



Impact Report 2025

UpClear



**KILIAN
JORNET
FOUNDATION**

Table of Content

04. **Our Commitment**

06. **Running Minds**

18. **Kids Athletes**

20. **Athlete Climate Academy**



Our commitment

This year, we came together for the planet

UpClear 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.



1% FOR THE PLANET

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.

With over 435 participants joining events worldwide

18 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.



Barcelona, Spain

Target: Students from ESADE university

Topic: Air Pollution & Urban Planning

16 Runners



Ainsa, Spain

Target: Students coming from partnering with Mountain Moments association

Topic: Endangered Species from the area

30 Runners



Zegama, Spain

Target: Trail Runners & Audience from the race

Topic: Sustainable sport governance - link to our Green Trail Concept Project

9 Runners



Barcelona, Spain

Target: Deporvillage & NN Audience

Topic: Conservation & Recreation at Collserola Natural Park

30 Runners

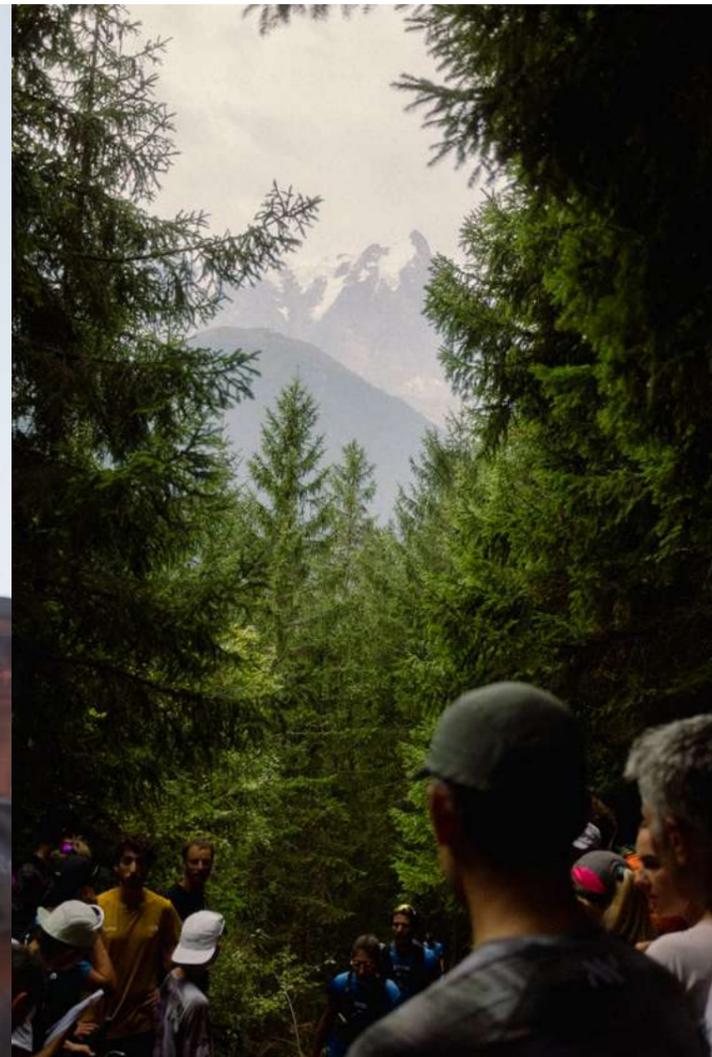


Western States Endurance Run, California, USA

Target: Trail Runners & Audience from the race + participants at Trail Con conference

Topic: Land Management & Local Stewardship

30 Runners



International Mountain Conference, Innsbruck, Austria

Target: Local runners & conference participants

Topic: Sustainable sport governance - link to our Green Trail Concept Project

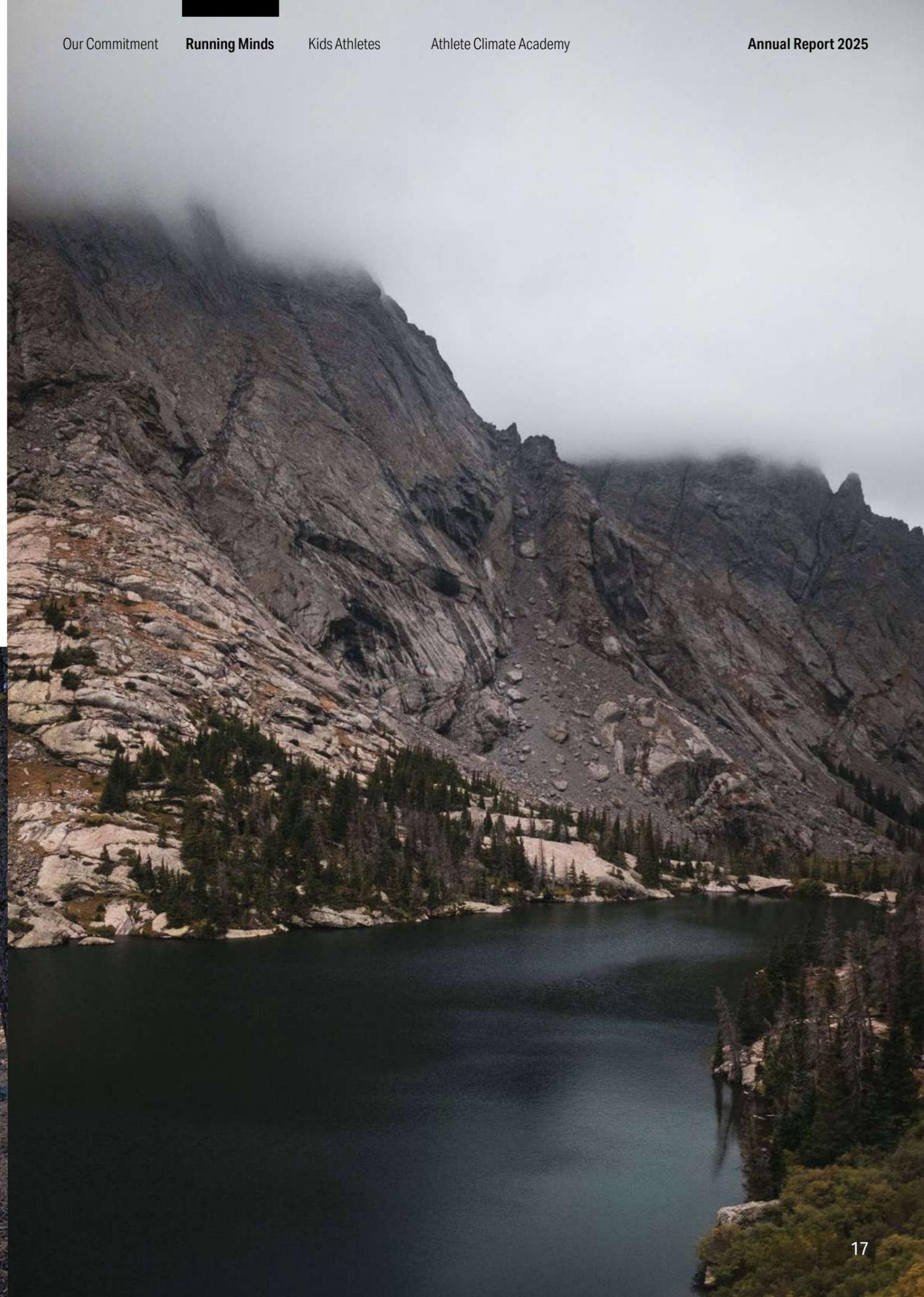
17 Runners



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.



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](#)



Athlete Climate Academy

This year, we strategically repurposed previously produced content to generate additional materials that supported and amplified KJF initiatives throughout the year.

In addition, the ACA website continued to serve as a key platform for directing users to environmental knowledge resources, reinforcing and expanding the environmental education content disseminated by the KJF.

