



# Impact Report 2025

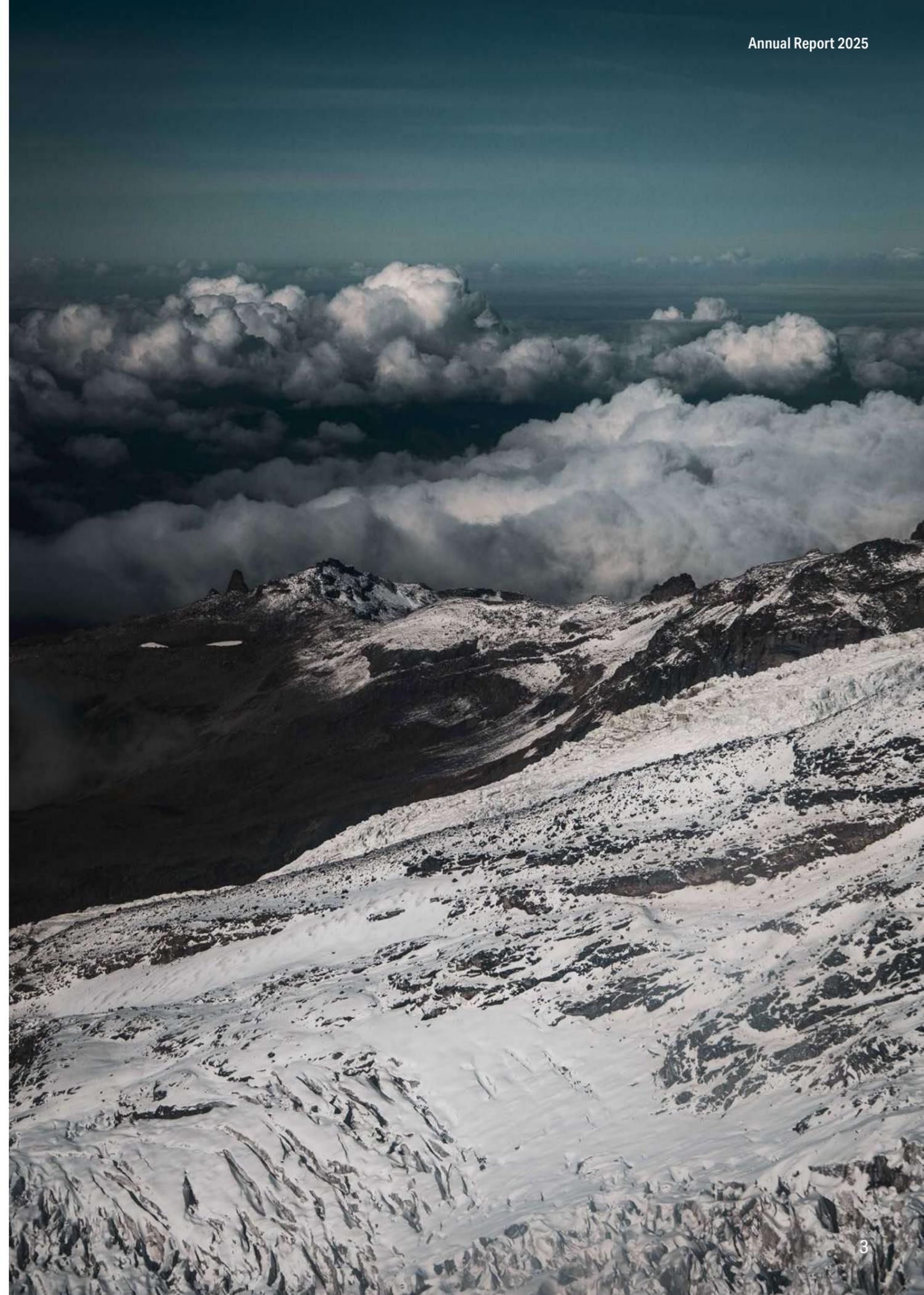
NOGIZI



KILIAN  
JORNET  
FOUNDATION

# Table of Content

- 04. **Our Commitment**
- 06. **Running Minds**
- 30. **Restore the Trails**
- 44. **States of Elevation**
- 48. **Kids Athletes**



# Our commitment

## This year, we came together for the planet

**NNormal gives 1% of its sales to support projects led by the Kilian Jornet Foundation, with the core mission of preserving mountains and their natural environments.**

Joining this network reflects our mission to create meaningful initiatives, reduce our footprint, and protect natural environments, aligning with a global community for a sustainable future.



# Running Minds



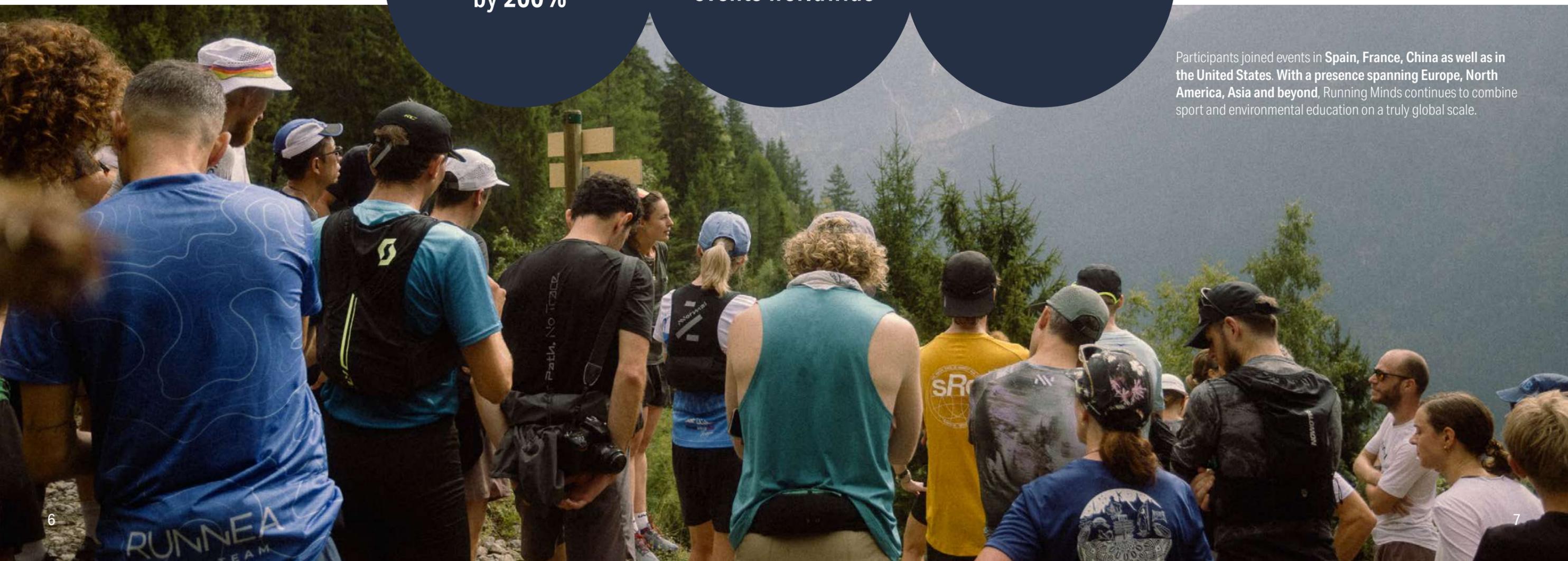
One of our standout initiatives was Running Minds, a project launched last year that combines our love of running with environmental awareness. Through community runs, participants connected with experts to learn about local ecosystems and pressing environmental challenges.

This year we expanded our impact by 200%

With over 1,000 participants joining events worldwide

29 actions in 7 countries

Participants joined events in Spain, France, China as well as in the United States. With a presence spanning Europe, North America, Asia and beyond, Running Minds continues to combine sport and environmental education on a truly global scale.



*Running Minds*

# Barcelona – 1 March

**Esade x NNormal** hosted a Running Minds event in Barcelona focused on KJF Projects and air pollution in cities. The KJF Team, together with **David Pino (Eixample Respira)**, shared insights on the impact of air quality on health, urban mobility, and environmental resilience.



*Running Minds*

# Mallorca – Port de Pollença – 29 March

**Cursa Tomir x NNormal** gathered the mountain community to explore wildfires, forest management, and geological risk. The session was led by **Miquel and the Cursa Tomir team**, highlighting the challenges and responsibilities of land stewardship.



# Cerdanya – 6 May

During NNormal’s Sales Conference, experts introduced **KJF Projects and EIN Tossa Plana Lles Puigpedros**, highlighting mountain sustainability initiatives through presentations by the KJF Team.

# Zegama – 23 May

Zegama and the **Green Trail Concept project** ( Sustainability Certification Scheme for Trail Running Races, created by the KJF) addressed **GTC & Zegama Trail Sustainability**, emphasizing long-term responsible trail use with the support of the Zegama Environmental Team.



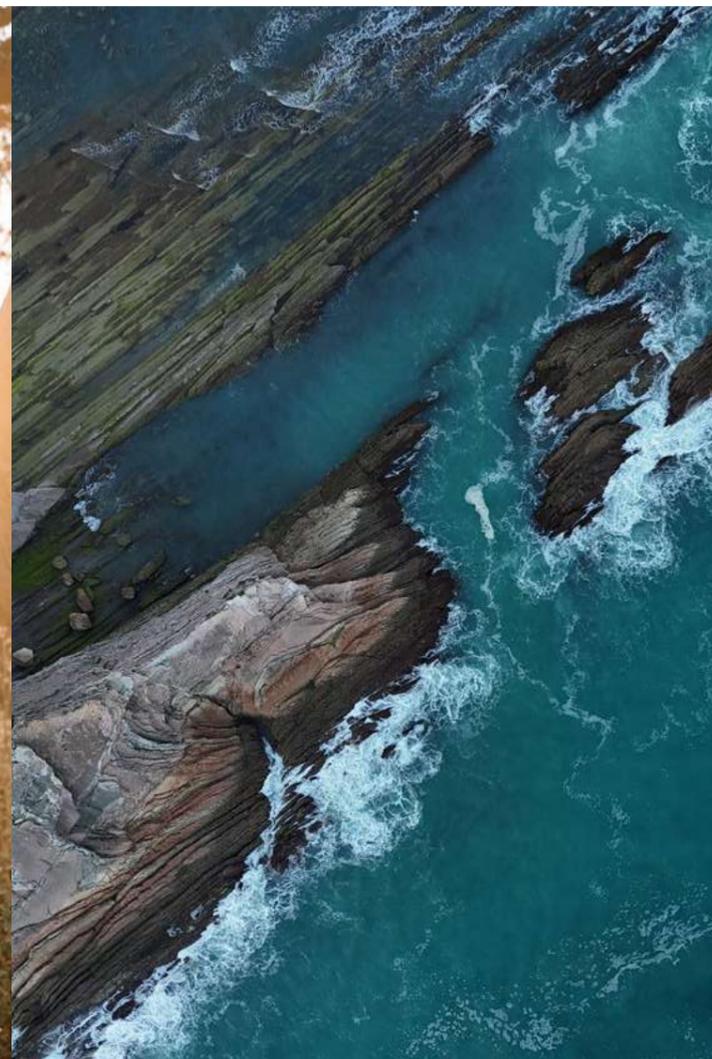
## Barcelona – 18 June

In this event with **NNormal x Deporvillage**, we discussed the **monitoring and quantification of trail use in Collserola Natural Park**, together with PN Collserola, underlining the importance of data-driven impact management.



## Zumaia – 4 October

In Zumaia we centered on **microplastics and marine ecosystems** through the expertise of AZTI and the **Basque Coast Geopark**, highlighting the ecological threat posed by plastics in the ocean.



## Mallorca – Sòller – 1 November

Partnering with CMS, we offered a reflection on the **history of Sòller and touristification**. Ivan Murray (geographer) provided a **socio-environmental perspective on tourism growth and its impacts on the island**.

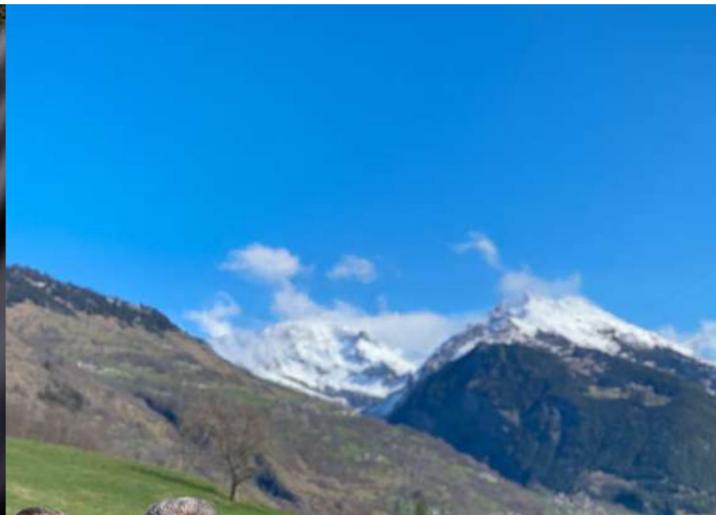
## Mallorca – 23 November

The RM in Mallorca with **Find Your Everest** delivered a **field-based learning experience on, Geography of Serra de Tramuntana**; Forest surface evolution and wildfire risk; Recovery of trails impacted by races & GTC certification Led by Miquel Llompart.



## Bourg-Saint-Maurice – 22 March

In **Agir Pour les Glaciers** conference we explored the state of alpine glaciers and climate impacts. Presentations came from **Jean-Baptiste Bosson, Jacques Mourey, and Pierre René.**



## Chamonix – 26–18 August

**UTMB x NNormal in Chamonix** centered on glaciers and local ecosystems with research and content delivered by **CREA Mont Blanc.**



## Séez – 25–26 October

Gore-Tex x NNormal provided glacier education sessions led by **Jean-Baptiste Bosson**, linking climate science with mountain stewardship in this two day experience in the French Alps.



## Argelès-Gazost – 20 September & 1 November

In **Maison de la Montagne**, we discussed the collaboration between MM and KJF to protect natural areas, with insights from Julian (MM secretary).



## Washington – 17 May

This Running Minds, led by Christopher Carter in collaboration with local associations, focused on glaciers and the importance of local stewardship.



# Denver – 02 September

This Running Minds marked the launch of the U.S. tour of **States of Elevation**, bringing together WTCTA and Runners for Public Lands. Through a shared run and open conversation, participants explored the connection between mountains, public lands, and environmental responsibility, setting the tone for the project’s journey across the United States.



# Colorado Springs – 08 September

Being the first Running Minds, since the kick-off of States of Elevation, we focused on Restoration, exploring natural climate solutions, conservation policy, and landscape preservation through shared movement and dialogue, highlighting the role of collective action in protecting mountain and natural ecosystems.



## Durango – 10 September

Under the theme of Resilience, this Running Minds explored wildfire management, regenerative agriculture, and nature-based solutions, focusing on how these approaches strengthen landscapes and communities in the face of climate change.



## Reno – 18 September

Framed around Reconnection, this Running Minds invited participants to rediscover their relationship with nature, explore inclusivity in outdoor spaces, and use art as a powerful form of climate advocacy.



## Innsbruck – 14–18 September

This Running Minds took place within the International Mountain Conference, where the Green Trail Concept was presented as a tool to reduce the environmental impact of trail running events. The session was led by Wolfgang Gurgiser from the University of Innsbruck and focused on research, practical applications, and collaboration between science and the outdoor sports community.

## Zhaohua Ancient Town, Sichuan – 7 November

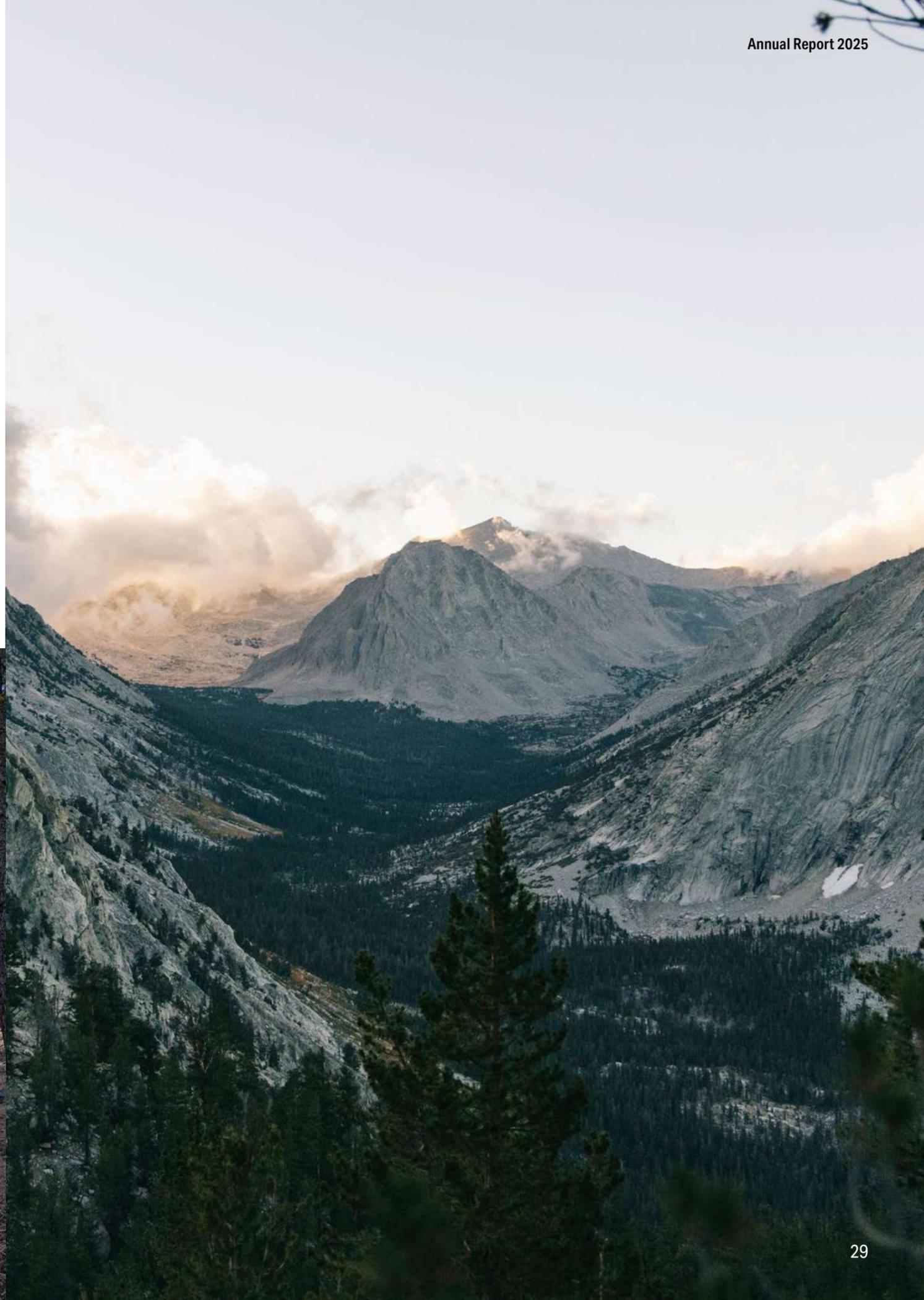
This Running Minds in China featured a 3 km run through an Ancient Town, including an introduction by the Kilian Jornet Foundation. The session highlighted key sustainability topics such as the biodegradation time of food waste and strategies to reduce unnecessary spending, combining movement with practical environmental awareness.



# International Mountain Day – 13 December

For International Mountain Day, we organized Running Minds **across 9 locations worldwide**: Wuxi (China), Andoain, Macizo de Peñalara and Puçol (Spain), Argelès-Gazost (France), Truckee and New York (USA), Vittorio Veneto (Italy), and Pfronten (Germany).

A total of **243 participants took part, connecting communities across 3 continents**—Asia, Europe, and North America—through a shared movement around mountains and collective reflection.



# Restore the Trails



Restore the Trails is a hands-on initiative that brings communities together to care for mountain trails and natural landscapes. Participants work alongside experts to restore paths, protect ecosystems, and gain a deeper understanding of local environmental challenges.

Over 170 people participated

12 trail work days, spanning 6 countries: Spain, France, Sweden, Japan, China, and the USA

First trail restoration camp

For the first time, we held a trail restoration camp in Sweden, spending three days improving trails to make them more accessible and to help people reconnect with nature, with care and sustainability at the core.

## Mallorca – Camí Llarg de Pollença – 22 March

Tomir x KJF organized a restoration day dedicated to recovering the historic Camí Llarg. Volunteers worked together to reopen old sections of the path and ensure safe passage for hikers. The action was led by the **Club de Pollença**.



## Malniu, Meranges – Sender 119 – 19 June

As part of the project “Conservation and Compatibility of Uses in the High Mountains of EIN Tossa Plana de Lles and Puigpedrós and in EIN Tossals de Isòvol and Olopte”, a first restoration action took place guided by the expert **Jordi Tutusaus (Geosilva)**. On this occasion we **restored 90 metres of trail**.

## Malniu, Meranges – Sender 119 – 30 August

A second restoration intervention on Sender 119 was held under the same conservation project, this time together with **GREC & Cerdanya Acció pel Clima**. Once again, the technical guidance was provided by **Jordi Tutusaus (Geosilva)**. On this occasion we **restored 73 metres of trail**.



## Cap de Rec – 11 October

The third restoration action of the conservation project was conducted at Cap de Rec, with the involvement of **TSS (bringing 11 young adults)** and **Wikiloc**. Trail work was coordinated by **Jordi Tutusaus (Geosilva)**. On this occasion we **restored 93 metres of trail**.

With the last three actions, we **restored a total of 258 meters and built five water-break structures**.

## La Cerdanya – November 2025

A volunteer action took place at Estany de l'Orri – Trencaigües, focused on improving mountain access and minimizing environmental impact through hands-on stewardship of the local environment.



## Font-Romeu – 6 August

An intervention at Les Airelles addressed soil compaction on an over-trafficked trail. Two wooden boardwalks totaling 12 meters were constructed to protect wet sections, reduce erosion and compaction, and improve hiker safety and trail resilience.



# Tahoe – 26 June

During Western States, one of the **most crowded** trails in the Tahoe area was restored at several critical points following the heavy summer season. Volunteers rebuilt steps, removed rocks from the path, and protected surrounding vegetation under the leadership of the **Truckee Foundation**.

# Colorado Springs – 16 September 2025

A day of trail maintenance and restoration took place on the **Village Walk Trail**.



# Truckee – 18 September

A dedicated work day in Truckee focused on installing two new signs and significantly improving a stream crossing. The action was executed by the **Truckee Trails Foundation**.

# Åre – 5–8 June

Sweden Camp hosted multiple days of mountain work with the **Fjällmarathon Trail Work Team**, contributing to trail care and nature accessibility, while fostering community action.



## Wenling – 22 March

**NNormal China** led a large collective activation dedicated to cleaning the trails. Participants removed litter, restored sections affected by erosion, and increased awareness about responsible trail use across the Wenling area.



## Ibaraki – 19 April

NNormal Japan carried out an action on a very old and unmaintained historical trail in Ibaraki, a path deeply linked to local village life. Without intervention, this trail risked disappearing. The team—**Namche Bazar + NNormal Japan**—worked on trail preservation and explored the possibility of conducting local interviews to capture the cultural and human value of the path.

# States of Elevation

**This journey went beyond athletic performance for the Foundation. Supported by NNormal, States of Elevation aimed to build an environmental movement across states and continents, connecting with communities, amplifying local voices, sharing global lessons, and driving meaningful action for nature.**

**We engaged with over 25 partner organizations and storytellers**

**Over 700 participants took part in five Running Minds events and two trail work days**

**79 signed cards were sent to lawmakers, advocating for continued protection and preservation of public lands**

**STATES OF ELEVATION**

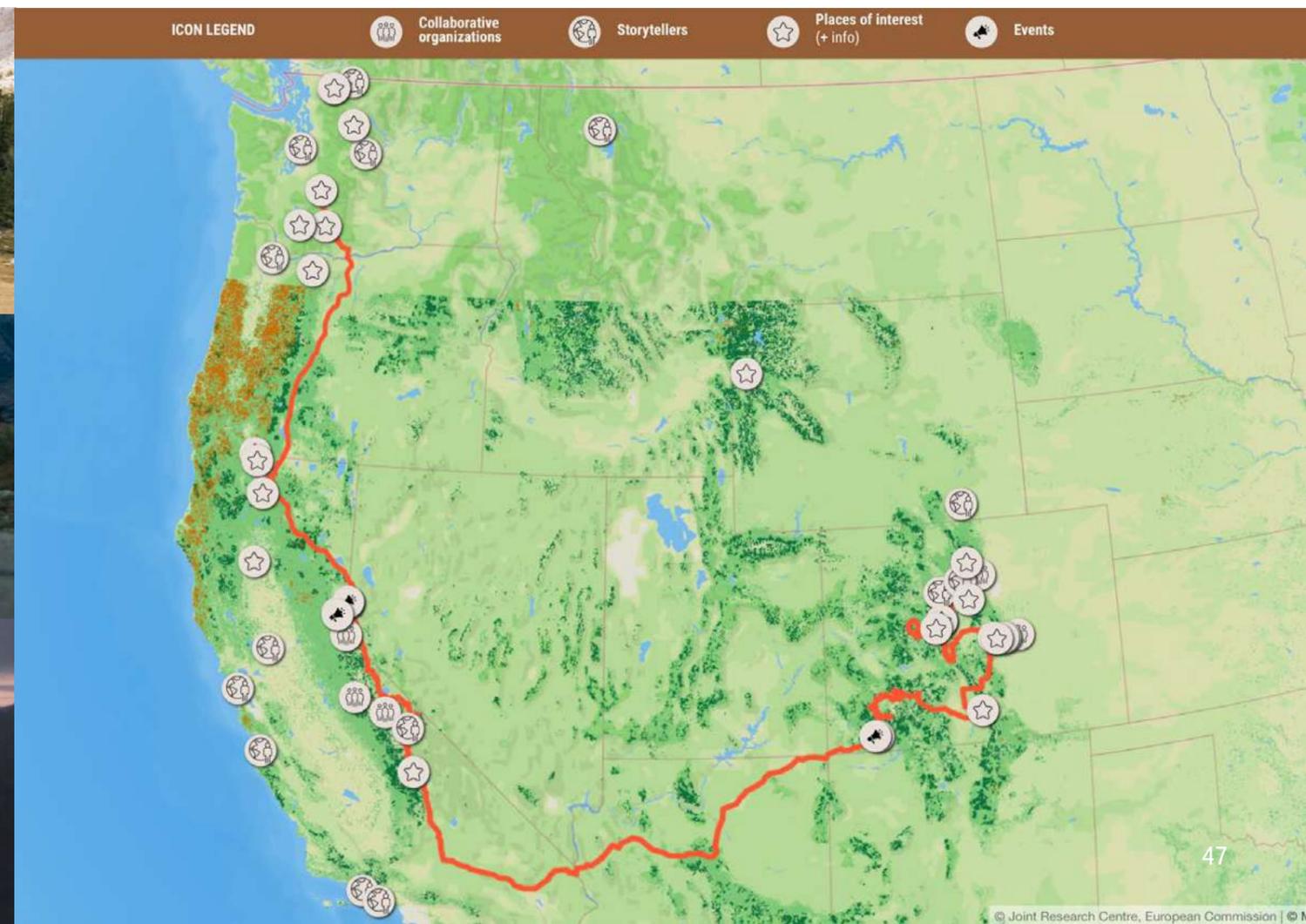
## Landing page

We developed a dedicated landing page for States of Elevation, structured around three key pillars: **Restoration, Resilience, and Reconnection**. Each pillar highlights specific initiatives and stories: Restoration focuses on natural climate solutions and landscape preservation, Resilience explores wildfire management, regenerative agriculture, and nature-based solutions, and Reconnection emphasizes rediscovering our connection with nature, inclusivity outdoors, and art as climate advocacy. The page was designed to be interactive and engaging, guiding visitors through the Foundation's actions while providing educational content and inspiring them to get involved.

## Interactive map

For States of Elevation, we created an interactive map designed to engage participants in the Foundation's work across different regions. Users could follow Kilian's route step by step, discovering the partners, organizations, and storytellers involved in each action led by the Foundation.

The map also featured a detailed legend that explained various environmental and social issues present in the territory, offering context for each stop along the journey. This approach allowed participants not only to track the route but also to understand the broader impact of the Foundation's initiatives, connecting storytelling, data, and on-the-ground actions in an immersive and educational experience.



# Kids Athletes

Kids Athletes is a project designed to inspire young athletes by instilling positive values and best practices when enjoying the outdoors, particularly through trail running. As part of this initiative, we're creating a video to raise awareness about the importance of responsible trail running and its impact on the environment. By highlighting the positive practices we can follow, we aim to show how trail running can preserve nature for everyone to enjoy.

Schools or Clubs reached & content shared: 21

Countries: 5 ( Spain, France, Italy, Sweden, Indonesia)

+340 KIDS REACHED

**Actions with content created: 8 schools**

In addition, we've created a recap video featuring two of the trail running schools that joined the program, one from the Basque Country and one from Catalonia. It showcases the application of the educational content developed, and the activation of Junior Running Minds, serving as a dissemination tool to engage and attract new schools.

[Watch the video](#)



