

How Might We (HMW) Statement

Team

13: Alpine EConomics

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

1

Action

Redesign, encourage,
improve, solve,...

2

Subject

millennials, sales managers,
retired women, CEOs, ...

3

Outcome

frictionless, affordable, fun,
engaging, ...

Inform

Encourage

the casual skier/ winter sport
enthusiasts/ spectators of winter
sports events/competitions

so they are able to make
(sustainable) decisions based on the
information they have.

to help secure a sustainable
future for winter sports.

HMW inform winter sports enthusiasts who don't know about the severity of the environmental consequences of the winter sports and give them the ability to make better decisions; or if they do, encourage them to sacrifice comfort in order help secure a sustainable future in winter sports.