

Press release – new cooperation:

Gstaad and Climeworks enable winter sport fans to take climate action

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Winter sports and climate action: Destination Gstaad and Climeworks enable skiers to remove carbon dioxide from the air and thus contribute to fighting climate change.

Climate change is the biggest challenge of our time, also affecting winter sports. In Switzerland, the zero-degree level has already risen in winter and more and more ski regions use snow cannons to prepare their slopes. The question arises whether skiing can be sustainable. This winter season, skiers can directly contribute to fighting climate change for the first time, thanks to the new cooperation between Gstaad and Climeworks.

Being one of the most popular ski regions in Switzerland, Gstaad advocates the responsible handling of resources and its intact nature already for a long time. For this skiing season, Gstaad has partnered with Swiss company Climeworks. Climeworks is the market leader for direct air capture – a technology that removes carbon dioxide from the air.

Carbon dioxide removal is one important solution that is required to achieve global climate goals. In order to limit global warming to 1.5°C, we have to reduce current emissions drastically. In addition, humanity must actively remove several billion tons of CO₂ from the atmosphere per year. Thus, historic as well as unavoidable emissions can be reversed to achieve net zero emissions.

The new cooperation makes Climeworks' carbon dioxide removal solution accessible to skiers in Gstaad: the ski passes in Gstaad include CHF 5 deposit that visitors can normally reclaim at the end of their ski day. They now have the opportunity to spend the money on actively removing 5kg of CO₂ from the air with Climeworks' carbon dioxide removal. Thus, they make a positive contribution to our climate after their skiing activities.

"Climeworks offers innovative and sustainable solutions that are perfectly suited for the development of Destination Gstaad. Namely the compensation of greenhouse gas emissions that currently cannot be avoided. This cooperation is a first pilot project, which will guide the further development of Gstaad", says Michel Hediger, product manager Gstaad Marketing.

"We are very happy about the cooperation with Destination Gstaad. Being a passionate winter sports enthusiast myself, I am especially excited to give other enthusiasts the opportunity to take climate action", says Christoph Gebald, co-CEO and co-founder of Climeworks.

Editor's Notes

- More images of Climeworks' technology are available upon request
- For media enquiries, please contact:
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 - Climeworks: media@climeworks.com

About Gstaad

The Destination Gstaad enjoys a high level of prestige and international renown. In spite of this, it has remained truly Alpine, with its chic charm, British understatement and authentic traditions. Gstaad offers exceptionally varied winter activities: this includes 200 kilometers of slopes and numerous other winter sports activities. Cozy mountain restaurants entice onto their sun terraces.

About Climeworks

Climeworks empowers people to reverse climate change by permanently removing carbon dioxide from the air.

One of two things happens to the Climeworks air-captured carbon dioxide: either it is returned to earth, stored safely and permanently away for millions of years, or it is upcycled into climate-friendly products such as carbon-neutral fuels and materials. The Climeworks direct air capture technology runs exclusively on clean energy, and the modular CO₂ collectors can be stacked to build machines of any size.

Founded by engineers Christoph Gebald and Jan Wurzbacher, Climeworks strives to inspire 1 billion people to act now and remove carbon dioxide from the air.

Together we can build a climate-positive world. Join us!

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