

Are You Up to the Climate Challenge?

New Sustainable Slopes Competition Targets Carbon Emission Reductions

NNSAA has added a new component to the Sustainable Slopes Grant Program this year: the Climate Challenge. This newly created competition is designed to give recognition to ski areas that are developing carbon inventories, setting goals for carbon reduction, and measuring success in reducing their overall carbon footprint. With guidance, resorts will set quantitative greenhouse gas reduction targets and timelines, and develop plans for reaching these targets.

“The Climate Challenge is intended to provide a venue for a friendly competition among resorts that will inspire action and elevate the visibility of the entire industry in its efforts to fight climate change,” says NSAA President Michael Berry. “The efforts will bring measurable and audited results and take the industry and Sustainable Slopes to the next level in sustainability performance.”

NSAA Supplier Members

Is your company committed to sustainability? Does your product make resort operations more efficient or more sustainable? *Here's a challenge for you!* Join NSAA supplier member HKD Snowmakers in supporting the Sustainable Slopes Grant Program in 2011. HKD Snowmakers made a generous, in-kind donation of high-efficiency snow guns to two deserving resorts through the Grant Program last year. We need more supplier members to follow suit with in-kind or cash donations to the program so that our industry can improve environmental performance across the board. For more information, contact NSAA Public Policy Director Geraldine Link by email at glink@nsaa.org, or call (720) 963-4205.

Grand Targhee and POW to Issue Reuse Resolution *Program Encourages Skiers and Riders to Put Down the Plastic*

This season Wyoming's Grand Targhee Resort, in partnership with Protect Our Winters (POW), is inviting its guests – and all skiers and snowboarders, for that matter – to make their 2011 New Year's resolution a pledge to replace single-use bottled water with reusable bottles and tap water. A 2010 Sustainable Slopes Grant Program winner, Targhee's goal is to drastically reduce the sale and offering of single-use plastic bottled water throughout its entire operation.

“We've installed water refill stations throughout the resort and are designing signage to accompany the stations that will educate our guests on the harmful environmental impacts of single-use bottled water, while also providing them with information on the high quality of our tap water,” says Christina Thomure, director of sustainable operations.

In its implementation of the program, Targhee has replaced the bottled water normally held in its beverage coolers with refillable bottles to help its guests make the mental transition. The refillable bottles are being offered at various price points to meet customer needs.

Find out more about Grand Targhee's 2011 New Year's resolution by contacting Director of Sustainable Operations Christina Thomure at cthomure@grandtarghee.com.

The Challenge provides an opportunity for resorts looking to complete a carbon inventory to leverage the technical expertise of the program partners, as well as offset the costs associated with such efforts through the modest grants funded by the program sponsors. As part of the Climate Challenge, resorts will also commit to implementing at least one meaningful and measurable action each year toward their end targets.

Challenge programs have been widely used by colleges and universities, local governments, utility companies and other industries. Such challenges have proven to be an effective method of engaging employees, management, and others in working together to pursue a common purpose of ever-greater sustainability

performance. Importantly, resorts can create similar challenges for their skiing and snowboarding guests.

Results of the Climate Challenge will be highlighted in the *NSAA Journal* as well as the *Sustainable Slopes Annual Report*. **The application period for the Climate Challenge is Feb. 1 through April 1, 2011.** As always, NSAA will send resorts a reminder email about the respective application periods.

In keeping with past years, the Sustainable Slopes Grant Program will also be awarding modest grants outside of the Climate Challenge, as funding levels allow. Watch for more details to be posted under the Environment menu at nsaa.org. Challenge applications will be posted by Feb. 1. ■