

Think WINTER

for epic mountain adventures



Inspiration | Advice | Safety | Skills
2025/26 Information for the Outdoor Sector



Winter in Scotland can offer some truly memorable experiences, but venturing into the hills and mountains during the winter months requires thinking differently about the conditions and hazards we might encounter. We need to **ThinkWINTER!**

What is #ThinkWINTER?

Now in its eighth year, ThinkWINTER is a joint campaign from Scotland's top mountain safety organisations, including Mountaineering Scotland, Scottish Mountain Rescue, Mountain Training, Scotland's National Outdoor Training Centre Glenmore Lodge, Developing Mountain Biking in Scotland, Snowsport Scotland, Police Scotland and the Scottish Avalanche Information Service, who are work together to share inspiration, advice, skills, and safety information, enabling people to make safe decisions in Scotland's winter hills and mountains.

This year's campaign begins on Mon 1 December 2025 and will run until late March 2026 (weather and conditions depending!)

One-stop resource for all things ThinkWINTER

With more people than ever before enjoying Scotland's mountains, there has been a huge increase in the amount of information available online, making it hard to know where to look for expert advice and which sources to trust.

[ThinkWINTER landing page](#) will signposts users to trusted information and resources for those who are interested in winter walking, climbing, trail running, mountain biking, ski-touring, snowboarding and more.

Whether someone is a beginner heading out for the first time or looking for a refresher of their skills and knowledge, ThinkWINTER provides all the information needed for epic mountain adventures.

How you/your organisation can help:

By telling your clients, customers and online followers about ThinkWINTER, you can help us make this the biggest and most effective campaign yet and help us to reach even more! Here are some of the ways you can help:

- Share our social media posts with your audiences.
- Share ThinkWINTER content using our key messages and graphics resources as the basis for your own email, web or social media post, which you may wish to adapt for your own followers and audiences (see **resources** below).
- Use the **#ThinkWINTER** hashtag in your own relevant posts and tag or collaboration with the ThinkWINTER organisations (see details below).
- Display ThinkWINTER posters in your store (retailers), at events or in your local area (see resources below).
- Talk to your customers and clients and let them know where they can find relevant information and guidance.
- Encourage other individuals or organisations in the sector to post related content and share with their own followers.

Key messages:

- Plan your route in advance and check the mountain weather and avalanche forecasts in the days before you go.
- Take appropriate winter clothing, footwear and equipment including a head torch, navigational aids (i.e. digital map/map and compass/GPS) and plenty of food and drink.
- Build up your confidence and practise navigation and winter skills before taking on more complex and longer days.
- Consider signing up for a winter skills course to learn from the experts.
- If you're going backcountry skiing outside of a managed ski area, bring a transceiver, shovel and probe in case of avalanche.
- Be prepared to alter your plans or turn back if the weather or conditions change.
- Let someone know where you are going, what time you will be back and what to do if you do not return as expected.
- Keep a fully charged mobile phone switched off and in your pack or warm pocket in case you need to call for help.
- If you are lost or injured and unable to get yourself off the hill call 999, ask for Police then ask for Mountain Rescue.

ThinkWINTER resources

ThinkWINTER landing page – signposting to useful information and organisations:
tinyurl.com/thinkwinter2025



ThinkWINTER graphics and resources to share on your own channels

Check the Mountaineering Scotland website for posters and social media carousel images:
www.mountaineering.scot/thinkwinter/resources

We'll be posting from the beginning of December – please remember to tag our organisations if you use these (see below).

General winter mountaineering information:

- www.mountaineering.scot/safety-and-skills/thinkwinter – planning, decision making, equipment, skills and more.
- dmbins.com/campaigns/thinkwinter/ - mountain biking in winter
- www.mountaineering.scot/thinkwinter/winter-running - trail running in the mountains in winter

Skills courses and training:

- Mountaineering Scotland: www.mountaineering.scot/safety-and-skills/courses-and-events/courses

- Glenmore Lodge: www.glenmorelodge.org.uk/winter-mountain/
- Mountain Training's winter qualifications: Winter Mountain Leader, Winter Mountaineering and Climbing Instructor. More info: www.mountain-training.org

Avalanche and weather information:

- Scottish Avalanche Information Service: www.sais.gov.uk/
- Free training in avalanche awareness for hill walkers and climbers: [Be Avalanche Aware](#)
- Mountain Weather Information Service: www.mwis.org.uk/
- Met Office Mountain forecasts: www.metoffice.gov.uk/weather/specialist-forecasts/mountain

Don't forget to collaborate or tag us in your ThinkWINTER posts!

	Facebook	Instagram
Mountaineering Scotland	@MountaineeringScotland	@mountaineeringscotland
Glenmore Lodge	@GlenmoreLodge	@glenmorelodge
Mountain Training	@MountainTraining	@mtnttraining
Scottish Mountain Rescue	@scottishmountainrescue	@scottishmountainrescue
Developing MTB in Scotland	@dmbins	@dmbins
Snowsport Scotland	@snowsportscotland	@snowsport_scot

Who are the ThinkWINTER team?

Mountaineering Scotland

Mountaineering Scotland is the membership and representative organisation for hill walkers, climbers, mountaineers and ski tourers in Scotland, with a membership of 16,000 individual and club members and 130 affiliated clubs. We aim to inspire and encourage people to enjoy the benefits of walking, climbing and ski touring and provide information and skills training to mountain users to promote safety, self-reliance and responsible access in Scotland's mountains and climbing venues. Mountaineering Scotland chairs the Mountain Safety Group for Scotland.

Web: www.mountaineering.scot | Twitter: [@Mountain_Scot](#)

Facebook: [@MountaineeringScotland](#) | Instagram: [@mountaineeringscotland](#)

Scottish Mountain Rescue

Scottish Mountain Rescue (SMR) represents 26 Mountain Rescue Teams (MRTs) made up of highly trained volunteers. We also represent the Police Scotland MRTs and RAF MRT. The teams are available 24 hours a

day, 365 days a year to respond to emergencies and carry out a specialist search and rescue service in the mountains and remote communities in Scotland to keep people safe and help people if and when they get into difficulty.

Web: www.scottishmountainrescue.org | Twitter: [@ScottishMR](https://twitter.com/ScottishMR)

Facebook: [@ScottishMountainRescue](https://www.facebook.com/ScottishMountainRescue) | Instagram: [@scottishmountainrescue](https://www.instagram.com/scottishmountainrescue)

Mountain Training

Mountain Training Scotland is the awarding organisation for mountaineering leadership qualifications and skills courses in Scotland. Mountain Training Scotland is part of the Mountain Training network, a member of Mountain Training UK and Ireland, and leads on mountain safety matters in Scotland. Mountain Training Scotland's [Winter Mountain Leader](#) qualification builds on the Mountain Leader qualification to train and assess candidates to lead groups on winter walks in the mountains in winter conditions.

Web: www.mountain-training.org

Facebook: [@MountainTraining](https://www.facebook.com/MountainTraining) | Instagram: [@mtnttraining](https://www.instagram.com/mtnttraining)

Glenmore Lodge

Glenmore Lodge is Scotland's National Outdoor Training Centre. For 75 years it has delivered skills training and qualifications enabling individuals to discover their potential in the outdoors safely and responsibly. Offering over 250 courses across a range of disciplines and for all ability levels, Glenmore Lodge works to support and enable the continued growth and development of Scotland's outdoor community by working with our partners in the sector.

Web: www.glenmorelodge.org.uk | Twitter: [@glenmorelodge](https://twitter.com/glenmorelodge)

Facebook: [@GlenmoreLodge](https://www.facebook.com/GlenmoreLodge) | Instagram: [@glenmorelodge](https://www.instagram.com/glenmorelodge)

Developing Mountain Biking in Scotland

Developing Mountain Biking in Scotland is responsible for overseeing the delivery of the Scottish Mountain Bike Strategy and delivering many of the actions within it. We are proud to be part of Scottish Cycling.

Web: www.dmbins.com | Twitter: [@dmbins](https://twitter.com/dmbins)

Facebook: [@dmbins](https://www.facebook.com/dmbins) | Instagram: [@dmbins](https://www.instagram.com/dmbins)

Snowsport Scotland

Snowsport Scotland is appointed by sportscotland (the National Agency for sport) to act as the Scottish Governing Body (SGB) for snowsports in Scotland. As such we work in partnership with like-minded organisations to encourage more participation in snowsports and to develop and support our best athletes to perform on the world stage.

Web: www.snowsportscotland.org | Twitter: [@Snowsport_Scot](https://twitter.com/Snowsport_Scot)

Facebook: [@SnowsportScotland](https://www.facebook.com/SnowsportScotland) | Instagram: [@snowsport_scot](https://www.instagram.com/snowsport_scot)

Scottish Avalanche Information Service

The Scottish Avalanche Information Service (SAIS) provides daily forecasts of the avalanche hazard for the six most popular areas of Scotland during the most popular period of the winter season.

Web: www.sais.gov.uk | Twitter: [@coordinatorsais](https://twitter.com/coordinatorsais)

Facebook: [@Scottish Avalanche Information Service](https://www.facebook.com/ScottishAvalancheInformationService)

Instagram: [@scottishavalancheservice](https://www.instagram.com/scottishavalancheservice)

Police Scotland

Police Scotland's purpose is to improve the safety and wellbeing of people, places and communities in Scotland. This focuses on keeping people safe in line with our values of integrity, fairness and respect.

Web: www.scotland.police.uk | Twitter: [@PoliceScotland](https://twitter.com/PoliceScotland)

Facebook: [@PoliceScotland](https://www.facebook.com/PoliceScotland) | Instagram: [@policescotlandofficial](https://www.instagram.com/policescotlandofficial)