



ULTRA X ANNUAL IMPACT UPDATE AND STATEMENT

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



ULTRA X WAS FOUNDED ON THE BELIEF THAT PARTICIPATING IN A MULTI-STAGE EVENT IS ONE OF THE BEST EXPERIENCES SOMEONE CAN DO.

We aim to transform people through life changing events and constantly strive to grow the sport in a sustainable way. 2020 was not the year we had planned for. However, being unable to put on international events allowed us to consider our wider operations and make fundamental changes to the way we operate.

This report is an opportunity for us to showcase some of the positive steps that we have made on the sustainability front since then. We acknowledge that we have a long way to go but we are excited about the progress we have made.

As a brand with community at our heart we welcome feedback.
Please direct any comment to contact@ultra-x.co

KEY PROGRESS IN 2021

CARBON NEUTRAL SINCE MAY

2020

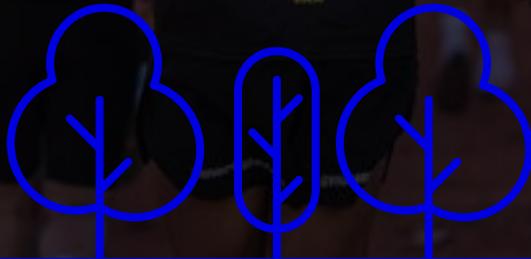


RAISED WITH CHARITIES

£200K



3 SUPPORTED
REFORESTATION
PROJECTS



18 SUPPORTED
REWILDING
PROJECTS





AREAS OF FOCUS





OUR BUSINESS: SUSTAINABILITY AT HOME

Since May 2020 we have:

- Installed recycling facilities at our London office. 100% of plastic, glass and paper waste is now recycled.
- Partnered with ReRun and registered Ultra X HQ as a kit donation point.
- Attributed an internal price on carbon consumption which is used for budgeting.
 - Committed to reducing travel post coronavirus with employees working up to 3 days per week from home and making 100% of meetings available online.
- Provided a Bike to Work scheme, bike space and showers on site for all employees.

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MOSSY EARTH PARTNERSHIP

Since May 2020 we have worked with the social enterprise Mossy Earth. They enable us to plant trees to offset our carbon footprint.

Mossy Earth plants trees on abandoned agricultural land that is purchased by their conservation partners, thereby planting trees that consume carbon dioxide whilst also re-wilding disused lands.

We have:

- Offset every flight taken for business purposes since May 2020.
- Planted 664 trees in Iceland, Slovakia and Romania
- Supported 21 rewilding projects across Europe
- Promoted Mossy Earth to competitors at all events offering the chance to plant a tree instead of receiving a medal and offering the chance to offset flights in return for race credits using a Travel Carbon Calculator.

We recognise that changes to reduce our carbon footprint and offsetting of flights are not enough to fully negate our impact on the environment.

As such, we have also created a team subscription with Mossy Earth which allows us to make further offsets each month. This means we contribute to offsetting an additional 10 tonnes of CO2 per individual each year on top of our contributions for business travel



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OUR EVENTS

We have implemented a strict no littering policy across all events and now provide all information virtually.

Since May 2020 we have offered competitors the option to “opt out” of receiving a finisher’s medals, resulting in over 300 competitors doing so. We have also incentivised competitors to offset their travel by offering race credit to those that do.

We teamed up with Sustainability Labs for Ultra X Sri Lanka 2022 to perform a full carbon audit of the event. This is available [here](#). Individual carbon reports were provided to competitors at the event with the aim to educate on the matter.

The introduction of Summer and Spring Trail Series events into the event portfolio, and with them the introduction of checkpoint nutrition, has presented a fresh challenge to us due to the way in which food is served. We are reviewing these events with a view to eradicating as much single use plastic from aid stations as is possible for 2023 editions.

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PROCUREMENT AND PARTNERS

So far we have:

- Shifted the majority of merchandise procurement to sources that use recyclable material in manufacturing, and where not (buffs and socks) we are reviewing alternatives.
- Continued to not offer t-shirts, caps, or goody bags as part of finishers packages unless purchased separately.

What next?

We are;

- looking to source all materials in locations that reduces shipping expense and emissions

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COMMUNITY LEGACY

In 2021 and the first 6 months of 2022 we have:

- Planted 300+ trees in 3 countries across Europe
- We partner with charities outside of our core events to create hundreds of thousands of pounds (not including the individuals that use our events as a platform to raise money).

In the past 18 months we have created and supported on the following events and in doing so raised over £200k for various charities;

TRIBE Relay Across Scotland - TRIBE FREEDOM FOUNDATION

Run4Nations - Samaritans

TRIBE RUN FOR LOVE - TRIBE FREEDOM FOUNDATION

London to Liverpool - ENDEMETROSIS UK

- Offered Ultra X World Champs places to those that committed to - raise money for charity
- Surveyed our entire database. This has allowed us to ensure we are catering to our communities wants and needs as we grow, but also has allowed us to set benchmarks for our community which we look to improve on in the future as we look to bring a more diverse audience to our sport.
- We continue to work with different running groups such as Camino Ultra and Black Trail Runners to bring more people to the world of trail.



WE NEVER STOP EXPLORING IN OUR PURSUIT OF THE EXTRAORDINARY

WE ARE ULTRA X

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