



Press release - Chamonix (France), Wednesday 11 June 2025

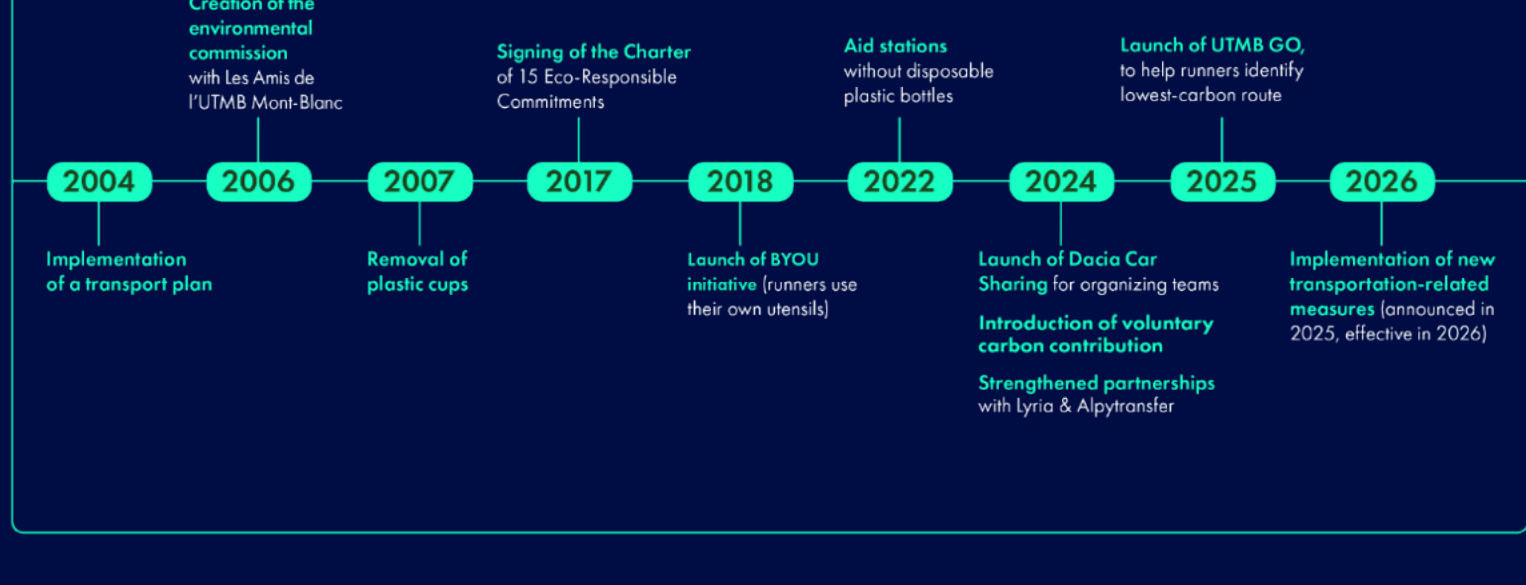
HOKA UTMB MONT-BLANC COMMITS TO A 20% REDUCTION IN CARBON EMISSIONS BY 2030 AND UNVEILS AN AMBITIOUS PLAN TO PROMOTE SUSTAINABLE MOBILITY

- Commitment to cut HOKA UTMB Mont-Blanc's carbon emissions by 20% by 2030, based on the event's 2024 carbon footprint
- Focus on transport: 30% lottery bonus for runners choosing recommended lowest carbon travel options
- Launched UTMB GO – a dedicated platform designed to support sustainable travel to the event
- Further details to be released in the autumn

HOKA UTMB Mont-Blanc is taking **a major step forward in its efforts to reduce its environmental impact and protect the Mont-Blanc region**. The event has pledged to **cut its carbon emissions by 20% by 2030, using its 2024 carbon footprint as a baseline**, and is rolling out practical and incentivising measures to help reach this collective, ambitious goal.

CUTTING EMISSIONS BY 20% BY 2030: A BOLD AND NECESSARY COMMITMENT TO PROTECT THE REGION

20 YEARS OF COMMITMENT TO REDUCING IMPACT



A flagship event on the UTMB World Series calendar and a proving ground for innovation, HOKA UTMB Mont-Blanc has placed sustainability at the heart of its mission since day one. **Today, the event sets a new standard with its goal to reduce carbon emissions by 20% by 2030 with a strategy inspired by the Paris Agreement.**

To meet this objective, HOKA UTMB Mont-Blanc is implementing a 4-pillar plan, developed in collaboration with Protect Our Winters (POW) and the Pro Trail Runners Association (PTRA): commit, measure, reduce and offset.

COMMIT: In keeping with the event's inherently collective spirit, all stakeholders will be called upon to commit to reducing their impact and respecting the environment.

MEASURE: The event's carbon footprint will be measured and published annually. The 2024 carbon audit conducted by Utopies consultancy provides a solid foundation for continued progress. It revealed that approximately **88%** of the event's total emissions are generated by transport – with **86%** of those emissions linked to travel to and from the event. In 2026, the HOKA UTMB Mont-Blanc will focus its efforts on this single most significant area for improvement: transport. The aim is to encourage everyone – regardless of where they are travelling from – to choose the lowest-carbon travel options, recognising that every individual has a role to play.

- With 79% of runners coming from Europe, efforts will focus on reducing short-haul flights and promoting travel by train or bus.
- For the 20% of runners arriving from outside Europe, the priority is to encourage them to use low-carbon transport options such as trains and buses once on the continent.

"As witnesses to climate change, we're taking action to protect the environment that we cherish. Given the overwhelming impact of transport in our carbon footprint, collective action is essential to achieving results. As organisers of an international event, we have a duty to provide real, practical and motivating solutions that support more sustainable travel habits no matter where people are coming from. We want each person to understand the impact of their travel choices and feel empowered to reduce it," said **Isabelle Viseux-Poletti**, UTMB France Events Director.

REDUCE AND OFFSET: STRONG MEASURES TO ENCOURAGE SUSTAINABLE MOBILITY

The HOKA UTMB Mont-Blanc remains committed to reducing its own emissions. To encourage stakeholders to do the same, it has introduced a range of practical and incentive-based measures.

1. A 30% lottery boost from 2026 to reward low-carbon travel

The organisation aims to turn its commitment to sustainable mobility into a tangible benefit for runners. From the 2026 edition, a dedicated tool will recommend the most carbon-efficient travel route for each runner based on their location. **Those who follow the suggested route will receive a 30% bonus in the lottery draw for races requiring entry by selection (UTMB, CCC, OCC, ETC).**

The system will account for the unique travel realities in each country, ensuring a fair and equitable approach for all participants regardless of where they live.

With this unprecedented initiative, UTMB Group aims to spark true collective momentum: every runner who opts for a cleaner travel option contributes to a shared effort in support of nature, a reflection of trail running's core values of environmental respect.

2. Enabling low-carbon travel today

To support low-emission travel and reduce reliance on private cars at the event, the organisation is making a significant investment in transport services for local, European, and international participants. As a key priority, these initiatives will account for approximately €600,000 in 2025, the event's largest single area of expenditure.

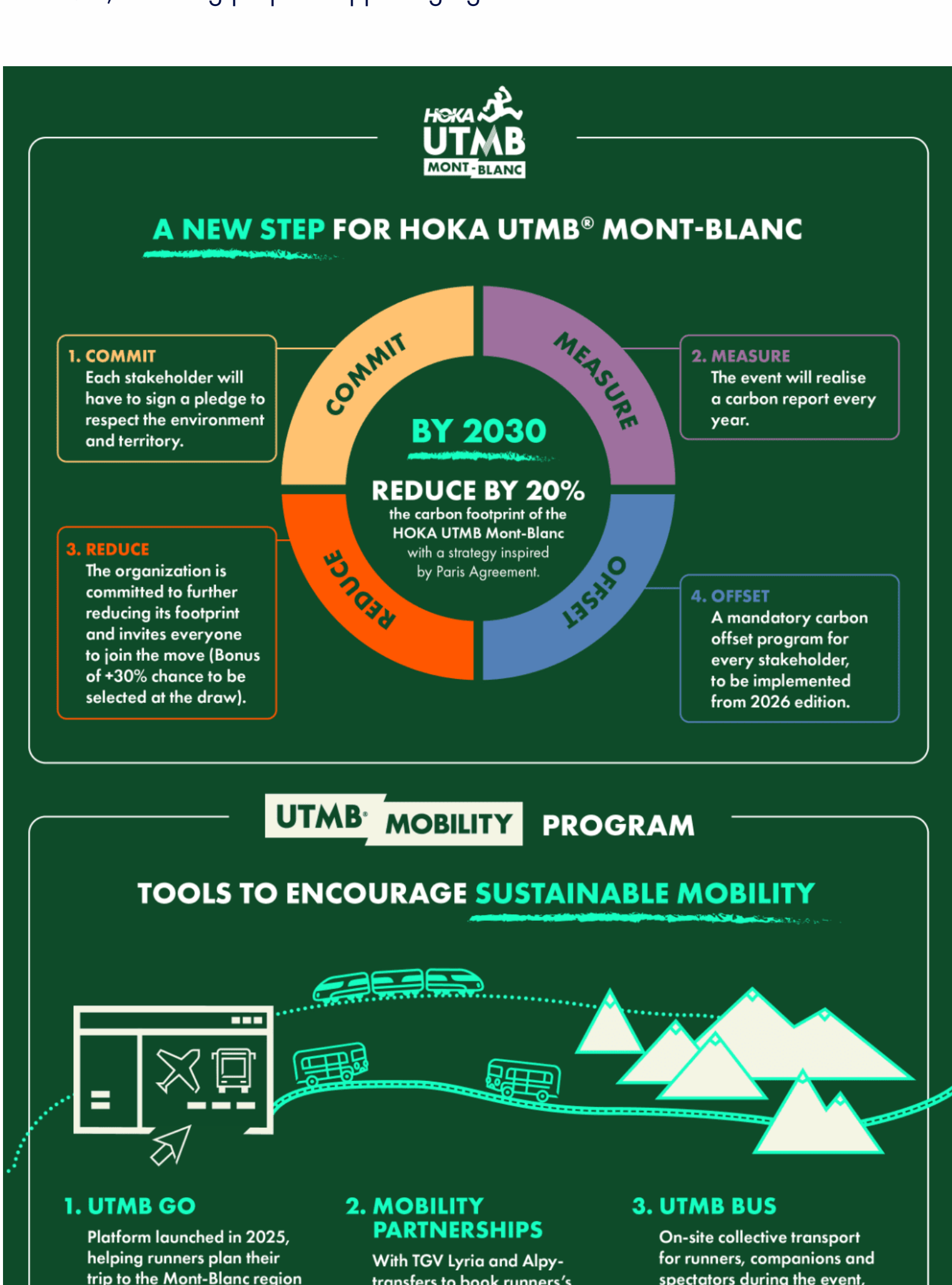
- **UTMB Mobility** has been running for over a decade, **with 15 lines serving 28 stops** and around **120 buses in operation during the event week** – including 100 on the busiest day. In 2024, the initiative saw an investment of €500,000 and prevented the equivalent of over 6,000 cars on the road.
- **Private cars are banned from over 80% of key course locations**, which are accessible exclusively via UTMB Mobility shuttles. This measure protects the serenity of natural sites, avoids congestion, and ensures smooth access for participants and spectators.
- **UTMB GO, launched in 2025**, will help runners plan their journey to the Mont-Blanc Valley and manage local travel with the lowest possible carbon impact – all without needing a car.
- **Exclusive discounts in partnership with TGV Lyria and Alpy Transfers** will encourage rail travel on the Paris–Geneva route and offer competitively priced shuttle transfers to the Mont-Blanc Valley.

3. Shared responsibility: all stakeholders will contribute

Despite all mitigation efforts, some emissions remain unavoidable. **That's why, since 2025, HOKA UTMB Mont-Blanc has launched a carbon contribution scheme to support emissions reduction and carbon sequestration projects.** In 2025, nearly €25,000 – including €8,000 from runners – was contributed through voluntary donations and support from the organisation, enabling EcoAct to support two agricultural transition projects in Haute-Savoie, France, and one in Brazil.

In 2026, the organisation will offset emissions linked to event operations, as well as travel by volunteers, guests and suppliers. All runners taking part in HOKA UTMB Mont-Blanc races, along with event partners, will also be required to contribute according to their individual carbon footprints.

All funds from this carbon contribution will be allocated to an independent, certified organisation responsible for overseeing the implementation of environmental initiatives, including projects supporting agricultural transition.



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A RESPONSIBLE APPROACH TO TRAVEL: OPEN TO THE WORLD WHILE RESPECTING NATURE – TRUE TO THE SPIRIT OF TRAIL RUNNING

Since 2003, UTMB Group has sought to organise events that unite people and connect them with nature. It remains convinced of the power of sport and human connection. But this mission now requires a fundamental shift in how we travel. **To continue running together, we must travel more responsibly:** more locally, more consciously, and with lower impact.

The HOKA UTMB Mont-Blanc travel policy reflects the wider philosophy of the UTMB World Series, which now includes 52 events around the world – helping runners experience the UTMB adventure closer to home. **Today, 91% of runners participate in events on their home continent.**

As a pilot initiative, HOKA UTMB Mont-Blanc reaffirms its ambition to be a model for sustainable sporting events. By combining sporting excellence with environmental leadership, the event aims to ensure the adventure that began more than 20 years ago continues for generations to come, in harmony with the Mont-Blanc region and its people.

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*"In our valley – a sensitive and fragile area – sustainable mobility isn't just a choice, it's a necessity", said **Eric Fournier, Mayor of Chamonix-Mont-Blanc**. "We must strike a balance between maintaining our region's appeal and protecting our environment. That's why we support initiatives like those led by the organisers of the Ultra-Trail du Mont-Blanc. Since its inception the event has been developed in close collaboration with the local communities it passes through to better address regional sustainability challenges. The organisers have always shown genuine awareness of local concerns around sustainable mobility. We must continue working together to protect our mountain environment and ensure the long-term future of an event that reaches far beyond our valley."*

*"By encouraging fewer cars in the Mont-Blanc Valley and raising awareness about the environmental impact of travel, UTMB Group is strengthening its commitment to protecting both our environment and the quality of life for local residents", said **Alberto Motta, Councillor for Urban Planning at Courmayeur Mont-Blanc Town Hall**. "This is a key priority for us in Courmayeur, and I'm pleased that together we are managing to propose innovative and meaningful solutions."*

*"Cross-border travel between France, Italy, and Switzerland is essential to the smooth operation of the HOKA UTMB Mont-Blanc", said **Joachim Rausis, President of Orsières**. "The event's travel policy addresses two major challenges: improving accessibility and reducing the carbon impact of transport across the Mont-Blanc massif. At a time when Valais is being severely affected by the consequences of climate change, this commitment is more vital than ever. It not only enhances the experience for all involved but also strengthens our shared responsibility in responding to the climate emergency."*

Note to editors

About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 50 events in 28 countries. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the "UltraTrail" technology, an innovative digital service that supports the management of endurance races. Powered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself, fairplay, respect for people and the environment, and solidarity. Find out more at <https://utmb.world>.

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