



UIAA RESPECT THE MOUNTAINS (RtM) SERIES 2017

Application Guidelines



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What is the UIAA Respect the Mountains project?

Respect the Mountains (RtM) is an **UIAA project** that promotes awareness about the impact of human activities in mountains. Mountains provide essential fresh water to billions of people worldwide, are home to wildlife, flora and fauna and offer a place for mountain lovers to be inspired, to play and to adventure.

The main goals of this project are:

1. to promote sustainable mountain adventure activities by reducing their negative impacts on the mountain environment; and
2. to share UIAA sustainability values with mountain stakeholders (e.g. local communities, sport practitioners, mountain visitors and tourists, outdoor sport companies and authorities) with the help of the UIAA member federations.

A key indicator of success for the RtM project is that these mountain stakeholders adopt the **7 Ways to Respect the Mountains**. By following these simple yet effective actions, all mountain stakeholders are encouraged to reduce their impact, while building a sustainable future.

Let's keep our playground clean!

What is the UIAA Respect the Mountains series?

UIAA RtM series are events that bring together mountain tourists, locals, authorities and businesses interested in making a positive impact at their favourite or local mountain area. One hundred million tourists visit the European Alps each year and each tourist leaves a footprint (often in the form of waste or rubbish). There is a growing need for on-the-ground action to remove this excess waste at popular mountain destinations. The UIAA RtM series meet this need, making **real impact through leadership and empowerment** that propels participants to embrace **sustainable mountain tourism and recreation**, all wrapped in a fun, one-day experience. **Every UIAA RtM series event consists of a clean-up event, accompanied by an education and awareness activity, a lunch/BBQ and outdoor sports activities. Each single event should focus on educating hikers and climbers to respect the mountains.**

What are the 7 Ways to Respect the Mountains?

These 7 principles shall be communicated at all UIAA RtM series events, and at least one of them should be especially highlighted during the event:



1. **BOOK SMART**

Why not explore a less known mountain destination and travel at low season or off-season? This will have less impact on the mountains during peak season, with special consideration for the ethics and norms of the mountain destination.



2. TRAVEL WISE

UIAA RtM encourages mountain visitors to use transportation methods that emit fewer carbon emissions. For example, take a bus, train or carpool with friends to the mountains from home. When at the mountain destination, use public transport, walk, hike, use bikes and skateboards to get around.



3. SUPPORT

Seek out and support sustainable businesses that are servicing mountain tourism and recreation industries. Choose clothing and equipment brands, hotels, adventure companies, travel services that are actively contributing towards sustainable development. Buy locally grown produce while at the mountain destination.



4. BE RESPECTFUL

Be respectful of locals and their customs and be considerate of other mountain visitors. Inform yourself on local mountain conditions: research weather forecasts, consult local park services/ or guides, and be well prepared before going into the mountains. Always Respect the Mountains.



5. LEAVE NO TRACE

Mountain environments are under threat from an increasing number of visitors that travel to mountain areas for recreation and tourism each year. Visitors seek adrenaline, challenge, enjoyment and connection with other people and the beauty of nature. Flora, fauna and wildlife also live in the mountains, and mountain communities, countries and cities downstream depend on services such as glacial water for their livelihoods.

What you take with you to the mountains, especially if it generates waste (e.g. rubbish, plastic), you take away with you from the mountains.

Stay on the paths and marked trails created by local authorities. These have been designed and maintained to keep visitors safe and to protect local flora and fauna.



6. RRR&U

This is the 21st century. Let's not ignore knowledge and technologies that are now available to:

- Reduce your impact
- Reuse items
- Recycle the waste you cannot reuse
- Upcycle what you can to reinvent waste into something of new value.



7. SPREAD THE WORD

There are few people that visit the mountains that don't love the mountains. As mountain visitors, share your experiences and the "7 ways" with friends, family, colleagues and business partners.

Inspire, encourage and act as good role models for others so that they too respect the mountains, so that future generations can also play, work and enjoy being in the mountains.

What do we want to achieve?

Raising awareness for the conservation of mountain environments shall be achieved through these specific targets for every RtM event series:

- ✓ bringing together a minimum of 50 people at each event and involving them in education activities which instil respect for the environment. The aim is raising awareness of the RTM 7 Ways;
- ✓ participation of the UIAA national member federation and/or local mountain club, together with authorities (e.g. tourist office), local businesses and/or outdoor sport companies and/or activity centres;
- ✓ participation of local hotels/camp sites/youth hostels/pubs/restaurants and/or education providers is considered a plus;
- ✓ collecting as much waste as possible within the planned day and within the designated areas;
- ✓ a lunch or BBQ with local products (incl. vegetarian option), avoiding plastic cutlery, plates and cups as much as possible;
- ✓ an afternoon fun program with a choice of at least two -but preferably three- different outdoor activities.

Three focus points:

1. To clean and collect visible waste
2. To promote awareness for mountain environments and their protection
3. To build and support communities through cooperation and networking

The RtM series events are designed to be **all age's events** that are **fun, educational** and that **make a real impact** on fragile mountain environments.

Organisation and Eligibility

Who can organise a Respect the Mountains event?

All UIAA member Federations, with their partners, are eligible to propose, organise and host an event. Other local organizers from the public or private sectors are also eligible to propose and host an event, as long as they can guarantee:

- To promote sustainable mountain tourism and recreation at the mountain destination where the event is to be held;
- To promote the event through local media channels, especially before, during and after the event;
- To add value for UIAA RtM sponsor, media and educational partners and local authorities;
- To include diverse participants: local outdoor clubs, young people, families with kids, tourists;
- To follow the UIAA guidelines (see also conditions to apply).

Conditions to apply:

All applications submitted by private and for-profit entities, and that are not in partnership with or member of an UIAA member Federation, will require the payment of a fee corresponding to 500 CHF. The fee can be paid after the contract is signed by the UIAA and the entity/local organizer (LO), and well before the scheduled date for the event. The fee gives the LO the rights to organise and host an event, following the conditions set by the UIAA for the organisation of these events.

UIAA member Federations can directly apply without incurring a fee. Applications from NGOs and community groups will also be considered without incurring a fee, as long as they can demonstrate a partnership and/or collaboration with a UIAA member federation and/or a local outdoors/mountain club. In special cases, UIAA member Federations are also eligible for financial support, which require a proposal to the UIAA Office detailing a budget and discussed with the UIAA Office prior to the contract stipulation.

How? Process for RTM organizers, in four easy steps:

1. The UIAA member Federation or LO contacts the UIAA Office (mountainprotection@theuiaa.org) to confirm their interest outlining the following information regarding the proposed event:
 - a. The main proponent(s), including name(s), contact details and organisation(s) they represent;
 - b. Proposed date(s) for the event, with a draft program for the day activities;
 - c. Location and indication of area to be covered for the clean-up event;
 - d. Other organising partners or co-hosts of the event.

Applications are reviewed by the UIAA Office and vetted by the UIAA Mountain Protection Commission, and together with the UIAA, the selected proponent(s) agree on date and location and on all organizational and logistic details.

2. The UIAA Office sends the “Supplementary Information for Approved Events” to the selected LOs, together with an event organization agreement that is to be signed by the LO.
3. The UIAA member Federation has the responsibility to create an event committee, including representatives from the Federation, the LO (club affiliated to the National Federation), the Local Authorities (Municipality and/or Tourist Office of the host city). The LO responsible of the event will be the main contact of the UIAA Office. This person will be in charge of the coordination of the local event.
4. The agreements between the UIAA and the UIAA member federations/LO need to be signed before April 28th 2017. After these declarations of intent are signed, discussions regarding the event, goals, and budget are defined, including the roles of all partners and their responsibilities: sponsor, the UIAA office, the UIAA-RTM manager, the LOs, the other staff members and volunteers.

An example for a typical RtM event schedule:***The general UIAA Respect the Mountains event schedule:***

08.30-09.00: Arrival of participants
09.15: Opening and briefing
09.30: Start clean-up/educational activities
12.30: End clean-up and Lunch
13.15: Prize Ceremony
14:00: Start afternoon activities
16.00: Finish activities and goodie bag
16.15-17.30: Goodbye drink

Participants arrive before the opening and are divided into groups. They are given cleaning and safety equipment to clean up as well as a safety talk. The clean-up itself involves walking a track, cleaning a public space, park, mountain slope or riverbed, and collecting rubbish and waste. Participants are busy for

approximately three hours. Participants are then given a lunch (a BBQ can be an option) and prizes, provided by the sponsor, might be awarded for the best or most interesting rubbish found. A short briefing is given to direct the participants to their pre-chosen outdoor activity. Participants are asked to fill out a feedback form when they return. They can support the organisation by becoming a supporter (and receive a goodie bag), or by purchasing a RTM merchandise article. A good-bye drink is offered at the end of the event.

Locations criteria

An RTM location has to:

- ✓ be nice and attractive, in order to make people feel welcome;
- ✓ be big enough to gather all participants, press and organisers;
- ✓ be easily accessible;
- ✓ offer enough parking space nearby and space to have the lunch (the cleaning up and outdoor activities locations should not be too far away);
- ✓ have some facilities like toilets;
- ✓ take into account weather conditions. In case of warm weather there has to be enough shade. In case of bad weather, participants should be able to shelter or get warm inside.

The clean-up location

Locations can be selected with the UIAA local member federation, local authorities, local tourism offices, environmental groups or other associations, among nature areas like riverbeds, mountain slopes or paths. **There should be a real NEED for cleaning up**, with garbage and litter to remove from nature areas, so that the educational aim in showing how to respect the mountain environment will be more effective. Ideally, there will be also local people/foresters who will explain to participants about the area and to act as guides. **Being able to walk from the venue to the clean-up location is a prerequisite.**

The lunch/BBQ location

The lunch location is ideally at the same location as the central hub during the day. The lunch does not have to be very large, but drinks, sandwiches and salad should be included. It is recommended to have proper seating for all participants. Plastic plates or cutlery should be avoided, since we are promoting environmental sustainability. Vegetarian options should be available.

The Outdoor Activities

Participants should be able to choose from at least two different outdoor activities offered by the LOs. Mountain walking, climbing, biking, rafting, via ferrata and other activities that can be done in larger groups would make a good offer. During the activities the LOs and guides can give more detailed explanation with

regards to essential topics such as safety and environmental protection. At least one activity should be suitable for children.¹

The outdoor activities should ideally be close to the venue location, so the participants can walk there (unless they will be picked up by transport organised by the LOs)² and easily come back for the wrap-up at the end of the day.

Recommendations to establish a new event

- ✓ Secure a good local partner, ideally one that is already connected with the location's community;
- ✓ Contact and include on-the-spot associations (scouts, outdoors club, environmental organizations) to guarantee participants and event's promotion;
- ✓ Get local shops, tourist offices, camping sites, local associations on board to help with the promotion and the marketing of the activities.

Materials needed on the day

Enough garbage bags, the RtM tent, t-shirts, grab sticks, RtM goodies, fundraising materials, evaluation forms etc. The UIAA RtM Manager will bring most of these items. However, enough chairs and tables need to be provided by the local organiser.

¹ We recommend, in case any activity for kids will be offered, to clearly specify the minimum age required on all the information provided before the event.

² If transportation is needed, ensure that the necessary time will be included in the schedule in order to have 3 hours of cleaning up and enough time for outdoor activities.