



EVEREST  
ALLIANCE NEPAL



# PROPOSAL EVEREST SUMMITTEERS SUMMIT 2026

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## Executive Summary

The **Everest Summiteers Summit 2026** is envisioned as the second annual global congregation building directly on the inaugural 2025 event's momentum, which successfully united over 400 Everest summiteers, mountaineers, experts, policymakers, and stakeholders in Kathmandu, Nepal. Organized by **Everest Alliance Nepal** in collaboration with various key partners, the 2025 summit highlighted themes of honoring mountaineering legends and inspiring sustainable practices, drawing global attention to Himalayan conservation amid a record-breaking climbing season. For 2026, scheduled for **May 26-27** at **The Soaltee Kathmandu**, the theme "**Himalayan Innovation for a Sustainable Future**" will delve deeper into climate action, ethical tourism, technological innovations in climbing, and community empowerment, responding to evolving challenges like Nepal's new Tourism Bill 2025 regulations.

This hybrid event anticipates **400+ in-person** participants and **1,000+ virtual** attendees globally, fostering international dialogue on pressing issues such as overcrowding, waste management, and biodiversity loss in the Himalayas. Core activities will include keynote speeches from renowned summiteers, interactive panels on regulatory compliance, hands-on workshops, cultural exhibitions showcasing Himalayan heritage, an awards ceremony to recognize achievements, and a pledge session to secure commitments for conservation projects. These elements are designed to not only celebrate human endurance but also drive tangible outcomes, such as policy advocacy for stricter environmental safeguards and training programs for local guides.

The summit's impact goals are ambitious yet achievable: generate actionable pledges for initiatives like high-altitude clean-ups, train youth in sustainable mountaineering practices, influence updates to Nepal's mountaineering policies, and enhance global awareness through media partnerships. With an estimated budget of **\$330,000 USD**—sourced 50% from sponsorships, 30% from grants, and 20% from exhibition booking and registration fees—this proposal emphasizes cost-efficiency, transparency, and sustainability.

By addressing the 2025 climbing season's realities—468 permits issued on the Nepal side leading to approximately 678 summits and 5 fatalities—this summit will position Nepal as a pioneer in responsible adventure tourism. Alignment with United Nations Sustainable Development Goals (SDGs), particularly SDG 13 (Climate Action), SDG 15 (Life on Land), and SDG 17 (Partnerships for the Goals), underscores its global relevance. Implementation begins in October 2025 with committee formation and sponsor outreach, culminating in a comprehensive post-event report by July 2026. This proposal invites funding, partnerships, and endorsements to amplify the summit's role in safeguarding the Himalayas for generations to come.



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## Everest Summiteers Summit 2026

### Introduction and Background

#### *Overview of Everest Alliance Nepal*

Everest Alliance Nepal, a non-political and non-government organization, established as a social enterprise, is committed to the preservation and sustainable development of the Himalayan region through grassroots initiatives. Founded by tourism entrepreneurs and a team of mountain experts, including social workers, devoted climbers, and individuals deeply connected to the mountains, the organization addresses critical issues like climate change, pollution, and unsustainable tourism. Key programs include awareness campaigns for field staff (guides, Sherpas, porters), regular high-altitude clean-up drives, the “No Plastic in the Mountains” initiative, and training in sustainable tourism practices. These efforts aim to foster environmental responsibility, ensure climber safety, and promote economic benefits for local communities. With a focus on collaboration, Everest Alliance Nepal has partnered with entities like Nepal Tourism Board, National Sports Council, IMTA, NTNC, ICIMOD and WWF to host events that bridge global stakeholders. The organization’s ethos revolves around creating a cleaner, safer Himalayas, emphasizing education, advocacy, and direct action to mitigate human impacts on fragile ecosystems.

#### *The Global Context of Mountaineering*

Mount Everest, at 8,848.86 meters, symbolizes ultimate human achievement while highlighting environmental vulnerabilities. As of 22 May 2024, Mount Everest witnessed a remarkable total of 9,077 successful ascents. These figures highlight the continued allure of the world’s highest peak and the enduring spirit of mountaineers who strive to reach its summit each year.

The 2025 spring season recorded approximately 678 summits from the Nepal side and a total of around 846 including the Tibet side, with 468 permits issued by Nepal’s Department of Tourism. This surge, while boosting Nepal’s economy (contributing roughly 4-6% to GDP through tourism), has exacerbated crowding, waste accumulation, and safety risks, resulting in 5 fatalities on the Nepal side—attributed to altitude sickness, falls, and exhaustion rather than major accidents. Historical data shows over 330 deaths since 1953, with a higher mortality rate for Western climbers compared to Sherpas, and occurring during descent. Nepal’s Tourism Bill 2025 introduces reforms effective September 2025, including a mandatory prior 7,000m summit in Nepal, increased Everest permit fees to \$15,000, nationality requirements for guides (must be Nepali), and free access to 97 lesser-known peaks to redistribute tourism pressure and promote diversification. These changes aim to enhance safety, reduce novice climbers, and support local economies, but require platforms like this summit for effective implementation and stakeholder buy-in.

#### *Alignment with National and International Priorities*

The summit aligns seamlessly with Nepal’s national tourism strategy, which prioritizes eco-friendly growth, community involvement, and revenue diversification through initiatives like promoting “hidden peaks.” Internationally, it supports global call for mountain protection, biodiversity efforts, and conservation campaigns, while contributing to SDGs by addressing climate resilience and sustainable livelihoods. By integrating these priorities, the event fosters cross-border collaborations, such as joint clean-up protocols with neighboring countries like India and China, and leverages technology for monitoring environmental impacts.



## Vision, Mission, and Objectives

### *Vision*

To position the Everest Summiteers Summit as the foremost annual international forum for sustainable Himalayan mountaineering, where historical achievements inspire innovative solutions, collective action preserves ecosystems, and global partnerships ensure the mountains' legacy endures amid climate challenges.

### *Mission*

To assemble a diverse array of stakeholders—including summiteers, policymakers, scientists, conservationists and youths—to exchange knowledge, celebrate milestones, and commit to evidence-based strategies that combat climate change, advance ethical tourism, empower indigenous communities like Sherpas, and integrate modern technologies for safer, greener expeditions.

### *Objectives*

Employing the SMART framework for precision:

- **Specific:** Host a two-day hybrid event with 25+ expert speakers, including summiteers from diverse nations, focusing on panels about regulatory adaptations and conservation tech.
- **Measurable:** Secure 400 in-person and 1,000 virtual participants; produce 15+ signed commitments for projects like waste audits on climbing routes and youth-led reforestation.
- **Achievable:** Build on 2025's infrastructure and partnerships with NTB, NSC, NTNC, IUCN, WWF, and IMTA, utilizing existing networks for outreach.
- **Relevant:** Tackle 2025 season issues delaying summits and low fatality rates through education on new rules (e.g., 7,000m prerequisite).
- **Time-bound:** Complete event by May 27, 2026; deliver impact report by December 2026, with interim milestones like speaker confirmations by February 2026.

Sub-objectives include achieving 40% youth participation (under 30), 50% gender balance in speakers, and incorporating VR/AR tools for immersive conservation education, ensuring inclusivity and innovation.

## Review of Everest Summiteers Summit 2025

### *Participation and Diversity*

The inaugural summit on May 27, 2025, at The Soaltee Kathmandu attracted over 300 participants from diverse countries, creating a truly international “Mahakumbh” of mountaineers. Notable diversity included summiteers and representatives from various continents, with strong representation from Sherpa communities. The event's inclusivity extended to policymakers, NGOs, and media, fostering cross-cultural exchanges.

### ***Key Activities and Outcomes***

Themed “Honoring the Legends, Inspiring the Future,” the summit featured an opening ceremony with Nepal’s Tourism Minister Badri Prasad Pandey presenting honorary certificates to over 150 Everest conquerors (in-person). A highlight was the Lifetime Achievement Award to Kanchha Sherpa, the last survivor of the 1953 Hillary-Tenzing expedition. IMTA Ambassador Xia Boyu released the “Enjoying Mountain Wonders, Sharing a Beautiful Life” initiative, emphasizing mountain resource protection, cultural preservation, and community livelihoods. Panels discussed sustainable tourism, with commitments to reduce plastic waste and support local economies. Cultural exhibitions and networking sessions amplified Himalayan heritage.

### ***Feedback and Lessons Learned***

Post-event surveys revealed 90%+ satisfaction, praising the inspirational atmosphere but suggesting more interactive elements like workshops and hybrid features for broader access. Challenges included minor logistical issues due to Kathmandu’s weather and high attendance, leading to recommendations for enhanced digital integration and contingency planning. Media coverage by outlets like Washington Post, Associated Press, All India Radio, Onlinekhabar, and The Himalayan Times reached millions, boosting visibility.

### ***Impact Metrics***

The summit heightened awareness amid 2025’s 786 summits, fostering partnerships like the NTB, NSC, NTNC, IUCN, WWF, for future events. Outcomes included 5+ initial commitments for conservation, such as IMTA’s global initiative, and increased advocacy for sustainable practices.

### **Rationale for the 2026 Edition**

#### ***Emerging Challenges in Himalayan Mountaineering***

The 2025 season’s 468 permits and 678 Nepal-side summits underscored crowding, with strong winds delaying ascents and contributing to 5 fatalities from non-accident causes like altitude-related issues. Climate change accelerates glacier melt, increasing crevasse risks and waste exposure, while unsustainable tourism threatens biodiversity. The Tourism Bill 2025’s reforms—7,000m prerequisite, \$15,000 fees, Nepali guide mandate—aim to address these but require education to prevent confusion or reduced participation.

#### ***Opportunities for Growth***

Free access to 97 peaks offers diversification, potentially boosting rural economies and easing Everest strain. The summit can promote these through sessions, while innovations like drones for monitoring and VR training present tools for safer climbing.

#### ***Strategic Importance***

Annualizing the event ensures sustained dialogue, building on 2025’s success in uniting nations and honoring legends. It elevates Nepal’s role in global tourism, projected to contribute 10% to GDP by 2030, by advocating balanced growth and international standards.



## Target Audience and Stakeholder Engagement

### *Primary Audience*

- Everest summiteers (300 targeted).
- Sherpas and local guides (50+), focusing on their expertise in high-altitude strategies.
- Youth activists and students (100).

### *Secondary Audience*

- Policymakers from Nepal's Tourism Ministry, institutions like NTNC, ICIMOD, WWF and IUCN, media outlets, and virtual global viewers interested in conservation.

### *Engagement Strategies*

- **Summiteers & Climbers**
  - **Role:** Speakers / Panelists
  - **Engagement Method:** Personalized emails and X (Twitter) invitations targeting 2025 participants
  - **Expected Contribution:** Share experiences and inspire pledges
- **NGOs / Partners**
  - **Role:** Co-organizers
  - **Engagement Method:** MoUs and joint sessions
  - **Expected Contribution:** Provide expertise and funding
- **Government**
  - **Role:** Endorsers
  - **Engagement Method:** Meetings with Minister
  - **Expected Contribution:** Offer policy insights and official support
- **Youth & Media**
  - **Role:** Participants / Promoters
  - **Engagement Method:** Social campaigns, and partnerships
  - **Expected Contribution:** Amplify reach and bring fresh ideas

## Program Structure and Agenda

### *Event Format*

A hybrid model combining in-person capacity for 400+ with unlimited virtual access via Zoom and YouTube Live, ensuring inclusivity for remote participants. Features include real-time translation in English, Nepali, Mandarin, and Hindi.

### *Detailed Agenda*

- Registration & networking, artifact exhibits, and informal meetups.
- Opening ceremony with keynote and minister's address on conservation.



- Panel discussion on navigating new tourism regulations with speakers.
- Sustainable meals featuring locally sourced, zero-waste meals.
- Workshops on sustainable climbing practices such as waste management and gear recycling.
- Cultural exhibition showcasing handicrafts and VR tours.
- Gala dinner and awards honoring climbers and legends, with traditional dances.
- Panel on climate change and Himalayas, featuring glacier retreat and experts.
- Youth forum with idea pitches and mentorship from summiteers.
- Informal networking.
- Breakout sessions on free peaks promotion and gender equity in climbing.
- Pledge ceremony launching the 2026 initiative and securing 15+ actionable commitments.
- Closing remarks with event summary, teaser for 2027, and feedback collection.

## Logistics and Operational Plan

### *Venue and Setup*

The Soaltee Kathmandu, proven in 2025, offers a main hall, breakout rooms, exhibition space, and hybrid tech capabilities. Setup includes sustainable decor, high-speed Wi-Fi, AV systems, and accessibility features like ramps.

### Timeline

Phase	Period	Key Milestones	Responsible Party
Planning	Oct-Dec 2025	Committee formation, budget approval, initial sponsor pitches.	Core team.
Preparation	Jan-Mar 2026	Speaker/participant invitations, agenda finalization, marketing rollout.	Event coordinators.
Execution	Apr-May 2026	Venue booking, rehearsals, on-site setup; Health/safety protocols.	Logistics team.
Post-Event	Jun-Dec 2026	Surveys, report compilation, pledge follow-ups.	Evaluation committee.

### *Team Structure*

- **Core Team:** 12 members, led by Everest Alliance President, including experts in events, conservation, and tech.
- **Volunteers:** 60, trained in roles like registration and tech support, with emphasis on local Sherpas.
- **Vendors:** Local suppliers for catering (organic focus), AV, and transport, prioritizing eco-certified partners.





## Marketing and Promotion Strategy

### Channels

- **Digital:** Update everestalliancenepal.com, social media (X, Instagram, Facebook) with #EverestSummiteers2026; Targeted ads on climbing forums.
- **Traditional:** Press releases to media
- **Partnerships:** Co-promotion with international partners for international reach.

### Timeline and Metrics

- **October 2025:** Campaign with 2025 highlights (videos, photos).
- **Targets:** 25,000+ engagements, 85% registration rate; Track via Google Analytics and X metrics.
- **Budget:** Allocation for ads, influencers.

### Content Strategy

- Create series of short videos on 2025 successes; Blog posts on bill changes; Influencer and representative collaborations with climbers like those sharing summit stories.

## Budget and Financial Plan

- **Estimated Budget:**
  - The total estimated budget is **USD 330,000**, emphasizing cost-efficiency, transparency, and sustainability.
- **Funding Sources:**
  - **Sponsorships (50%)** – USD 165,000: From outdoor brands, gear companies, and NGOs.
  - **Grants (30%)** – USD 99,000: From national and international development partners.
  - **Exhibition Bookings & Registrations (20%)** – USD 66,000: Through tiered participation and booth fees.
- **Financial Controls:**
  - Monthly financial reviews and external auditing by an independent firm.
  - Transparent financial reporting to donors and stakeholders.
  - Contingency provisions for inflation and currency fluctuations.
  - Detailed budget breakdown **available upon request**.

## Risk Management and Contingency Planning

### Identified Risks

- **Operational:** Tech failures in hybrid setup (medium probability, medium impact).
- **Attendance:** Travel disruptions from weather or geopolitics (medium, high).
- **Health/Safety:** Altitude awareness for Kathmandu-based events, potential health outbreaks (low, high).
- **Regulatory:** Delays in implementation bill affecting discussions (low, medium).
- **Environmental/External:** Natural disasters like earthquakes (low, high).



### *Mitigation Strategies*

- **Risk Matrix:**

Risk	Likelihood	Impact	Mitigation	Responsible
Tech Glitches	Medium	Medium	Multiple platforms, on-site IT team.	Tech coordinator.
Low Attendance	Medium	High	Virtual emphasis, flexible registrations.	Marketing team.
Health Issues	Low	High	Medical station, protocols; Insurance coverage.	Logistics.
Funding Shortfalls	Medium	High	Diversified sources, phased fundraising.	Finance lead.
Disasters	Low	High	Alternative venues, evacuation plans.	Core team.

- Regular drills, insurance coverage.

### **Monitoring, Evaluation, and Impact Assessment**

#### *KPIs*

Indicator	Baseline (2025)	Target (2026)	Measurement Tool
Attendance	300+	350 in-person + 1,000 virtual	Logs, analytics.
Commitments	5+	15+	Signed documents.
Satisfaction	90%	95%	Surveys (pre/post).
Media Reach	Millions	5M+	Social media reach.
Environmental		Zero-waste; 2,000 trees planted	Audits, partner reports.

#### *Evaluation Framework*

- **Mixed methods:** Quantitative (metrics) and qualitative (interviews); Third-party review.
- **Track long-term:** Pledge fulfillment via quarterly check-ins.

#### *Reporting*

- **March 2026:** Progress update.
- **July 2026:** Final report, publicly shared for accountability.



## Sustainability and Environmental Commitments

### *Core Principles*

Guided by “Leave No Trace,” echoing 2025’s conservation focus, with emphasis on circular economy in events.

### *Specific Measures*

- **Zero-plastic:** Biodegradable utensils, digital materials.
- **Carbon Offsetting:** Partner for reforestation, calculating footprint from travel.
- **Sessions:** On reducing environmental footprint (e.g., waste from 846 summits).
- Promote free peaks to distribute impact.

### *Legacy Building*

- Fund annual clean-up; Establish metrics for future summits’ eco-impact.

## Partnerships and Collaboration Opportunities

### *Benefits for Partners*

- Visibility in media reaching 5M+; Networking with 350+ influencers; SDG contributions.

### *Collaboration Model*

- **Tiered:** Title (\$100K, naming of the event), Gold (\$30K), Silver (\$20K), Bronze (\$10K).

## Conclusion and Call to Action

The Everest Summiteers Summit 2026 will elevate the 2025 legacy by addressing season challenges—record summits, regulatory shifts, and conservation needs—through collaborative innovation. This detailed plan ensures impactful, sustainable execution. Join us: Contact [info@everestalliancenepal.com](mailto:info@everestalliancenepal.com) by **December 2025** for partnerships.







## Appendix A: 2025 Summit Highlights





## Appendix B: 2025 Media Coverage

