



#DIVEST THE DIRT

2021 CAMPAIGNS

Photo: Hannah Bailey

#DIVESTTHEDIRT

In September, ahead of COP26, we launched our largest campaign to date: #DivestTheDirt. We called on our community to take political action and email their council to divest the dirty money that they have invested in fossil fuels.

Despite 75% of local UK councils declaring a climate crisis, they collectively hold investments of nearly £10 billion in sketchy fossil fuel funds. The money that's meant to be securing our future, is destroying it. Which is why we encouraged our supporters to ask their local council to #DivestTheDirt and move their pensions away from fossil fuel investment. [Ask Your Council to Divest the Dirt.](#)

#DivestTheDirt was our first campaign that used an integrated digital campaigning platform, Impact Stack. This software enables us to build forms for direct action - such as emailing councils or signing petitions - into our website. It enables us to gather better data on campaign effectiveness as well as contact information to build stronger relationships with our supporters.

[Europe Wide Campaign](#) - #DivestTheDirt was also adopted by Protect Our Winters European chapters, wherein each country developed their own local campaign that fit under the umbrella of divestment.

407 supporters asked their councils to divest, so far!

Press coverage
Gained across multiple outdoor media outlets including Mpora, Much Better Adventures, and UK Climbing.

Thanks to [Cut Media](#) who donated their time through 1% For The Planet to film and create our launch video. This was a £22,046 value.



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Photo: Adam Raja


[COP26](#) was the biggest international climate event since the Paris Agreement was signed. Hosted on our home turf in Glasgow, Scotland in November 2021, we had boots on the ground to hold decision makers accountable and to communicate back to our supporters what we witnessed.

As one of the only sport organisations in the world to receive observer status, we were proud to have represented our community on this international stage. We took part in numerous panels and discussions throughout the 10 day event.



THE FUTURE OF SNOW - CRYOSPHERE EVENT

GM Lauren and POW UK ambassador & Olympic Snowboarder Lesley McKenna led The Future of Snow event in the Cryosphere Pavilion, organised by the [ICCI](#). This covered the impacts from snowpack loss, ranging from vital water resources for agriculture and energy, to the recreation industry.



GLOBAL DAY OF ACTION FOR CLIMATE JUSTICE MARCH

On Saturday November 6, we got our waterproofs out and marched the streets of Glasgow along with 100,000+ other climate activists. The energy was inspiring and it was a reminder that we - the people - make the change, not the politicians. [Watch the video.](#)

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