

I AM
PRO
SNOW®



The Climate
Reality Project®

100%

COMMITTED

100% RENEWABLE, 100% DOABLE

The Climate Reality Project

- **Founded and chaired by former US Vice President Al Gore.**
- **Our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.**
- **We train and mobilize Climate Reality Leaders worldwide and provide them with the tools and support to effect change at every level.**





We Translate Our Objectives Into Real-World Action by:

- **Building public support for pro-climate policies and commitments in key nations around the world.**
- **Creating a critical mass of activists who transform the politics of the climate crisis.**
- **Working to accelerate the switch to a clean energy economy.**



**I AM PRO SNOW: *We need snow.
But right now, snow needs us.***

Launched in 2012, I AM PRO SNOW brings together nearly 500,000 Olympic champions, weekend athletes, global ski resorts, government officials, business owners, industry legends, and mountain communities across the planet to fight climate change and protect the season we love.



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Our Challenge

Thanks to climate change, winters are getting warmer and ski seasons are getting shorter and less predictable.



Our Climate is Changing

- **Average air temperatures have been rising over the past 100 years.**
- **Fourteen of the hottest 15 years on record have come in the twenty-first century.**
- **By 2090, only six of the 19 cities that have hosted Winter Olympics are projected to be cold enough to host again.**



A Warmer Planet Means

The consequences for ski communities:

- **Hotter summers can discourage outdoor activities and undermine tourism.**
- **Shrinking tourist traffic hurts both major resorts and businesses that depend on tourism.**
- **Changing mountain ecologies threaten both natural landscapes and the summer industries that rely on them.**



Climate Change and Colorado

- **By 2100, mean snow depth in the Rocky Mountains could decrease to zero.**
- **The average temperature in Colorado could increase to 2.5-6.5 degrees Fahrenheit by as soon as 2050.**
- **If temperatures rise this much, a resort like Vail would have to increase snowmaking 59-94 percent to operate.**



Climate Change and the Rocky Mountains

Utah

- **By 2050, the average Thanksgiving snow depth could be 0 at the base**
- **In 2100 Park City could be 10.5 °F warmer, making it impossible for there to be any snow**



Now the Good News



Renewable Resources Will Lead the Transition to a Clean Energy Economy

- **Costs of wind and solar are declining rapidly and are reaching grid parity in more and more places around the world.**
- **In the US, the average cost of photovoltaic solar fell more than 50 percent from 2009-2014 and is cost competitive or cheaper than fossil fuel energy in many areas.**
- **In the US, 41 percent of new electricity capacity last year came from wind energy.**

**In the 2015 Paris Agreement,
virtually every nation in the world
agreed to work together to achieve
net zero greenhouse gas emissions.**

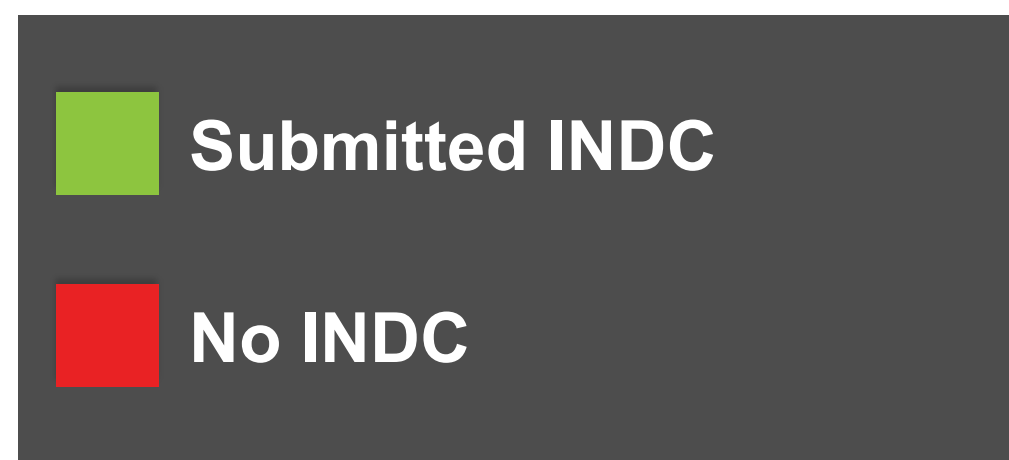


How Do We Achieve This Goal?

INDCs are the Roadmap

In 2015, 195 countries adopted the Paris Agreement to stop climate change by cutting greenhouse gas emissions and shifting to clean, renewable energy.

This agreement marked a turning point on climate change and sent a clear message to industries and investors worldwide that the planet is united in working to solve this crisis.





I AM
PRO
SNOW
at
COP 21

I AM PRO SNOW in Paris

We were there in Paris to speak up for our mountain communities, resorts, and winter businesses worldwide. Our petition that represented over 200,000 voices sent a clear statement to world leaders that we want action on climate change - and we mean business.



N Photo/Mark Garten



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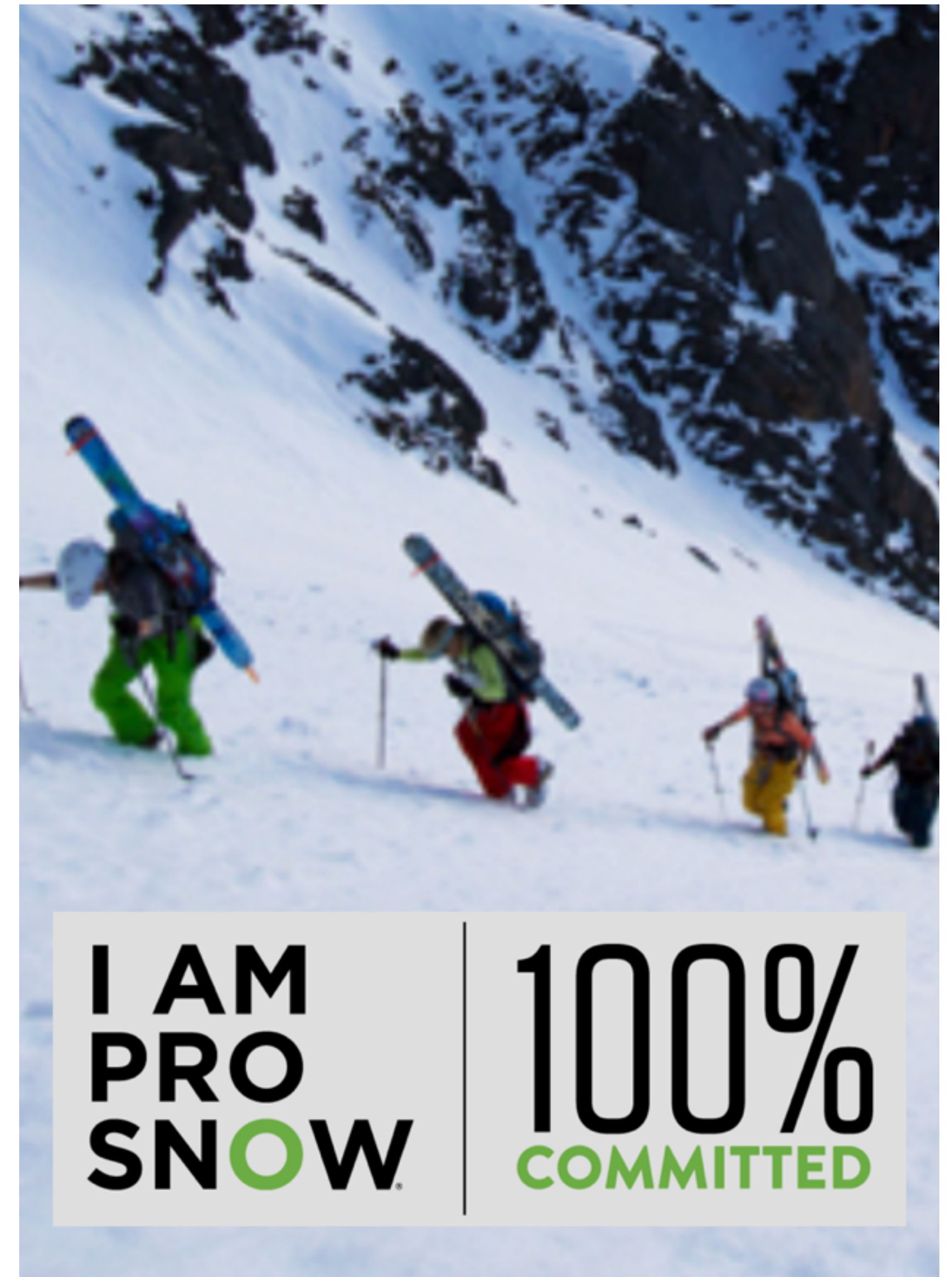


I AM PRO SNOW 100% Committed Campaign

Now, I AM PRO SNOW is leading the movement to build on the success of Paris and organizing our community to shift to fight climate change at home by shifting to 100-percent renewable electricity. With commitments from Salt Lake City, Utah, Park City, Utah, Aspen, Colorado and Ski Butlers, LAAX, 22 Designs, and more coming in every week, I AM PRO SNOW is proving that mountain communities can lead the fight against climate change.

2020 I AM PRO SNOW Goals

- **Bring together 200-plus towns, resorts, businesses and other institutions to commit to shifting to 100-percent renewable electricity by 2030.**
- **Bring partners together to influence 2020 UN climate conference.**
- **Engage hundreds of thousands of citizens worldwide.**





How Are We Going to Do It?

Through leadership

Our ski and mountain communities have long been on the front lines of climate change, but we have also been at the fore front of solutions.



CAST Cities and *100% Committed*

Step One: Join the *100% Committed* Campaign.

Step Two: Finalize your plan.

Step Three: Follow through.



Step one: Join the *100% Committed Campaign*

- 1. Work with your community and I AM PRO SNOW to build public support to make the commitment.**
- 2. Create the plan. We're here to help. Making the shift to 100-percent renewables is easier than ever and we've put together the resources and community to help you.**
- 3. Speak up. Make your action plan and progress reports public. The community needs to have say in what you're deciding and it's helpful for other cities who are thinking about making similar decisions.**



Step two: Finalize your plan.

What counts as renewable electricity?

1. Photovoltaic and concentrated solar.
2. Wind.
3. Geothermal.
4. Hydropower*.
5. Bioenergy*.
6. Any other source with net-zero emissions and low environmental impact.



What doesn't count?

- 1. Nuclear energy.**
- 2. Coal, oil, or natural gas, even with carbon capture and storage.**
- 3. Any other form that does not satisfy the requirement of net-zero emissions and low environmental impact.**

How can you meet your commitment?

- **Generating power on-site with renewable sources.**
- **Using utility green-marketing products, like power purchase agreements.**
- **Using utility green-pricing products, like renewable power options administered by utilities.**
- **Using recognized renewable energy certificates.**
- **Using any other credible renewable electricity product.**



Advantages of Committing

- **Brand your city as a forward-thinking and dedicated to protecting the future of our planet.**
- **International recognition for your city as an industry leader and sustainability visionary.**
- **Align with growing constituent eco-consciousness**
- **Make a major contribution to ensuring reliable and abundant ski seasons for decades to come.**
- **Cost savings by choosing reliable renewable electricity with stable prices over increasingly volatile fossil fuels.**
- **Create a healthier and happier place to live, work, and do business.**
- **Make a vital investment in your economy and long-term success.**
- **Public launch of campaign, profiling your town.**

Step three: Follow through.



- 1. Get loud: celebrate your commitment with your community**
- 2. We can help: Talk to Climate Reality about how we can help spread the word.**
- 3. Keep the conversation going.**



Clean Mountain Air. Clean Renewable Electricity.

It just makes sense.

For our communities.

For our planet.



Questions?