



## THE CLIMATE CHALLENGE

### What is the Climate Challenge?

The Climate Challenge is a voluntary program dedicated to helping participating ski areas reduce greenhouse gas (GHG) emissions 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, your area will directly benefit from participation in the program:

- ✓ Formal recognition in *NSAA Journal* and on NSAA website
- ✓ Use of the Climate Challenge logo
- ✓ Recognition in NSAA press release sharing annual Climate Challenge results
- ✓ Recognition at NSAA's annual conference
- ✓ Input into the Climate Challenge as a Founding Resort member
- ✓ Formal training from an NSAA consultant on how to conduct a GHG inventory and identify opportunities to reduce GHG emissions and save money
- ✓ Access to GHG inventory templates that comply with The Climate Registry's General Reporting Protocol – a well-recognized nationwide standard for conducting inventories
- ✓ Ability to benchmark operations against others and to verify and register your inventory with The Climate Registry
- ✓ Ongoing technical support from an NSAA consultant

### HOW TO APPLY

Applications are available at \_\_\_\_\_ and may be completed and submitted by email or by printing and sending hard copies of the on-line forms to NSAA. Applications are due on **April 1, 2011** and should be accompanied by a check made out to NSAA for \$2,000.00. NSAA's contact information is:

Attn: Climate Challenge  
NSAA  
133 S. Van Gordon Street #300  
Lakewood, CO 80228  
[glink@nsaa.org](mailto:glink@nsaa.org)  
FAX: (303) 986 2345

### 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" elements of the Climate Challenge program, participating resorts must make a **three 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.

### **FINANCIAL COMMITMENT**

Founding Resorts (those applying in 2011) will be required to make a financial commitment of \$2,000 to participate in the program. The \$2,000 contribution will help cover costs of developing the climate inventory template and making technical support available to participating resorts from Brendle Group. This is a great deal for resorts! In future years, founding resorts will be required to pay maintenance fees only at a much lower cost (TBD).

### **FUNDING FROM PARTNERS**

Energy bar maker **CLIF Bar & Co.** has committed cash funds to support this new program. Those funds will help NSAA and the Brendle Group develop a template for a ski area specific GHG inventory and provide technical support to resorts.

### **FOLLOW UP REQUIREMENT FOR PARTICIPANTS**

In addition to making the three-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 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; 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:

Judy Dorsey  
Brendle Group, Inc.  
212 West Mulberry Street  
Fort Collins, CO 80521  
(970) 207-0058/FAX (970) 207-0059  
[jdorsey@brendlegroup.com](mailto:jdorsey@brendlegroup.com)

### **FURTHER INFORMATION**

See NSAA's website at [www.nsaa.org](http://www.nsaa.org)