

Our Strategic Summary

VISION

Develop a more sustainable future for triathlon; swimming in cleaner water, breathing cleaner air and training in a healthier environment, which has positive benefits for everyone.

MISSION

Be a leader in promoting sustainability across our world of swim, bike, run. We will tackle the climate challenge, protect safe water, restore our natural environment, and develop responsible consumption practices across our sport.

STRATEGIC PRIORITIES

STRATEGIC PRIORITIES – WHAT WE WILL DO

Water & Air Quality

- **Advocate** for improved water and air quality nationally
- **Embed** improved water quality monitoring and management tools for key stakeholders
- **Engage** with and support our stakeholders (participants, coaches, event organisers, athletes and partners) to compete and train in cleaner air and water

Climate Action and Net Zero

- **Reduce** emissions and achieve net zero by 2040, reporting progress against the UN Sport for Climate Action Framework
- **Support** World Triathlon to reduce the carbon footprint of the international event calendar
- **Support** stakeholders to achieve net zero

Responsible Consumption

- **Promote** responsible consumption and encourage behaviour change across British Triathlon athletes and members
- **Implement** sustainable procurement processes with our partners across our events and supply chain
- **Reduce** material use and offer circular solutions across our events, supply chain, and the wider sport of triathlon

STRATEGIC OBJECTIVES

FOUNDATIONS

FOUNDATIONS – HOW WE WILL DO IT

Act: Embed sustainability across our organisation

- Build sustainability into the heart of organisational structures
- Embed sustainability into financial decision-making
- Educate British Triathlon employees on environmental sustainability

Collaborate: Leverage our events and work with our partners to act on sustainability

- Leverage suppliers and brand partners to catalyse sustainability across our value chain
- Set a world-leading standard of sustainable triathlon events
- Lead, advocate, and work with national and international bodies to drive positive change

Amplify: Empower all members and participants to live, train and compete more sustainably

- Provide sustainability education programmes and toolkits for clubs, members, participants, volunteers, and coaches
- Develop and support campaigns that maximise the reach of sustainability messaging, demonstrating commitment to action

FOUNDATION OBJECTIVES