



THE CLIMATE CHALLENGE

What is the Climate Challenge?

The Climate Challenge is a voluntary program dedicated to helping participating ski areas reduce their carbon footprint, engage in advocacy on climate change solutions, and reap other benefits in their operations, such as reducing costs for energy use.

How Will My Ski Area Benefit?

In addition to taking a leadership role in our industry's efforts to fight climate change and achieving cost savings from your sustainability projects, your area will directly benefit from participation in the program:

- ✓ Automatically earn the Climate Change Action and Advocacy Badges in the Sustainable Slopes Program
- ✓ Formal training from Brendle Group on how to conduct a ski area-specific GHG inventory and identify opportunities to reduce GHG emissions and save money
- ✓ Access to a user-friendly, ski area-specific carbon inventory tool that complies with The Climate Registry's General Reporting Protocol – a well-recognized nationwide standard for conducting inventories
- ✓ Leadership on Climate Solutions advocacy
- ✓ Formal recognition in the *NSAA Climate Challenge Annual Report*
- ✓ Use of the Climate Challenge logo
- ✓ Recognition in NSAA press releases, *Journal*, *Sustainable Slopes Annual Report*, social media and website
- ✓ Ability to benchmark operations against others and to verify and register your inventory with The Climate Registry
- ✓ Access to Climate Adaptation Toolkit
- ✓ Ongoing technical support from Brendle Group

HOW TO APPLY

Applications are available online at NSAA and may be submitted by email or hard copy of the on-line forms to NSAA (we prefer hard copy with a check in the same envelope). Applications are due on **May 22, 2020** and should be accompanied by a check made out to NSAA for \$2,000.00 (USD).

Attn: Climate Challenge
NSAA
133 S. Van Gordon Street #300
Lakewood, CO 80228
sustainability@nsaa.org

ELIGIBILITY REQUIREMENTS

Applicant must be a ski area member of NSAA that endorses the Sustainable Slopes program.

PARTICIPATING RESORT COMMITMENT

Following the "Inventory, Target, Reduce, Advocate" elements of the Climate Challenge program, participating resorts must make a **four part commitment** to the program:

- 1) Complete a climate inventory on their resort operations. Instructions and technical support for completing the inventory will be developed by the Brendle Group and NSAA.

- 2) Set a target for GHG reduction. The target is entirely up to the resort, and Brendle Group will provide guidance on what goals to set. An example of a reduction goal is “5% reduction in 5 years.”
- 3) Implement a new program or project annually to meet the reduction goal. Examples might be lighting retrofits, REC purchases, development of on-site renewable energy, etc.
- 4) Engaging in a climate change advocacy at least 4 times annually.

FINANCIAL COMMITMENT

Resorts will be required to make a financial commitment of \$2,000 (\$10,000 estimated value!) to participate in the program. The \$2,000 contribution will help cover technical costs with respect to the climate inventory and make technical support available to you from Brendle Group for developing your inventory and identifying your targets and reduction projects. If multiple resorts under common ownership join the Climate Challenge, the cost is \$1,000 per resort with a two resort minimum. This is a great deal for resorts! In the second and subsequent years, resorts will be required to pay maintenance fees of \$300 per year.

FOLLOW UP REQUIREMENT FOR PARTICIPANTS

In addition to making the four-part commitment on the application form, participating resorts will also be required to submit additional materials and information on their targets and progress to NSAA for use in the *Climate Challenge Annual Report*, NSAA presentations, on NSAA’s website, in the *Sustainable Slopes Annual Report* or in the *NSAA Journal*.

TECHNICAL SUPPORT

Brendle Group will provide technical support to resorts who take the Climate Challenge. Technical support from Brendle Group will include data collection tools and reporting templates; GHG inventory guidelines; inventory training including a Climate Challenge handbook; webinars on how to complete the requirements of the Climate Challenge; guidance on setting and meeting targets; developing a GHG Inventory Management System; and On-call support for participating ski areas as needed during the Challenge process.

Contact information for Brendle Group is:

Shelby Sommer
212 West Mulberry Street
Fort Collins, CO 80521
(970) 207-0058/FAX (970) 207-0059
challenge@brendlegroup.com

Interested in learning more from the founding Climate Challenge participants?

Here is their contact info:

Arapahoe Basin (CO) sha@a-basin.net (Sha Miklas)
Jackson Hole Mountain Resort (WY) jonb@jacksonhole.com (Jon Bishop)
Mount Hood Meadows (OR) heidi.logosz@skihood.com (Heidi Logosz)

FURTHER INFORMATION

See NSAA’s website at www.nsaa.org

*Thanks to **Brendle Group** for two decades of partnering with the ski industry on Sustainability!*