



# OUR SUSTAINABILITY POLICY

[#THEULTRAXPERIENCE](#)

[ULTRA-X.CO](https://ultra-x.co)



**AS A COMPANY, AND AS A GROUP OF INDIVIDUALS,  
WE ARE COMMITTED TO STRIVING FOR A POSITIVE  
IMPACT IN ALL THAT WE DO.**

Ultra X was founded around the central tenet of wanting to inspire positive change in individuals and groups. We know that through our sport we have the power to change lives.

We want to be the market leader in the ultramarathon sector, but more importantly we want to deliver effective and engaging experiences in a manner that positively impacts our community, our partners and the planet.

We want to be a leader in inspiring change and by managing our events and business to prioritise being environmentally responsible we know we can do this.

We hope that sustainability becomes something which is associated with our brand more and more.



# OUR COMMITMENT

**From May 2020, we have maintained a Sustainability Policy with an outline of key steps published for all to see.**

**Ultra X is committed to reducing the environmental impact of our events at every stage in the production chain.**

We have taken steps in all areas of our business to become a more environmentally responsible and sustainable company and we are always striving to reduce our emissions through more sustainable business practices and offsetting through our long-term partner Mossy Earth. We encourage our stakeholders to do the same and incentivise our competitors to offset their flights by offering them the financial cost of their carbon offset in race entry discounts.

**#THEULTRAXPERIENCE**

MOSSY EARTH



# OUR BUSINESS: OFFSETTING OUR FOOTPRINT

We are delighted to be working with Mossy Earth to offset our carbon emissions.

We recognise that, changes to reduce our carbon footprint are not enough to fully negate our impact on the environment. As such we have created a team subscription with Mossy Earth, where we contribute each month per team member. Allowing us to offset 10 tonnes of CO2 per individual each year.

The Travel Carbon Calculator will be promoted to participants upon registration to offset the carbon impact of their travel. Those who do so will receive a discount on their second event of the equivalent amount (up to 5% of race entry).



# OUR PARTNERSHIP WITH MOSSY EARTH: HOW IT WORKS

**We work with the social enterprise Mossy Earth, who enable us to plant trees to offset our carbon footprint.**

How we go about planting trees is extremely important. Many companies will make themselves 'low carbon', by planting monoculture trees in areas that are unsuitable — causing more damage than good.

Mossy Earth ensures that they plant trees on abandoned agricultural land that is purchased by their conservation partners. By planting native tree species, the aim is to not only plant trees, but to rewild these disused lands.

Therefore, by planting trees in such places Ultra X, are not just reducing carbon dioxide in the atmosphere. They are actively creating beautiful areas of wild, biodiverse land that themselves and others can enjoy in the future. These forests and woodlands will not only provide a safe haven for insects and small mammals but hold the potential to create homes for wild horses, boar, eagles, wolves and even bears. Ultra X hopes to create wild environments to inspire creation and enjoyment long into the future.

**#THEULTRAXPERIENCE**

# SINCE 2020

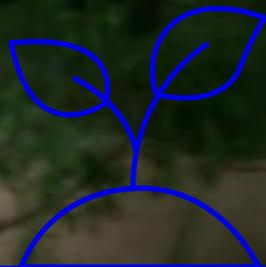
OUR MISSION IS TO INSPIRE POSITIVE CHANGE

---

SUPPORTED

21

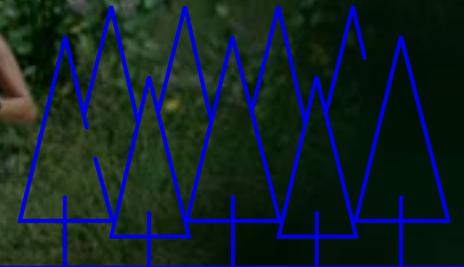
REWILDING  
PROJECTS



PLANTED OVER

1000

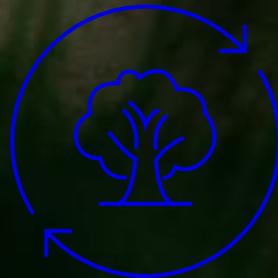
TREES ACROSS EUROPE



SUPPORTED

03

REFORESTATION  
PROJECTS



PROMOTED

MOSSY EARTH

TO COMPETITORS AT ALL EVENTS OFFERING  
THE CHANCE TO PLANT A TREE INSTEAD OF  
RECEIVING A MEDAL





# OUR EVENTS

**We will enforce our environmentally responsible agenda throughout our events to ensure all staff and customers are given every opportunity possible to behave in a sustainable way.**

## **Our commitments:**

- We will reduce the utilisation of single-use plastic across all events, with the target of prohibiting their use entirely by 2030.
- We will implement a strict no littering policy at all events. Competitors will be required to write their race number in permanent marker on all nutrition packaging, which will be monitored at kit checks. Any litter found in non-designated areas will put the corresponding competitor at risk of disqualification.
  - We will share all race information digitally where possible.
- We will collect surplus clothing and food at events and distribute these to local communities with the aid of our local partners.
- We will provide recycling facilities at all campsites and event villages.
- We will offer competitors safety pin alternatives at all events from 2021 to reduce waste. Competitors can purchase and keep for future use.
- We will offer competitors the option to “opt out” of finisher’s medals and plant a tree instead.
- We will choose race routes that respect the environment, selecting trails that showcase the beauty of the local landscape while ensuring that we are not degrading remote parts of the world or putting a burden on local infrastructure.
- We will review human waste disposal at each event annually, collaborating with previous competitors to improve each year.

**#THEULTRAXPERIENCE**



# PROCUREMENT AND PARTNERS

We will work actively with our suppliers and partners to build a more sustainable supply chain and partner base.

**Our commitments:**

- We will work with local partners in each race location to dispose of waste in a socially responsible manner.
- We will work actively with suppliers to improve the fuel efficiency of vehicles utilised at each race. • We will source and produce merchandise locally where possible and always with our carbon footprint in mind.
  - We will not produce t-shirts, caps, or goody bags as part of finishers packages, unless purchased separately.
- We will ensure that plant-based food options are available for crew and competitors at all events.
- We will prioritise procurement from small and local businesses
  - We will seek out partnerships with brands that implement sustainable initiatives.
- In each race location, we will seek out partnerships with hotels that have sustainability policies in place.
- When instigating new relationships with our companies, we will prioritise local and ethically minded tour operators in order to support sustainable and responsible tourism.

#THEULTRAPERIENCE



#THEULTRAXPERIENCE

# COMMUNITY LEGACY

**Our mission is to inspire positive change among our community and within the wider trail running world. We believe that by recognising and celebrating those that exhibit positive change, we can encourage and inspire others to do the same.**

#### **Our commitments:**

- We will host races in different areas of the world for different markets, to allow participants from all countries to attend our events with minimal travel requirements.
- We will have a green award at each event to the finisher that has displayed exceptional commitment to having a positive environmental impact both in their journey to the start line and during the race. This will only be awarded if a competitor has truly gone above and beyond in their commitment to sustainability.
- We will encourage competitors to raise money for positive causes by offering those who raise £2,000 for a registered charity 5% off race entry for a second event. This is limited to 5% of each race field and applications will be accepted on a first come first served basis.
- We will incentivise competitors to offset their flights by promoting a Travel Carbon Calculator upon registration and offering the financial cost of their carbon offset in race entry discounts.
- We will emphasise the ethos of “take nothing but memories, leave nothing but footprints” in everything that we do



WE NEVER STOP EXPLORING IN OUR PURSUIT OF THE EXTRAORDINARY

**WE ARE ULTRA X**

**#THEULTRAXPERIENCE**

**ULTRA-X.CO**