

# VERBIER ZERO

**CARBON. PLASTIC. POLLUTION.**

**#verbierzero @verbierzero [www.verbierzero.com](http://www.verbierzero.com)**

Verbier. Photo: Michael Mathres

VERBIER ZERO is a non-profit Association based in Verbier, Switzerland.  
Association VERBIER ZERO, 34 ch. des Vernes, Verbier 1936  
UBS bank account IBAN 022800152108.01T SWIFT/BIC UBSCHZH80A  
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# CONTEXT

Verbier 4 Vallées, is arguably the most beautiful ski area in the world :)

If we want to maintain this natural beauty and its future, we must protect it.

If we want to have pure energy, we must have pure air, pure water and pure snow.

Therefore we must reduce our CO2 emissions, plastic usage, and all pollution to zero.

**ZERO CARBON!**

**ZERO PLASTIC!**

**ZERO POLLUTION!**

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# CHALLENGES

**300Kg of plastic and waste  
picked up during summer**

**Plastic bottle on slopes in Verbier Photo: Michael Mathres**

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- We only have 6 years to reduce our carbon to net-zero emissions (UN IPCC)
- Switzerland failed to meet its 2020 carbon targets (BAFU)
- Speed at which world's glaciers are melting has doubled in 20 years (Nature/ The Guardian)

1. <https://www.ipcc.ch/sr15/chapter/spm/>  
2. <https://www.bafu.admin.ch/bafu/en/home/topics/climate/in-brief.html>  
3. <https://www.nature.com/articles/s41586-021-03436-z>

# MARKET RESEARCH

COOS and ALTIS, May 17, 2021

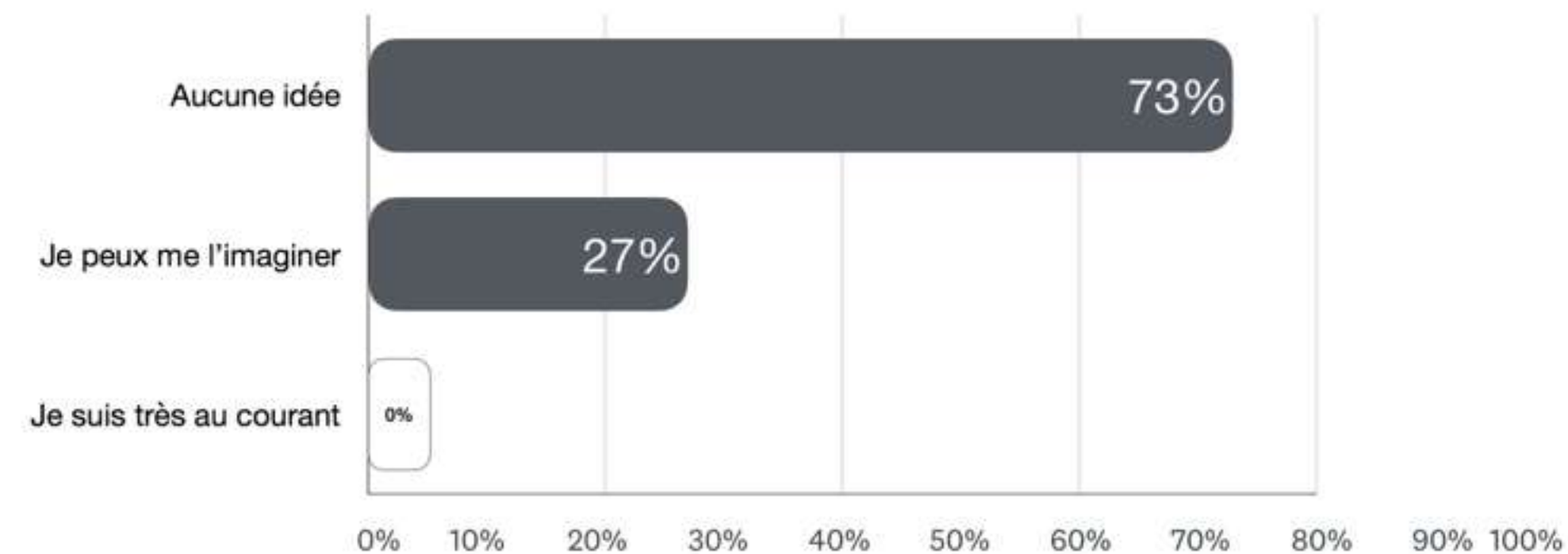


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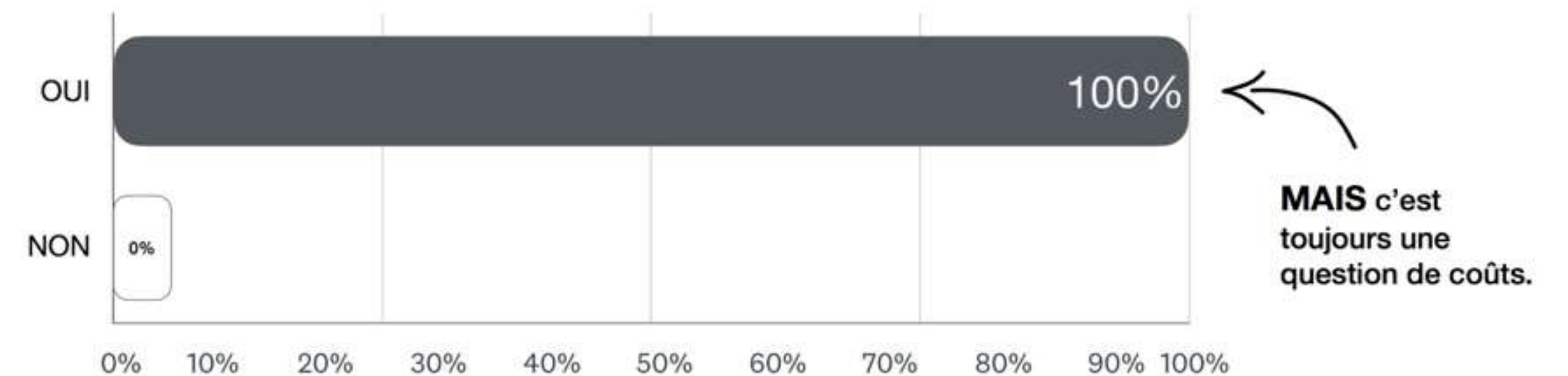
**0% of Verbier tourist industry knows their ecological impact.**

**100% of Verbier tourist industry want to participate in ecological projects.**

Connaissez-vous l'impact écologique de votre établissement ?



Souhaiteriez-vous participer à des projets pilotes pour la transition énergétique ?



[https://www.climatepartner.com/sites/default/files/2021-04/2021-04%20ClimatePartner%20Climate\\_Awareness\\_Report\\_EN.pdf](https://www.climatepartner.com/sites/default/files/2021-04/2021-04%20ClimatePartner%20Climate_Awareness_Report_EN.pdf)

# VISION/MISSION

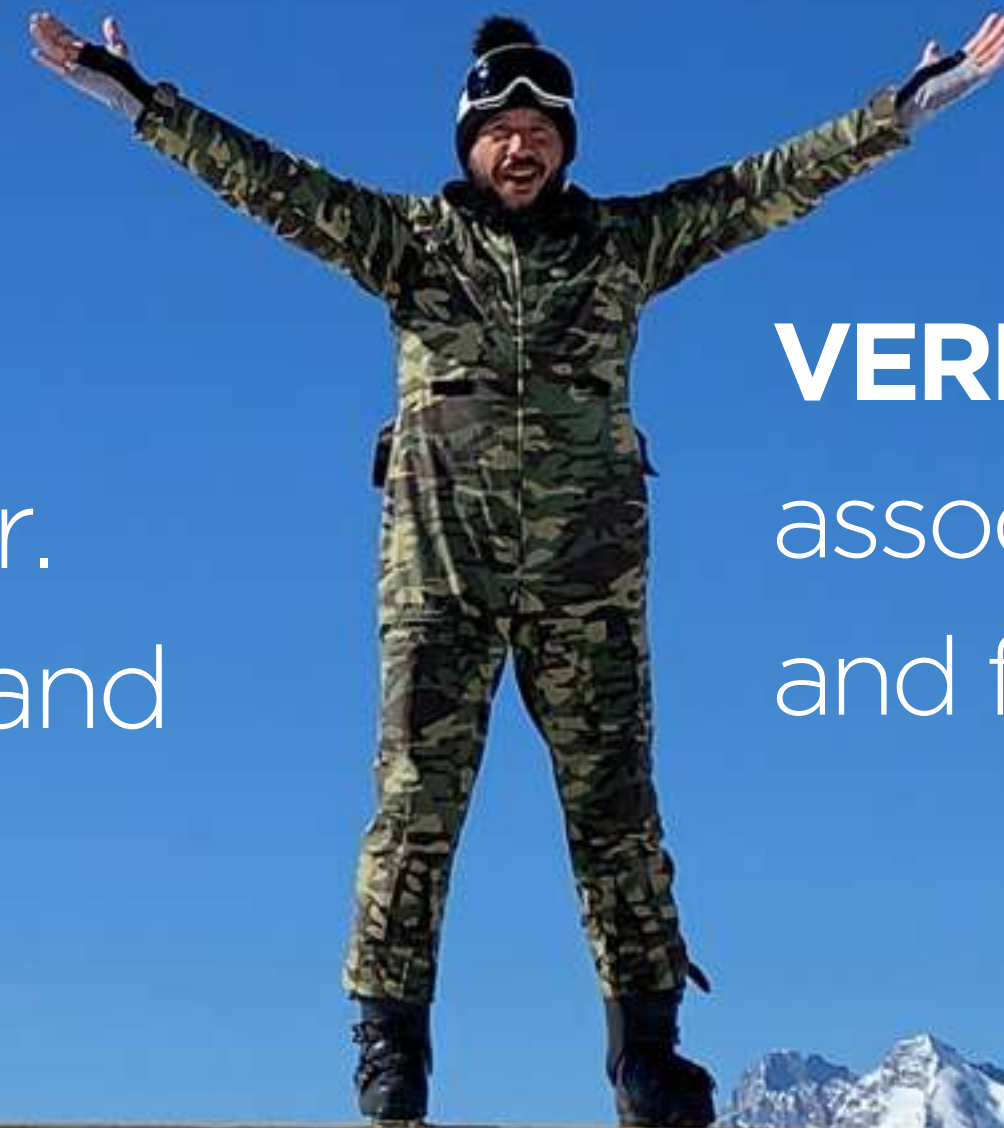
# VERBIER ZERO

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**VISION:** Sustainable mountains forever.

**MISSION:** To protect Verbier's nature and future.

**VERBIER ZERO** is a non-profit association to protect Verbier's nature and future.



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# SOLUTIONS

## MAKE VERBIER THE GREENEST MOUNTAIN RESORT IN THE WORLD!

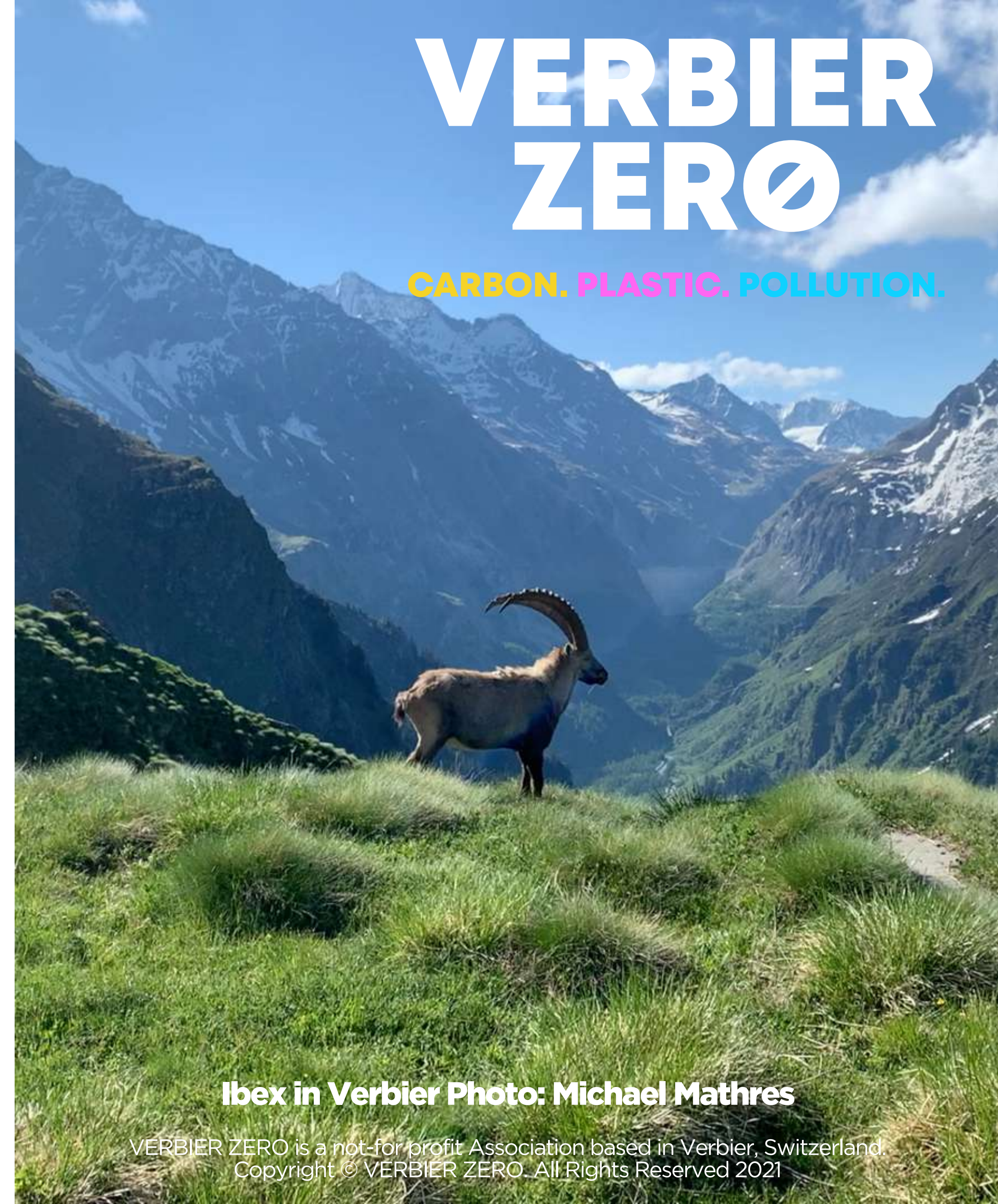
Verbier Zero aims to offer 3 solutions. A Climate Plan, a Zero (label, education & products), and a Carbon Fund.

1. **Climate Plan:** Make Verbier the first truly green sustainable ski resort, and a unique marketing selling point globally as a sustainable tourist destination.
2. **Zero campaign:** Change and adapt its population and businesses to a zero carbon world, through a label, education, and zero products in Verbier.
3. **Carbon Fund:** Stimulate the local economy with funding early-stage solutions and technologies to reduce and adapt to climate change.

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**Ibex in Verbier Photo: Michael Mathres**

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# 1. CLIMATE PLAN

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## CLIMATE PLAN

- **Carbon Footprinting:** Measure the current carbon footprint of the operating company (Téléverbier/Verbier Tourisme)
- **Climate Targets:** Agree to climate neutral targets with the company and other key stakeholders
- **Measure, Report & Verify (MRV):** Each year, measure, report and verify carbon emissions with our Climate goals.

**Photo: Michael Mathres**

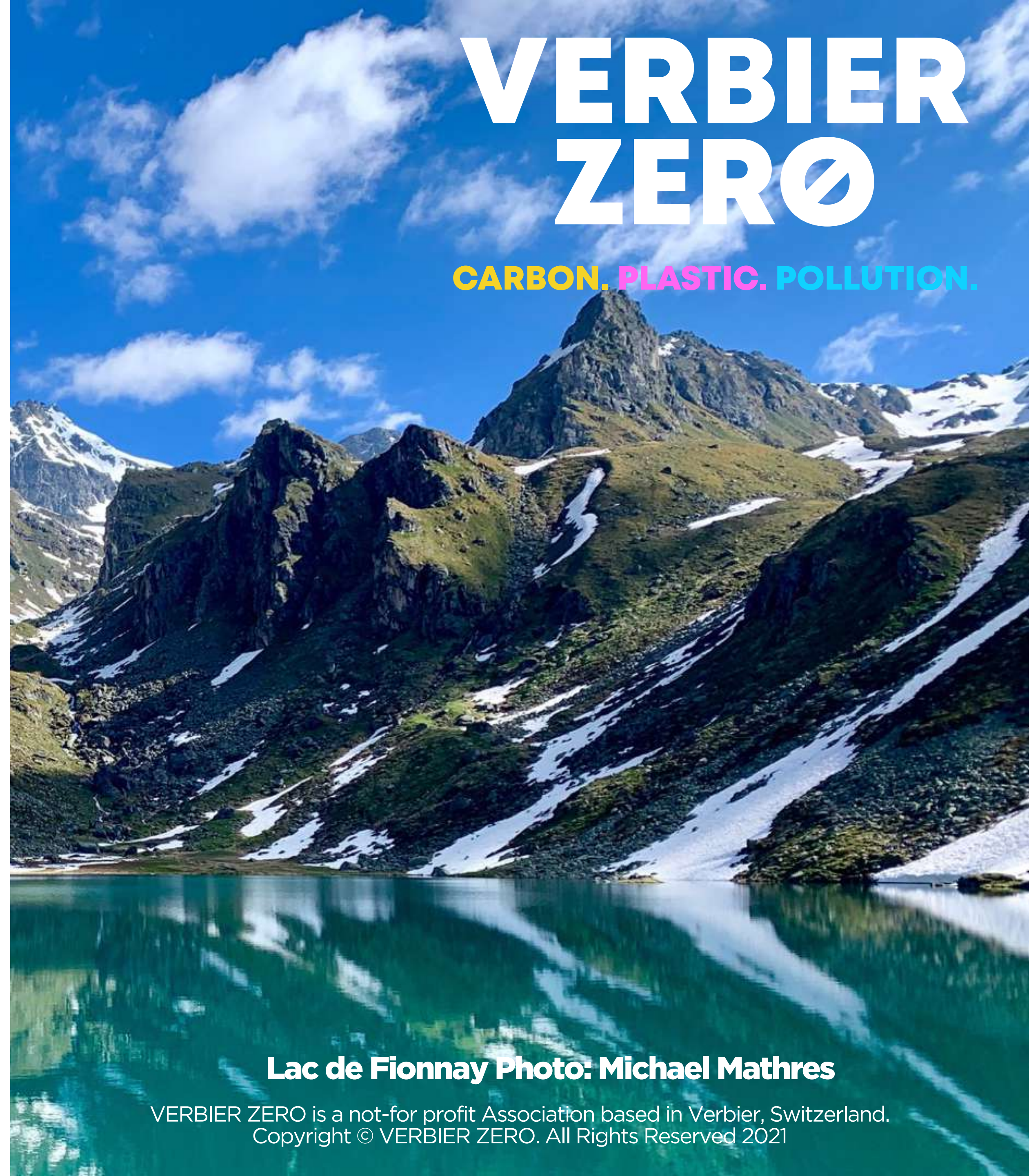
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# 2.ZERO CAMPAIGN

In order to help Verbier business and individuals lead a net-zero life, Verbier Zero is offering three services via its Zero campaign:

1. **LABEL:** Verbier Zero label that businesses can use to show their support for a zero world and guarantee their environmental commitments & actions.
2. **EDUCATION:** Produce positive inspirational, and educational zero video/photo content to motivate people to take actions (social media platforms)
3. **PRODUCTS:** Promote sustainable products that will help meet Verbier's zero objectives (e.g. energy, transportation, food and waste)



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Lac de Fionnay Photo: Michael Mathres

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# 3. CARBON FUND

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The Verbier Zero Carbon Fund will be an evergreen non-profit fund that will finance projects in the region to help meet our ZERO objectives. Fundraising will come from donations, and via tickets sales or tourist stays. Management and funding will be done by a coalition of local partners , a bank, and a Funding Committee.

## FUNDRAISING

- Tickets
- Tourists
- Donations



# VERBIER ZERO



# CARBON FUND

## CARBON PROJECTS

- Local/Regional
- Reduction & Adaptation
- Pre-seed/Seed

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# ASSOCIATION

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Verbier Zero is a non-profit association based in the canton of Valais, Switzerland. Its purpose is written in its articles of Association: (Articles of association are available on demand):

- *“The Association is created to:*
  - - *Protect Verbier’s nature and future*
  - - *Promote the environment in Verbier*
  - - *Support Verbier in its ecological transition*
- *The Association has no profit purposes.”*



**Michael Mathres,  
President & Founding Member**



**Farah Mathres, M.S. Accounting  
Secretary & Founding Member**

**15 yrs in Accounting and business administration**

Currently Accountant at the Wyss Center  
for Bio and Neuroengineering.

<https://wysscenter.ch/team/farah-mathres>

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**Marmotte from Verbier! Photo: Michèle Jogabi**

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# FOUNDER

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Michael Mathres is a 20-year sustainability and climate finance veteran. He has been coming to Verbier since he was a kid and now he wants to give back. Since 2001, he has been working with hundreds of companies, governments, investors and entrepreneurs to fight climate change. He founded the World Climate Summit in 2010, the largest business and finance conference during the United Nations annual COP meetings. Since then he has helped many climate startups including Mootral raise funds. He now sits on the Advisory Board of Climate Neutral Commodity, Syntropyc, Climate Trillions, and Sustainable Planet. He studied at the International School of Geneva, has a BA in Economics from Hamilton College, and is a certified Investment Manager (Université de Genève), and certified Impact Investment Analyst. He is an avid freeride skier, trailrunner, musician and artist. Yes, that is him there :)

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# TRACK RECORD



Michael brings 20 years of sustainability/climate finance experience. Climate Funding, worked with hundreds of large corporations, investors and governments. The last client was Mootral a Swiss AgriFood Tech company.



## MOOTRAL SA (Rolle, VD)

- **RAISED €7.5m**
- **VALUE €30m**

# PROJECTS



Plastic bottle on Verbier slope. Photo: Michael Mathres

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# VERBIER ZERO

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The Verbier Zero Carbon Fund will fund local projects to help Verbier meet its objectives, help business reduce their carbon/plastic/waste, and help the population adapt to a net-zero lifestyle. We will choose projects with the help of universities, associations, and local industry partners. **There are more than 150 sustainable projects in the canton of Valais that can be funded.** (Examples of market research)



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# PARTNERS

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Verbier Zero is looking to build a coalition of Partners. They will be our Advisors and also help us give rewards, that we will sell to raise the 2021 budget, manage the organisation and set up the fund.

## ON BOARD



There are also at least 50 local businesses that are following us on Instagram including: **Verbier Location, Verbier Jobs, Chocolaterie de Verbier, Vina Bagnes, Intenso, Massage 1936, Verbier Open, La Vie Claire, May Taxi, and Golf Club Verbier** to name a few.

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# PARTNERSHIP



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## Example of Partnership

- **Rewards:** 8 duffel bags
- **PR promotions:** Communicate crowdfunding campaign
- **Social Media:** Post our crowdfunding campaign
- **Advisors:** join Advisory Board
- **Sponsorship:** for launch event (CHF 2,000)

Photo: Michael Mathres

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# MANAGEMENT

Verbier Zero will be initially managed by Climate Funding Ltd. and Climate Partner, to do the Climate Plan and Carbon Fund.



## Climate consultancy with 15 years experience

- Carbon footprinting
- Carbon projects
- Carbon label



## Climate funding advisory with 20 yrs experience

- Fundraising
- Strategy
- Communications

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# ADVISORS

Talking to experts and bringing them on board to make Verbier the greenest ski station in the world.

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Sarisher Mann  
**Sustainability  
Leadership**  
Cambridge University  
Sustainability  
communication at  
BNP Paribas.



Holger Sigmund  
**Partner (DACH)**  
Green Destinations



Guy Bigwood  
**Managing Director**  
Global Destination  
Sustainability Movement



Mafalda (Trabuco)  
Borea FRSA  
**CEO**  
Sustainable First



Dr. Michaela Hoelz  
**CEO**  
Holz Consulting



Ingrid Beutler  
**Founder**  
Sustainable Mountain  
Alliance  
  
Bringing all international  
mountain sports federation  
together  
  
**Ex Integrity Manager**  
International Olympic Committee

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# COMPETENCIES

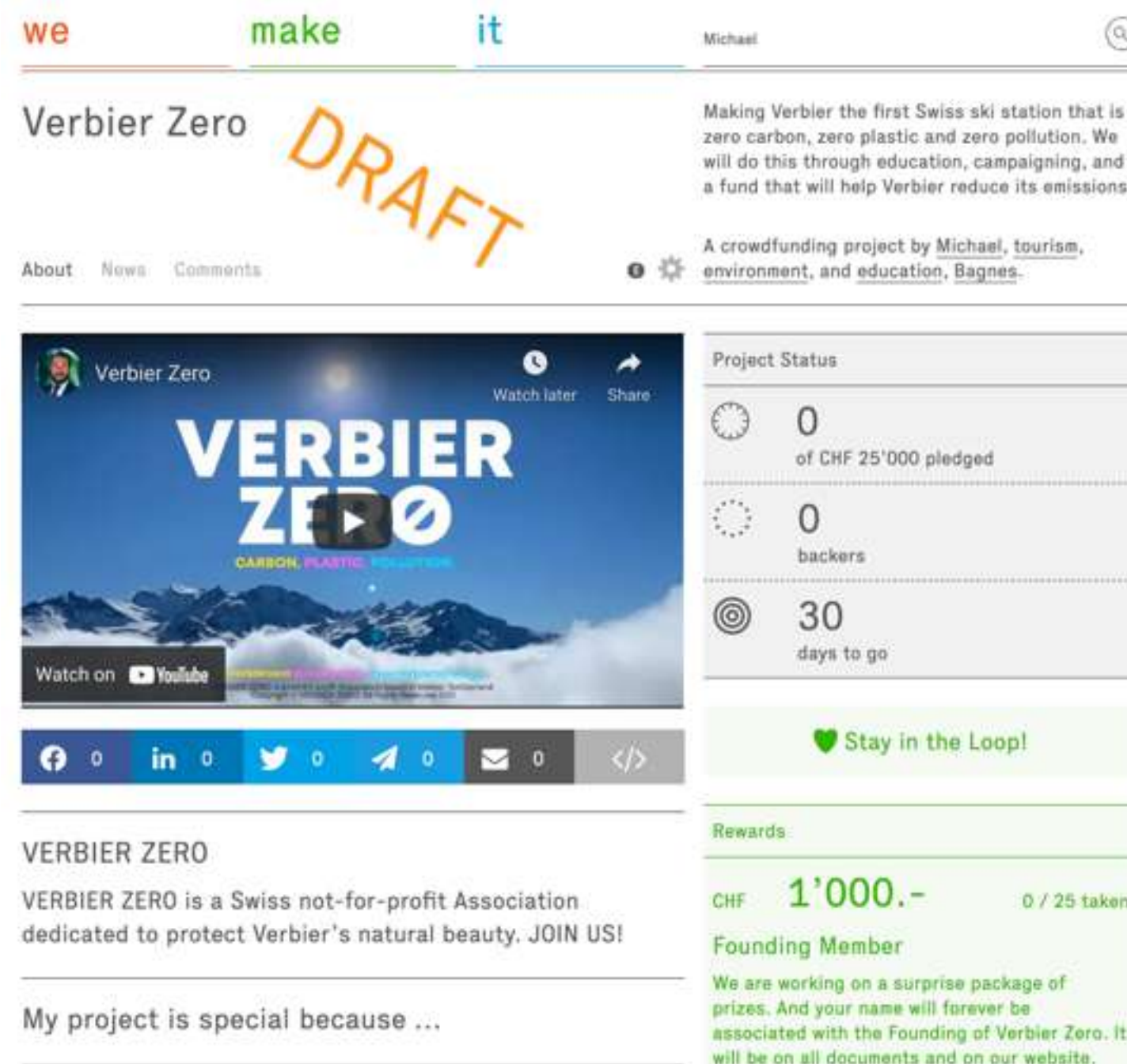


Some of our 3,000+ corporate customers

Retail 100+	Food 350+	Non Food 400+	Cosmetics 250+	Services 500+	SME 500+
Industry 100+					Packaging 600+

# FUNDRAISING

Our fundraising strategy is based on a crowdfunding campaign with [WeMakel.com](https://www.wemakel.com) as they are focused on sustainability. We will sell rewards from our Partners to individuals. We aim to reach 100 backers and 12,021CHF.



The screenshot shows a crowdfunding page for 'Verbier Zero' on the WeMakel.com platform. The page is in 'DRAFT' status. The project description states: 'Making Verbier the first Swiss ski station that is zero carbon, zero plastic and zero pollution. We will do this through education, campaigning, and a fund that will help Verbier reduce its emissions.' The project is categorized as 'A crowdfunding project by Michael, tourism, environment, and education, Bagnes.' The project status shows 0 of CHF 25'000 pledged, 0 backers, and 30 days to go. There is a 'Stay in the Loop!' button and a 'Rewards' section showing a CHF 1'000.- reward for 0 / 25 taken. The reward description says: 'We are working on a surprise package of prizes. And your name will forever be associated with the Founding of Verbier Zero. It will be on all documents and on our website.'



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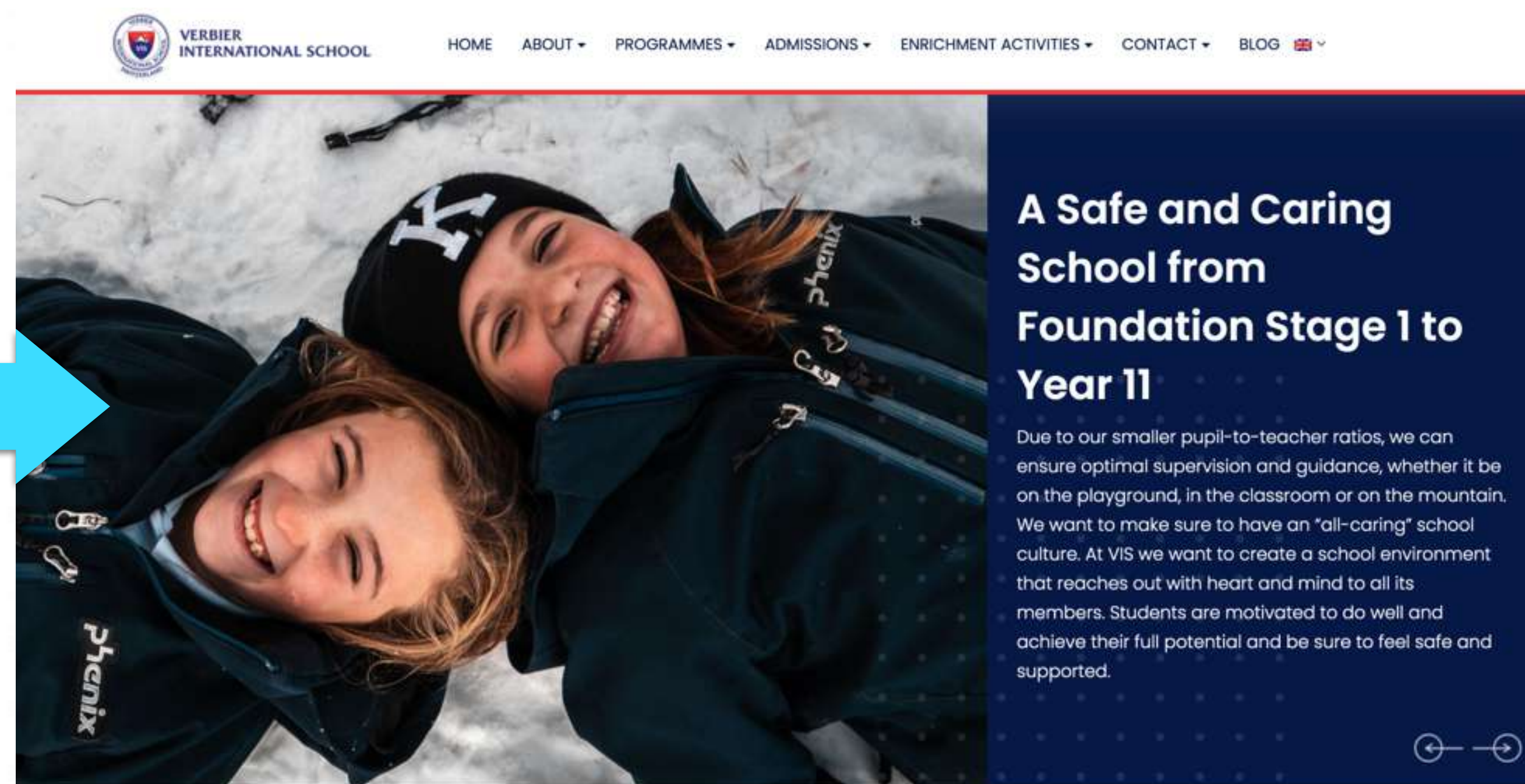
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# 12,500 CHF!

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# PROPOSAL EXAMPLE



# 1'190 CHF

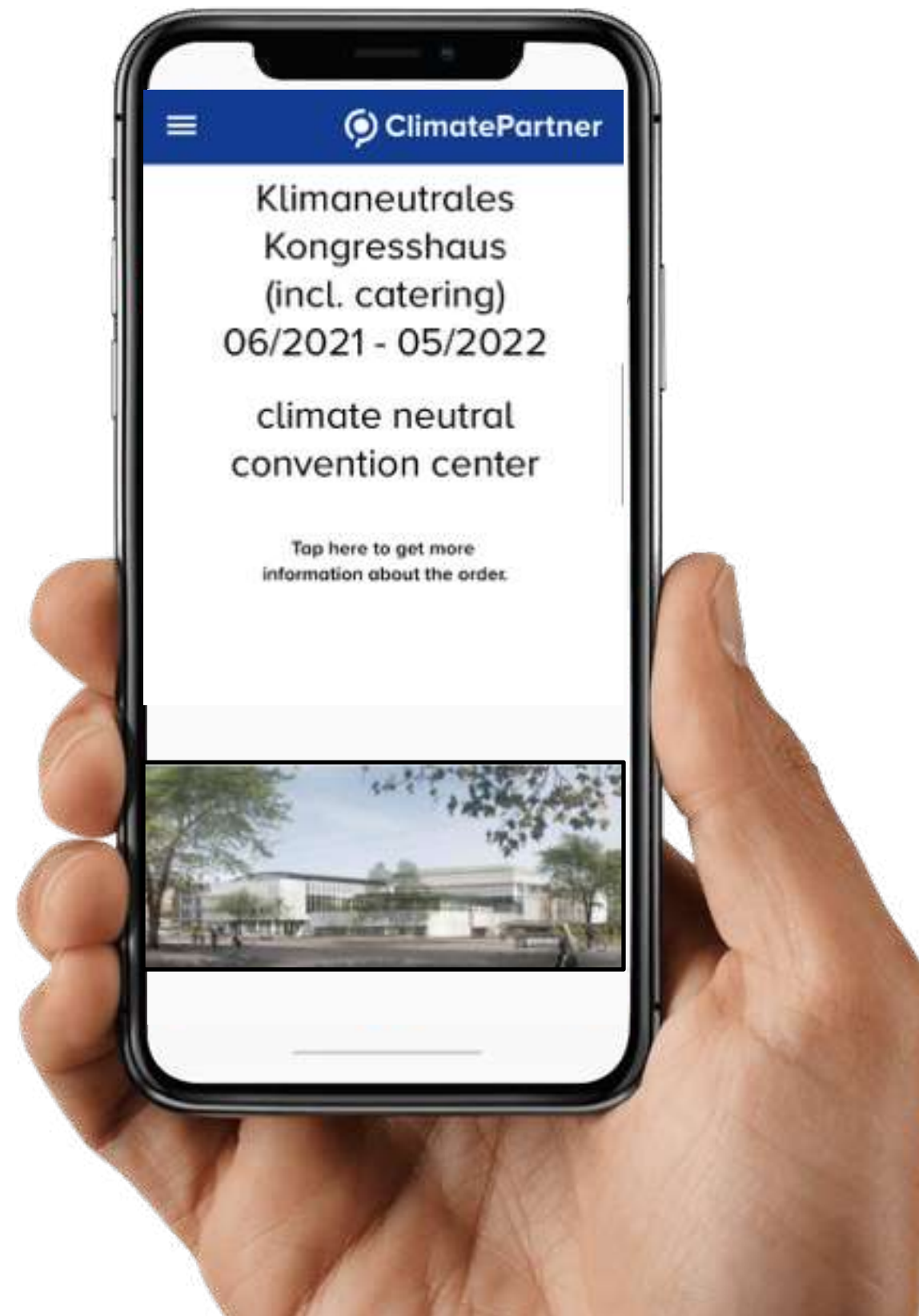


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# CLIMATE-ID

Kongresshaus Zürich climate neutral company



### ClimateID Tracking

13222-1905-1003

	<b>Klimaneutrales Kongresshaus (incl. catering) 06/2021 - 05/2022</b> climate neutral convention center	
	<b>2.149.419 kg CO<sub>2</sub> kompensiert</b>	

### Klimaschutzmaßnahmen

**Green Meetings im neuen Kongresshaus Zürich**  
+144 jährlich aktualisierten Carbon Footprints verfügen wir über ein Werkzeug, um signifikante Vermehrungs- und Reduktionspotentiale zu identifizieren und die Effektivität von Klimaschutzmaßnahmen im Zeitverlauf zu verfolgen. Zum Beispiel: Reduzieren wir 70% des Wärme- und Kältebedarfs durch die Tausungeneffizienz der Gebäudehülle aus dem nächsten legenden Zürichs. Durch unsere Umkehrhaltung eines Waldschutzprojektes in Peru kompensieren wir unvermeidbaren CO<sub>2</sub>-Ausstoß und stellen damit sicher, dass jeder Anlass im neuen Kongresshaus Zürich ohne Nebenkosten für den Veranstalter komplett klimaneutral über die Bühne geht! Roger Buchal, Direktor / Chief Executive Officer

**Bauliche Massnahmen**  
Die Bildung von 70% der Wärmeenergie durch Nutzung des Wassers aus dem naheliegenden Zürichsee statt aus dem Stromnetz.

**Ökostrom**  
Das Kongresshaus erhebt in Vorhaben Phase energieeffizient und mit 100% Ökostrom.

**Catering-Konzept**  
Verwenden regionaler und saisonaler Produkte sowie ein überwiegendes Angebot vegetarischer und vegane Küche und vorzugsweise unsere Catering-Konzepte.

**Anreise**  
Durch die zentrale Lage des Kongresshauses Zürich kann die Anreise innerhalb der Stadt Zürich zu Fuss oder mit den öffentlichen Verkehrsmitteln durchgeführt werden.

**Beratung**  
Veranstalter sehen sich beim Thema Klimaneutralität zusammen mit ClimatePartner an und werden bestmöglich beraten.

**Klimaneutralität**  
Der unvermeidbare CO<sub>2</sub>-Ausstoß wird im Rahmen des Klimaneutralitätsprojektes in Peru kompensiert.

### Projektdetails

1057 - Waldschutz

**Wie funktioniert Klimaschutz mit Waldschutz?**  
Wälder sind ein unverzichtbarer Bestandteil der Biosphäre, beherbergen eine immense Artenvielfalt und sind unverzichtbar für die Klimaregulation. Sie speichern Kohlenstoff und geben ihn bei der Verbrennung von Biomasse frei. Durch die Photosynthese wird CO<sub>2</sub> aus der Atmosphäre entzogen und in Biomasse und im Boden gespeichert. Durch die Photosynthese wird CO<sub>2</sub> aus der Atmosphäre entzogen und in Biomasse und im Boden gespeichert. Durch die Photosynthese wird CO<sub>2</sub> aus der Atmosphäre entzogen und in Biomasse und im Boden gespeichert.

**Beitrag zu den UN-Zielen für nachhaltige Entwicklung (SDGs)**

11	<b>Wohnen und Städte</b> Nachhaltige Städte und Gemeinden	Projektziele: 100% CO <sub>2</sub> -Emissionen kompensiert
13	<b>Klimaschutz</b> Maßnahmen zur Bekämpfung des Klimawandels und seiner Folgen	Projektziele: 100% CO <sub>2</sub> -Emissionen kompensiert
15	<b>Lebende Ozeane, Meere und Meeresressourcen</b> Erhaltung der Ozeane, Meere und Meeresressourcen	Projektziele: 100% CO <sub>2</sub> -Emissionen kompensiert
17	<b>Partnerschaften für nachhaltige Entwicklung</b> Stärkung der Partnerschaften für nachhaltige Entwicklung	Projektziele: 100% CO <sub>2</sub> -Emissionen kompensiert

# BENEFITS

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**In return for the rewards given to Verbier Zero's crowdfunding campaign, here are the benefits for the Founding Partners:**

1. Verbier Zero signatory > Zero by 2030
2. Permission to use Verbier Zero logo by company
3. Climate neutrality option with Climate Partner
4. Logo on Crowdfunding page International campaign (views TBD)
5. Logo on Verbier Zero website > Founding Partners page
6. Logo on all campaign materials and content (video & print)
7. Organisation name and quote in all press releases (national and international)
8. Seat on the Verbier Zero Carbon Fund committee (TBD)
9. Part of Verbier Zero's Members discounts card (TBD)
10. Tax deduction (TBC with your accountant)

Photo: Michael Mathres

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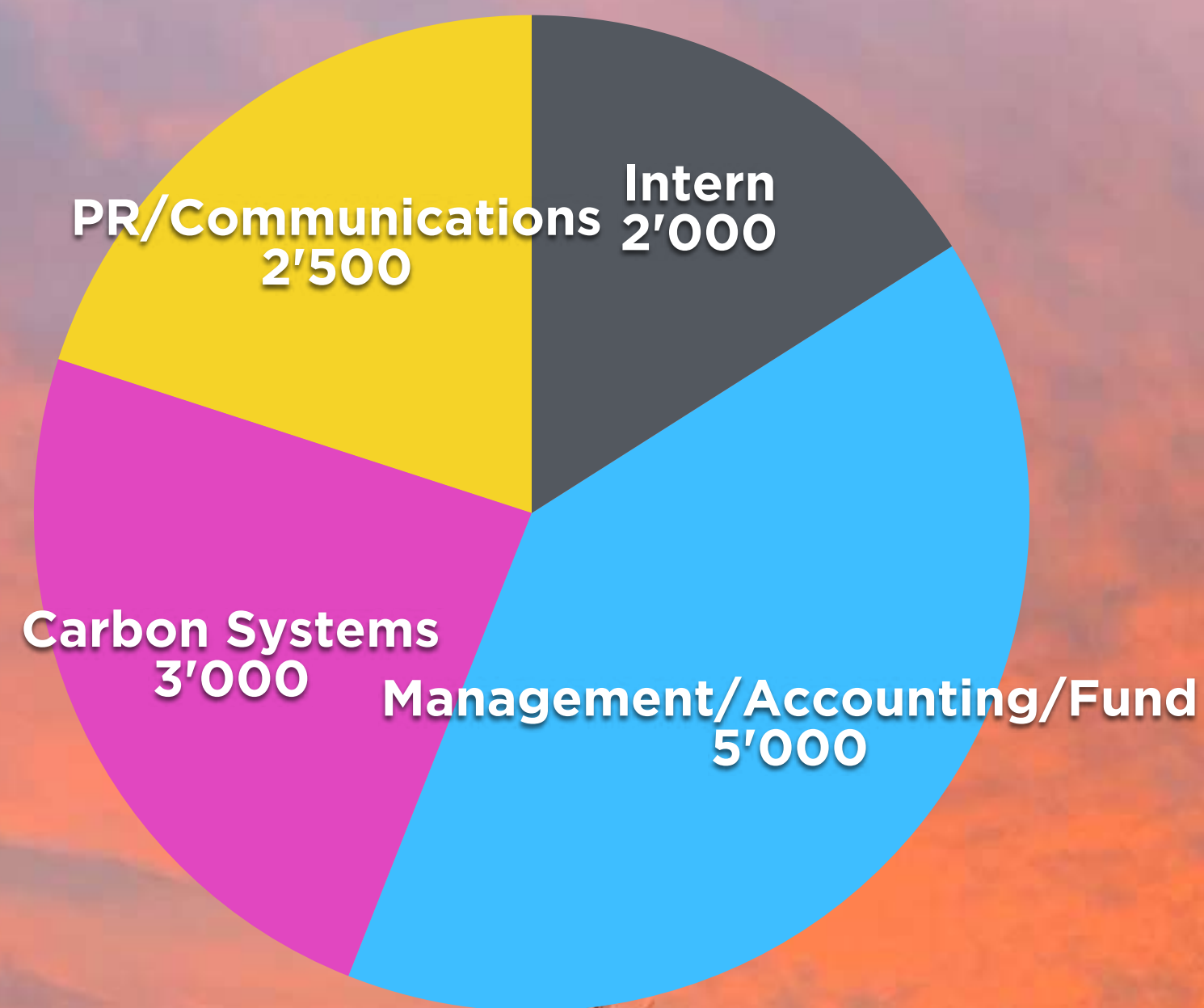
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# 2021 BUDGET

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The 2021 budget goal is to raise 12,500 CHF through crowdfunding with Corporate Partners and private donors (6 months budget).



	CORPORATE	INDIVIDUAL
Cost	CHF 2,000-5,000 (in-rewards)	CHF 10-1,000 (w/reward)
Title	<b>Founding Partner</b>	<b>Founding Member</b>
Benefits	<ul style="list-style-type: none"> <li>Your Logo on website</li> <li>Name in press release</li> <li>Use of Verbier Zero logo</li> <li>Sign of commitments</li> <li>Part of Funding Committee</li> </ul>	<ul style="list-style-type: none"> <li>Reward from our partners (TBD)</li> <li>Name on website</li> <li>Pledge to be net-zero</li> <li>Access to reductions from our partners</li> </ul>

# PLAN & TARGETS 2024

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The 4-year plan is to make the initiative a success, replicate the model in Switzerland and internationally.

## **CLIMATE PLAN**

- Verbier Zero is born :)
- Crowdfunding campaign starts
- First Campaign is launched
- Founding Members, Partners etc... join
- Carbon footprinting of Verbier
- Climate Plan is agreed
- Verbier Zero Fund is set up and launched

**TARGET >> CLIMATE PLAN DONE**

**KPI >> CLIMATE TARGETS**

## **CARBON FUND**

- Verbier becomes Carbon Neutral
- First Verbier Zero projects are chosen and funded

**TARGET >> CLIMATE NEUTRALITY  
& ZERO PLASTIC**

**KPI >> CHF1m FUND &  
3-4 PROJECTS FUNDED**

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## **NATIONAL (Switzerland)**

- Verbier Zero model is replicated in other Swiss Ski resorts

**TARGET >> HELP ONE OTHER SWISS  
SKI RESORT**

**KPI >> CLIMATE TARGETS MET**

## **INTERNATIONAL**

- Verbier Zero model is replicated internationally in other ski resorts

**TARGET >> HELP ONE OTHER  
INTERNATIONAL SKI RESORT**

**KPI >> CLIMATE TARGETS MET**



**JOIN US**

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ZERO**

**ZERO CARBON  
ZERO PLASTIC  
ZERO POLLUTION**

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