



BRITISH
TRIATHLON

ENDURANCE 2040+

Environmental
Sustainability Strategy

October 2023

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FOREWORD

ENDURANCE 2040+

Celebrating 40 years and
safeguarding our next 40





Bill James

British Triathlon
Chair



Steve Varley

British Triathlon
Sustainability
Commission Chair

This year, British Triathlon celebrates 40 years since the first British National Championships. To ensure we remain fit for the future and our sport endures into the next 40 years and beyond, we must protect our resources and promote positive action which supports our natural environment across water, land and air to safeguard our world of swim, bike, run. Our Endurance 2040+ strategy is critical for the future of our sport, our environment and the wider ecosystem.

As the governing body for triathlon and multisport in Great Britain, we often witness the impact of the climate crisis as our athletes face the elements of nature in

88%

**of the British Triathlon
community understand
their impact on the
environment**

every race. We therefore have a unique opportunity to enable healthy and active lifestyles across all communities throughout the country by placing our sustainability agenda as a foundation of our overall strategy, preserving, promoting and protecting the natural landscapes that are home to swim, bike, run participation.

The climate challenges have come to light most recently with the water quality issues affecting us across the UK and at international events as well. This is a stark reminder of how fragile our ecosystems are and how much we depend on them for our health and wellbeing. We must do our part to protect and restore our water resources, not only for ourselves but for future generations in society and sport. Representing our members, athletes and communities, we have the opportunity to raise awareness and inspire action for this cause.

Endurance 2040+ sets out our environmental sustainability strategy, including our commitment to address the climate challenge and become net-zero by 2040, protecting and restoring clean water and air quality, and promoting responsible consumption and production. We will continue to collaborate and demonstrate leadership promoting sustainable sport into 2040 and beyond.

92%

**of the British Triathlon
community make
lifestyle choices to
reduce their impact on
the environment**

We believe that this strategy will thrive when we take meaningful action and motivate our stakeholders and participants to follow our lead. To that end, we will develop this strategy into a more detailed action plan to embed actions across British Triathlon's operations and activities, influencing and inspiring others to take positive steps throughout our journey.

This will present challenges as well as opportunities, but we can work together to ensure our activities and planet thrive and endure into the next century and beyond.

SUSTAINABILITY

Why it matters to British Triathlon



Why it matters to British Triathlon



Jennifer Ekelund

Vice-Chair, British Triathlon
Sustainability Commission

Independent Sustainability
Practitioner and member
of Oxford Tri Club

Humanity faces serious challenges in the coming decades, from the climate crisis to biodiversity loss on the ground and in the waters. These global crises cannot be tackled in isolation because they are all interconnected. Every sector of society must play their part.

Triathlon and the activities of swim, bike, run benefit from the environment in a number of ways. Whether it's open water swimming or cycling and running through the open countryside, we make the most of the natural landscape because triathlon is a nature-based sport.

Sustainability for British Triathlon means enjoying our sport in a way that recognises our role to contribute to health and prosperity for all within the ecological limits of the planet. This is not restricted to minimising any negative impact of our activities, particularly on the environment, but also means increasing the positive impact our sport can have across social and environmental dimensions.

We are committed to using the strength and inspirational power of our sport to support healthy communities, promote social justice and wellbeing, contribute to a stable climate, protect and restore nature, and safeguard the ability of our community and that of future generations to enjoy swim, bike, run on a thriving planet.

Climate, water and air quality impacts on recent international events



Severe weather conditions and wind at the 2023 World Triathlon Para Series Swansea led the **change to an aquathlon**



Water quality concerns at the Paris Olympic and Paralympic Games Test Events; **swim cancelled** for paratriathlon and mixed relay triathlon races



Severe air pollution and the **extreme heat** at the 2021 Tokyo Olympic Games led to long distance **events being moved north** of the city



Intense rainfall before the 2019 World Triathlon Mixed Relay Nottingham led to poor water quality and fast flow, **changed to a duathlon**



Poor water quality at the 2023 Europe Triathlon Championships Madrid led to the **swim being cancelled**, changed to a duathlon



Water pollution and **contamination** at the 2016 Rio Olympic Games led to wide ranging **concerns for open water events**



Unprecedented rainfall and weather leading up to the 2022 World Triathlon Championship Series Montreal meant the **swim was cancelled** for qualifying races



Extreme temperatures at the 2022 World Triathlon Championship Series Abu Dhabi **affected elite athletes** and additional water was handed out on the route

What our members say

Our Audience: Sustainability Research

92%

British Triathlon community make lifestyle choices to reduce impact on the environment.

88%

British Triathlon community understand their personal impact on the environment.

81%

British Triathlon community's most concerning impact on the environment is damage to nature.

78%

British Triathlon community engage with sustainability content at least once per week.

78%

British Triathlon community are concerned about plastic pollution and its impact on the environment.

71%

British Triathlon community are concerned about over-consumption, resource depletion and waste.

Our strategic approach to create a healthier planet for Swim Bike Run

Endurance 2040+ lays out our strategic approach to tackling our collective sustainability challenges focused on the environment.

Throughout this strategy we draw on a range of sustainability issues focused on the environment, while ensuring in parallel we also address other UN Sustainable Development Goals through our Equality, Diversity and Inclusion strategy. More information on our strategy for ED&I can be found [here](#).

In writing this strategy, we listened to our members, athletes and wider stakeholders through an extensive consultation process to understand the current landscape and their concerns related to environmental sustainability. The areas identified in our strategy are those that matter most to our sport. It is these areas that we must focus on to play our part in creating a healthier planet for swim, bike, run across water, land and air, contributing to healthier and more sustainable communities.



About British Triathlon

British Triathlon is the national governing body for triathlon and associated multisport in Great Britain. We are a federation of the three Home Nation membership associations (Triathlon England, Triathlon Scotland and Welsh Triathlon).

We represent Great Britain at international federation level through affiliations to World Triathlon and Europe Triathlon. British Triathlon also select athletes to represent the nation at races such as the World Triathlon Championship Series and World Triathlon Para Series, and the Olympic and Paralympic Games.

We work hand-in-hand with our Home Nation associations to create a thriving platform for swim bike and run across the country in a fair and inclusive way, ensuring our sport is accessible and attractive to all.

This approach is underpinned by our values:



We are *Inclusive*

- We remove barriers to involvement
- We connect people
- We have fun
- We work in partnership



We are *Ambitious*

- We are dynamic
- We are innovative and creative
- We are passionate about doing our best
- We create positive impact.



We are *People Centred*

- We openly support and challenge each other
- We are customer focused
- We nurture communities



We *Do What's Right*

- We are honest and respectful
- We practice clean sport
- We are accountable

Fit for the Future: Swim Bike Run for Future Generations

As we celebrate 40 years of triathlon in Great Britain in 2023, British Triathlon looks forward to implementing our values and purpose-led approach to ensure our sport remains fit for the future.

Triathlon is a sport that appreciates and relies on the very best of our natural environment. Rivers, lakes and seas, parks and countryside, and the air we breathe are all part of a triathlete's field of play and form the backdrop for our sport. As the gateway for active healthy lifestyles across the millions of people that take part in swim, bike, run regularly, we have a duty to ensure our sport does not harm the environment while remaining open to all.



Our Assessment of The UN Sustainable Development Goals (UNSDGs)

In 2015, the UN's 2030 Agenda for Sustainable Development identified 17 Sustainable Development Goals to call for action across a broad spectrum of economic, social and environmental areas.

The agenda recognises interconnection of actions, that ending poverty must go hand-in-hand with strategies to improve education and health, reduce inequality, and drive economic growth, while working to preserve our oceans and forests and tackle climate change.

To learn more about the SDGs, head to the UN site. <https://sdgs.un.org/goals>



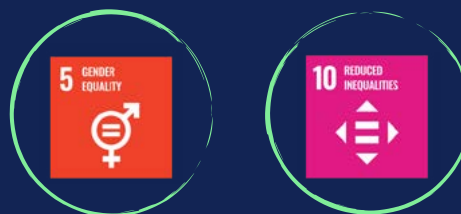
Our Assessment of The UN Sustainable Development Goals (UNSDGs)

Many of these goals are inherent in the activities of British Triathlon and the Home Nations and, following the foundation of British Triathlon's Sustainability Commission, we conducted a consultation process to reflect on where we can have the most impact against these targets.

The Commission's work has also enabled us to recognise which elements will be the key focus areas within our Endurance 2040+ strategy.

Equality, Diversity and Inclusion

Some of these goals are well embedded into our development strategies across the Home Nations aimed at targeted positive social change including gender equality (UNSDG no. 5) and reduced inequalities (UNSDG no. 10). Moreover, the British Triathlon Equality, Diversity and Inclusion Committee is tasked with leading on the ED&I strategy which addresses these.



Environmental Sustainability

The approach to sustainability in this strategy therefore focuses on largely environmental challenges:

- Responsible consumption and production (UNSDG no.12)
- Climate Action (UNSDG no.13)
- Life Below Water (UNSDG no.14)
- Life on Land (UNSDG no.15)
- Partnerships (UNSDG no.17)



SUSTAINABILITY JOURNEY

Our work to date to *embed sustainability*
into the fabric of British Triathlon



Sustainability Journey

Our story doesn't start today. British Triathlon has been striving for more sustainable practices for almost five years and this strategy marks a defining moment of that journey.

Endurance 2040+ was driven by the work of our internal Environmental Working Group and external Sustainability Commission combined with input from colleagues across the federation, membership feedback, and working with colleagues from other National Governing Bodies (NGBs).

We have also been working hard to make the British Triathlon hosted major international events more environmentally sustainable, securing World Triathlon Sustainability Certification for these since the award's inception.



Sustainability Journey



British Triathlon established its Environment and Sustainability Working Group in 2019 in light of the need to address climate action and challenges directly affecting our sport at triathlon events both at home and abroad.

This cross-departmental working group identified areas for improvement within our organisation and at our major events, but soon recognised that it required additional expertise to create a comprehensive strategy which was fit for the future of the whole sport.

OUR ENVIRONMENT AND SUSTAINABILITY WORKING GROUP

2019



Ben Bright, our Olympic Head Coach at the time and a former Olympian, spearheaded the environmental agenda internally. It was the concerns raised by the water quality challenges organisers of the Tokyo 2020 Games faced, which included the Test Event in 2019, and some of the experiences at recent events such as the unseasonal heavy rainfall at the World Triathlon Mixed Relay Series Nottingham in 2019 that led to the creation of the internal Environment Committee which Ben chaired.

A CATALYST FOR ACTION

TOKYO
2020

Sustainability Journey



OUR SUSTAINABILITY COMMISSION

2020

In 2020 we recruited a Sustainability Commission of experts from academia, business, and sport, bringing together individuals with a background in triathlon with fresh perspectives to advise on the development of this strategy and thereafter provide important monitoring and evaluation guidance against the action plan.

This group of 11, chaired by Steve Varley, Global Vice-Chair Sustainability EY and GBR Age-Group Team athlete, and Jennifer Ekelund, independent sustainability practitioner and Oxford Tri Club member, have helped steer the organisation to produce a strategic framework to focus our efforts.

The objectives of the commission are as follows:

- To advise on the development of transparent and robust monitoring and reporting of the sustainability strategy action plan
- To support the British Triathlon internal Working Group to deliver the objectives of the sustainability strategy
- To provide expertise and technical guidance to support a science-based approach
- To share best practices and standards from across the industry
- To identify the areas to control, manage and influence across the sport

More details about our Commission representatives can be found on our website at:
www.britishtriathlon.org/about-us/sustainability/commission

Sustainability Journey



OUR CONSULTATION PROCESS

2020-
2022

The Commission and Working Group conducted a wide-ranging consultation process which consisted of:

- An online membership survey
- A series of one-on-one interviews across the organisation
- A series of workshops with colleagues to build out the priority themes and action areas
- Engagement with our international federation and key stakeholders

The outputs of this exercise were drawn on to create this plan which has been fully endorsed by the British Triathlon Federation Board.

The Commission will take on an oversight function to monitor and evaluate the progress of the organisation and the annual action plan.



THE 'GALVANISE ALLIANCE'

2022-
2023

Recognising that our sport shares characteristics with many other activities, British Triathlon spearheaded an alliance of British NGBs (UK Athletics, British Swimming, England Hockey) and the UK Sports Institute to pilot a UK Sport backed programme to develop a collaborative model for sustainability action. Acting as the lead on the alliance, we drove forwards action across a number of sports to accelerate efforts to create strategic action more widely as well as building capacity, knowledge, skills, and confidence to act on environmental sustainability and embed long-term changes.

Sustainability Journey



WORLD TRIATHLON SUSTAINABILITY COMMISSION

2021-
PRESENT

Recognising the leading role British Triathlon was playing in the sport, World Triathlon invited us to play an active role in the formulation of the World Triathlon Sustainability Commission. The Commission's role is to support the development and execution of World Triathlon's environmental sustainability strategy and support national federations in the formulation of their own programmes in this area. The Commission also acts as the oversight body on for the World Triathlon Sustainability Certification.



World Triathlon Sustainability Certification

The World Triathlon Sustainability Certification has helped guide British Triathlon's efforts to deliver more sustainable practices at our international major events.

By keeping sustainability as the heart of decision making in the planning and delivery of these events, British Triathlon was awarded the first ever certification by World Triathlon when AJ Bell 2022 World Triathlon Championship Series Leeds received the gold award. This was backed up by silver certification being awarded to Volvo 2022 World Triathlon Para

Series Swansea. Silver and Gold accreditation was awarded in the 2023 season to World Triathlon Para Series Swansea and AJ Bell 2023 World Triathlon Championship Series Sunderland respectively. World Triathlon have now made with the submission of a sustainability certification report compulsory for every organising committee for World Triathlon Championship and World Triathlon Para Series events. Moving forward, British Triathlon will incorporate our own sustainability guidelines into events we operate and permit across the country.

Learn more about World Triathlon's event certification on their website:
<https://triathlon.org/events/sustainability>

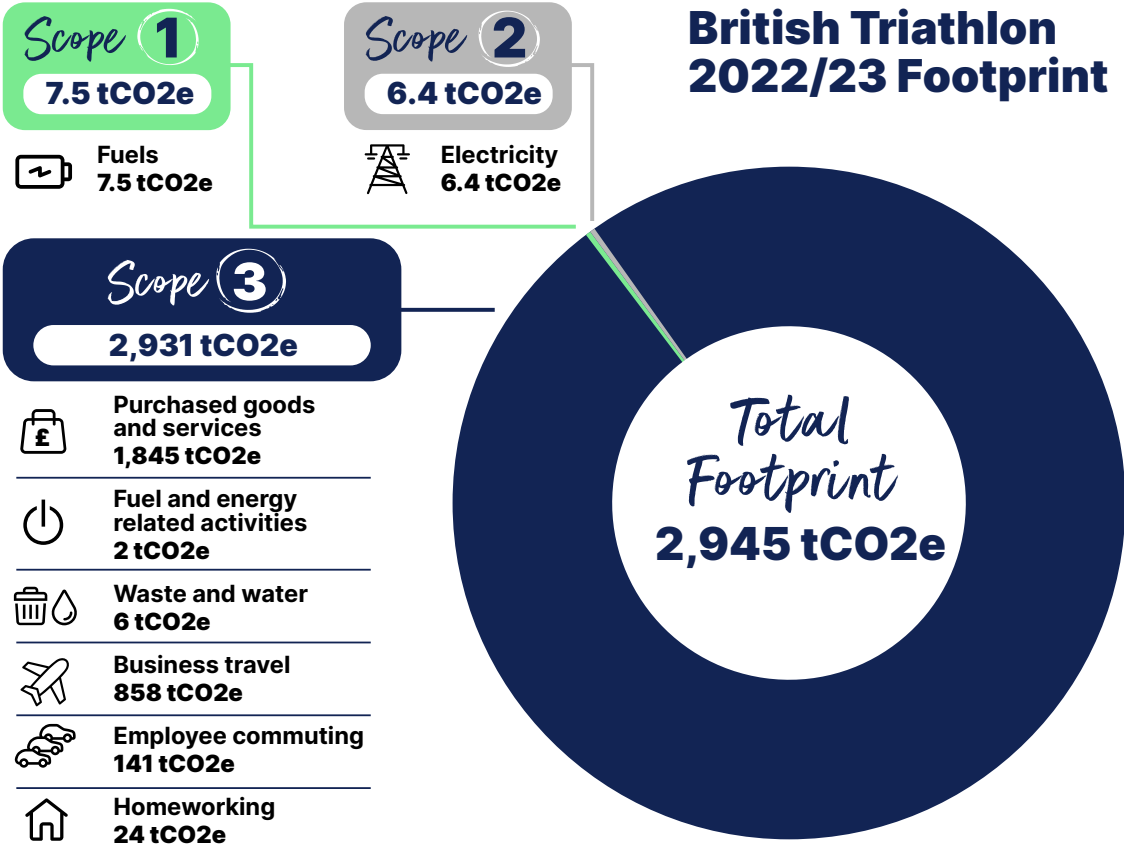
Carbon Emissions Footprint

As a signatory to the UN Sport for Climate Action Framework, we have committed to achieve net-zero by 2040 and a 50% reduction by 2030.

Our first step has been to establish a reliable carbon emissions footprint calculation – taking the learnings from our initial calculations in 2019. The existence of robust, available and quality data continues to be an area of challenge across the sustainability landscape – especially across supply chains and Scope 3. We have been through a process to strengthen our 2022/23 footprint calculation acknowledging that across the next few years, emission methodologies will continue to change and evolve across the sports landscape.

Our updated footprint data for 2022/23 shows over 95% of our emissions reside within Scope 3 which includes a wide array of activities from across our value chain. From the kit and merchandise we purchase for events right through to the travel for our athletes to attend events.

Our next step is to implement our action plan to ensure we continue to grow the participation and success of triathlon across the UK whilst creating robust and achievable carbon reduction practices.



STRATEGIC SUMMARY

Our vision, mission, priorities, and foundations



Strategic Summary

Endurance 2040+ is built on a clear vision and mission, three priority pillars and three foundation areas, all of which have developed from our consultation process.



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 – What we will do

Our strategic plan focuses on three priority themes where we will take action and where we can have the most impact as a sport.

1



Water and Air Quality

Ensuring the water we swim in is clean and the natural environments surrounding our athletes and participants are thriving.

2



Climate Action and Net-Zero

Taking positive steps to address the climate crisis and become net-zero as an organisation.

3



Responsible Consumption

Promote sustainable practices across events and the consumer space of swim, bike, run.

Foundation Pillars – How we will do it

Our foundation pillars look at how British Triathlon will act, collaborate and amplify this strategy to embed change internally and influence our stakeholders.

1



Act

Embed sustainability across our organisation.

2



Collaborate

Leverage our events and work with our partners to act on sustainability.

3



Amplify

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

Strategic Summary

Action Plan

Against each of these six areas, our Working Group will formulate a detailed action plan with key performance indicators targeted at addressing the activities and interventions required to execute the strategy effectively. Some of these initial steps are highlighted in this document.

Monitor and Evaluate

The strategy and subsequent action plan will be evaluated quarterly by the Sustainability Commission and reported to the Board to ensure implementation of the strategy remains on task. Additional reporting will be completed alongside the annual emissions analysis and year-by-year comparisons, highlighting actions completed and challenges to be addressed. We will also report our progress against the requirements of the UN Sport for Climate Action Framework, which British Triathlon became a signatory of in 2022. We will share our progress, learnings and thought leadership through different communication mediums to ensure we are sharing best practice across the sport industry and beyond.



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

OUR STRATEGIC PRIORITIES



**Water and
Air Quality**



**Climate Action
and Net-Zero**



**Responsible
Consumption and
Production**

1



Water and Air Quality

Triathlon is unique. Our 'field of play' is the natural environment, which is why we must work hard to protect and restore it. We swim, bike and run in, and as part of the natural ecosystem. From rivers, lakes and seas, to urban cityscapes, parks, forests and rural countryside, as well as some indoor facilities, the environments we inhabit are the home of our sport.

Given the integral importance of safe and clean water to the sport and our athletes, and the unique role that British Triathlon can play around open water swimming, water quality is a critical part of our strategy. Polluted waters and cancelled swims have been alarmingly prevalent over recent years and British Triathlon will play a leading role alongside partner organisations across all sectors to facilitate safe waters to swim in. As well as complying with World Triathlon safety standards for our major events, water quality testing is part of our open water venue accreditations. We want to go further and introduce enhanced monitoring and management standards for recreation, training and competitions, facilitating and educating our stakeholders to support this.

Furthermore, to ensure future generations can also enjoy the benefits of swim, bike, run, we will take steps to focus on local air pollution in areas near to major and grassroot triathlon events, aiming to protect the natural environment by ensuring air quality and wider ecosystems are protected.



Water and Air Quality

Objectives 	Targets 	Initial Actions 2023-2024 
Advocate for improved water and air quality nationally	<p>Influence relevant authorities on water and air quality issues</p> <p>Create an alliance of water-based sports and their governing bodies</p>	<p>Identify key stakeholders to establish an alliance of NGBs</p> <p>Identify key decision makers across relevant authorities in key locations</p>
Embed improved water quality monitoring and management tools for key stakeholders	<p>Establish quality check standards for all permitted events and venues</p> <p>Develop monitoring tools for participants to use</p>	<p>Build a strategy for developing water quality monitoring tools for all stakeholders</p> <p>Undertake a thorough review of standards at selected facilities and water sources</p>
Engage with and support our stakeholders (participants, coaches, event organisers, athletes and partners) to compete and train in cleaner air and water	<p>Offer all members access to water quality and safety education tools by 2026</p> <p>Provide educational tools for staff, event organisers, and venues to improve awareness and action for clean air and water by 2026</p>	<p>Set a strategy for developing educational tools and resources to support key stakeholders</p> <p>Identify prospective partners involved in clean air and/or water campaigns and activations</p>

2



Climate Action and Net-Zero

The Intergovernmental Panel on Climate Change (IPCC) has announced a “code red for humanity”, with irrefutable evidence that fossil fuel burning and deforestation are causing unprecedented and unnatural levels of global heating. From a sporting perspective, increased frequency of extreme weather and rising temperatures reduce the participation window whilst damaging key infrastructure and creating less favourable conditions for athletes to compete and train in.



British Triathlon's mission to reduce our own carbon emissions and engage with our organisational ecosystem will not be one we take alone. We will do this in conjunction with the signatories of the UN's Sports for Climate Action Framework and with the full support of our institutional partners, UK Sport, Sport England and World Triathlon, who, like British Triathlon are committed to achieving net-zero.

As a national governing body, our carbon footprint spans Scopes 1, 2 and 3 of greenhouse gas emission groups, generated through day-to-day operations, travel, training facilities, merchandise and major events. We will work with our athletes, clubs, members and suppliers on ways to collectively and collaboratively reduce our carbon emissions.

We will measure and report our direct and indirect emissions which will inform our reduction choices in line with the Paris Agreement, which aims to limit global warming to well below 2.0°C, ideally 1.5°C, above pre-industrial levels. Our commitment to reach net-zero by 2040 will be measured against a baseline footprint from 2022.

Net-Zero and Climate Action

Objectives 	Targets 	Initial Actions 2023-2024 
Reduce emissions and achieve net-zero by 2040, reporting progress against the UN Sport for Climate Action Framework	50% reduction in total carbon emissions by 2030	Identify priority emission reduction opportunities Develop an overall emission reduction plan aligned to the UN Sport for Climate Action targets Undertake an initial climate risk and opportunity assessment
Support World Triathlon to reduce the carbon footprint of the international event calendar	Evidence changes every year that World Triathlon has made to policy and practices due to British Triathlon influence	Identify the specific sustainability issues and footprint of travel and international events
Support stakeholders to achieve net-zero	Partner with relevant and like minded organisations aligned to key mile stones across strategy	Identify stakeholders aligned to key strategy focus areas and build engagement plan

3



Responsible Consumption and Production

While we are privileged to enjoy the benefits of swim, bike, run, we must take responsibility for the consumption and production of the equipment, kit and materials that support our activities and events.




We are aware of the significant resources required to participate and organise multisport activities and events, and recognise the need to work with our stakeholders to reduce material use where we can and offer circular solutions across our supply chains.

We will work with our suppliers and the supply chains to more easily enable sustainable delivery of events which British Triathlon operates and of the event organisers we support. This work will consider both environmental and social aspects relating to responsible production and the associated consumer behaviours.

We need to re-evaluate the life cycle of goods and extend their usage to reduce waste and costs, while seeking to eliminate single use and short life items. We will work hand-in-hand with suppliers and partners to create effective solutions that are eco-friendly, protect the natural environment and help us meet our emission targets.



Responsible Consumption and Production

Objectives 	Targets 	Initial Actions 2023-2024 
<p>Promote responsible consumption and encourage behaviour change across British Triathlon, our athletes and members</p>	<p>Create sustainable consumption guidelines and campaign</p>	<p>Define the reach and delivery of the guidelines i.e. events, clubs, athletes, members</p>
<p>Implement sustainable procurement processes with our partners across our events and supply chain</p>	<p>All British Triathlon operated events will adhere to a sustainable procurement policy and process for 2024</p> <p>Deploy sustainable procurement policy and process to British Triathlon permitted events</p>	<p>Review existing procurement policies and determine opportunities to embed sustainability criteria within them</p>
<p>Reduce material use and offer circular solutions across our events, supply chain, and the wider sport of triathlon</p>	<p>Develop and implement mechanisms to support our community in kit and materials recycling and end of life opportunities</p>	<p>Establish baseline data for waste management, including the amount of plastic and kit waste during 2022</p> <p>Establish clear benchmarks to reduce plastic use and recycle materials</p>

OUR FOUNDATION PILLARS

Our foundation pillars recognise the need to act internally to create a more sustainable organisation, collaborate with our stakeholders to raise standards externally, and amplify our communications and education tools to influence our audiences more widely.



Act



Collaborate



Amplify

1

**Act**

We have begun to take actions to embed sustainability across our organisation and will take further steps to ensure it is an integral part of our governance structures. A first priority will be to take steps to implement sustainability into our financial and strategic decision making and educate our employees to manage our action plan within their activities at work and home.

In addition to the establishment of our Sustainability Working Group, sustainability is now a core business priority discussed within the British Triathlon Board meetings and across the executive team. The recent recruitment of our Head of Social Impact (ED&I and Sustainability) highlights the investment we acknowledge is required to ensure our organisation delivers on our robust strategy, not only internally but also to our wider stakeholders.



Act

Objectives



Build sustainability into the heart of organisational structures

Embed sustainability into financial decision making

Educate British Triathlon employees on environmental sustainability

Targets



Embed sustainability into the governance of swim, bike, run by the end of 2024

Invest a percentage of income from partners to deliver environmental and social projects

Ensure that all staff are aware of and advance British Triathlon's sustainability strategy in their role(s)

Initial Actions 2023-2024

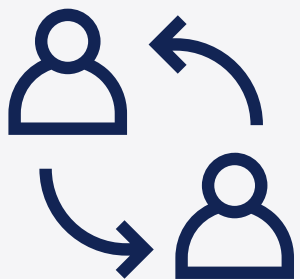


Complete a review of core governance structures, such as facilities, procurement and partnerships, to ensure that sustainability considerations are included at key points

Establish a set of criteria to determine the most appropriate and impactful environmental and social projects to fund through partner income

Undertake an assessment of available employee training resources aligned to sustainability in sport

2



Collaborate

Collaboration is one of the key ingredients that will enable our sustainability strategy to have a wider impact beyond the activities British Triathlon directly controls. This will include close liaison with our internal stakeholders for suppliers and brand partners to better define our collective sustainability aspirations. We will also set comprehensive standards for all events that we operate and permit across a national infrastructure of event organisers.

Our work with the alliance of NGBs has proved the value of collaboration to generate greater collective impact externally. We will continue to collaborate not only with the alliance but also with organisations across the sport and conservation industries that share our aspirations and can help us tackle common challenges.



Collaborate

Objectives



Leverage suppliers and brand partners to catalyse sustainability across our value chain

Set a world-leading standard of sustainable swim, bike, run events

Lead, advocate, and work with national and international bodies to drive positive change

Targets



Define minimum and aspirational sustainability requirements for current and future partnerships and embed in the core process by the end of 2024

Ensure all British Triathlon owned and permitted events have a sustainability policy and governance structure for sustainability management

Work with stakeholders across the triathlon industry to influence and expand the commitment to achieve net-zero by 2040

Initial Actions 2023-2024

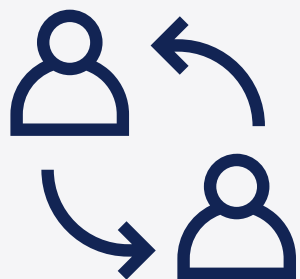


Identify appropriate current partners with whom British Triathlon may develop sustainability requirements

Identify the key sustainability criteria to include within the policy and its scope

Identify relevant stakeholders beyond our current alliance to engage with, focusing on sport governing bodies and those responsible for water quality and use

3

**Amplify**

We will mobilise our platforms and communication channels to empower all members and participants to live, train and compete more sustainably.

This will include education programmes for key audiences to create a wider field of sustainability advocates that take positive action in their respective activities. We will also work with our athletes and other organisations to leverage our voice and influence to maximise the reach of sustainability messaging to encourage action more widely.



Amplify

Objectives 	Targets 	Initial Actions 2023-2024 
Provide sustainability education programmes and toolkits for clubs, members, participants, volunteers, and coaches	Clubs, members, participants and coaches accessing workshops focused on educating and steering sustainable action	Review existing education programmes and avenues to engage clubs and assess where the best opportunities to integrate sustainability education lay
Develop and support campaigns that maximise the reach of sustainability messaging, demonstrating commitment to action	Embed sustainability as a key message in existing campaigns by the end of 2024	Establish baseline measures to gain a full understanding of current sustainability messaging across platforms

From Strategy To Action: Our Next Steps



Andy Salmon

British Triathlon CEO

Endurance 2040+ sets out in writing the strategic vision, priorities and foundation pillars of our environmental sustainability strategy. This is not the start of our journey given the steps we have taken already to promote a stronger sustainability agenda for swim, bike, run, and sport more widely. However, does set out our roadmap for the future. Although the strategy highlights some of the initial actions we will take to meet key targets, we know that there is considerably more work to do to progress this strategy further into meaningful action.

Over the coming months we will develop a more comprehensive action plan which defines a clear timeline for action under every focus area within our strategy. We will also consider the additional resources that may be required to deliver this and continue to work in partnership with our key stakeholders and identify new partners to help us on this journey.

We will hold ourselves to account by monitoring and evaluating progress against our targets and actions, and reporting to the requirements laid out within the UN Sport For Climate Action Framework.

We recognise that although we have taken some positive initial steps, these are relatively small against some of the challenges that we face. We also know that British Triathlon does not hold all the answers so we will work with other organisations, our participants, clubs, event organisers and partners to have a positive impact and protect the ecosystem that supports the world of swim, bike, run which we cherish.

Our board, executive team, employees and members are aligned in the role that we as a national governing body must play and the leadership we will continue to demonstrate. Endurance 2040+ is therefore a strategic milestone which will see more actions to come.



ENDURANCE 2040+

Environmental Sustainability Strategy

October 2023

britishtriathlon.org