POW UK has been great in highlighting the diversity of concern across civil society. Despite only becoming members of Stop Climate Chaos Scotland fairly recently, we have already felt the positive impact from the support of Protect Our Winters UK in our Act For Our Future campaign."

OPERATIONS + FINANCIALS

A major development for POW UK in August 2018 was the recruitment of Lauren MacCallum as general manager. Lauren brought much needed capacity and her dedication has been inspiring for all of us.

As a young charity we also worked to put in place an appropriate suite of policies, embed more structure into our volunteer team and moved forward with a number of fund raising initiatives.

Overall, our income for the year was £27,380 from a mix of corporate sponsorship, merchandise sales and individual donations. Our expenditure was £23,211 with our main costs being wages, travel expenses and events.



POW UK TEAM

Trustees

Sandy Trust (Chair)

Al Conroy (Treasurer)

Benjie Elston (Secretary)

Becky Gibson

David Scott

Piers Saye

General Manager

Lauren MacCallum

Volunteers

Aimee Hutchinson

Al Conroy

Alison Wood

Angus Donaldson

Angus Sandison

Angus Wauchope

Becca Rankine

Becky Gibson

Becky Robertson

Benjie Elston

Beth Wakeling

Brian Adamski

Dave Race

David Scott

Dom Darbyshire

Dom Winter

Ed Hewison

Emily Stone

Graeme Glennon

Faith Robinson

James Carr

James Cottrill

James McKeddie

Jen Hibbert

Joce Hockings

Jules Jerzycka

Lucy Ballamy

Matt Gilbert

Matt Lister

Michael MacDonald

Murray Calder

Nikki Beckett

Owain George

Owen Prosser

Piers Saye

Polly Garnett

Ross Powell

Rory Trust

Ryan Atkinson

Rupert Shanks

Samantha Green

Sarah Dyer

Scott Norris

Sean Jukes

Stan Townsend

Tegan Williams

Will Dunsmure

LOOKING TO 2019

As we move into the 2nd full year of POW UK's operations we are focusing on 4 priority goals.

Broadening our base

One of our core values is to be effective. And we will only be effective if we have a large supporter base to bring to the table. A key focus is therefore reaching beyond our Snowsports roots to the entire UK Outdoor community. Our strategy for doing this is to build partnerships with a range of brands who can help us to do this.

Empowering our community

We are humbled that our supporters most frequent question is simply "Tell me what you want me to do?". We are excited to be working with the globally leading Carbon Literacy Trust to build out bespoke climate action training for the UK Outdoor community and will be launching this later in 2019, empowering brands, individuals and influencers to take positive action on climate.

Building our organisation

The only thing holding our growth back is our ability to communicate with all the stakeholders who want to engage with us. In 2019/2020 we want to grow to having several members of staff which will allow us to provide a better volunteer experience, run more carbon literacy training sessions, be present at more events and run more co-ordinated campaigns.

Becoming more resilient

A key enabler of our growth is a sustainable revenue stream that lets us move forward confidently with our strategy execution. Strong finances underpin everything and so securing revenue streams from a range of sources is a priority.

Thank you for your continued support of POW. You embody our mission of "passion into purpose" and we look forward to working together in 2019.