

# Winter Sports Industry Climate Pact

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Open to every winter outdoor business, the Winter Sports Industry Climate Pact unites the industry and focuses on what matters: tackling climate change at the speed and scale it demands.

As a winter outdoor industry, we are publicly formalizing our commitment and building unity with our peers to address climate change and signal our commitment to a net-zero-carbon emissions future. We will work along the following seven principles:

- **Recognizing**  
how our industry contributes to the climate crisis, and publicly addressing climate change as a top management priority for our business.
- **Leveraging**  
our influence to drive systemic change by advocating for state, national and international climate policy.
- **Focusing**  
our efforts on the required greenhouse gas emission reductions, to keep global warming to 1.5°C, in line with the Paris Agreement.
- **Committing**  
to work with our supply chain partners to meaningfully reduce emissions from manufacturing and transportation throughout the supply chain.
- **Aligning**  
our business strategy with climate science, integrating positive climate impact in our corporate values and mission, investment portfolio, consumer marketing and product R&D.
- **Sharing**  
progress with the winter sports network annually, to enable aggregated recognition of our industry's progress and inspire more businesses to join us.
- **Progressing**  
in our climate efforts and within a near future join the UN Race to Zero Campaign, with validated climate targets through internationally verified climate initiatives.

## Why the Winter Sports Industry Climate Pact?

### Industry unity

- Your consumers are asking for it!
- Show industry unity and collective leadership around climate.
- Collaborate with peers on solutions.
- Inspire other businesses to lead.

Winter sports are at the front line of climate change - first affected and in the spotlight for a foreseeable future. We are also a part of the problem - the products, value chains and activities and the travels. We, our customers, and the athletes we sponsor all emit greenhouse gases. Because of this, it is crucial that we as an industry unite and show that we take the climate crisis seriously and act decisively to meet the Paris agreement.