

Climate Collaborative Charter

June 2021

The four largest ski resort companies in North America agree, when it comes to our rapidly changing climate, that we have a shared responsibility to take a strong stance on the core issues of sustainability. Although we are competitors in business, we acknowledge that what we have in common is even more essential when it comes to combating climate change.

Alterra Mountain Company, Vail Resorts, Boyne Resorts and POWDR collectively own and operate 71 mountain resorts throughout North America.

We all believe that:

- Climate change is the most critical issue we face as business leaders and as citizens of this continent and inhabitants of Earth. The dramatic rise in greenhouse gasses that is disrupting our planetary system and threatening our way of life is primarily human-caused and needs urgent attention by all affected. As mountain resort companies, we appreciate that we are extremely fortunate to live, work and play in beautiful pristine natural environments and that we have a deep responsibility to our employees, our communities, and the millions of guests that visit us each year to maintain that environment.
- The scientific evidence and first-hand observations of change resulting from weather extremes and volatility is clear and true. The impacts to the forests, habitats, and ecosystems is dramatic, and just the beginning of the problem we all face on a planetary scale.
- We must do everything in our power to leave a positive legacy for future generations, and to operate and manage our mountain resorts with a commitment to protecting and preserving our environment.

As business leaders, we COMMIT to:

- Reduce our energy use wherever possible and to aggressively pursue renewable energy sources to be carbon neutral
- Climate action and advocacy for effective public policy to accelerate the shift to a renewable energy economy
- Strong efforts and goals to reduce waste

- Be responsible stewards of our environment - the land, forests, watersheds, and habitats that provide the pristine locations where we live, work and host our guests
- Share best practices to accelerate change in our companies and communities
- Support the National Ski Areas Association's Sustainable Slopes platform

As stewards of the environment, we PLEDGE to:

- Incorporate sustainability into all aspects of our mountain resorts
- Lead by example and educate employees and guests about sustainability
- Place collaboration over competition when it comes to sustainability
- Advocate for climate protection

Throughout our industry, many mountain resorts have achieved remarkable progress already by being leaders in reducing their carbon footprint and managing their businesses in environmentally responsible ways. Our goal is to broaden this coalition and engage with the widest audience we can – industry leaders, employees, guests and community members, inclusive of voices and perspectives from all backgrounds.

Our political leaders share the same responsibilities as we do as friendly competitors – to coalesce around our shared challenge, and to take immediate and strong action to reverse the course we are on today. We urge these leaders to adopt policies to curtail greenhouse gas emissions and accelerate a shift to renewable energy sources and the establishment of a clean energy economy.

We humbly and urgently ask that all mountain resorts and those whom enjoy our public lands and the spectacular natural settings at these resorts join us in doing whatever you can to facilitate positive change.

Agreed:

Rusty Gregory – Alterra Mountain Company

Stephen Kircher – Boyne Resorts

Wade Martin – POWDR

Rob Katz – Vail Resorts