REPORT

HOKA UTMB MONT-BLANC 2024 CARBON FOOTPRINT & COMPARISON EXERCISE WITH 2019 RESULTS

April 28th, 2025

UTOPIES © X HOKA UTMB MONT-BLANC

SUMMARY

1 Context

YOUR NEEDS FOR THIS PROJECT

1

Make a **complete Carbon footprint,** including scopes 1, 2 and 3 for the HOKA UTMB Mont-Blanc event in 2024

2

Benefit from an **accompaniement** with the mobilization of a UTOPIES team, **expert on the issues in your sector,** and able to feed you with **relevant recommendations**

3

Compare results to those of 2019 and **explain the evolutions** (methodological, change of scope and dimensioning)

2 Scope and methodology

THE MAIN STAGES OF THE PROJECT

1 SCOPE & DATA COLLECTION STRATEGY

Define the scope of the carbon footprint in accordance with the methodology Carbon Footprint **and determine the major milestones of the support**.

2 DATA COLLECTION & CONTROLS

Collect the data needed to calculate your Carbon Footprint and carry out consistency checks.

3 ASSESSMENT OF GREENHOUSE GAS EMISSIONS 2024

Calculate the Carbon Footprint based on the data received and assumptions, extrapolations if necessary to estimate carbon emissions.

Production of the Climate Dashboard (Excel) to be independent

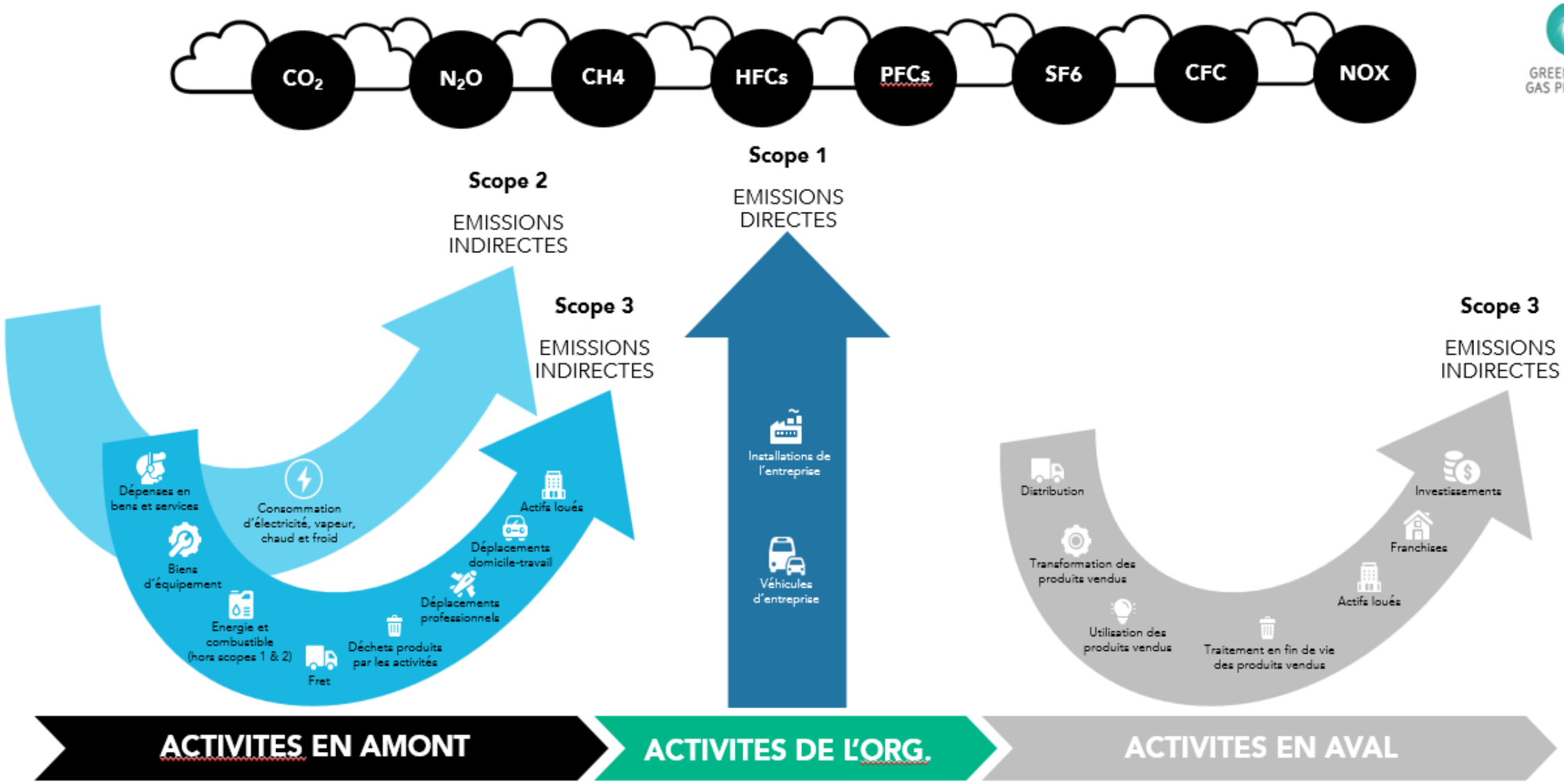
4 CONSISTENCY CHECKS & COMPARISON WITH 2019 RESULTS

Compare results with those of the carbon footprint carried out in 2019 and explain the evolutions.

5 RETURN & DELIVERY OF THE CARBON FOOTPRINT REPORT

Delivery of the **PowerPoint report** and restitution of results.

THE THREE SCOPES OF AN ORGANIZATION'S CARBON FOOTPRINT



METHODOLOGY FOR CALCULATING THE CARBON FOOTPRINT

There **carbon footprint® method / GHG Protocol** makes it possible to assess greenhouse gas (GHG) emissions generated by all the physical processes that are necessary for the existence of a human activity or organization.

In most cases, the calculation of GHG emissions is done by multiplying activity data by an emission factor (elementary calculation).

There are also monetary ratios.

Taking into account the margins of uncertainty inherent in individual behavior which are not necessarily reflected in the averages and hypotheses applied, and the evolution of the factors of emission from year to year, the carbon footprint is analyzed in order of magnitude

Example 1

Physical data:

Paris / Bordeaux by train

630 km x 1 passenger

×

Emission factor:

0.00369 kgCO2e.passenger.km

Carbon Base

=

GHG emissions related to the activity:

2.3 kgCO2e

Example 2

Monetary data:

36 k€
(example with a graphic design agency)

×

Emission factor:

244 kgCO2e/k€

=

GHG emissions related to the activity:

8,780 kgCO2e

SCOPE OF THE STUDY

Year of the study:

2024

Activities included:

The event of the HOKA Ultra-Trail du Mont-Blanc

Scopes:

1, 2 and 3

Methodology:

GREENHOUSE GAS PROTOCOL

2 FLOW MAPPING AND ILLUSTRATION OF PERIMETER DIFFERENCES WITH 2019

THE ULTRA-TRAIL DU MONT-BLANC EVENT:

RUNNERS & COMPANIONS
- Travel to come to the event
- On-site transport (e.g.: buses chartered by the UTMB, car)
- Accommodation
- Goodies (t-shirts, etc.)

MEDIA
- Travel to come to the event
- On-site transport
- Accommodation

PARTNERS &INVITEES
- Travel to come to the event
- On-site transport
- Accommodation
- Goodies & products sold
- Marketing partners
- Partner vehicles

STAFF & VOLUNTEERS
- Travel to come to the event
- On-site transport
- Accommodation
- Restoration staff

ENERGY
- Electricity network
- Generators
- Energyfossil (car oil, helicopter kerosene, etc.)

MARKETING & DIGITAL
- Live viewing
- YouTube videos
- Computers, tablets, television, screens
- Emails
- Posts rnetworkssocial

VILLAGE SUB-EVENTS
- Restoration
- Others achats for the various sub-events in the village (e.g. live streaming, workshops, conferences, opening and closing ceremonies, receptions)

CLOTHING & SIGNAGE
- Decors
- Marking
- Website design
- Other signage

REFUEL
- Drinks
- Food
- Materials (towels, etc.)
- Post-race meal

WASTE
- Recyclable waste, cardboard, glass, etc.

OFFICE OPERATION:

HAS.ENERGYIE
- Electricity
- Heating
- Water

B. PURCHASES
- Office purchases, services, etc.

C. FIXED ASSETS
- IT
- Furniture
- Vehicles

D. HOME-WORK TRAVEL

E. BUSINESS TRAVEL

F. MARKETING & DIGITAL
- Storage
- Mails, storage
- Social networks
- Videos

G. WASTE
- Recyclable waste, cardboard, glass, etc.

= Excluded from the study due to the difficulty in attributing a share of the group's operation to the UTMB event

REMINDER OF THE MAIN LIMITS OF THE 2024 CARBON STUDY

1. *Due to the difficulty in attributing a share of the group's operation to the UTMB event and dissociating it from other 'by UTMB' events, emissions linked to operation are excluded and are specifiedin the previous slide on flow mapping. The scope is therefore not completely similar between the 2019 and 2024 studies.*

2. The least material emission items (excluding "accommodation and goodies") were not subject to a detailed analysis given the limited carbon weight. The carbon analysis, within a limited budget and time, focused on thoroughly analyzing and dissecting the runner and accompanying person survey to have a sufficient level of analysis detail. This choice does not in any way impact the order of magnitude of the carbon footprint results since the other categories are less than 1% of the carbon footprint.

3. Given the scale of the study and its time constraints, this deliverable does not include a reduction action plan, nor does it outline a strategic decarbonization roadmap, which are also being worked on separately by UTMB.

4. The 2019 proforma analysis was carried out <u>in order of magnitude.</u>

3 Overall results

THE CARBON FOOTPRINT OF THE HOKA UTMB MONT-BLANC

THE CARBON FOOTPRINT OF HOKA UTMB MONT-BLANC

18 600

tCO2e

*vs. 11,600 tCO2e*in2019*

(⇧ 4%versus 2019 pro forma)

CARBON FOOTPRINT PER RUNNER

1.6

tCO2e

vs.1.3tCO2e in 2019

(– 22% versus 2019 pro forma)

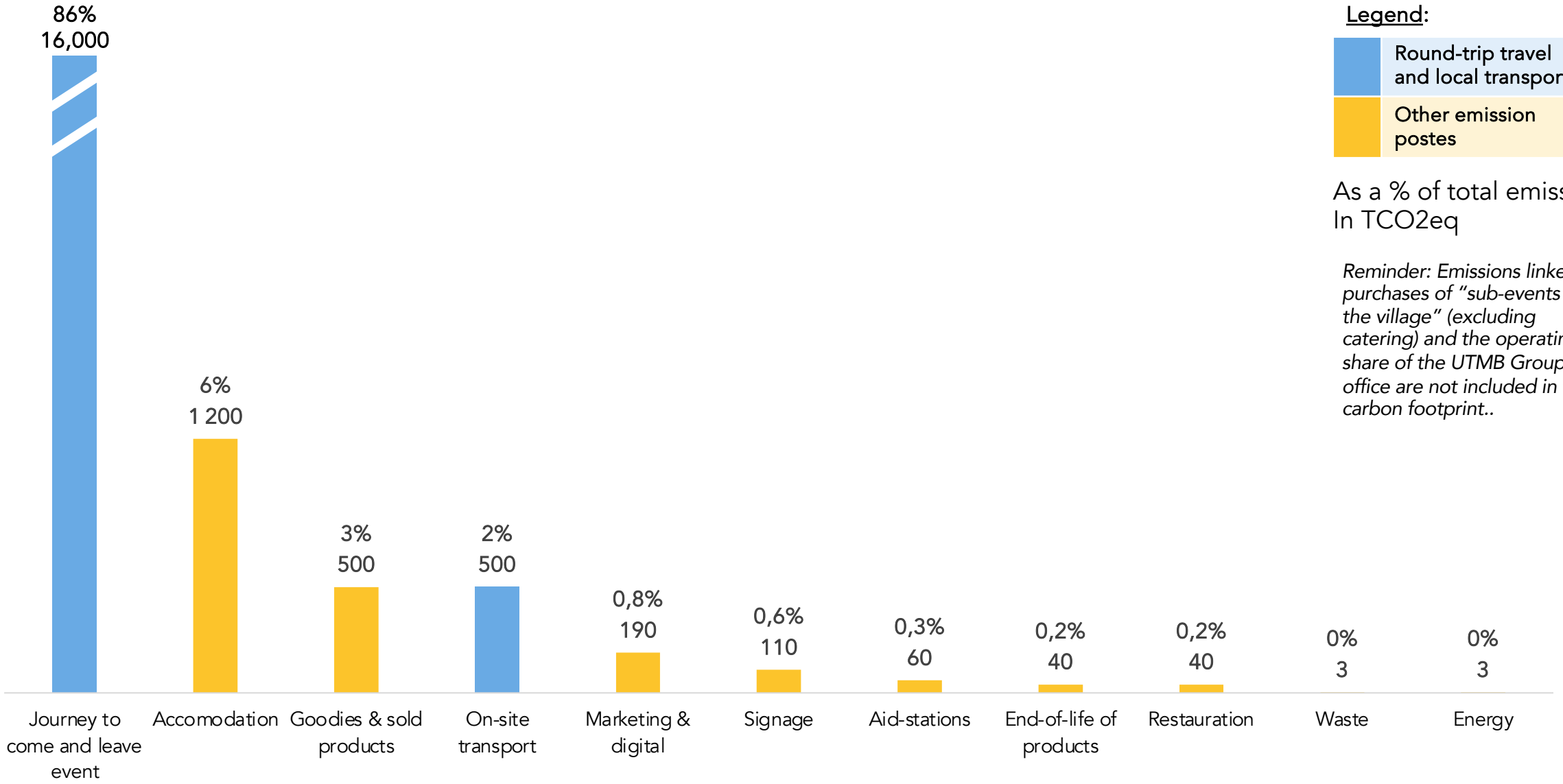
THE SHARE OF EMISSIONS LINKED TO TRAVEL

88%

vs.80% in 2019

**The 11,600 tCO2e in 2019 are underestimated due to the failure to take into account aircraft drag., and a proforma for 2019 was estimated to better explain the variance.*
Reminder: Emissions related to purchases of "village sub-events» (excluding catering) and the operating share of the Group office are not included in this 2024 study.

3 TRAVEL ACCOUNTS FOR 88% OF THE TOTAL (TO COME TO THE UTMB & ON-SITE TRANSPORT)



Legend:

- Round-trip travel and local transport
- Other emission postes

As a % of total emissions
In TCO2eq

Reminder: Emissions linked to purchases of "sub-events in the village" (excluding catering) and the operating share of the UTMB Group office are not included in the carbon footprint..

4 Detailed results

Focus by population

KEY FIGURES FROM THE 2024 STUDY (1/2)

11 911

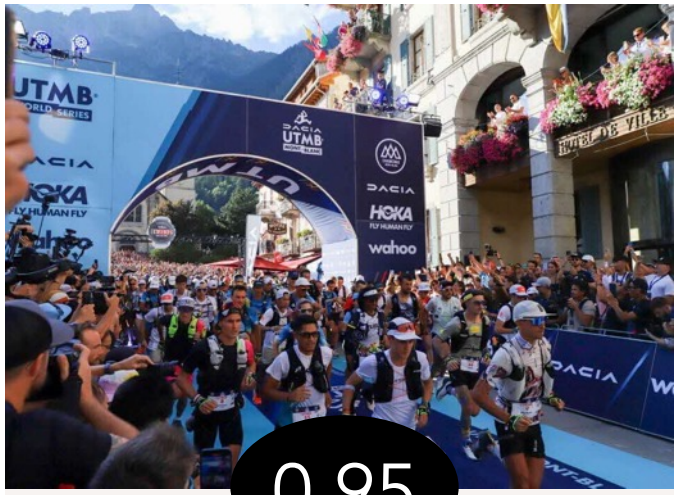
Runners

Source: Live Trail

11 315

Companions

Source: Trace TPI

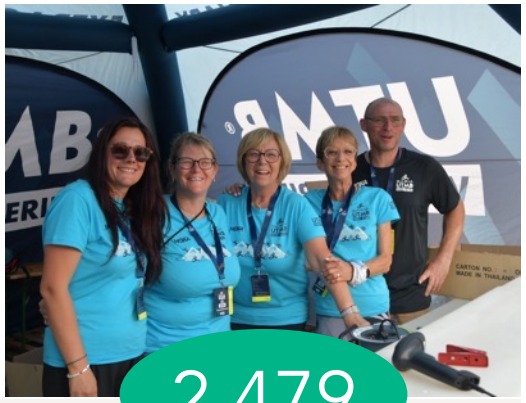


0.95

Companions/runner

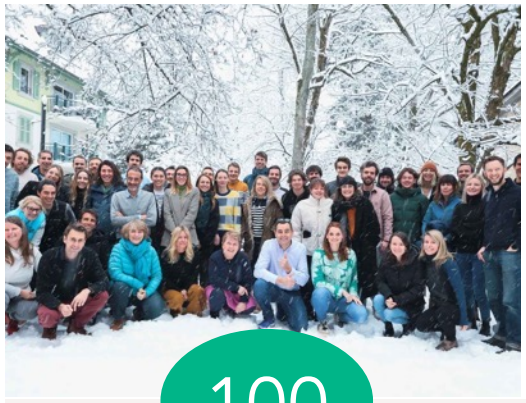
Source: Live Trail & Trace TPI

KEY FIGURES FROM THE 2024 STUDY (2/2)



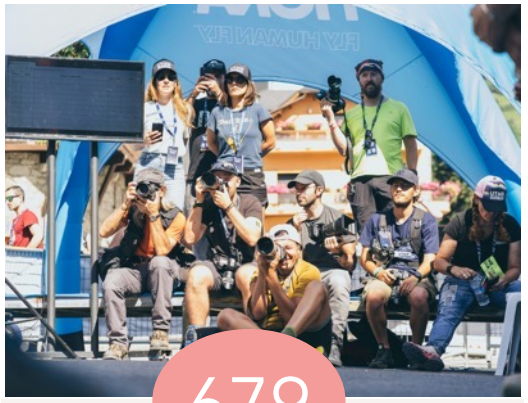
2 479

Volunteers



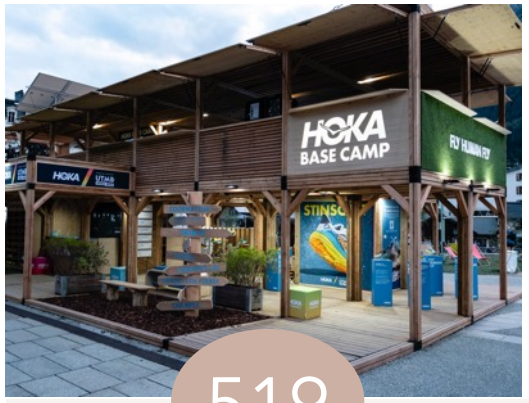
100

Staff (UTMB Central)



679

Media & influence



519

Partners & Guests

RUNNERS & COMPANIONS REPRESENT TOGETHER 85% OF THE TOTAL IMPACT OF THE EVENT…

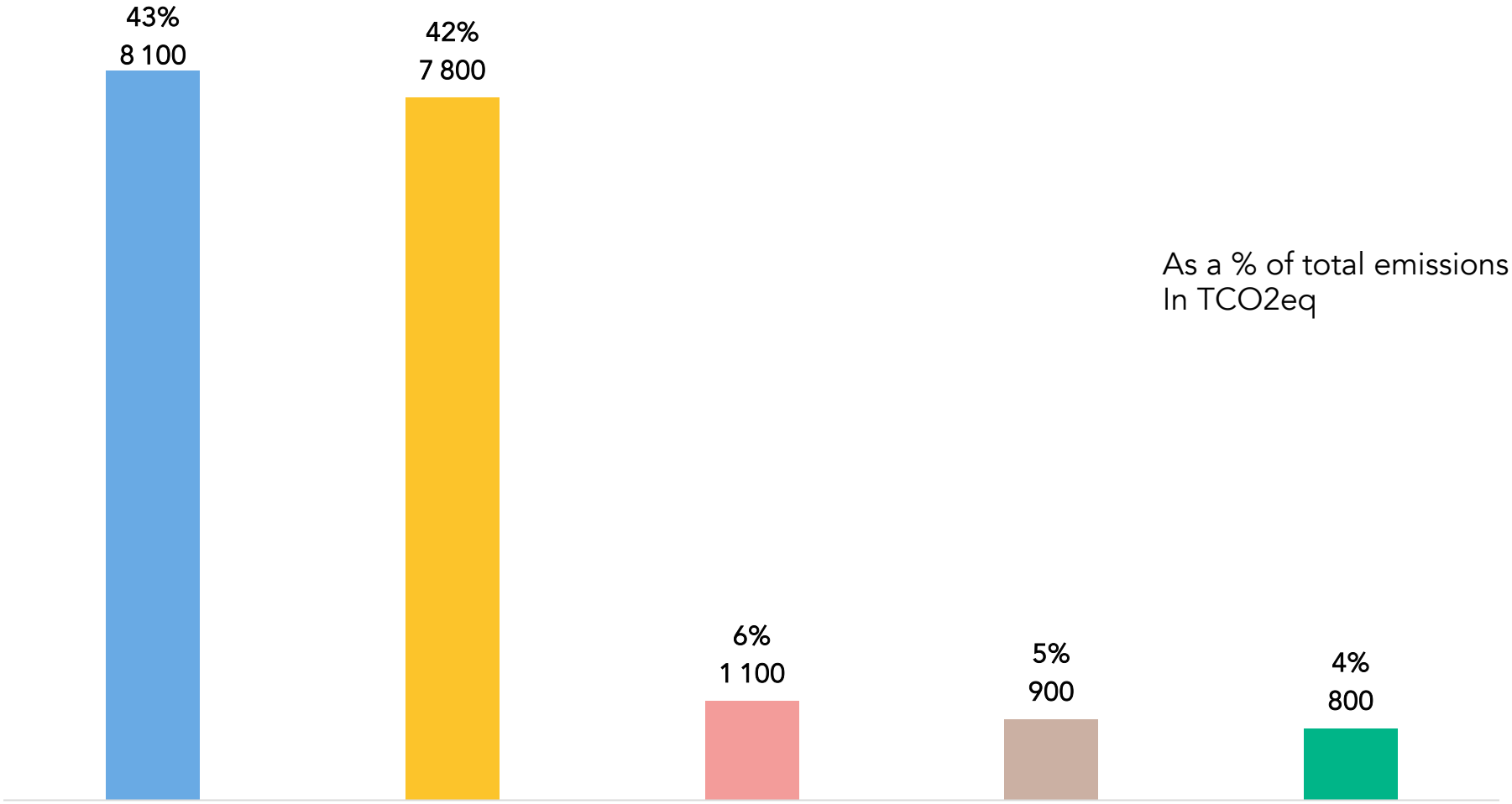
Total: 18 600 TCO2eq

The emissions of each population include the following items:

- Round trip travel to come to the event;
- On-site transport;
- Accommodation.

The vast majority of media and partners travel by plane, justifying a significant weight per person.

Emissions related to waste, energy, clothing & signage and aid-stations were allocated to the runners, as well as a share of the goodies and catering (the other part of these last two items concerns staff & volunteers and partners).



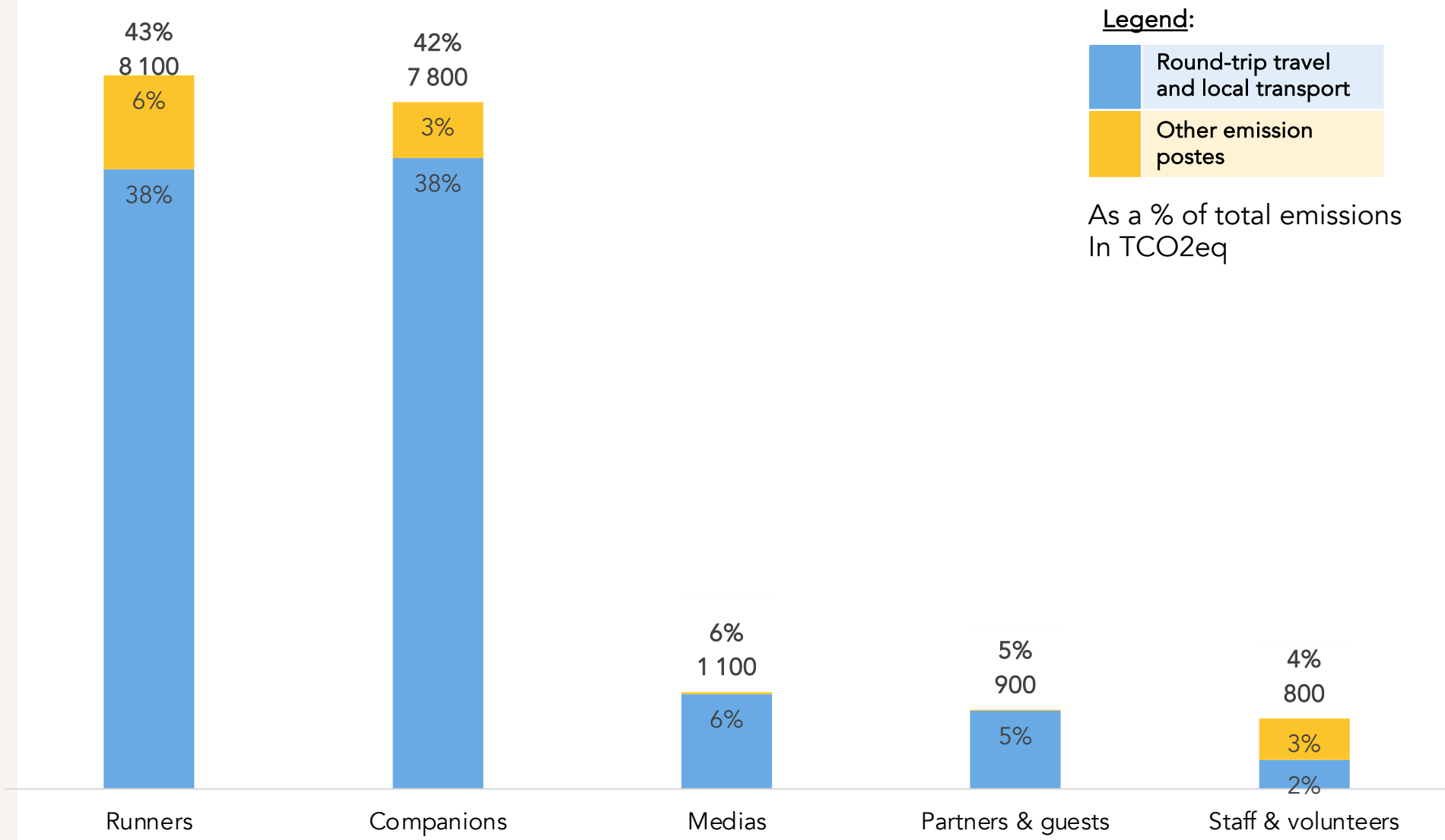
As a % of total emissions
In TCO2eq

	Runners	Companions	Medias	Partners & guests	Staff & volunteers
Nb	11 911	11 315	679	519	2 579
tCO2eq/Pers	0.7	0.7	1.6	1.7	0.3

4 AND THEIR MOVEMENTS ALONE REPRESENT 76% OF THE TOTAL

Travel (the journey to and from the event) accounts for the majority of the impact within each population's emissions.

For staff and volunteers, more than half of the impact comes from goodies. The impact of travel is lower due to **the high proportion of volunteers and staff from local sources:** **78%** and **62%** come from the city, department or region, respectively.



FOCUS ON EMISSIONS PER RUNNER

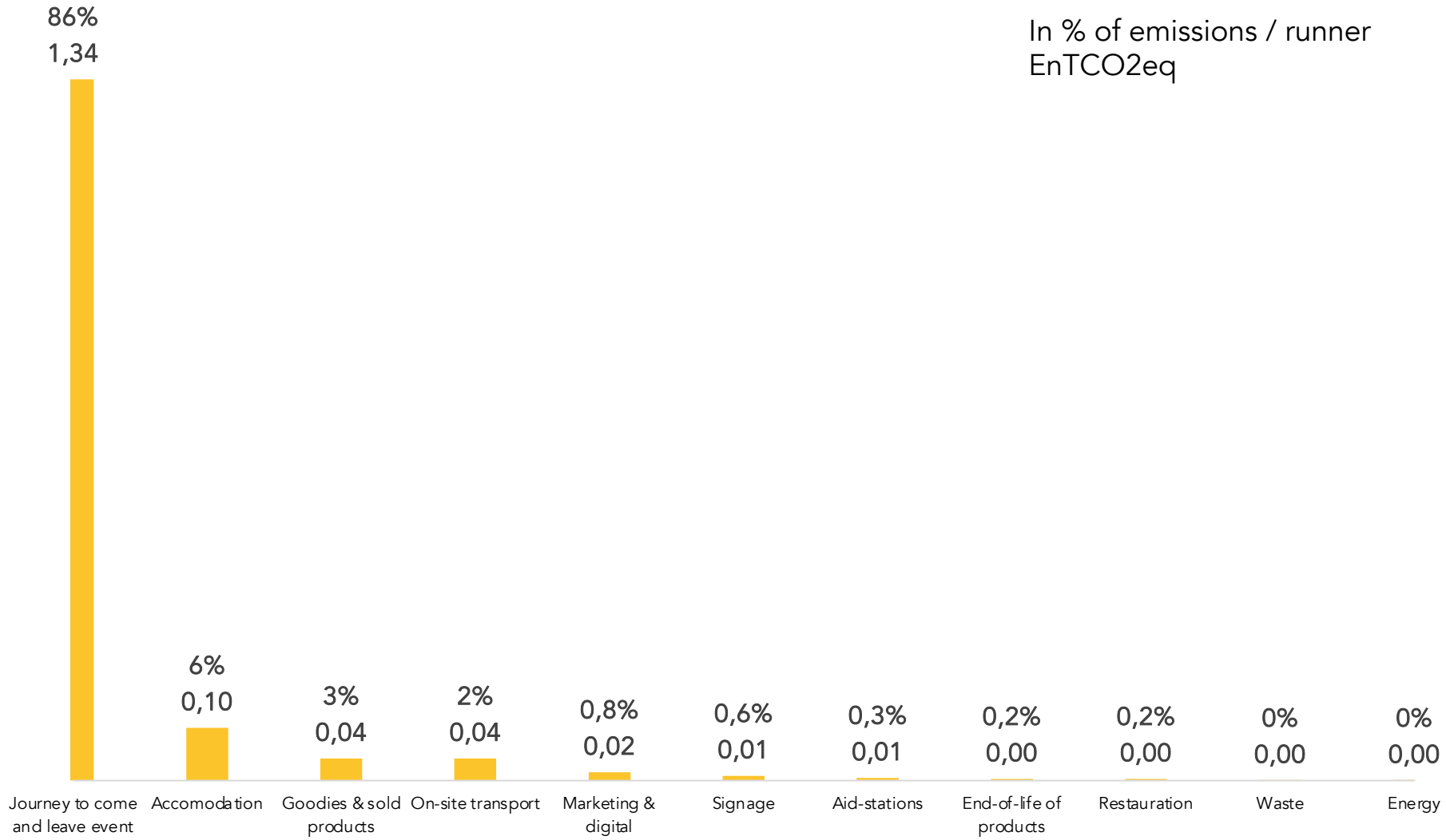
1.6

tCO2e / runner

If we reduce the total carbon footprint of the event to the number of runners, the ratio is 1.6 tCO2e/runner.

This includes the impact of all populations (accompanying persons, partners, media, staff & volunteers), and all emission postes (travel, accommodation, marketing, catering, etc.)

*Nearly half – **0.7 tCO2e** – is **directly linked to the runners** (his travel and accommodation, goodies, supplies and catering, waste he generates).*



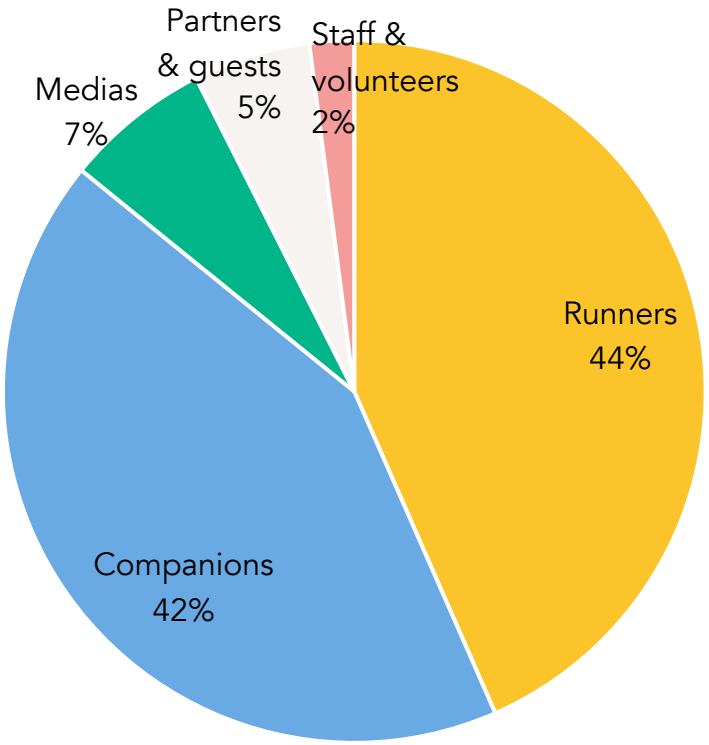
4 Detailed results

Travel focus

EMISSIONS RELATED TO TRAVEL AND TRANSPORTBY POPULATION

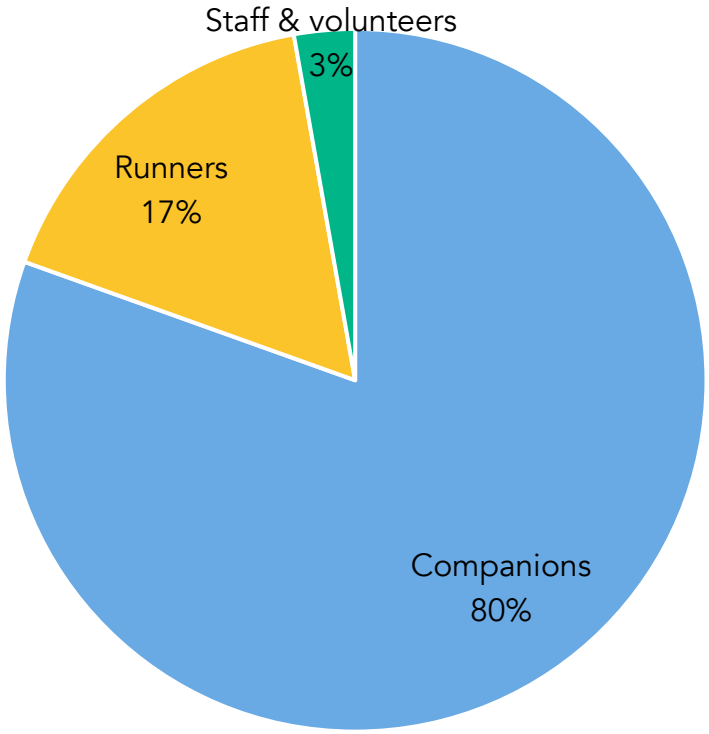
TRAVEL TO COME (%)

16 000 tCO2e
86% of the total footprint



ON-SITE TRANSPORT (%)

500 tCO2e
2% of the total footprint

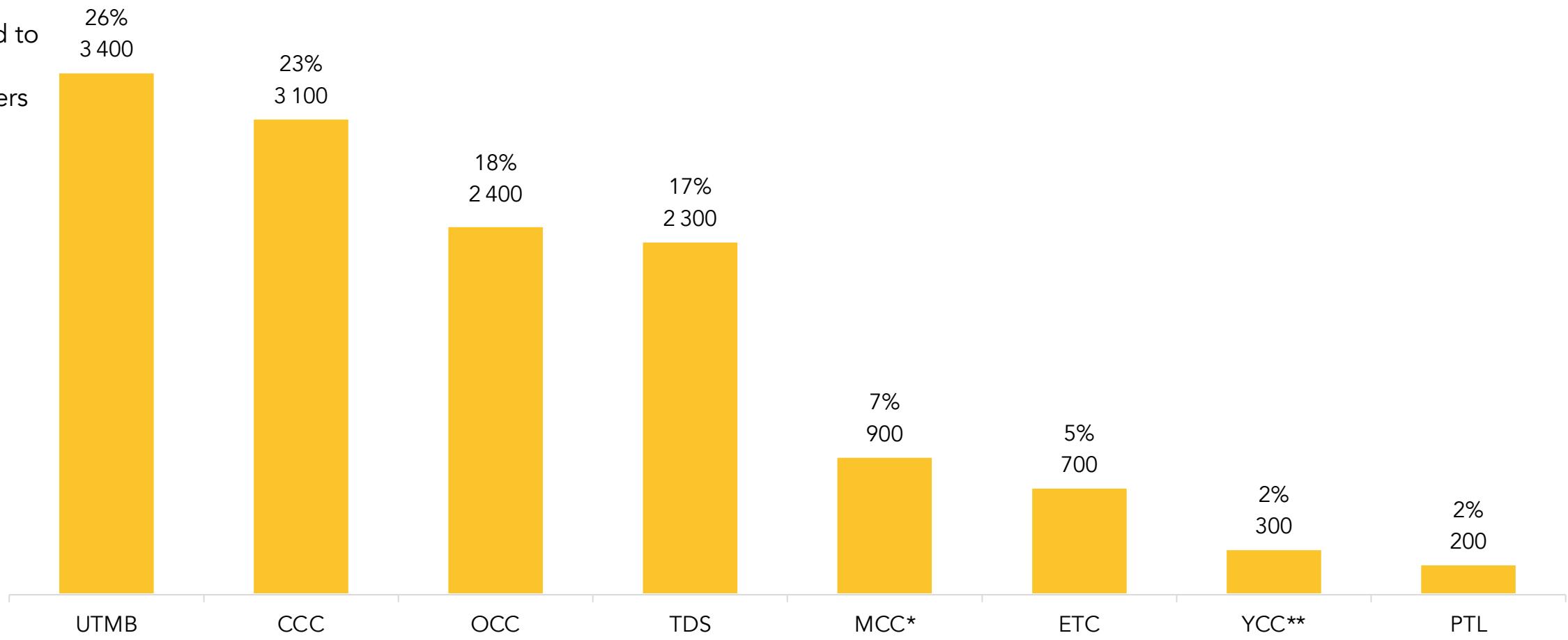


TRAVEL-RELATED EMISSIONS BY RACE

EMISSIONS RELATED TO THE TRAVEL (ROUND TRIP) OF RUNNERS AND COMPANIONS

As a % of total emissions linked to the round trip journey of runners and their companions

In TCO2eq

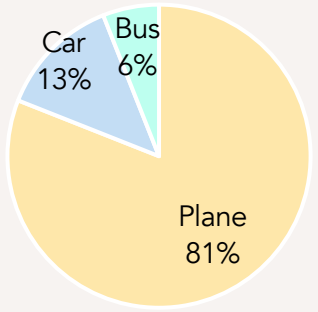


**Includes local runners and volunteers and partners.*
***Includes cadets, juniors and minors.*

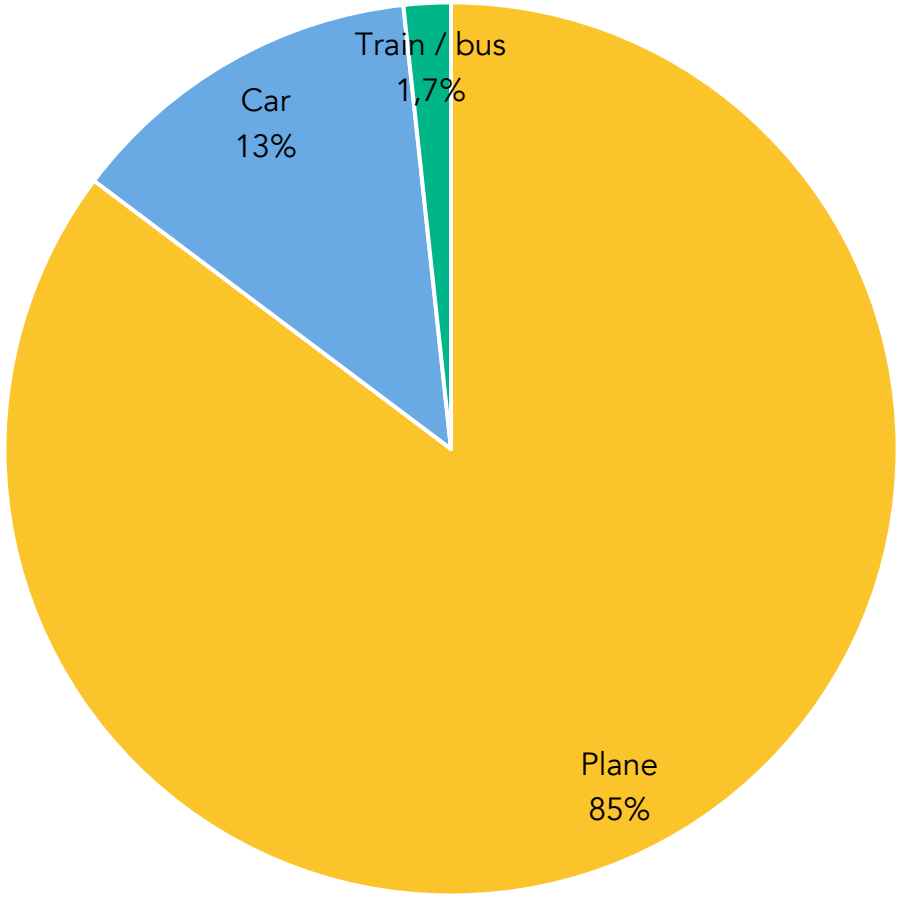
4 THE PLANE REPRESENTS 85% OF THE EMISSIONS LINKED TO THE TRAVEL OF RUNNERS AND THEIR COMPANIONS TO COME TO THE EVENT

**Total emissions related to the travel of runners and their companions to get to the site, categorized by main mode of travel.*

As a reminder, the distribution in 2019:

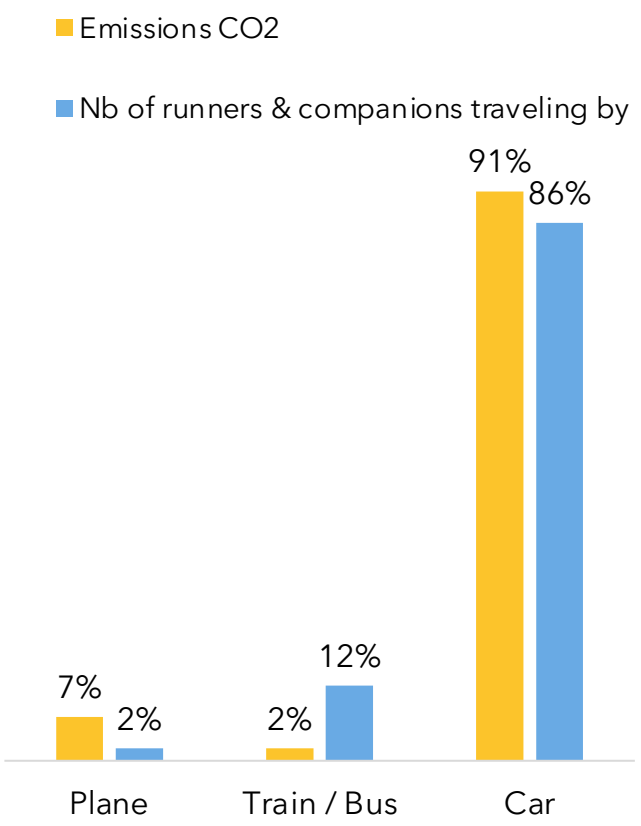


EMISSIONS BY MAIN MODE OF TRANSPORT* (%)

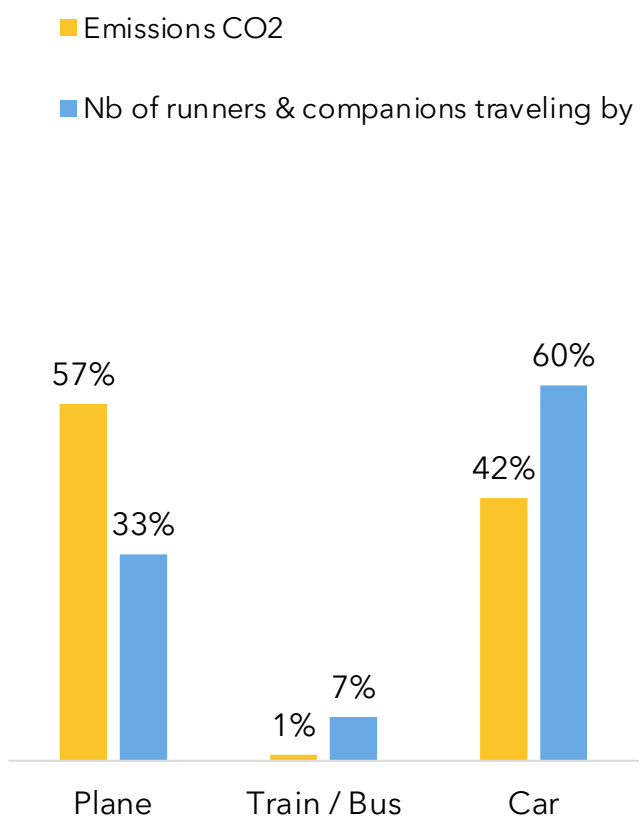


CAR USE IN EUROPE & FRANCE REMAINS PREDOMINANT AMONG RUNNERS AND COMPANIONS

EMISSIONS BY MAIN MODE OF TRANSPORT (%) FRANCE



EMISSIONS BY MAIN MODE OF TRANSPORT (%) EUROPE EXCLUDING FRANCE



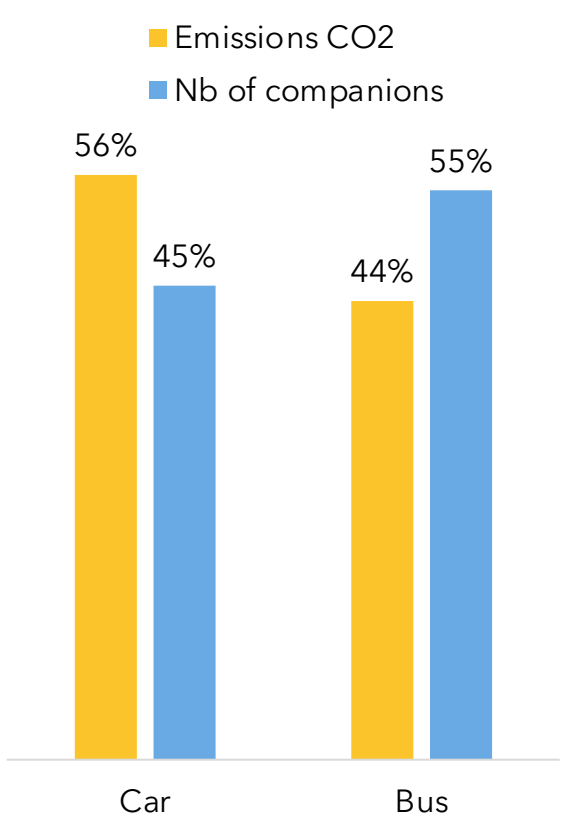
4 FOCUS ON ON-SITE TRANSPORT BY POPULATION & MODE

Structuring hypotheses:

- ***75%** accompanying persons not taking the UTMB bus travel by car and cover the same number of km on average per person as accompanying persons by bus.*
- *The **25%** remaining do not move to follow the runners.*
- *The runners not taking the UTMB bus travel by car and cover the same number of km on average per person as runners by bus to get to the race starting point.*

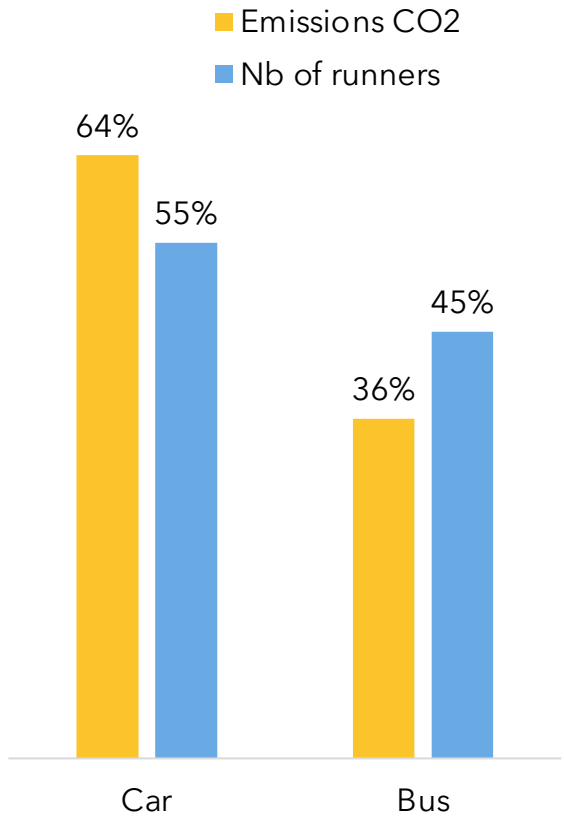
ON-SITE TRANSPORTATION OF COMPANIONS (%)

Average distance traveled = 197 km



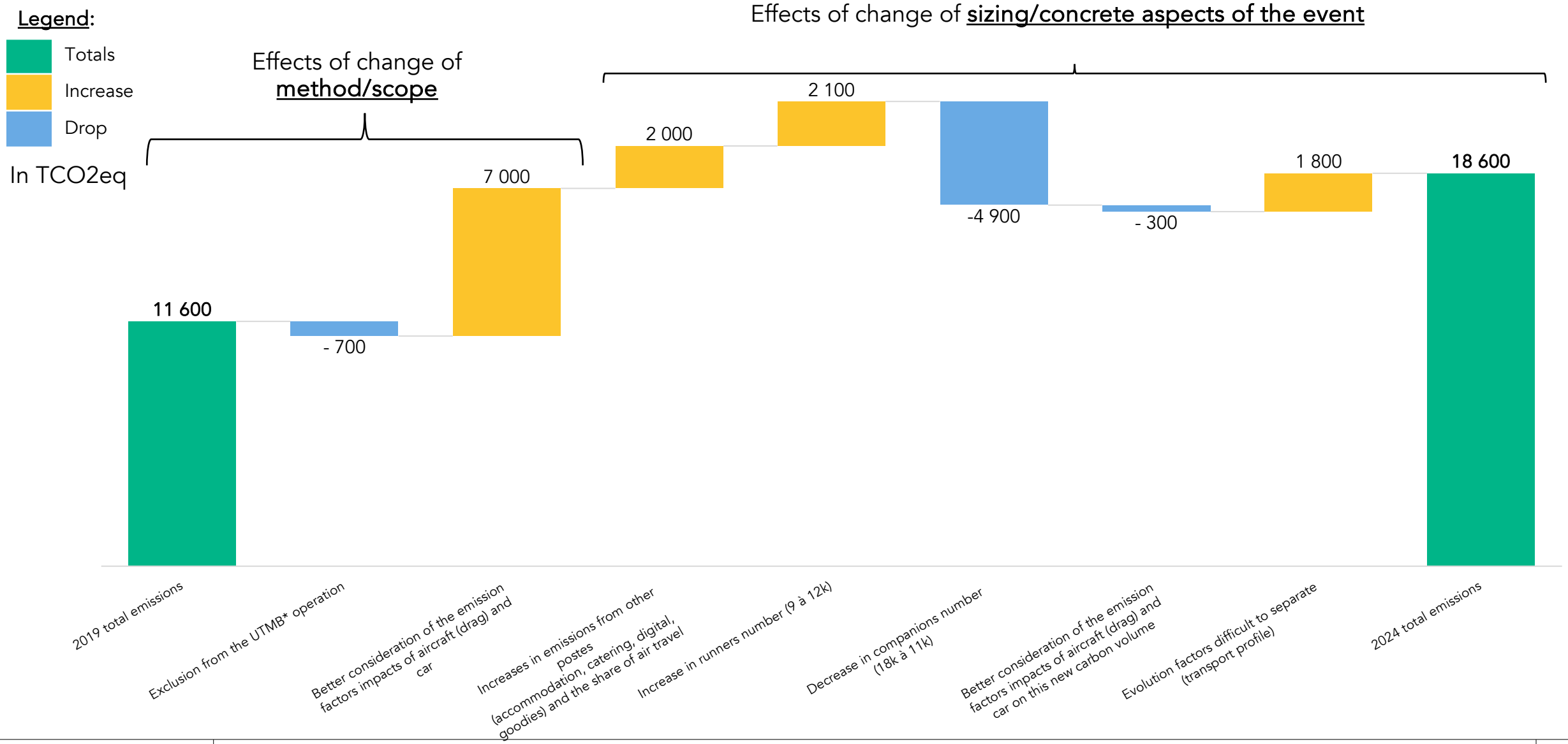
ON-SITE TRANSPORTATION OF RUNNERS (%)

Average distance traveled = 32 km



5 Comparison with the 2019 study

5 EVOLUTION OF THE CARBON FOOTPRINT BETWEEN 2019 AND 2024 ESTIMATE IN ORDER OF MAGNITUDE



AN UPWARD TREND IN KEY EMISSION FACTORS

ID	2019 Value	Unit 2019	Source 2019	Value 2024	Unit 2024	Source 2024	Evolution
Average car	0.178	kgCO2e/km	ADEME 2018	0.231	kgCO2e/km	ADEME 2018, corrected by ADEME	30%
Plane - short haul	0.141	kgCO2e/passenger.km	ADEME 2018, without streaks	0.258	kgCO2e/passenger.km	ADEME 2018, with trails	83%
Plane - medium haul	0.102	kgCO2e/passenger.km	ADEME 2018, without streaks	0.187	kgCO2e/passenger.km	ADEME 2018, with trails	83%
Plane - long haul	0.083	kgCO2e/passenger.km	ADEME 2018, without streaks	0.152	kgCO2e/passenger.km	ADEME 2018, with trails	83%
Main line train	0.00529	kgCO2e/passenger.km	ADEME 2019	0.00592	kgCO2e/passenger.km	ADEME 2019, corrected by ADEME	12%
Bus	0.03514	kgCO2e/passenger.km	ADEME (diesel coach)	0.030	kgCO2e/passenger.km	ADEME 2021 (diesel coach)	-16%

Aircraft-related emission factors in **the 2019 study did not include the effect of drags.**

The evolution of knowledge demonstrates a greater importance of the effects of drags on the climate change as assessment methodologies improve.

ADEME recommends to **take this parameter into account to assess the effect of policies and actions on the climate.** The 2024 study is therefore based on emission factors with drags.

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Entreprise B Certifiée

MERCI

L'utopie, c'est l'avenir qui s'efforce à naître. La routine, c'est le passé qui s'obstine à vivre.

Victor Hugo