

Reflections and Results

# Impact Report 2025



**KILIAN  
JORNET**  
FOUNDATION

## Kilian's words

This past year 2025 has shown again the challenges we are facing fighting climate change and environmental problems around the world. The year closes with more uncertainty than directions after the COP, but also with some green spurs and mostly seeing more and more people taking action at all levels with strong determination.

I'm very proud of what the people involved with the KJF has accomplished this year. We have been present in many different locations around the world, learning from their local issues, educating kids and adults, getting our hands on the ground to restore. It's a drop in the ocean, but thanks to all of you this drop is growing quickly and encouraging many more to join our efforts.

During the year we have been working on creating more content to educate on the issues and the solutions and reached thousands of kids in schools, runners in educational runs and in conferences in many countries. We have been restoring trails in 6 different countries and learned from scientists about the state of the glaciers and ecosystems in the pyrenees.

Personally, during my long link-up of the 14ers in the US I could witness a large diversity of issues related with climate change, environmental problems and access to nature, but I was gladly surprised with the amount of people joining on the different actions we collaborate with local associations.

For next year I can just wish for more collaboration between all of us, private, public and non profits, with all the individuals and the ones who care for our mountains, because it's working hand by hand when we can reach further.

Thanks for being part of our path,

Kilian Jornet - KJF President



Photo from the final stage of States of Elevation. By Nick Danielson.

**“For next year I can just wish for more collaboration between all of us, private, public and non profits, with all the individuals and the ones who care for our mountains, because it's working hand by hand when we can reach further.”**

Kilian crossed some of Colorado's most remote mountain ranges, observing a remarkable variety of wildlife along the way. The journey underscored the region's ecological richness and the importance of protecting these environments.

## General Overview

2025 was a landmark year for the KJF and everyone who has been part of this incredible journey. We expanded our project portfolio and deepened our focus on strengthening communities, harnessing our collective power to build a better future.

This year, community action truly came to life, reaching over 1,000 people through hands-on projects across the globe. We extended our presence to new countries and locations, creating meaningful local impact while contributing to global-scale initiatives.

As the International Year of Glacier Preservation, 2025 also marked a significant step in our environmental efforts. We collaborated closely with glaciologists and experts to elevate conversations around this critical topic and raise awareness of the urgent need to protect our planet's frozen landscapes.

With more organizations joining the KJF mission through the 1% for the Planet program, we are proud to be working alongside dedicated partners who share our commitment to protecting mountains and their ecosystems.

Without a doubt, 2025 has been a year defined by collaboration, a powerful reminder that coming together is the first and most essential step in addressing the climate crisis.

**"This year, community action truly came to life, reaching over 1,000 people through hands-on projects across the globe."**

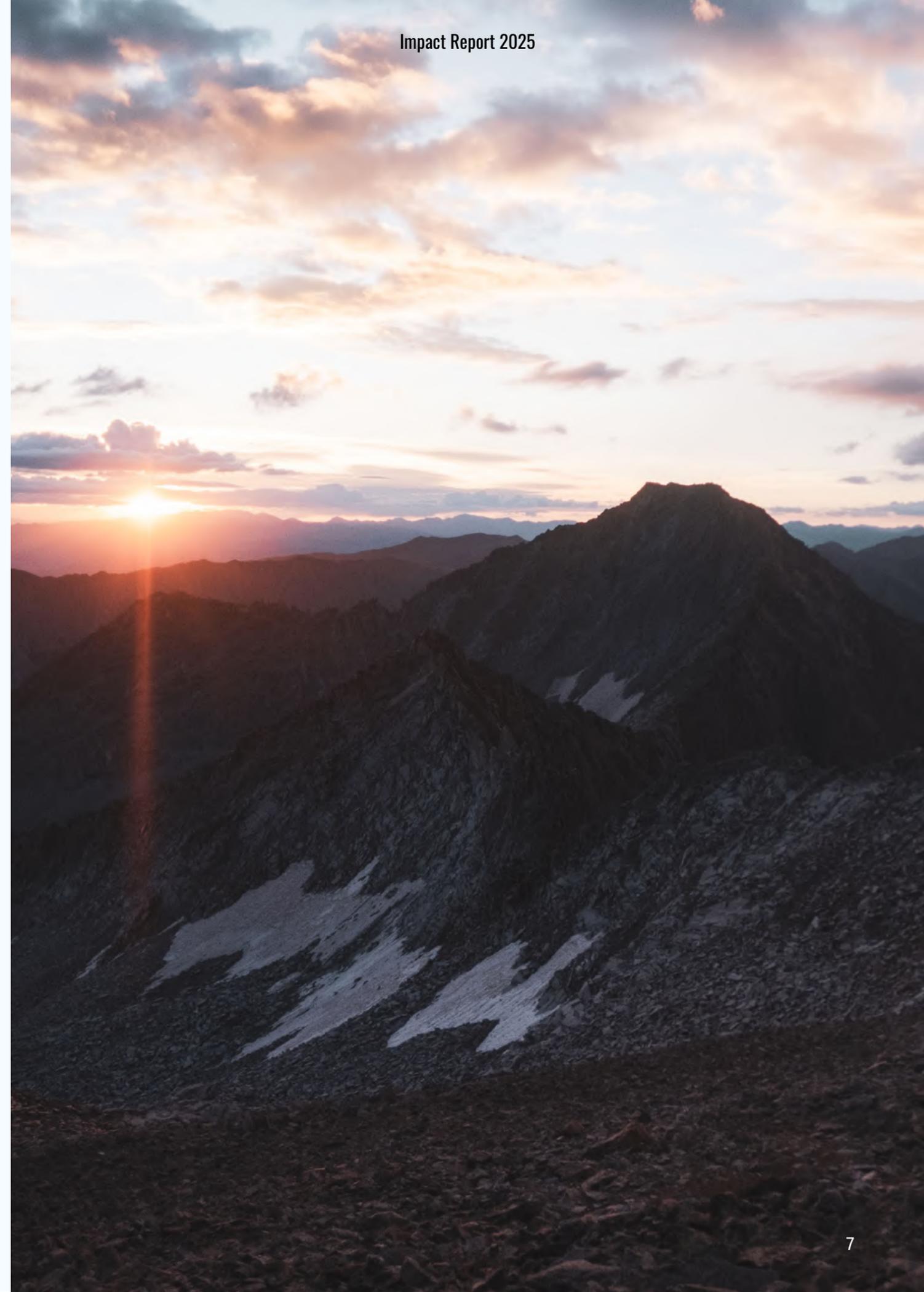
# Table of Content

08. **Research**

14. **Education**

26. **Direct Actions**

38. **Appendixes**



# Research

**Permapyrenees**

10

**Environmental Management of the natural areas of Tossa Plana de Lles-Puigpedrós and Tossals d'Isòvol-Olopte**

12



From permafrost to water cycles, our research projects gather the data needed to understand how climate change is reshaping our mountains, and how we can protect them.

## Permapyrenees

As part of the POCTEFA program, co-funded by the European Union, this project reached several key milestones in 2025. We presented the initiative at major scientific and outdoor conferences, engaging directly with the outdoor community and raising awareness of its objectives. In addition, a traveling exhibition was created to visually showcase the project at various key events. This year also marked the activation of three planned boreholes, allowing the scientific team to collect valuable data to assess permafrost presence in the studied areas and evaluate the impacts of climate change on these ecosystems. The project also engaged schools in the Pyrenees region, bringing this knowledge to young people to help them understand the changes happening in their local environment.



The team of Permapyrenees on expedition in Besiberri



**"The data collected will help determine how subsurface temperatures evolve and whether they stay below 0 °C, a requirement for permafrost."**



The satellite data collected throughout the project is combined with ground measurements—like temperature sensors, radar reflectors, and georadar surveys—to provide a more complete picture of permafrost.

The goal: to understand how it is responding to climate change and anticipate its consequences.



Permapyrenees team on field work in Besiberri, Spain. Photographs by David Ariño.

## Environmental Management of the natural areas of Tossa Plana de Lles-Puigpedrós and Tossals d'Isòvol-Olopte

Supported by the Generalitat de Catalunya and running from 2024 to 2027, the project has achieved several important milestones this year across its conservation, research, education, and community-engagement pillars. In conservation, a comprehensive diagnosis of all trails across the natural area (more than 200 km<sup>2</sup>) was completed. This assessment enabled the restoration and signalling of 2.5 km on the ascent to Puigpedrós, a highly frequented summit where clear signaling is essential to avoid disturbance of endangered species. In research, the team continued mapping critical habitat areas for endangered species, monitored several reptile populations, and carried out ecological characterisations of the most important lakes in the area to better understand their environmental health. In education, a new working group with local companies was created to identify challenges and opportunities for fostering a more diverse and sustainable economic model in the territory.



CSIC-CEAB research center doing fieldwork and collecting samples at Muga pond



**"Finally, in community engagement, three volunteer trail restoration days were organised, repairing more than 200 metres of trail while raising awareness of the site's natural values among over 50 participants."**



# Education

<b>Educational Resources website</b>	16
<b>Running Minds</b>	18
<b>Kids Athletes</b>	20
<b>Leave no trace in nature</b>	22
<b>European Week of Winter Sports</b>	24



We carried out over 175 initiatives with schools and educational centers, engaging more than 6.850 students and young people.

# Educational Resources website

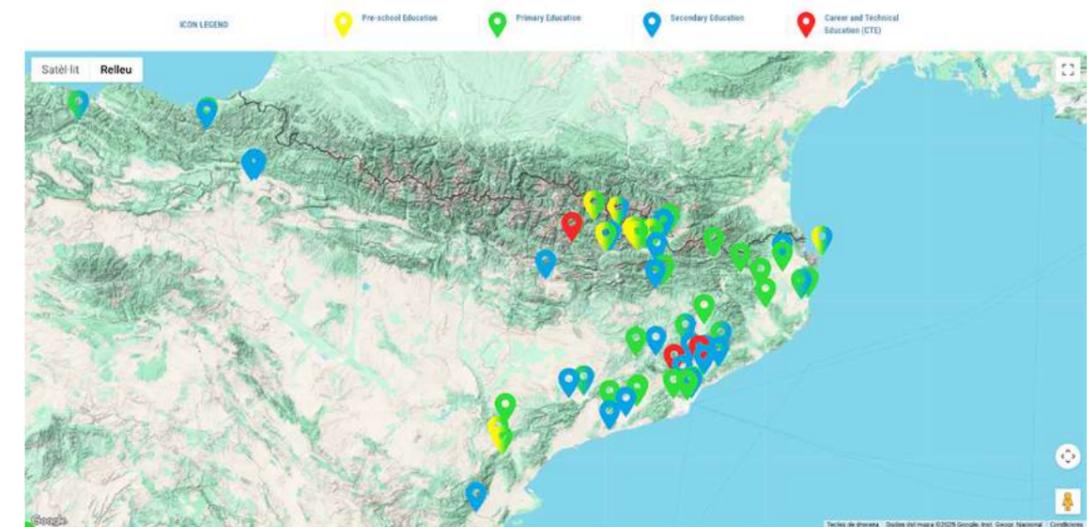
At the Kilian Jornet Foundation, we work to protect our home. We want young people to understand the value of the world around them. That's why we've created a digital library containing all the educational resources we've developed over the past five years, along with a map showcasing all the educational centers that have collaborated with us. A total of 13 projects, each accompanied by educational tools, are featured in this digital library, encouraging schools and educational centers to implement these initiatives with their students. The map of all collaborative schools shares best practices, promotes collaboration between centers, and provides examples of actions that help preserve our environment from the very beginning.



## "We've created a digital library containing all the educational resources we've developed over the past five years."

<p><b>European Week of Winter Sports</b></p> <p>"EWWS" is a Europe-wide winter sports initiative promoting inclusive physical activity, sustainability, and climate awareness through local events, partnerships, education.</p> <p>DOWNLOAD IT</p>	<p><b>Athlete Climate Academy</b></p> <p>"Athlete Climate Academy" is a platform where athletes and experts share insights on climate, sustainability, and the outdoors to inspire action.</p> <p>DISCOVER MORE</p>	<p><b>Muntanyes Vives</b></p> <p>"Muntanyes Vives" is an educational project promoting respect and conservation of mountain ecosystems through visual and interactive resources.</p> <p>DISCOVER MORE</p>
<p><b>Lacos/Metastany</b></p> <p>"Lacos/Metastany" is a project focused on monitoring and restoring mountain lakes to protect their ecosystems and promote biodiversity conservation.</p> <p>DOWNLOAD IT</p>	<p><b>El gel es fon...i?</b></p> <p>"El gel es fon...i?" is a project to understand and learn, guided by scientists and young environmental activists, about the retreat of glaciers and their impacts, fostering commitment through action and creative expression through art.</p> <p>DOWNLOAD IT</p>	<p><b>La Garsa</b></p> <p>"La Garsa" are informative sheets aimed at young children to learn about the magpie, a bird so common everywhere. Texts created by students aged 3 to 5 years old.</p> <p>DOWNLOAD IT</p>

Some of the 13 activities included in our Educational Resources webpage.



Part of the Educational Centers with whom we have collaborated.

# 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 1.100 participants joining events worldwide across 33 actions in 7 countries. Participants joined events in Barcelona, Bourg-Saint-Maurice, Mallorca (Port de Pollença and Sòller), Ainsa, Cerdanya, Zegama, Chamonix, Argeles-Gazost, Zumaia, Tarragona, Italy, China as well as in the United States, including Washington, Denver, Colorado Springs, Durango, and Reno. With a presence spanning Europe, North America, Asia and beyond, Running Minds continues to combine sport and environmental education on a truly global scale.



High participation at Running Minds in Denver, at the start of States of Elevation

**"We expanded our impact by 200%, with over 1.100 participants joining events worldwide across 33 actions in 7 countries."**



Running Minds in Chamonix, France.



Running Minds in Durango, USA.



Running Minds in the Parc Natural of Collserola, Barcelona, Spain.

# Kids Athletes

In 2025, we targeted both national and international trail running schools and clubs, further expanding the project's reach. Over the year, we engaged with 21 trail running schools and clubs, sharing educational content across five countries: Spain, France, Italy, Sweden, and Indonesia. **A total of 340 children** were reached, helping them connect with environmental education through running and outdoor activities.



## "We engaged with 21 trail running schools and clubs, sharing educational content across five countries."

We developed a **video** to inspire our participants and show them good practices in the mountains



The Kids Athletes program has been thoughtfully designed and developed specifically for trail running schools to integrate education with outdoor sports in a fun and meaningful way. The goal is to inspire the next generation to not only enjoy trail running but also understand their role in protecting the environment.



## Leave no trace in nature

Launched in 2023 in collaboration with FEEC and the Agents Rurals, this year we continued activating the educational unit developed by the Foundation, aiming to share best practices in nature and help students learn about their environment.

In 2025, a total of 134 talks were delivered in schools, reaching 5.150 students across Catalonia.

**Total waste collected  
through plogging in  
2025 = 980.2 kg**

**"Educating people, from children to adults, toward environmental awareness is a long journey, and connection and belonging are essential along the way. Each year, the Foundation reaches more and more people, and that gives us hope."**

*Núria Burgada, Education Coordinator at KJF*



Núria Burgada activating one of our projects in a school

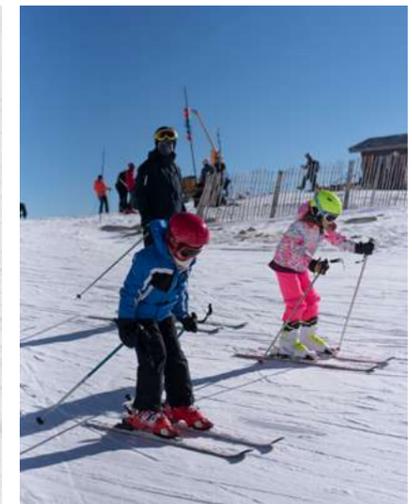
# European Week of Winter Sports

In 2025, together with eight consortium partners, we organized the first pilot edition of the European Week of Winter Sports. The initiative took place across more than 10 countries, with 36 events engaging 2,147 participants of all ages. The goal of the EWWS is to promote physical activity and winter sports while placing strong emphasis on sustainability, environmental awareness, and responsible enjoyment of winter environments. We are now preparing the 2026 edition, with more than 44 events already registered across Europe, reflecting the growing interest and momentum of this initiative.



**“The initiative took place across more than 10 countries, with 36 events engaging 2.147 participants of all ages.”**

International Meeting at Rijeka with key stakeholders from winter sports in Europe



# Direct Actions

States of Elevation	28
Restore the Trails	32
Green Trail Concept	34
Social Media results	36



At the Kilian Jornet Foundation, we take hands-on action to safeguard mountain environments and collaborate with communities to protect and restore fragile ecosystems.

# States of Elevation

In fall 2025, Kilian Jornet undertook an ambitious human-powered journey across the western United States, linking 14,000-foot (4,000m) peaks entirely by foot and bike. Supported in villages and along roads but carrying all essentials through each mountain section, the expedition explored the region's diverse mountain geography while engaging deeply with local communities.

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.



Photography from the stage 20 of States of Elevation. By Andy Cochrane.

**STATES OF ELEVATION**

Along the way, we engaged with over 25 partner organizations and storytellers, gaining invaluable knowledge about the landscapes, traditions, and ways of living intimately connected to these natural environments. The project's work centered around three pillars: Restoration, Resilience, and Reconnection, emphasizing the need to care for our natural world and reflect on our relationship with it.



Through this framework, the project achieved significant engagement: Over 700 participants took part in five Running Minds events and two trail work days. 79 signed cards were collected and sent to lawmakers, advocating for continued protection and preservation of public lands. This collaboration, made possible with partners such as Where The Climate Things Are, Runners4publiclands, Outdoor Alliance, The Honnold Foundation, Protect Our Winters, Trails and Open Space, Sierra Nevada Alliance, Trailrunner Volunteers, Jefferson County, Truckee Trails Foundation, Golden Gate National Parks Conservancy, Cloud City Conservation Center, and many others, showcased the power of combining storytelling, community action, and environmental advocacy.

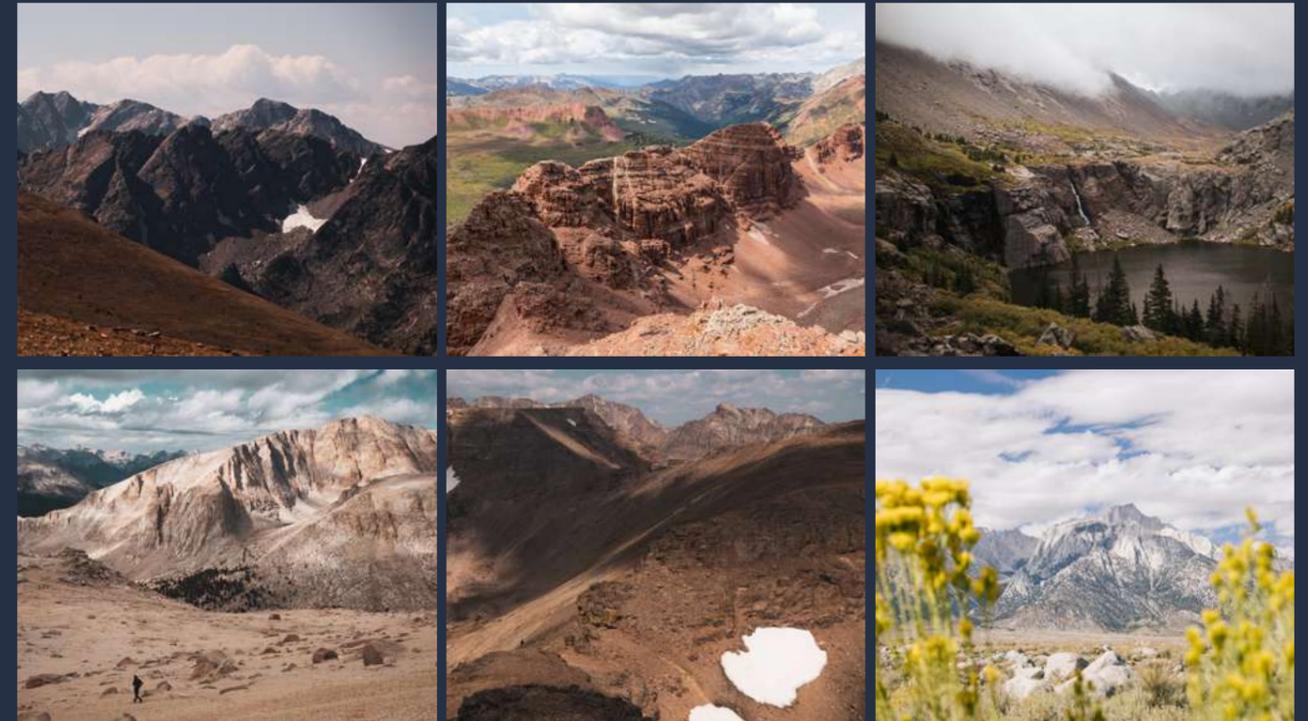


Through States of Elevation, the journey across North America became a platform for learning, sharing, and inspiring positive environmental impact, demonstrating how sport, culture, and nature can come together to create lasting change.



Images from the 28th stage of States of Elevation, documenting the summit ascent of Mount Rainier. By Nick Danielson.

## Landscapes seen during States of Elevation



Images from States of Elevation, by Nick Danielson and Andy Cochrane.

## Digital impact of the project

### Website

10,000 total visits, including 4,500 new users, with the United States ranking as the top country for visitors.

### Instagram

1 million impressions, 2,200+ new followers, and an average engagement rate of 8.89%.

### Newsletter

+43.7% growth in new subscribers and a 63.5% open rate, reflecting strong audience interest and engagement.

# Restore the Trails

Our most hands-on project, achieved significant milestones this year. **Over 170 people participated in 12 trail work days, spanning six countries:** Spain, France, Sweden, Japan, China, and the USA.

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.

This year also marked the first camp with our partner Transpirenaica Social Solidaria, where we collaborated with Wikiloc to bring nature closer to youth at risk of social exclusion. Together, we shared the value of restoring nature as a way to restore ourselves, emphasizing the importance of connecting with each other and the natural world.



Photography by Fjällmaraton - Emmie Coll & Phil Gale



Restore the Trails Camp in Åre, Sweden



Restore the Trails in the Hitachinokuni Long Trail, Japan



Restore the Trails along the route to the Malniu mountain refuge, Spain

## Green Trail Concept

Meanwhile, our Green Trail Concept, an Erasmus+ project, has entered its final year of funding co-supported by the European Union. Focused on developing a Certification Scheme for Sustainability in trail running races, the project took a major step forward with the creation and testing of the final indicators list in prominent races, including Zegama.

In addition, the production and launch of the **project documentary** in key outdoor locations has helped build anticipation ahead of the full project rollout in 2026. The web app will be ready by the end of 2025, allowing race organizers to register their events starting in early 2026 and take steps to improve their sustainability practices.

This tool will empower organizers to assess and enhance their environmental performance, ensuring that trail running events become more responsible.



**"This tool will empower organizers to assess and enhance their environmental performance, ensuring that trail running events become more responsible."**



## Social Media Results

This year, our social media presence has continued to grow across all channels, reaching a wider audience worldwide. Through LinkedIn, Instagram, Facebook, and our Newsletter, we have strengthened connections with our community, increased engagement, and shared the impact of our projects with more people than ever before. These efforts have allowed us to raise awareness, inspire action, and expand our global reach, reinforcing our mission and the value of our work.

### Instagram

<b>3.700.000</b>	<b>698.100</b>	<b>30.400</b>	<b>53.000</b>	<b>51.600</b>
impressions	reach	reactions	visits to profile	followers
				<b>+20,4%</b>

### Facebook

<b>119.800</b>	<b>1.030</b>	<b>97</b>	<b>1.628</b>	<b>4.321</b>
impressions	reactions	link clicks	visits to profile	followers
				<b>+2,4%</b>

### LinkedIn

<b>124.816</b>	<b>5.710</b>	<b>79</b>	<b>27</b>	<b>5.517</b>
impressions	reactions	comments	times shared	followers
				<b>+17,7%</b>

### Newsletter

<b>53,25%</b>	<b>6,58%</b>	<b>59</b>	<b>0,40%</b>	<b>2.886</b>
Avg. Open Rate	Avg. Click-through Rate	Campaigns sent	Unsubscribe rate	subscribers
				<b>+45,8%</b>



# Appendixes

**Acknowledgements**

40

**Testimonials**

42

**Adventure Partners**

44

## Acknowledgements

In 2025, the Kilian Jornet Foundation received an Honorary Mention from the **Catalan College of Geographers** and the **Agents Rurals**, recognizing our ongoing commitment to environmental conservation, sustainable mountain practices, and community engagement. These acknowledgments highlight the impact of our initiatives in protecting natural landscapes and promoting responsible outdoor activities.

We are honored to be recognized for our dedication to preserving the environment for future generations.



## Support

Durant l'any 2025 vam comptar amb el suport d'un perfil Júnior en Comunicació, en contracte formatiu per a l'obtenció de la pràctica professional, subvencionat pel **Servei Públic d'Ocupació de Catalunya** i amb el cofinançament del 40% del Fons Social Europeu Plus.

During 2025, we were supported by a Junior Communications professional under a training contract aimed at gaining professional work experience, funded by the **Catalan Public Employment Service** and co-financed at 40% by the European Social Fund Plus.



## Testimonials

**"Our commitment to the Kilian Jornet Foundation is about putting our values into action. The 1% of our gross sales dedicated through 1% for the Planet ensures that critical funding goes directly to restoring mountain trails, supporting research essential for ecosystem preservation, among other relevant initiatives. For NNormal, the success of initiatives like "running minds" or "restore the trails" proves that we can genuinely inspire our community not only to enjoy the outdoors but to embrace a deep environmental literacy. We are partnering with KJF to move beyond talk and facilitate a tangible, measurable shift towards responsible outdoor practice."**

*David Clavera, Brand & Sustainability Manager at NNormal*

**"Collaborating with the KJF is for me a constant learning experience and an incredibly rewarding opportunity. The diversity of projects carried out by the foundation allows me to share time with technicians and experts in highly interesting fields related to our environment (snow science, geology, natural areas, trail restoration, and more). It is a pleasure to work with a foundation whose values are so closely connected to nature and a sustainable future."**

*David Ariño, Photographer*

**"Working at the frontline to preserve nature and the habitability of our planet requires finding the best partners. We love working with the KJF and Kilian and trying to develop impactful actions to take care of glaciers and post-glacial ecosystems. A lot of shares this year and I am especially happy to have the KJF on our side during the UNOC in Nice to launch our international call to protect glaciers and post-glacial ecosystems."**

*Jean Baptiste Bosson, Glaciologist*

**"We are proud to partner with the Kilian Jornet Foundation and admire the impactful work it has done over the past five years. We, like many others, value the mountains as a place to reconnect with nature and draw inspiration from Kilian's leadership—athletic, human, and environmental."**

*Thierry Soudee, Founder & CEO at Upclear*

**"A pleasure to collaborate in making the mountains cleaner and the trails more welcoming. Everything was excellently organized by the Foundation."Without a doubt, an experience to repeat."**

*Raul Castellón, Restore The Trails Volunteer*

**"2025 has been an incredible year for the Kilian Jornet Foundation. Things move so fast when you're part of an adventure with a global impact like that. We have been working in different places, from China and Japan to Europe and the USA, we've carried out plenty of projects and activations with one clear mission: to protect the mountains and their environment.**

**But in the end, beyond all the landscapes, peaks and ecosystems, what really touches us the most are the communities who stand with us, willing to help and share this mission.**

**Thank you to everyone who makes this possible: our partners, volunteers, associations, and of course, the mountains, for being there."**

*Gerard Vila, KJF Director*

# Adventure Partners

A huge THANK YOU to everyone who walked alongside us this year, and to our partners for helping make it a success! While we face challenges ahead, we know that community action will drive the change we need. Let's keep moving forward together!



## Thank you all!



LLOYD'S



Goldman Sachs





**KILIAN  
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