The problem

• Over **20 million skier-days** per winter in Switzerland

• **2-3% of skiers litter**

• Our rough estimation: ¼ of the waste that we find in the ski resorts is litter, ¼ has been lost and ½ comes from the ski lift company

• We speak of **hundreds of tons of waste** (no data available)
Who we are

The objective of Summit Foundation is to **reduce the environmental impact of human activity in high traffic locations**.

Created in 2001, Summit Foundation is an independent not-for-profit Swiss foundation recognized as promoting the public interest.
Our approach

• Protecting **natural environment** (mountains, lakes, forests, …)
• Through a **change in behaviour**
• Focusing on **leisure activities** and the **littering** issue
• In **high traffic** locations
Activities

The Foundation focuses its activities on 3 areas:

• **Enhancing awareness and education** with respect to the environment
• Developing practical **solutions**
• Organising **waste collection** operations

These activities are based on studies in psychosociology (normative effect, broken window effect, etc.)
Raising awareness

- **Campaigns in 80 ski resorts**, mainly in Switzerland and France
- **Campaigns and activations** on sport and cultural events
- **Education**: mobile app “Mission Dahu” for ski instructors
Solutions

• Pocket ashtrays
• Waste sorting units
• Voting ashtrays

All our products are Swiss made, whenever possible of recycled material and socially responsible
Clean-ups

- **Organisation** of clean-ups
- **Coordination and support** of mountain clean-up days
- Various **programmes for individuals**: Summit Cleaners & Summit Rangers
What we observe

• In city centres, littering is increasing. **In the Swiss mountains, littering seems stable.**

• Our partner ski resorts reckon that they find **less waste** on the slopes in spring.

• **Behaviours are changing:** from carpets and car batteries to plastic wrappers and bottles

• **Waste is changing** (fun fact: the lifespan of a paper tissue got much longer)

• We need to work on a scientific study (such as Marine LitterWatch or OSPAR)
Let’s protect our environment!

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