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2023

# ANNUAL REPORT 2023



*[www.kilianjornetfoundation.org](http://www.kilianjornetfoundation.org)*

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## INTRODUCTION

# OUR MISSION

*The preservation of mountain and their environment*

Although mountain environments are different throughout the world, they share many of the same problems as they are very vulnerable natural areas.

Our goal is to work towards a durable, solid and long-lasting cooperative engagement and collective action in order to preserve mountain environments.

“We believe that community strength and small steps lead towards bigger transitions and that’s the aim this foundation was born for, to work on preserving one of the biggest natural spaces towards a better future for all the inhabitants of earth.”



*Kilian Jornet is the best mountain athlete in the world.*

*For the last 15 years he has dominated the ski mountaineering and trail running scene, winning all major championship and races. He is also a pluridisciplinary athlete who feels comfortable running, climbing, skiing or scrambling in the mountains and he holds speed records in mountains around the world, including a double ascent to Mount Everest in a week in 2017. Growing up in a refuge at 2000 metres, the mountains have always been his natural environment. Being introduced to outdoor activities at a very young age gave him a headstart in developing his passion for mountain sports, and a natural aptitude for adventure and physical challenges has increased with experience.*

*“I define myself as a lover of mountains. I like competing, but, above all, I conceive sport as a way to discover landscapes both inside and outside you. But now I am facing the hardest summit, and it will be the most important summit I would need to climb, to reverse the devastating effects of climate change. And for that, we would need to work together to preserve mountain environments.”*

## 2023 HIGHLIGHTS

**+3.100**  
**STUDENTS**

**+100**  
**SCHOOLS**

**5,1T OF WASTE  
REMOVED FROM THE  
ENVIRONMENT**

**+ 200**  
**VOLUNTEERS**

**FIRST LIVE  
EVENTS**

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## PROJECTS RECAP

### EDUCATION

This year has been nothing short of incredible for our educational initiatives.

We're thrilled to have collaborated with over 100 schools and high schools, reaching a remarkable +3,100 students.

Together, we've shared KJF Educational projects in more than 20 events, touching the lives of over 500 dedicated teachers and educational centers.

From scientific projects to action-oriented initiatives, we're paving the way for a brighter future through knowledge and engagement.

### RESEARCH

Our journey into the world of research has been enlightening.

Partnering with various research centers and scientific groups, we're making science more accessible to schools and the broader audience. We've invested in projects shedding light on the impact of climate change in mountains, striving to understand, reduce, and reverse its effects.

Initiatives such as The Athlete Climate Academy are integrating science into our daily lives, helping outdoor enthusiasts like us, gain a deeper understanding of how we can minimize our impact on the environment.

### DIRECT ACTIONS

Actions speak louder than words, and this year, we've taken tangible steps towards a cleaner, healthier planet.

Our latest Clean-Up event brought together over 200 volunteers, removing a staggering 1.1 tons of waste. The first live events of the KJF took place during this year, and have allowed us to connect with our audience on a deeper level.

By working on EU projects like Green Trail Concept, we're committed to a more sustainable management of trail running events, promoting better practices towards a more sustainable management of sport events.

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## 2023 MAIN PROJECTS & IMPACT



### 01 —Muntanyes Vives II

The aim of the Muntanyes Vives II project, is to create awareness of the need to practice sport respectfully for the environment. The project produced 4 clips where an environmental technician/specialist met an athlete in their usual sports practice, reflecting the impact this practice could have on the natural environment. The four sports disciplines were mountain skiing, climbing, canyoning and trail running. +1.8M impacts on media campaign & live events.



### 02 —Green Trail Concept

Green Trail Concept is a project, co-funded by the Erasmus+ Programme of the European Union, that seeks to improve the governance of trail running events by incorporating environmentally, socially, and ethically sustainable practices in the management of mountain running events.

The goal of the project is the development of an EU sustainability certification system to improve governance and make it greener in sports organizations and outdoor sports racing federations.



### 03 —The Athlete Climate Academy

Our podcast hosted by Kilian Jornet and Huw James, dedicated to athletes in order to bring them closer to science and the knowledge of the environment in order to contribute to the environmentally friendly transition of sport.

We keep growing on this project by pushing season 3&4 during 2023 and by activating the first live events held and lead by ACA.

+2M accounts reached. +15K podcast reproductions



### 04 —A la natura no deixis rastre

"Leave no trace in nature" is the new educational project with the desire to make the youngest aware of the importance of preserving and caring for our environment. Nature is our home. Protecting it's everyone's responsibility. The Corps of Rural Agents, the Kilian Jornet Foundation and the Federation of Mountaneering Organizations of Catalonia (FEEC), are united in this project to promote respect for the natural environment.

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## 2023 MAIN PROJECTS & IMPACT



### 05 —LACOS/METASTANY

Thanks to the Joan Oró and the Salvador Grau i Tort schools, we started the LACOS/METASTANY project, a scientific study in collaboration with secondary schools in the Pyrenees. The main objective of this project is to study the importance of mountain lakes in the carbon cycle, specifically carbon dioxide (CO<sub>2</sub>) and methane (CH<sub>4</sub>). The hypothesis that is formulated is whether mountain lakes are carbon emitters or reservoirs, as well as whether human impact with over-frequency or introduction of invasive species affects this balance. One of the main objectives of the project is to share live science with the secondary schools of the Pyrenees, through the collection and analysis of data and the direct participation of students. With this involvement we want to raise awareness of the importance of conservation.



### 06 —First live events of KJF

2023 has been the year in which we have connected with our community with several live events.

Some were to take action projects such as clean ups, and other ones were to share our projects and interact with our audience to discuss about climate, sport and research. We look forward to seeing you all again soon!

+200 people attended.



### 07 —Outdoor Footprint App

At the heart of our mission lies the commitment to a sustainable future.

That's why we're thrilled to unveil our latest project: Outdoor Footprint, an app crafted for the outdoor community to calculate your carbon emissions and provide practical advice on how to lower them.

+1,3K downloads during the first week.



### 08 — De muntanya a mar.

#### El camí cap a un medi ambient sa

November 18th 2023 was an unforgettable day of collaborative action for the preservation of our environment. The celebration of the event “From the Mountain to the Sea – The path towards a healthy environment” was a complete success, where more than 200 volunteers joined the three mass clean up locations that we organized in the city of Barcelona, demonstrating the strong commitment of the community to the preservation of our environment. This success would not have been possible without the great organization and participation of all the environmental entities that were part of this day. An incredible start to the European Waste Prevention Week.

+1.1 T waste removed.

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## OUR PARTNERS

Change is a journey, and we're grateful to have incredible travel partners like Nnormal, UpClear Global, Atma, 1%For the Planet & Bcorp Spain by our side. Their commitment and teamwork have played a pivotal role in helping us achieve our goals and strive for a better future.

Let's continue making a positive impact together!

**Nnormal**



**UpClear®**

Certified



Corporation



# REACH

## +3M

## +6 300 NEW FOLLOWERS

68% ♂  
32% ♀

YOUR TURN!



KILIANJORNETFOUNDATION



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THE ATHLETE CLIMATE ACADEMY

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