



CWSAA Responsible Stewardship Workshop Series

Workshop Series Overview

Learn how to develop a sustainability action plan for your ski area using the new [CWSAA Responsible Stewardship Playbook & Toolkit](#). During this series of three workshops participants will learn about sustainability, develop a sustainability action plan with goals and targets, and learn how to share a sustainability story with credibility. A maximum of two people from each ski area is invited to attend these sessions. Click here to register, or read below for more information about each of the workshops.

Workshop 1: Building a common language & measuring your baseline

Workshop 1 will prepare participants to initiate or build upon an existing responsible stewardship strategy for their ski area, assemble a 'Green Team', and provide guidance to measure a ski area's baseline sustainability performance. A key component of CWSAA's Responsible Stewardship strategy is to develop an industry-wide understanding of sustainability and regenerative tourism principles. Building a common language for responsible stewardship allows ski areas to more effectively align with industry goals and understand how individual efforts contribute to the broader success of the industry.

Recommended Prepwork: Sign up and get started on the free GreenStep Sustainable Tourism Score Assessment* found at <https://www.greensteptourism.com/free-sustainable-tourism-score/>.

**Note: The Sustainable Tourism Score Assessment is 87 questions and can take one to two hours. It should be completed before Workshop 2. You can save your progress and restart at any time. It is common to be unable to answer questions on the first attempt of the assessment. By following the guidance in the workshops, playbook and toolkit, you are likely to see a significant improvement to your score!*

Let's change the world.

1-800-469-7830

greenstep.ca



Workshop 2: Creating your sustainability vision, goals and action plan

Workshop 2 will guide participants through the development of a sustainability action plan. Action plans consist of four components: goal areas, tangible targets, actions, and prioritizations.

The first half of Workshop 2 will provide guidance on best practices for sustainability goal setting and demonstrate the application of the *CWSAA Responsible Stewardship Playbook & Toolkit*. The second half of Workshop 2 will focus on drafting action plans and collaborating with peers in breakout sessions to strengthen networks, support a cross-pollination of ideas, and share innovations.

Workshop 3: Action planning continued + telling your sustainability story

Workshop 3 will provide participants with the opportunity to share and receive feedback on their sustainability action plans. Participants will have the opportunity to learn from their peers and understand actions that are currently taking place as well as challenges they may be facing. Best-practices for communication, both internally and externally, will be shared and participants will be guided through an exercise to develop a report or story for a responsible stewardship action they are particularly proud of.