Switzerland.

Switzerland.

Caroline George.

Mountain Guide.

Thursday, December 15th ,2022

Housekeeping guidelines.

Housekeeping.

Switzerland.

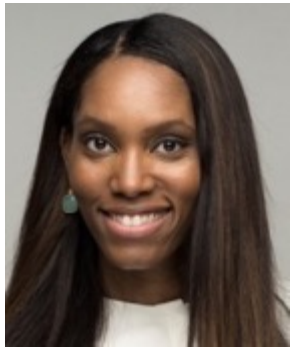
- You can use the **Q&A** box during the whole webinar to ask any questions you might have. Please use ONLY the Q&A box and not the chat function.

- The whole presentation will be available on our media corner: www.MySwitzerland.com/media

- If you have any other questions or comments, do not hesitate to contact us through the following e-mail : media.northamerica@switzerland.com

Our Media Team North America.

Switzerland.



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Quiz Question for Swiss Surprise Package:

Switzerland.

How many 4000m (13123ft) peaks does Switzerland have?

media.northamerica@switzerland.com by Monday, December 19th, 11 am EST.

Travel regulations.

Switzerland is fully open!

- With effect from 2 May 2022, all remaining countries were removed from the SEM risk country list. This means that entry into Switzerland from all countries in the world is again possible as it was before the pandemic.

- Testing possibilities:
  - On boarding and entry to Switzerland: **no PCR or rapid test required** for fully vaccinated guests.
  - Testing sites at Zurich airport. Find more information here.
  - Testing sites listed per canton can be found here.

- Masks:
  - Masks are not compulsory in Switzerland.

- Find relevant information and updates on our website: MySwitzerland.com/open

We need more
women at the top.
Switzerland.
100%
Women.
We need
Switzerland.

100% Women - Background

International launch on March 8, 2021 – 50 years of Women's rights vote in Switzerland

100% Women Peak Challenge

- March 8 - October 8, 2021
- Peakchallenge.myswitzerland.com

100% Women - Offers for Women

- March 8, 2021 - March 8, 2022
- More than 200 offers on myswitzerland.com/women

100% Women – World Record

- World record with 80 women from all over the world
- https://www.myswitzerland.com/en-us/experiences/

100% Women - 2021

40 peaks above 13,000ft asl

100% Women - 2022

80 Women, 25 countries

Countries of origin of the participants 100% Women World Record.

The world's largest all-female rope team.

Swisstainable x 100% Women.

Switzerland.

- **Accessibility**: The Swiss mountains are accessible to all women and are a great place for a spot of active recreation.
- **Diversity**: We would like to include women with different backgrounds, ages, etnicity, body shapes, etc.
- **Women empowerment**: We bring women to the top of Switzerland.
- **Intact mountain world**: Women mountaineers enjoy an intact mountain world - which also includes glaciers on high-altitude tours. This is where climate change becomes particularly clear. With our 100% Women World Record, we will climb the glaciated Allalinhorn and want to set an example for climate protection and make the event Co2-neutral.

CAROLINE GEORGE

1. Professional mountain guide
2. Athlete
3. Independent worker
4. Mother

Mountain guides

- 2% females in the world: which breeds the question: why so few?
- No female instructors in Switzerland = no representation
- Swiss alpine club women until 1980
- First female guide: mid-80s – the law had to be changed to accommodate a female because of the army. Which shows females were nowhere on the radar.
- How to change the bias: representation within leadership roles within the IFGMA and local association and doing affirmative actions to show the willingness to include. Saying the door is open is not enough: the hardest part is to make the move.

KIRGHIZISTAN

1. First all-female Swiss Alpine Club expedition team
2. In mixed teams, only 1-2 women would show up
3. The team is a success because of affirmative action
4. Women are 100% accountable for themselves. Their achievement can’t be diminished.

PEAK CHALLENGE - *Statistics*

- 700 women from 20 countries - despite Covid
- Women are gaining financial independence and wanting to live their best life and push their limits.
- 48 x 4000m peaks in Switzerland climbed in 5.5months by all-female teams
- 80-90 % increase in females in outdoor activities in the next 5 years.

PEAK CHALLENGE - *Reactions*

1. Mostly supportive and positive
2. Rolling ball effect with more and more women taking part and wanting to stand on top despite zero gains in exchange
3. International interest in the project and desire to emulate this platform
4. The project will be carried on for the next two years

Peak challenge Reactions

PEAK CHALLENGE

Reactions

Reactivity from men:

- Stealing work from men
- Violence against men
- Destructive of society with the use of Afghanistan as an example
- Shame to taxpayer's money to invite foreigners and hire foreign women guides
- Perpetrating discrimination by using discrimination as a solution to change
- Total victimization instead of seeing what they stand to gain
- Sense of betrayal

Reactivity from women:

- Silently not taking part
- Loyalty toward men
- Fearing men's judgement by getting involved
- I want to take part but I don't want to be labelled as….

MY TAKEAWAYS FROM THE PEAKCHALLENGE

- Stay true to your core values. I always ask myself: what do I want my daughter's future to look like and act accordingly
- Resistance comes from fear
- FEAR: False Evidence that Appears Real
- What is being protected and what do I stand to lose and more importantly, what could I gain from change
- Fear of failure when you are being watched and people are waiting around the corner for you to fail and judge. In a dangerous environment, we had zero accidents or incidents. Which shows that woman give in less to human factors to get the job done.
- People will see the negative and protect what is, even if it's uncomfortable and even if in the end, they stand to gain so much.
- People will try to stop you and make your job harder to keep the status quo

PEAKCHALLENGE WORLD RECORD

- 80 women on the summit of Breithorn – 4164m (13661.42ft) in Zermatt Switzerland
- Teamwork
- Focus on inclusivity and diversity
- 100% success

Switzerland.
Q & A.

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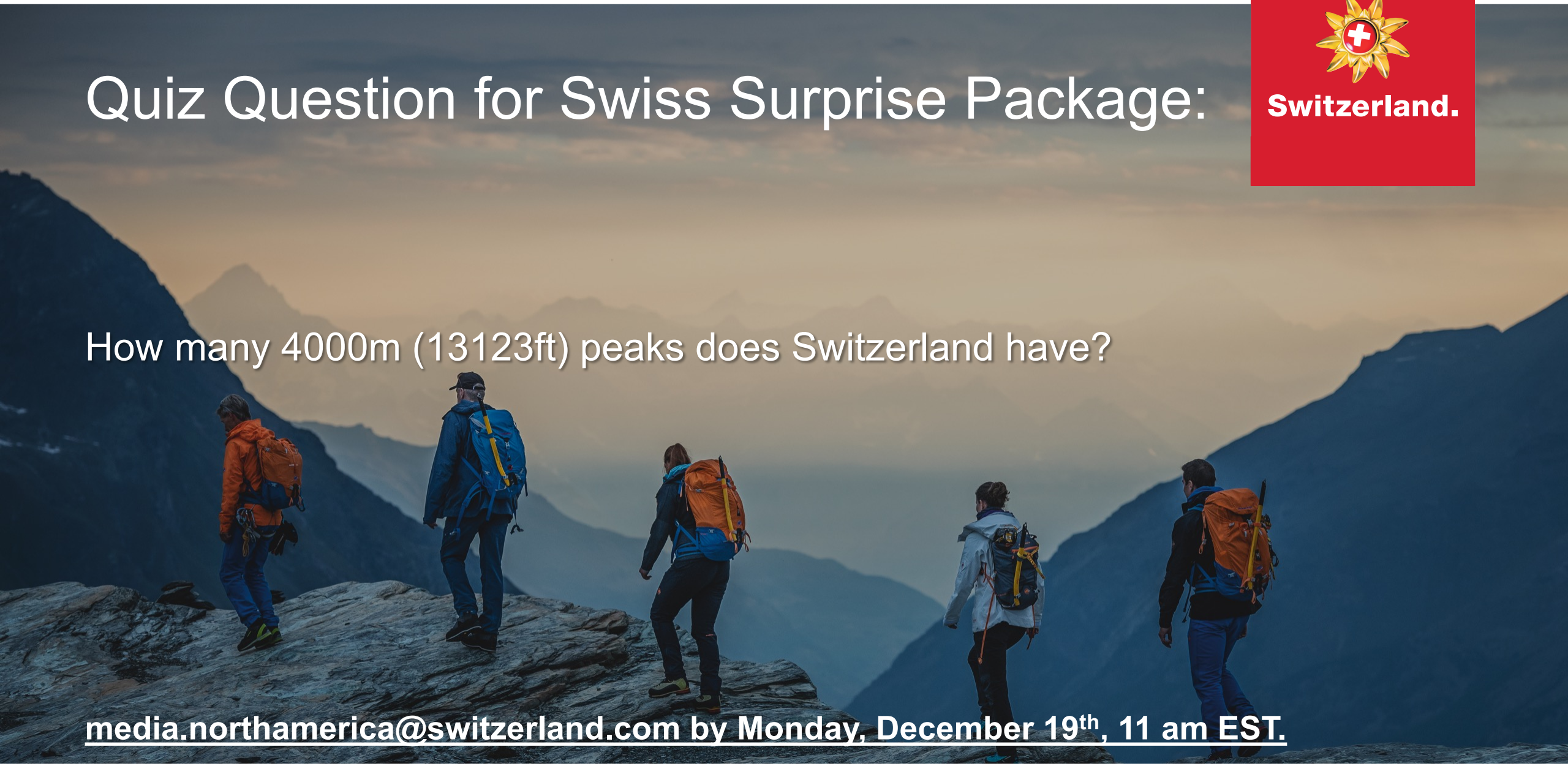

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Thank you.

Switzerland.