

Resort Municipality Climate Planning Coalition

Protect Our Winters Canada is a not-for-profit organization on a mission to leverage Canadian's passion and connection to outdoor adventures and through education and communication move communities *to act now* on the climate emergency. POW organizes, educates and equips businesses, social influencers and everyday enthusiasts to advocate for systemic policy solutions to climate change. We bring new voices, positive messaging and a fresh, strategic approach to the climate movement that connects with Canadians' emotional core and culture of winter activity.

For municipalities that rely on adventure tourism, climate change is a pressing problem that without collective action, those experiences will disappear into memory. That's why we are seeking partnership from your municipality to collaborate on an inter-municipal Climate Awareness Plan (Resort Municipality Climate Planning Coalition) to complement and strengthen your municipalities **emerging or existing Climate Action Plan**. We aim to increase the resilience and future viability of Canada's adventure tourism sector by evaluating climate change risks, developing strategies to decarbonize ski and adventure tourism destinations, and transition resort communities onto climate resilient pathways. Wherever your municipality is at, we aim to devise practical strategies that leverage our unique resources and expertise while activating our base to address the challenges resort municipalities currently face when it comes to **Developing, Implementing, and Executing** a robust and participatory Climate Action Plan that leaves no one behind. By participating, our program will assist your municipality to:

Develop a resort municipality Climate Action Plan blueprint:

- Model projected impacts of a range of climate scenarios including risks to tourism visitation, local real estate, employment, and community development.
- Assess local and tourist related CO2 emissions (scope 1, 2, 3) and related risks
- Identify decarbonization strategies including management best practices, technology efficiencies and engagement strategies for community members and tourists

Implement and activate your municipal Climate Action Plan:

- Equip regional POW chapters to develop and support campaigns that increase buy in from key stakeholders including industry leaders, community members, and tourists.
- Conduct community-wide education program including Hot Planet Cool Athletes and Passion to Purpose presentations for schools, businesses and clubs.
- Provide access to National and Regional Influencers, communication training resources, and networking with other resort municipalities building climate action plans
- Collaborate with other local organizations working on elements of your climate action plan

Execute and share locally specific Climate Action and Awareness Plan:

- Assess successes, failures, barriers, and future feasibility of climate action strategies unique to your municipality
- Identify and implement alterations or new policies, partnerships, technological innovations, and managerial solutions needed for a climate-resilient transition.
- Share the strategies and lessons learned to develop a collaborative network of municipalities proactively transitioning towards decarbonized tourism and climate resilient mountain communities.

There would be no direct cost to your municipality for our services. We are in the process of seeking funding for our project from the Canadian Climate Action & Awareness Fund in the amount of \$500,000 and looking for four municipalities to become founding partners to this (Resort Municipality Climate Coalition) initiative. Our intention would be to allocate the funding equally between all four municipalities over a two year period to support our work furthering your climate action plan. Founding partners would need to allocate an equal amount of funding (direct, indirect or in-kind – see note below for examples) over the two year period (\$50,000 per year).

In addition to offering the resources and expertise mentioned above, we'll convene a community of practice known as the Resort Municipality Climate Planning Coalition (RMCP). The RMCP will provide a forum to exchange ideas, successes, obstacles, best practices and strategies with colleagues from other participating municipalities. By collaborating to develop the RMCP, we can leverage the collective experiences and knowledge of members to develop dynamic climate plans tailored specifically to tourist communities in a way that creates community buy-in while devising strategies that address regionally specific barriers. We hope that by working together and harnessing the passion of residents and visitors of Canada's resort communities, we can help turn the tide of political inaction on climate change while creating a plan that can take our country and its municipalities into a sustainable future.

FOUNDING PARTNERS (Proposed)

Resort Municipality of Whistler (confirmed)

Town of Banff

Town of Collingwood

Ville de Mont Tremblant

University of Waterloo, Interdisciplinary Centre for Climate Change

Hot Planet Cool Athletes Canada

EXAMPLES OF DIRECT, INDIRECT AND IN-KIND FUNDING

- Existing wages for municipal staff involved in your climate planning (in-direct)
- Allocation of expenses or fees paid to consultants working on your climate planning (in-direct)
- Provision for office space or accommodation for POW staff during visits to the municipality in support of climate planning (in-kind)
- Allocation of operating funding provided directly to POW to support this program

NOTE: for most partners, we assume contributions will be in-direct, in the form of allocation of existing staff wages such as those of your climate coordinator or other staff already working on your climate planning.

POW CANADA TEAM

Leveraging our relationship with the Interdisciplinary Centre for Climate Change at the University of Waterloo, our team includes leading academics and researchers specializing in municipal climate change and tourism. We will activate and further build our network of national and local influencers as well as our grassroots, regional chapters to support and elevate regional climate planning initiatives.