

## **SAMPLE CLIMATE CHANGE TALKING POINTS**

### **Voice Concern**

- Climate is critical to the success of ski business operations. As an industry, we are concerned about climate change and will continue to lead efforts in support of action and policy to combat it.

### **Talk about how you are proactive and engaged (Actions in your operations)**

- We have made great strides in reducing carbon emissions in our operations.
- We are taking action to reduce our carbon footprint and will continue to invest in clean energy initiatives and initiatives to manage resources efficiently.
- Examples of action taken include: participating in the Climate Challenge; developing renewable energy on site through wind, solar, geothermal and micro-hydro technology; applying energy-efficient green building techniques; retrofitting existing facilities to save energy; replacing inefficient compressors in snowmaking operations; using alternative fuels in resort vehicle fleets; implementing anti-idling policies; and providing or promoting car pooling or mass transit use by guests and employees.

### **(Advocacy Efforts with policy makers)**

- We welcome legislative and regulatory initiatives that will reduce carbon emissions, incentivize renewable energy development and help improve our resiliency in the future.
- We advocate policy changes that will result in across the board reductions of carbon emissions so that we can continue to offer skiers and snowboarders the opportunity to enjoy winter sports at the mountains they love.

### **Stress Adaptation**

- We are adept at managing challenging conditions.
- We have made significant investments in efficient snowmaking and grooming technologies in order to offer skiers and snowboarders reliable, high quality snow surfaces both early season, and in low snow years.
- We offer four-season activities to give our guests quality outdoor recreation experiences during all times of the year.

### **Express Optimism**

- We are incredibly optimistic about our ability to continue to provide high quality skiing and snowboarding experiences for the foreseeable future.
- Climate change presents an economic opportunity. Every industry is impacted by climate change, and every industry will benefit from seizing the economic opportunity of transitioning to a clean energy economy and improving our resiliency.
- Just as America rose to the great challenges of the past and came out stronger than ever, we have to confront this challenge, and we have to win.