

HOKA UTMB Mont-Blanc sets out concrete measures for more responsible mobility

In June, HOKA UTMB Mont-Blanc confirmed its commitment to reducing carbon emissions by 20% by 2030, following a strategy rooted in mobility and aligned with the Paris Agreement. As registrations and pre-registrations open for the 2026 edition, a new responsible mobility policy comes into effect, introducing two key measures: **a lottery boost for runners who commit to choosing a lower-carbon route without using a car, according to rules defined by the organization**, and a **mandatory carbon contribution** for all participants. These initiatives form part of the event's ongoing work with Protect Our Winters (POW) on mobility and transport challenges.

Mobility: the biggest driver of change

Since 2004, the organisation has taken steps to curb private car use in the Mont Blanc valleys — from UTMB Mobility shuttles and partnerships with TGV Lyria and AlpyTransfers to restricted vehicle access across much of the course.

However, meeting the goal of reducing carbon emissions by 20% by 2030 means tackling the biggest source of impact: travel to and from the event, which accounts for more than 86% of total emissions. From 2026, HOKA UTMB Mont-Blanc will introduce a fair and practical system designed to encourage more responsible travel choices while recognising the transport options available in each country. The aim is to help **every runner, wherever they live**, choose the most responsible way of reaching the Mont Blanc valleys, **because every commitment contributes to reducing the collective impact**.

A +30% lottery boost based on travel choices

Runners entering the **UTMB, CCC, OCC, and ETC** lotteries will benefit from a **+30% increased chance** of selection if they commit to choosing a lower-carbon route without using a car.

HOW TO IDENTIFY MY LOW CARBON JOURNEY?

Runners entering the UTMB, CCC, OCC or ETC lotteries will benefit from a **30% boost** by committing to choose a lower-carbon travel route and arriving in the Mont Blanc valleys without their own car.

THE LOWEST-CARBON ROUTES ARE DETERMINED BASED ON THE TRANSPORTATION OPTIONS AVAILABLE TO EACH PERSON.

IN EUROPE	OUTSIDE EUROPE
<p>Train or bus</p> <p>A single flight only if there is no train or bus journey of less than 12 hours</p>	<p>No flights less than 2 hours</p>

ALL RUNNERS MUST ARRIVE IN THE MONT BLANC VALLEYS BY SHARED TRANSPORT AND NOT WITH THEIR OWN CAR.

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The **UTMB Go platform** (<https://go.utmb.world/>), developed by **You. Smart. Thing.**, will be made available to runners to compare recommended transport options.

This boost will apply automatically to local runners* wishing to take part.

"These measures represent an important first step. We wanted a simple and fair approach that reflects the realities of each region. The aim is to encourage more responsible travel choices without over-complicating the experience for runners," explained Isabelle Viseux-Poletti, HOKA UTMB Mont-Blanc Director. "This work will continue and grow in the coming years because reducing transport-related impact requires a collective and gradual effort."

***Local runners are residents of the following communes:** Orsières, Martigny-Combe, Martigny Ville, Trient, Bovernier, Chamonix-Mont-Blanc, Les Houches, Servoz, Vallorcine, Combloux, Cordon, Demi-Quartier, Domancy, Les Contamines-Montjoie, Megève, Passy, Praz-sur-Arly, Saint-Gervais-Les-Bains, Sallanches, Bourg-Saint-Maurice, Hauteluce, Beaufort, Séez, Courmayeur, La Thuile, Pré Saint Didier, Morgex, La Salle, Saint-Rhémy-en-Bosses.

A mandatory carbon contribution

From 2026, all participants will make a contribution that reflects the emissions generated by their return journey to the Mont Blanc valleys, based on the mode of transport declared at registration. UTMB Group will cover all emissions linked to the organisation of the event, as well as travel undertaken by volunteers and service providers, while partners will contribute in line with the emissions generated by their own travel.

This contribution will support **certified carbon-reduction and carbon-sequestration projects** selected and managed by independent partners. In 2025, during a voluntary pilot phase for runners and with UTMB Group covering operational emissions, the scheme supported two agricultural transition projects in Haute-Savoie, France (GAEC Les Chardonnerets and an independent farmer in Chênex), as well as a renewable biomass initiative in Serragem, Brazil. An annual report will detail the supported projects, the funding allocated, and the results achieved.

Transport and residency proofs will be requested in spring. If rules are not followed for the lottery boost or carbon contribution payment, registration will be cancelled without refund. Running Stones will be returned.

KEY DATES

- **8 January – 11am (CET) to 19 January 2026 – 11:59pm (CET):** pre-registration opens for the UTMB, CCC, OCC, MCC and ETC lotteries
- **22 January 2026 – 11:00 (CET):** lottery results announced
- **22 January - 4 February 2026 – 23:59 (CET):** deadline for successful lottery runners to finalise their registration
- **5 February 2026:** contact with waiting-list runners
- **12 February 2026 – 23:59 (CET):** final registration deadline for runners selected on the second-round

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 LiveTrail® technology, an innovative digital service that supports the management of endurance races. Revered 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; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

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