



Mission Model Canvas

Project title:

TomorrowBolt by ReBolting

Created by:

Alice Martin

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

- Stakeholders of Tourism Destinations of mountain regions
- Swiss Alpine Club
- Outdoor Brands
- Climbing Gyms
- Climbers & Mountaineers
- Climbing Ambassadors and Influencers
- Route-setters and Route-renovators
- Universities (e.g. LCA of climbing bolts as master thesis at ZHAW)
- SBB and transport partners
- Filidor as climbing topo partners
- Vertical life and the Crag as online climbing topo partners

Activities 🛠️

What are the three main activities needed to create/realize your project?

- Product development and testing
- Production and Supply organization
- Communication, Marketing and Community Building

Ressources 🏗️

Which three skills and resources are central to the implementation of your idea?

- Product and process Know-How
- Network within climbing, route-setting and route renovation scene
- Funding

Project 📦

How do you explain your project to a stranger in 1 minute?

TomorrowBolt by ReBolting aims to make rock climbing safer and more sustainable and this way contribute to the future of rock climbing and sustainable tourism - especially in the alpine region. Climbing is growing fast in popularity, yet a service is needed to provide the necessary and safe infrastructure outdoors and also communicates it. Our project develops and installs long-lasting, eco-friendly bolts used for route renovation and new route-setting and we also educate climbers on safe practices and sustainable behaviour. By collaborating with brands and tourism organisations, we ensure that climbing remains accessible, safe and environmental friendly, promoting local climbing and reducing the need for long-distance travel.

Relationship, Community 💚

How do you actively involve your community in your project (beyond just looking/listening)?

We involve the community through offline and online educational formats and events. (Workshops, video tutorials, route-setting events together with partners) and by sharing infos and climbing topos on ReBolting channels, on Filidor, and on online community platforms like VerticalLife and the Crag, on the SAC portal and potentially channels of tourism destinations.

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

- Rebolting Website and instagram
- Brand co-communication (e.g. Petzl, Mammut)
- Athlete ambassador channels
- press & media
- Tourism partner channels
- Climbing gym partners and their online and offline channels (merch)
- VerticalLife and the Crag
- Offline signs in climbing sectors and print on climbing bolts

Target Groups 🧑🧑🧑

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

- All climbers that already practice rock climbing and all that aim to get from gym climbing out to rock climbing
- Geographic reach: focus on DACH region in a first step. If TomorrowBolt becomes a standard, reach will expand to global. Especially in Greece and the balkan region many Swiss climbers opened routes and ReBolting is asked to guide and facilitate route renovation.
- Age group: All age groups but special attention to a young new generation of climbers that are growing up with Gym climbing and now get to explore the outdoors.
- To add: Historically climbing has been „niche“ - since it has become a popular sport, purchasing power has also increased and the clientele is becoming exciting for tourist destinations.

Budget 💰

What costs do you expect to incur to realize your idea? What are the costs?

- at least 4 LCAs (life-cycle assessments of bolts – recent vs. new) – ca. 6'000
- Bolt development and prototyping – Material costs – ca. 3'000
- Bolt testing by external experts – ca. 2'000
- Bolt certification – ca. 1'000
- Bolt series production and supply chain set-up – ca. 10'000
- Salaries – 50-60% over 6month - 18'000
- Press and media com and community work, including educational video formats – ca. 10'000

Total of around 50'000 CHF

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

- 1) Increasing amount of material is used to facilitate infrastructure in climbing areas. By developing a sustainable alternative to actual material that also lasts longer, the impact on climate is reduced.
- 2) By educating and informing about sustainable practices in the climbing community and providing an attractive local climbing offer, climbers are incentivised to take more climate friendly decisions when planning their free time.

How do we measure the impact?

- LCA of 3 most common bolts used to bolt rock climbing routes in comparison to TomorrowBolt
- Amount of TomorrowBolts used for route setting by 2027
- Survey on travel behaviour of climbers in Switzerland

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

UIAA standard – Many swiss climbers have bolted routes in today internationally known climbing areas (like Kalymnos, Leonidio etc.). By being part of the team defining international route setting standards of the UIAA and being experts to educate and shape future route setting and route renovation the aim would be that the TomorrowBolt becomes an international best practice that is used world wide.

