

KEEP WINTER COOL PARTNERING TO FIGHT GLOBAL WARMING

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Sustainable Slopes Overview

- Adopted in 2000
- Set of 21 Environmental Principles
- Acknowledges problem of climate change and steps resorts can take to address it
- Partners include USFS, EPA, DOE, NPS, state agencies, Trust for Public Land, Leave No Trace, Mountain Institute, Wildlife Habitat Council
- Collect Data and Issue an Annual Report (USFS)

Skiing/Snowboarding and Climate

- 1990s were the warmest decade on record.
- Global average temperatures have already risen one degree over the 20th century and, based on projected emission trends, scientists predict global temperatures will rise another 2.5° to 10.4°F over the coming century.
- While local conditions will vary in response to this warming trend, the best scientific models suggest that global warming will lead to warmer nights, wetter shoulder seasons, and greater unpredictability of snowfall and temperature.

Ski Industry Climate Change Policy

... Through this policy, we aim to (1) raise awareness of the potential impacts of climate change on our weather-dependent business and the winter recreation experience; (2) reduce our own greenhouse gas emissions; and (3) encourage others to take action as well. We are committed to working toward solutions that will keep both the environment and economy healthy and preserve quality of life...

Ski Industry Climate Change Policy

Educate the public and resort guests about the potential impacts of climate change; educate guests on how they can help reduce GHG emissions.

- ⑩ Ski Magazine Ad**
- ⑩ February Outreach Campaigns (2003/2004)**
- ⑩ Signing up guests for Wind Power**
- ⑩ Rewarding carpooling/bus use**

Climate Change Policy

- ⑩ **Raise policy maker awareness of the potential impacts of climate change on the winter recreation experience; Advocate the national reduction of GHG emissions through legislative, regulatory or voluntary measures; Support the use of renewable energy technologies.**

Lobbying: RPS and McCain Lieberman bill

Climate Change Policy

Partner with appropriate organizations and agencies to assess opportunities to reduce resort emissions and increase energy efficiency; invest in new, more efficient products, practices and technologies; and measure our emission reductions.

- NRDC; Green Mountain Energy Co.
- NSAA Annual Report tracks CO2 reductions
- Resort initiatives to reduce CO2 emissions

What are resorts doing?

- Resorts are using a variety of measures to reduce global warming emissions in their operations
 - pollution-free wind energy to run buildings and lifts
 - use of energy-efficient “green building” techniques: retrofitting existing facilities to save energy (and money)
 - replacing inefficient compressors in snowmaking operations
 - using alternative fuels in resort vehicle fleets
 - providing or promoting car pooling or mass transit use by guests and employees

KEEP WINTER COOL campaign

- Ad in SKI Magazine
- Consumer Materials for Resorts
- NRDC Posters
- New website www.keepwintercool.org
- NRDC/Aspen Lift Tower Signs

Keep Winter



Cool



The Earth's Best Defense

Help Stop Climate Change

- **SHARE A RIDE** carpool, drive an efficient car or take shuttles to help reduce greenhouse gas (GHG) emissions.
- **BE AN EFFICIENT CONSUMER** buy energy-efficient household appliances and replace normal lightbulbs with compact fluorescent bulbs.
- **TURN OFF LIGHTS AND HEAT** when you leave a room at our resort or your home.
- **BUY CLEAN ENERGY FOR YOUR HOME** contact your local utility to see if "green electricity" is available to power your home through renewable energy sources like wind power.
- **CONTACT YOUR ELECTED REPRESENTATIVES** and ask them to do more to reduce CO₂ emissions and keep winter cool for skiing and snowboarding.
- **SPREAD THE WORD** to your liftmates, family and friends.

www.keepwintercool.org

Also visit www.nsoa.org for information on Sustainable Slopes and climate change.

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MOUNTAIN SPORTS MEDIA



keep winter



www.keepwintercool.ca

Partnership with NRDC Climate Center

- MOU 2003
- Outreach PR & Materials
- Lobbying
 - 40 resorts endorsed the McCain Lieberman Climate Stewardship Act (S. 139). Would cap GHG emissions for power plants and major industry.

Green Mountain Energy Company

- Partnered with OR and NY Resorts
- Made it easy for resort guests to purchase wind power
- Purchased wind energy to offset the power needed to run the lifts –reduce CO2 emissions
- “ski pollution free”

www.nsaa.org

And coming soon (mid-December).....

www.keepwintercool.org