



Mountains Matter
Ideas to Action

mountains matter: ideas to action september 26-29, 2022 / aspen, co

SIXTH GLOBAL MEETING OF THE MOUNTAIN PARTNERSHIP
SEPTEMBER 26-29, 2022 | ASPEN, COLORADO
BUILDING ALLIANCES FOR RESILIENT MOUNTAINS



2022
International Year of
SUSTAINABLE
MOUNTAIN
DEVELOPMENT



[MOUNTAINSMATTERASPEN.COM](https://mountainmatteraspen.com)

contents

- **what's happening in aspen?**
- **what is the mountain partnership?**
- **what's the purpose?**
- **why mountains matter**
- **who will be there?**
- **how can you get involved?**
- **become a sponsor**
- **meet AIMF**
- **key facts about mountains**
- **environmental and social challenges**



what's happening in aspen?

MOUNTAINSMATTERASPEN.COM

The Sixth Global Meeting of the Mountain Partnership, “Mountains Matter: Ideas to Action / Building Alliances for Resilient Mountains,” will be held September 26-29 at the Aspen Institute in Aspen, Colorado. The meeting and public side events are being organized and hosted by the Aspen International Mountain Foundation (AIMF) with co-hosts the State of Colorado, the City of Aspen and the Aspen Institute.



Governor Jared Polis will be present to welcome the Mountain Partnership delegates to Colorado.

hosted by



in partnership with



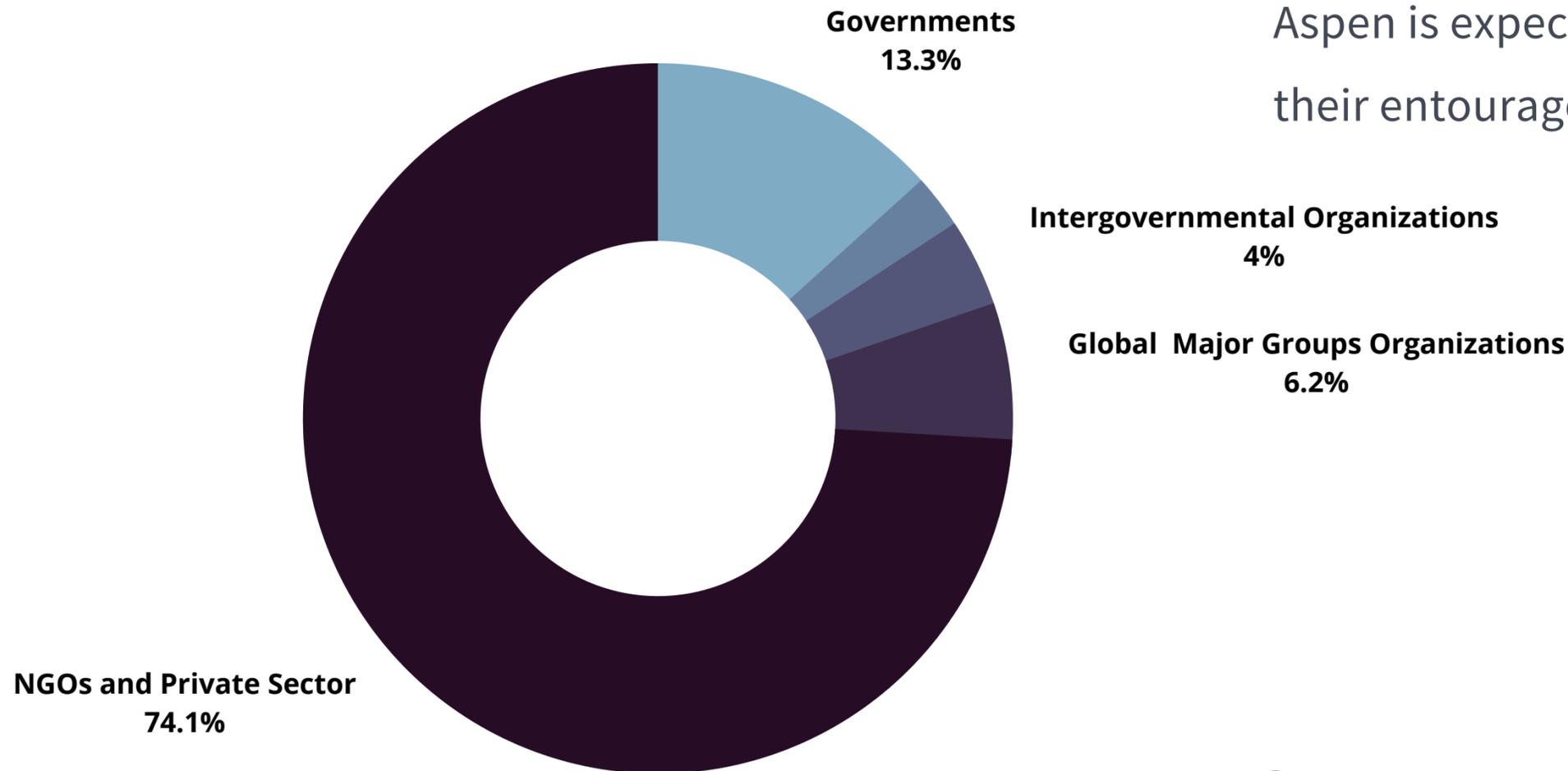


Join us in Aspen to participate and network at this unique gathering of influencers from around the world.

what is the mountain partnership?

MOUNTAIN PARTNERSHIP

The Mountain Partnership is a voluntary United Nations alliance with more than 450 members, including governments, intergovernmental organizations, private sector partners, NGOs, universities and research institutes dedicated to improving the lives of mountain peoples and protecting mountain environments around the world. The meeting in Aspen is expected to draw more than 200 delegates and their entourages.



what's the purpose?

This event includes three days of meetings of Mountain Partnership member delegates and daily side events on sustainable mountain development, including climate change, ecotourism, renewable energy, disaster mitigation, Indigenous knowledge and water conservation at the global and regional levels. A multi-year action plan will be developed to increase awareness of the importance of sustainable mountain development and promote conservation and sustainable use of mountain ecosystems which are threatened by climate change. **The Global Meeting will be the main event of the United Nations International Year of Sustainable Mountain Development 2022.** It will be streamed globally in multiple languages. In addition to plenary sessions and public side events, there will be a Monday evening welcome reception, a Tuesday gala banquet and a Wednesday evening concert. The highlight of the meeting will be the Aspen Institute's public half-day forum on climate and sustainability issues with a keynote speaker and panels of experts.



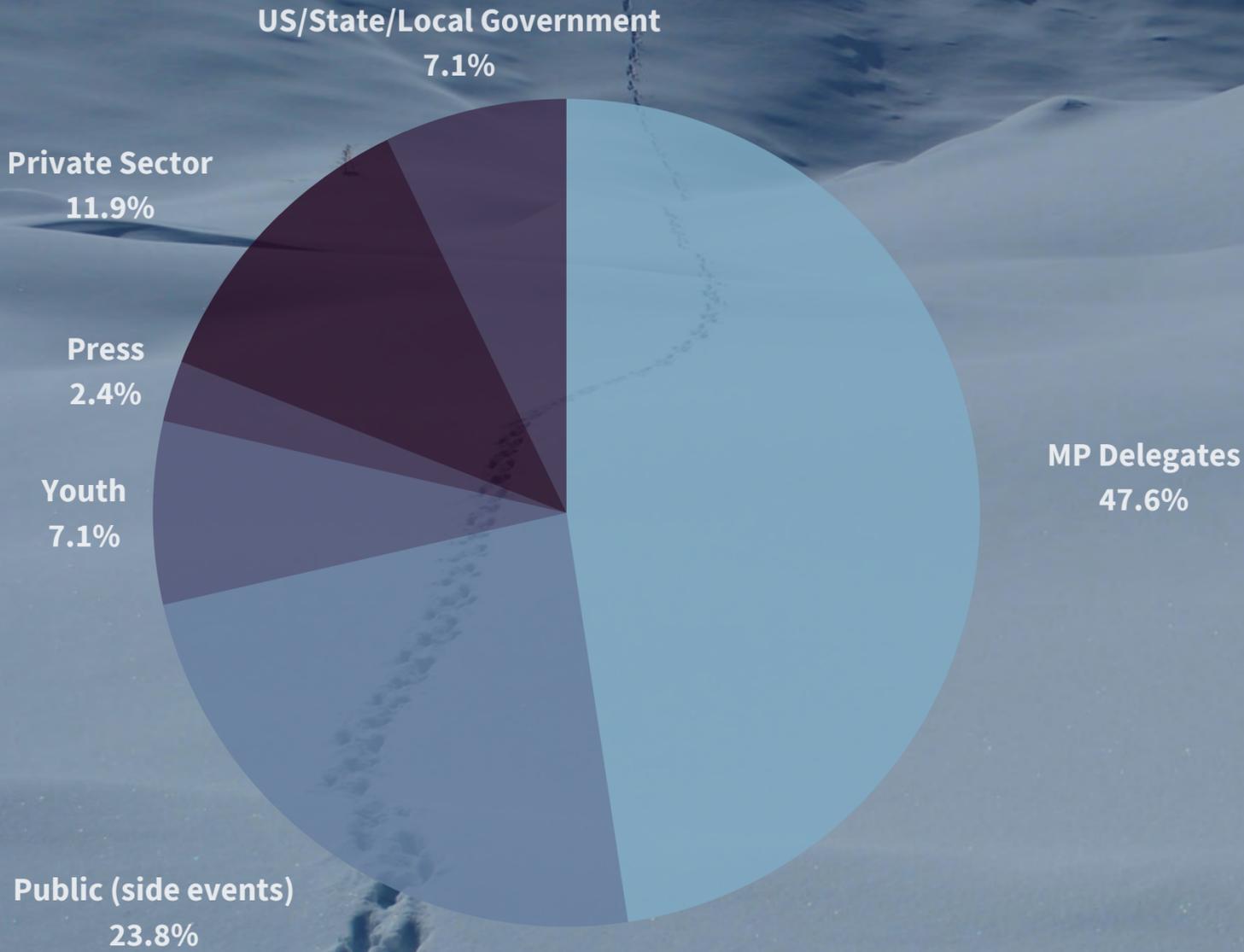
why mountains matter: a global perspective from the mountain partnership

“Mountains are among the most important ecosystems for the survival of our planet, providing essential goods and services. Not only are they home to 1.1 billion people, but they also provide 60-80 percent of the global freshwater resources for domestic consumption, irrigation, industry, food, and energy production. While the relevance of mountains for the sustainable agenda is increasingly recognized, efforts are still needed to eradicate chronic poverty and hunger of mountain peoples and to protect the fragile mountain ecosystems. Mountain people are among the hungriest in the world.” **Read more >>**



who will be there?

The Mountain Partnership meeting will draw government officials, experts and representatives from dozens of countries, NGO and inter-governmental organizations, academic institutions and private industry. On the first day of the meetings, Tuesday, September 27, Colorado Governor Jared Polis is scheduled to welcome members to the event. US Senator Michael Bennet (CO), Representative Joe Neguse (CO, 2nd District) also plan to participate.



how can your organization get involved?

There are many opportunities to sponsor this event. Your organization's support will open doors for mountain communities looking to implement sustainable economic development practices and create new opportunities to partnerships in North America and around the world.

■ JOIN THE MOUNTAIN PARTNERSHIP

The first step to get involved is to become a member of the Mountain Partnership at no cost. Membership will connect your organization with the largest international agency that advocates for mountain communities and the environments they rely on. It will also allow your team to attend the meeting and participate in side events. [Learn more here >>](#)

■ BECOME A SPONSOR

Depending on their level of support, event sponsors may choose to participate in a panel discussion at one of the side events, host a booth displaying their organization's products and sustainability work or even host their own side event. For a detailed grid outlining sponsorship opportunities at this event, [click here.](#)

why become a sponsor?

- **To support the important work of the Mountain Partnership**, a United Nations alliance of 60 mountain countries and over 400 intergovernmental organizations and NGOs
- **To get in on the ground floor of a concerted effort to create a North American action plan** for sustainable mountain development
- **To share your organization's work in sustainability**, build alliances and expand your network
- **To build brand awareness through side events** presented by your organization or in concert with trade associations and other companies
- **To exchange ideas and solutions** with Mountain Partnership delegates, outdoor industry executives, government officials, and invited dignitaries
- **To connect with other leaders whose organizations are working in sustainability** and discover how they are making a measurable impact

sponsor levels

	Presenting \$100K+	Everest \$50K+	Denali \$25K+	Aconcagua \$10K+	Kilimanjaro \$5K+
Special mention from podium during opening/closing sessions	X	X			
Opportunity to have a short promotional video run during program*	X	X			
Opportunity to have a brief speaking role or moderate a breakout session	X				
Prominent brand visibility at event, on website and in digital promotion	X	X	X		
Logo displayed in breakout rooms	X	X	X		
Visibility on event registration page and confirmation email	X	X			
Logo included in event welcome video	X	X			
Corporate video in resource center*	X				
Corporate video message included on event website*	X	X	X		
Recognition on the Global Meeting Virtual Donor Wall throughout 2022	X	X	X	X	X
Dedicated social media posts to thank you for your support	X	X	X	X	X
Visibility on event registration page	X	X	X	X	X
Brand visibility on the event website, platform and advance digital promotion	X	X	X	X	X
Booth space for exhibit*	X	X	X	X	X
Opportunity to host a side event*	X	X	X		
Opportunity to co-host a side event*	X	X	X	X	

Sponsorship

* Video production, video editing and exhibit space design/materials excluded.



#MOUNTAINSMATTERASPEN





#IYM2022



aspen international mountain foundation (AIMF)

Founded in 2001, the Aspen International Mountain Foundation (AIMF) is a nonprofit and is based in Aspen, Colorado. AIMF's mission is to promote sustainable development in mountain environments and communities. The organization's projects, initiatives and fora support sustainable mountain development and promote mountain life and culture in Colorado and around the world. AIMF was instrumental in developing the mountain-related actions within the United Nation's Sustainable Development Goals (SDG's) and participated in the Paris Accords. AIMF is co-chair of the Steering Committee of the UN Mountain Partnership and represents North and Central America and the Caribbean region.



KARINJO DEVORE

AIMF President & Founder

key facts about mountains / SDGs

Mountains cover about 27 percent of the earth's land area and are home to 1.1 billion people (15 percent of the world's population) (SDG 15).

Mountain ecosystems provide important ecosystem services to billions of people living downstream, such as stabilizing slopes, regulating climate, regulating hydrological cycles, and supporting livelihoods (SDG 13).

Mountains are of paramount importance as water towers, both for mountain people and for around 2 billion people living in connected lowland areas (SDG 3).

Mountains host about half of the world's biodiversity hotspots and 30 percent of all Key Biodiversity Areas, as well as vital genetic resources for locally adapted crops and livestock (SDG 15).

Mountain destinations attract about 15-20 percent of global tourism (SDG 8). Tourism can play a key role in valuing and protecting the natural and spiritual heritage of mountains.

Sustainable food systems are drivers of mountain development due to their potential for small and medium-sized enterprises, and their links with tourism and niche markets (SDG 1, 2, 8, 12).

Mountains have a key role to play in providing renewable energy, especially through hydropower, solar power and wind power (SDG 7).

Investing in the building of sustainable infrastructure, including roads and trains is critical for sustainable mountain development (SDG 9).

Urban mountain settlements, in particular small towns, provide basic services to mountain people living in the surroundings and are hubs of sustainable development (SDG 11).

environmental and social challenges / SDGs

Climate change is negatively impacting food security, agriculture and the provision of ecosystem services across many different mountainous regions worldwide (SDG 13).

Snow cover, glaciers and permafrost in mountain areas are projected to continue to decline in almost all regions throughout the 21st century. This has implications on water supply in the lowlands, such as a reduced river flow during summer and dry seasons, with implications on large irrigation schemes (SDG 6, 13).

Climate-related hazards, such as flash floods, wildfires and landslides, have contributed to an increase in disasters, affecting a growing number of people in mountain regions and further downstream (SDG 15, 13).

Mountain ecosystems are at risk from uncontrolled dumping and open burning of waste, including plastic waste (SDG 15).

One out of two rural mountain people in developing countries is vulnerable to food insecurity (SDG 1, 2).

When mountain people migrate, it has multiple positive and negative impacts on their livelihoods and communities as well as on mountain ecosystems (SDG 8, 10, 15).

The COVID-19 pandemic and the restrictions adopted by countries to respond to it have amplified the existing vulnerabilities of mountain communities, whose livelihoods rely mostly on agriculture, tourism and remittances.

thank you!

mountainmatteraspen.com

For more information, or to confirm your interest in sponsoring the Sixth Global Meeting of the Mountain Partnership, please contact

Eric Smith | esmith@aimf.org | 202-365-8245

— OR —

AIMF office | info@aimf.org | 970-444-AIMF (2463)



**Mountains Matter
Ideas to Action**