



POW 
PROTECT OUR WINTERS.UK

IMPACT REPORT 2022

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LETTER FROM THE CHAIR GREEN SHOOTS

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As we look forward, it is also a time to look back. The winter season of 22/23 was crazy, both in Europe and North America. The US saw record snowfalls, while in Europe, resorts like Les Gets were putting the summer mountain bike attachments on their lifts in January. Thankfully, they took them off again as the slopes cooled and snow returned later in the season.

Personally, I went to the mountains for skiing (snowboarding in my case) for the first time since children arrived in our household. And I was struck by a few things. Firstly, how warm it was - much of Europe experienced unseasonably warm weather, with several countries recording their warmest January day ever. Secondly, I had forgotten just how much I love snowboarding. Thirdly, how much joy I derived from seeing my 6-year-old learning to ski and thinking to myself, "I hope you can do this when you are my age, son." Finally, and more encouragingly, I was struck by how many people recognised the need to take action (it helped that it was warm) when I chatted with them about POW UK and what we do. I even saw some other POW UK Gogglesocs out and about - a promising sign that our base of concerned outdoor citizens who want to create positive change is growing.

In a springlike fashion, I do see some real green shoots emerging. UK Sport launched its sustainability strategy, hurrah and mainstream broadcasters like Sky are pushing Net Zero sports games.

And POW plays such an important role - we helped professional skiers write to FIS about the calendar that sees them flip-flopping across the Atlantic. We are helping to educate (rolling out a brilliant carbon literacy programme), we inspire and prompt people to take action. And we continue to campaign with big plans as we approach the next General Election.

But there is no getting away from it - the need to protect our winters, and climate as a whole, is stronger and more pressing than ever. In the UK our government's Net Zero plans are inadequate according to their own climate change committee. POW UK is playing a really positive, important part in highlighting and challenging that. We will continue to help passionate outdoor people (that's you) become effective climate advocates to achieve systemic solutions to climate change and we will continue to educate and activate governing bodies to use their influence for change.

I want to take this opportunity to thank you all for your amazing ongoing support in whatever form that takes. Whether you volunteer, donate, follow and like on social media or just talk about POW and our mission, thank you.

Have a read of this and see just where we are delivering that impact.

Simon Dawes, POW UK Chair




WHO WE ARE

PROTECT OUR WINTERS UK IS AN
OUTDOORS CLIMATE ACTION CHARITY



MISSION


We help passionate outdoor people become effective climate advocates to achieve **systemic solutions to climate change**, protecting our world today and for future generations.



VISION


To achieve 'Net Zero' as close as possible to 2040 (in UK)

To get there, we believe the world must embrace renewable energy, electric transportation, green finance, and a managed decline of fossil fuel extraction.



WHAT WE DO

We deliver community education and engagement programmes, (like our Carbon Literacy Training) , provide organisational climate action support (like our POW Pledge), and campaign for systemic policy solutions to climate change.



WHY WE DO WHAT WE DO

A CLIMATE IN CRISIS

From the valleys, the woodlands, and the wildlife within; to the lakes, the mountains, and the communities below: **climate change is destroying the places we play and the things that we love.**

Glaciers have massively receded, heavy rainfall is intensifying, and wildfires, flooding, and droughts are all becoming more common and destructive. These changes are starting to impact tourism, agriculture, and water supply, with grim consequences for the communities whose livelihoods depend on these places.

The Alps have warmed by around 2 degrees, and the ski season in Western Europe is now a month shorter than in the 1970s. Low-elevation ski resort operation has already been compromised, but it isn't just winter sports. Mountaineering opportunities and safety have worsened, and existing and emerging impacts are making it harder for climbing, trail running, hiking, and mountain biking communities to do what they love.

No matter the season, a warming world has profound implications for outdoor recreation.

BEYOND THE MOUNTAINS

Seeing the mountain environment change in real-time opened our eyes - but the impacts go way beyond outdoor recreation. In 2022, two further Intergovernmental Panel on Climate Change (IPCC) 'Sixth Assessment' reports were published, adding grim findings to the most comprehensive review we have of global climate knowledge.

THE SCIENTIFIC CONSENSUS SAYS

1. Climate change is affecting every corner of the planet and is growing in severity.
2. It's unequivocally caused by human activities.
3. It's causing dangerous and widespread disruption, and the people and ecosystems least able to cope are being hit the hardest.
4. The global goal to limit the damage - limiting us to 1.5 degrees of heating - known as the Paris Agreement, will currently be far overshot within a matter of decades.
5. We must act immediately or it will be too late.

IT'S ALL TO PLAY FOR

The UK's outdoor community is beautifully diverse, passionate, inspiring, and around 25 million strong - that's a lot of voices. If we come together and demand change, **we can be hugely influential.** There's still time to act, but we must do so with the utmost urgency. Together, we can protect the places we love from climate change - for everyone.

PROTECT OUR WINTERS UK

CAMPAIGNS

BUILDING THE BIGGEST BASE

Coordinating actions at tactically appropriate times to stride towards systemic change.

THE CAMPAIGN

When the prime minister resigned in 2022, the next general election and what it could mean for the climate were brought sharply into focus. The IPCC Sixth Assessment reports made it clear - we need more ambitious climate policy now. The upcoming general election, and the manifestos brought to the table, could be the difference between keeping 1.5 alive or not. And with that in sight, our next goal was clear.

By the end of 2024, we want to build the most influential base of concerned outdoor citizens in UK history to show-up for climate and raise climate ambition for the 2024 general election.

WHY?

The UK's policies are not sufficient to achieve Net Zero, and it's destroying the people and places we love. But if the millions who make up the UK's outdoors community come together and demand more ambitious climate policy, we can be hugely influential.

Together, we can protect the things that we love from climate change - for everyone.

HOW?

We can do this by uniting the diverse people that access the outdoors, creating community out of shared values and responsibility to protect where they play, forming a huge, cohesive, powerful voice.

We've been working hard to grow our reach, attending key industry events, delivering talks, joining panels, and adding influential and passionate athletes to our roster of ambassadors. We're empowering our growing base by delivering education programmes and providing organisational climate action support. And we're helping our base become effective climate advocates by bringing the voice of the outdoors to campaign asks.

© Adam Raja

OPEN LETTER TO BRITISH CYCLING

On the 10th of October 2022, British cycling announced their partnership with climate destroying fossil fuel giant Shell. As passionate outdoor people and cyclists, we were shocked by this decision and outlined our concerns in an open letter.

Our letter received a huge amount of support and engagement from the cycling community, resulting in a response from British Cycling and an agreement to meet with us to talk about the partnership and listen to our concerns.

READ THE LETTER.

Impact: We met with British Cycling and had a constructive conversation. We outlined our issues and concerns, and following the chat, British Cycling agreed to a climate training course with members of their senior leadership team. They are also hiring a sustainability manager, and have continued discussions with us.

**REACH
11K**

**IMPRESSIONS
13.1K**

**ENGAGEMENT
2K**



DEAR BRITISH CYCLING,

AN OPEN LETTER

© Manuel Sulzer

Brian Facer
British Cycling
Stuart Street,
Manchester,
M11 4DQ

11/10/2022

Dear Brian,

We are writing to you from Protect Our Winters UK, a coalition of passionate outdoor people, athletes, scientists and brands. We believe in progress over perfection and action over apathy. As cyclists ourselves, we understand that we can't get it right every time and making mistakes is an essential part of progress and success, both athletically and otherwise. With that in mind, we consider your announcement to partner with oil and gas giant Shell as egregious, especially in the middle of a climate crisis.

The leading scientific body Intergovernmental Panel on Climate Change (IPCC) have stated that we have to significantly reduce greenhouse emissions - halving them by 2030 to avoid climate catastrophe. These climate impacts will not only be disastrous for our sport, but for our communities, health, and nature - and will impact the BAME community, people with disabilities and the most vulnerable the worst. That is not what cycling stands for, not now and not ever.

We do not accept that Shell's values align with that of British cyclists, and the disconnect between Shell's targets and action is staggering. The International Energy Agency (IEA) has stated that there can be no more new investments in fossil fuel supply beyond that already committed as of 2021 and Shell continues to invest and extract at all costs. Shell is responsible for 3% of all global greenhouse emissions in recent centuries, and assessments show they will exceed their 1.5 degree contribution before 2050. This is not compatible with international climate targets, and they have not accepted the science in regards to the amount of fossil

Protect Our Winters UK
133
Clarendon Crescent
Edinburgh
EH4 1PU

fuels that must be kept in the ground to facilitate a managed decline and deliver a Just Transition for workers and affected communities.

Extracting at all costs and winning at all costs have similar parallels. They both come at great expense to people and the planet. British Cycling must lean into its Ethical Excellence and show some essential and bold leadership in this space. There will be no peloton, gold medals, clubs or coaches on a planet that is uninhabitable.

Protect Our Winters UK helps passionate outdoor people become effective climate advocates to protect the people, places and sports we love from climate change. We invite you to join us on this journey, and are offering to train your senior leadership in carbon literacy for free, as we see you as an incredibly important and influential partner in tackling the climate crisis and delivering a prosperous future for all.

We have appreciated your campaigning to date, but now we ask you to commit to the back pedalling that is necessary and withdraw your commitment to partner with Shell. Marginal gains might make the bike go faster but radical gains are essential in climate ambition to deliver a winning result for nature, our health, the most vulnerable, and to create the world we want to live in.

So many of us ride our bikes to feel good, exercise and because it's a sustainable mode of transport with a proven positive impact on the environment, so we're feeling shocked today as the Shell sponsorship goes directly against those efforts.

We look forward to hearing your response.

Yours in change,

Lauren MacCallum
General Manager
Protect Our Winters UK



© Jim Cossey

#EARTHDAY22

#EarthDay22 coincided with The Big Give's Green Match Fund, which meant that all donations made to POW UK via the Big Give campaign page between 22-29 April were matched - so every £10 became £20.

We smashed our goal of £10,000 and raised an incredible £25,100!

**“The earth is pretty damn special, right?
Home to every mountain, valley, lake, and trail that
we know. Help protect the earth and the places you
love from climate change, and double your impact
with @thebiggiveorg green match fund!”**

LINK TO POST

Impact: Not only does this funding directly support our efforts to achieve our mission of Net Zero as close to 2040 as possible, but every pound over that initial goal of 10k raised increases the size of the matchpot we can apply for the following year. In 2023, we were able to apply for a whopping match pot of £20'000 because of this!

COMMUNITY CAMPAIGNS

Whilst the outdoors community are a passionate bunch, we are stronger together - so we have continued to work alongside other climate action organisations to campaign collectively for systemic change. We believe in supporting allies who are doing amazing work, bringing the voices of the outdoor community to the climate base and increasing the scale of impacts.

In 2021 we saw a massive win for climate activists across the country, when thousands came together and brought an end to the development of the Cambo oil field in the North Sea.

An application has since been submitted for UK government approval for a new, huge North Sea oil and Gas field - Rosebank.

Over 130,000 people signed the petition demanding the UK government to stop rosebank.

We joined an impressive coalition of over 200 organisations who wrote an open letter calling for the UK government to reject Rosebank and end all oil and gas expansion in the North Sea.

[HTTPS://WWW.STOPCAMBO.ORG.UK/ACT](https://www.stopcambo.org.uk/act)

#Stop

Rosebank

Stop Rosebank

PROTECT OUR WINTERS UK

COMMUNITY EDUCATION

CARBON LITERACY TRAINING

EMPOWERING ENGAGED COMMUNITY MEMBERS TO TAKE EFFECTIVE CLIMATE ACTION.

Our Carbon Literacy Training (CLT) is a one-day course that empowers our community to take effective climate action by giving an awareness of the carbon costs and impacts of everyday activities alongside the ability and motivation to reduce emissions on an individual, community, and organisational basis. Tailored for passionate outdoor people and designed to the Carbon Literacy Standard, developed by the UN-recognised Carbon Literacy Project, it's particularly impactful to our community.

FROM STRENGTH TO STRENGTH

Continued demand has meant that we increased our trainers from 2 to 5 and trained nearly double the number of people from last year. Our aim for 2023 is to again double the number of people trained and offer public courses at least once per month. We plan to reach a more diverse audience and continuously update and tweak our course offering.

Impact: Helps trusted messengers such as instructors, industry employees, and ambassadors gain confidence using their voice for influence.

Direct climate benefits from learners each committing to specific meaningful climate actions - all certified participants commit to at least two actions that are deemed impactful given their level of influence.

The Carbon Literacy Project estimates that there is a 5-15% carbon savings per person who takes the course. The minimum action commitment is 20kg per person, but others commit more than 1000's.

KEY STATS:

224 people empowered to take climate action

17 courses delivered

135 individuals from community

55 staff of outdoor companies including Ellis Brigham, Faction, and The North Face.

34 BASI & mountaineering instructors.

“It was fascinating and I really enjoyed the way you shared the materials. I've taken time to study a lot in the past few years, so had read quite a lot of the content, but still found it all enjoyable and learned so much more than I was expecting to! A really excellent course. I have already recommended it to a number of others.”

James, M. CLT completionist

THANK YOU

Thanks to funding from The Grocers' Charity and our partner Planks, we were able to offer CLT to the public at a subsidised cost in 2022. For more information contact CLT@PROTECTOURWINTERS.UK.

PROTECT OUR WINTERS UK

ORGANISATIONAL CLIMATE ACTION SUPPORT

POW PLEDGE

ENABLES US TO ACTIVATE ORGANISATIONS TO DRIVE LARGE SCALE CHANGE.

The POW Pledge is a framework and digital portal that equips organisations to take meaningful climate action towards Net Zero. Our toolkit guides businesses wanting to make changes to reduce their carbon footprint by focusing on 8 simple steps.

Impact: Directly influencing organisational emissions - providing a clear, consistent benchmark for climate action & helping implement necessary changes

Building relationships & organisational confidence that can be used for movement building & tactical campaigning.

The total CO₂ cuts from becoming Net Zero depends on the size of the business. However, we anticipate this to be 100s-10,000s tonnes of carbon per company. To put this into context, the average household emits 2.7 tonnes of CO₂ every year from heating their home.

KEY STATS:

16 Organisations publicly committed to Net Zero targets

140+ Organisations signed up to the Pledge

250 Organisations using the Pledge tools via external provider

“The POW pledge has been an invaluable framework to help us set ambitious but achievable goals on our journey to Net Zero. Thanks to POW for all of the information, tools and support we’ve received - we’d highly recommend this resource to any business looking to take that important first step.”

Stu Thomson, Founder at Cut Media

2023 REVAMP

We’ve been busy behind the scenes updating the Pledge digital portal. User experience volunteers and designers redesigned the portal to make it easier to navigate, more user-friendly and more automated - meaning less manual work for our small team. Now we’ve been working to build it, with a planned revamp in line with the latest guidance.

POW 
PLEDGE



PROTECT OUR WINTERS UK

GROWING OUR REACH

We've been growing our reach and diversifying our audience to help build our base and increase the scale of impacts. Our community continues to grow and social media and email remain important lines for communicating and engaging with our community.

POW WAS EVERYWHERE

EVENTS

As important as digital venues are, we can't reach everyone sitting behind a desk. Our supporters are passionate about their sports - so industry events are an important touchpoint to meet communities where they stand. 2022 was a big year for us, and POW was everywhere! With that lofty campaign goal in sight, of building the biggest base, our micro team showed up at over 13 events, delivering over 13 presentations, spreading the POW message, and inspiring communities to take climate action.



THANK YOU

From premiering our debut Cut Media promo on stage at Kendal Mountain Festival, to chatting about sustainable business at Blue Earth Summit, it all helps us find our common ground and share our mission. A massive thank you to all the event hosts, brands, and partners who invited us along to events and put climate on the schedule!

**EVENTS
ATTENDED**
13+

**TALKS
DELIVERED**
20+

**ESTIMATED
REACH**
10K+

**TOTAL SOCIAL
FOLLOWING**
18,897 (LY 16,300)

**EMAIL
SUBSCRIBERS**
3,600 (LY 2,900)



SLIPPERY SLOPES

POW IN THE PRESS

The narrative is changing, and the majority are now concerned about climate change. Just read the news. Climate was all over the headlines in 2022, and with the lack of snow during the Winter Olympics, our collaborative report, **SLIPPERY SLOPES: HOW CLIMATE CHANGE IS THREATENING THE 2022 WINTER OLYMPICS**, garnered a lot of mainstream attention.

This report alone generated 102 stories with a potential reach of 495 million, and showed up in publications including The Guardian, Sky News, BBC, The Scotsman, amongst others.

“Lesley McKenna, [POW UK Ambassador] the three-time Olympic snowboarder for Team GB, has seen huge changes in ski resort snowpack and glacier cover in the past 30 years. “The changes are really concerning on many levels,” she said. “The weather and snow are way less consistent now than they were at the start of my career. Plans have to be very flexible if a team is to make it to the best training locations. Everything then becomes more exclusive and more resource heavy and this doesn’t help anyone, or the climate either.”

The Guardian - **RIISING TEMPERATURES THREATEN FUTURE OF WINTER OLYMPICS, SAY EXPERTS**

“Climate change is threatening the future of the Winter Olympics and snow sports by eroding the season and forcing more dangerous, artificial conditions, experts [Loughborough University and the Protect Our Winters] have warned in a report published a week before the 2022 Games.”

Sky News - **CLIMATE CHANGE: FUTURE OF WINTER OLYMPICS AND SNOW SPORTS ON THIN ICE, REPORT WARNS**

“The mountain sports community could become a powerful force in the fight against climate change, writes Roger Cox”

The Scotsman -
**COMING SOON TO A MOUNTAIN NEAR YOU:
THE NEXT WAVE OF CLIMATE ACTIVISTS**



PROTECT OUR WINTERS UK

TEAM POW

AMBASSADOR ALLIANCE

From Olympic medalists to cutting-edge explorers. Award-winning photographers to documentarians, and high-profile industry leaders. Our ambassadors push the boundaries of excellence in their fields and apply that same pressure to advocate for climate action. We're proud to work with a forward-thinking collective that helps us turn passionate outdoor people into effective climate advocates.

Our ambassadors are deeply integrated into the outdoor community and enable us to reach 100,000+ people through their audiences. With Carbon Literacy Training under their belts, and a love of the outdoors, they are truly climate change champions.

Moving into 2023, we plan on greatly expanding our ambassador alliance to make it more diverse and expand our reach. Climate change goes way beyond snowsports, and we want to reflect that in our climate champions.



Emma Twyford
Patagonia Climbing Ambassador



Rebecca Coles
Mountaineering Instructor



Neil McNab
Backcountry Snowboard Guide



Warren Smith
Professional Skier



Chemmy Alcott
Olympic Skier



Matt McCormick
Team GB Snowboarder



Katie Ormerod
Olympic Snowboarder



Ed Leigh
Snowboarder & Presenter



Robbie Phillips
Patagonia Climbing Ambassador



Lesley McKenna
3x Olympic Snowboarder



Billy Horgan
Olympic Snowboarder



Mark Beaumont
Endurance Cyclist



Manon Carpenter
Professional Mountain Biker



Amanda Pirie
Skier & BASI Trainer

AMBASSADOR SPOTLIGHT

MANON CARPENTER

Location: Wales

Sports: Mountain Biking, film making, Earth Science Research

“In the last few years the urgency around the climate crisis has really increased, with more and more extreme weather events impacting communities, and the IPCC reports showing that we need to act now.

I’m constantly looking for ways to reduce my own impact, however, through courses such as POW UK’s Carbon Literacy Training I realise that collective action to drive system change is what will bring about the greatest change. That’s why I believe organisations like POW UK are so important: to represent affected communities and to push forward the case for system change for a healthy, liveable planet.”

Interested in becoming a POW UK ambassador?

CHECK OUT OUR HANDBOOK AND GET IN TOUCH.



VOLUNTEERS

Alongside our micro team of staff, POW UK is powered by **approximately 30 volunteers and an estimated 1500 hours of volunteered time** who turn their passion into action and help us punch well above our weight. From 2022 to 2023, our volunteers have been working hard on a new platform for our POW Pledge, donating images, and making sure our assets are top tier. Our volunteers help us punch way above our weight, and their support is massively appreciated.

SPOTLIGHT

MICHAEL MACDONALD

Location: Glasgow, Scotland

Sports: Snowboarding, hiking & biking

Area of support: Creative Alliance & online @RUANAICH

“In 2017, I answered a call from the new UK chapter of Protect Our Winters (POWUK). I was keen to focus my 30+ years in graphic design into a force for good, so I jumped at the chance to volunteer and found myself producing literature, infographics, and contributing digital content too.”

Interested in volunteering for POW UK?

FILL IN OUR APPLICATION FORM.

@RUANAICH



UNIVERSITIES

With ski and mountaineering clubs being attended by the future workforce, universities remain an important touch point. Passionate students who are already thinking about how they can protect the places they play, have been hosting fundraisers and supporting our campaigns.

28 PARTNER SOCIETIES.

£555 RAISED.



PARTNERS

WE'RE IN THIS TOGETHER

As a charity that receives no government funding, we rely on the generous support of corporate partners who share our vision and are willing to put their profits to work for the causes they believe in.

THANK YOU

We want to send a massive thank you to all of our partners. We're in this together, and your support helps us to deliver the impact we report each year. Your funding has allowed us to educate our community by subsidising the cost of our Carbon Literacy Training. You've grown our reach and helped to build our base by including us in your events and sharing our work with your audiences. And you've joined our campaigning and advocacy efforts showing that when we stand together the outdoor community have a powerful voice to affect positive change.

“We are proud to partner with Protect Our Winters UK, an organization that shares our deep commitment to preserving the planet for future generations. At Dewerstone, we believe that businesses have a moral responsibility to actively engage in the fight against climate change. - Rory, Founder



BRAND ALLIANCE

SUMMIT PARTNER £25,000+

BOOM
POWER

POW EUROPE PARTNERS

 **BURTON**

 **ICEBUG®**

 **JONES**

RIDGE PARTNERS £10,000+

 **EDEN**

SunGod.

patagonia®

ellis**brigham**

surfdome

TSA THE SNOWBOARD ASYLUM

NJLConsulting
Planning+Development

 **OOSC**

CUT/MEDIA

HERMETICBLACK

Topflight®

Ski
BEAT

FOUNDATION PARTNERS £1,000+

 **ABSOLUTE-SNOW**

CLPM
CONSTRUCTION PROJECT CONSULTANCY

 **EcoSki**

 **ENTROPY RESINS.**
MAKE THINGS BETTER

ALPINE ELEMENTS

 **gogglesoc®**

 **MAISON SPORT**

PLANKS II®

SKI
SOLUTIONS

 **Skullcandy**

PROGRESSION
SKI & SNOWBOARD SCHOOL

INGHAM'S
SKI

dewerstone.
OUTDOOR LIFESTYLE

FACTION

 **SQI™**

PEAK LEADERS

 **RHYTHM**

 **NONSTOP**

 **DHO**

FOUNDATION PARTNERS £1,000+

Afterjam
Boardsport Source
Cactus
Coolbus
Enviral
eSputnik

Expedition Engineering
Fish & Pips
Friski
Gravestone Action Sports
Academy
Leo Trippi

Mossy Earth
Mountain Mavericks
Mountain Rescue Transfers
Oxford Ski Company
Ski In Luxury
Ski Verbier Exclusive

SnowExpress.co.uk
Solve
Wasteland Ski Travel
Consensio
Camel Snow
Mountain Trade Network

xforwhy
Jungle Culture
Kaluma Ski
Crevasse
Supply Chain Scotland
Atlas Ski

Alpholics
SkiYodl
All Conditions Media
New Generation
1% For the Planet

STAFF & TRUSTEES

© Manuel Sulzer



Simon Dawes
Chair



Marianne Maitland
Trustee, Treasurer



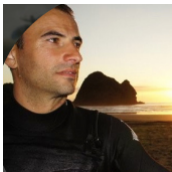
Sandy Trust
Founder & Trustee



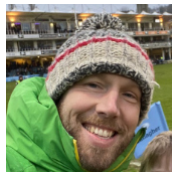
Scott Burrows
Trustee, Events



Hannah Bailey
Trustee, PR & Communication



Adam Hall
Trustee, POW Pledge



Ed Finley
Trustee, Legal



Lauren MacCallum
General Manager



Dom Winter
Program Manager



Adam Raja
Marketing Manager



Tom Mountford
Trustee



Lyndsey Dixon
Fundraising & Partnerships



Ruth Butler-Cutts
Programme Coordinator

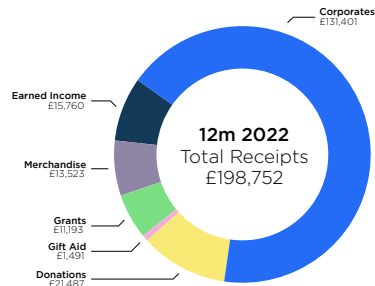
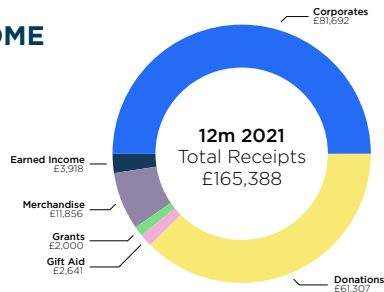


FINANCE & OPERATIONS

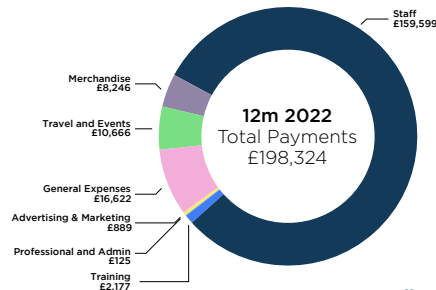
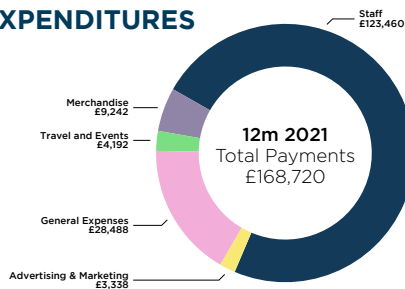
In the 2022 financial year our income increased by 20%, to £198,752 from £165,388 in 2021. This was possible thanks to our generous individual and corporate supporters. Our expenses for the year increased to £198,324 from £168,719.

Those expenses helped show up at events and inspire communities to take action, deliver our carbon literacy training and provide the tools to act on climate, provide organisation climate action support, enabling change at large, and fund our campaign efforts. Thank you to all who supported our work - we couldn't do any of this without your support.

INCOME



EXPENDITURES



THE SUMMIT IS HIGH, BUT TOGETHER WE'RE CLIMBING.

Dear outdoor people, Supporters and Partners,

Protect Our Winters UK (POW UK) has never been more laser-focused on creating change than we are today. Our strategy is clear - we're here to build the biggest base of concerned outdoor citizens in UK history for climate ambition. Why? Because the people and places we love are in danger.

As outdoor enthusiasts, danger is something we're used to assessing. Risk is a part of what we do, and in some cases, it's why we do it. But the danger we face today is different. It's not just about taking calculated risks in the great outdoors, but it's about the very existence of the outdoor spaces we cherish.

The impact of climate change is becoming increasingly visible and almost impossible to ignore. Urgent action is desperately needed, and we believe at POW UK we have the plan to deliver the change and have made significant steps towards our mission in 2022.

We have seen record uptake in our Education Programme Carbon Literacy. We recognise that education plays a vital role in creating awareness and inspiring action across our communities and industry and are proud of the positive impact that our education programme has made and will continue to expand our training efforts into 2023.

We broadened our reach even further with some incredible coverage in both mainstream media such as BBC Sport, The Guardian and core sport media. "Slippery Slopes" a report we collaborated on highlighting the climate impacts on high-performance sport saw 5.5 million impressions when launched in correlation with the 2022 Beijing Winter Olympics.

We ignited action in the cycling community to put pressure on British Cycling through sharing our open letter after their extremely disappointing decision to partner with Oil and gas giant Shell. Producing our most shared social media post to date. The result of our engagement was getting around the table with their senior leadership and we hope to train them in carbon literacy in 2023 and work towards reversing that decision.

We attended and contributed to high-level conferences and events, including Kendal Mountain festival, The Snow Show, Fort William Mountain festival, Magic Mountain, 1% For the Planet, and the Blue Earth Summit to name a few. Our presence in these events helped us to share our message and engage with key stakeholders, including policymakers, businesses, and the general public.

None of this is possible without good governance and finance. To sustain our growth, we focused on high-

value fundraising activities and increased unrestricted funds by maximising existing relationships and recruiting new corporate partners. We also built internal capabilities to ensure accurate monitoring of finances and internal policies and procedures that will support future growth as both industry and our community recovers from Covid-19 and the pressures of the cost of living crisis.

Our achievements would not have been possible without the support of our supporters and partners. We're grateful for your ongoing commitment to protecting our playgrounds and for the passion and dedication you bring to everything we do.

Looking ahead, we're more determined than ever to continue our efforts and build a movement that can make a real impact. We know that there is much work to be done, but we've got the biggest campaigns, education, ambassador recruitment plan and clear strategy heading into the next general election where our community must turn out to vote.

The summit is high, but together we're confident we can achieve great things.

Thank you for your continued support and dedication to our mission.

Yours in change,
Lauren MacCallum