



# Alpine ECOnomics

Anirudh Divecha, Mathilde Pedersen,  
Stephie Zillner, Bruno Jukic, Jonas Nöthel

April 2021



# Background

- From our research, a lot of ski resorts do attempt to act more sustainable, the problem lies with people's knowledge of these resorts
- Our interviews highlighted:
  - much of the population is not informed about the extent of the environmental consequences of winter sports
  - people don't know how they can act sustainable and what aspects make a ski resort sustainable
  - people would be more willing to choose sustainable options if they were conveniently available

*"Up until now it was normal to make sustainable choices by ourselves, but I like the idea of making sustainable choices, based on a "trophy"-rating-system of different ski resorts... It also would be a great motivation for them to act more sustainable." - Tommaso, skier, 19*

# Problem Statement

Our persona:

Matthias

- 22 years old
- lives in Munich
- casually skis 5-8 times a year
- enjoys going on day/weekend ski trips
- is environmentally aware, feels that sustainability is an important topic



**How might we make it easier for the young adult casual skier to make sustainable choices?**

# Storyboard



# Prototype

[ecoskiers.glideapp.io](https://ecoskiers.glideapp.io)





Thank you for your attention!