



2023 WORLD MOUNTAIN AND  
TRAIL RUNNING CHAMPIONSHIPS



## **A focus on sustainability and legacy during WC preparations**

The World Mountain and Trail Running Championships (WMTRC) 2023 are set to take place in Innsbruck-Stubai in early June, with sustainability and legacy being central topics for WMTRC organizer Alexander Pittl.

“Considering all the various environmental protection initiatives like the ‘Global Climate Strike’ on Friday, March 3, it is obvious that climate protection seems to rank high for our society,” says Alexander Pittl, head of the World Mountain and Trail Running Championships’ organizing committee. “We want to take a stand and shine a light on this sensitive and important matter by emphasizing topics such as recycling, regionality and community,” he adds.

Trail running is one of the most sustainable athletic disciplines per se, seeing as it only uses existing natural resources. There won’t be any permanent new structures erected for the World Mountain and Trail Running Championships; rather, we will make use of existing hiking trails, which, together with our partners, we are going to restore and make safe for future use.

### **Recycling and waste prevention under the banner of ecological sustainability**

Major events can cause large amounts of (plastic) waste. At the WMTRC 2023 Innsbruck-Stubai we are consciously planning on counteracting waste, for instance by using recyclable banners, which will prevent a total of 2,170 m<sup>2</sup> of waste. In addition, there won’t be any plastic cups at any of the catering stations. As is common in running, athletes will carry their own water bottles or cups, which is going to save several thousand disposable cups.

### **A focus on regionality**

Alexander Pittl and the entire OC team are carefully choosing regional partners and businesses wherever possible. Generally speaking - and in compliance with any legislative requirements - the motto is to keep it regional before going national before going international.

### **“It is our mission to ignite a love for nature and a passion for being active”**

“It is important for us to see the local population celebrate the WC, for them to experience it as a celebration of sports and to actively participate in the WMTRC, be it as volunteers or as spectators. After all, the WMTRC is not just made up of a select few but of a community of many,” says Pittl.

Participation is made possible for everyone thanks to free venue access in Innsbruck and Neustift. And since successful events call for further editions, another aim is to make sure the local population will want to see more major sports events staged in Tyrol. Furthermore, the organizers want to motivate spectators and volunteers to be more active in nature. “We are hoping the athletes will be a source of inspiration because it is our mission to ignite a love for nature and a passion for being active in as many people as possible.



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## Further important sustainability facts that the organizers are focusing on are

- All signs used for trail signage will be recycled.
- A temporary trail made entirely of natural materials (sand, soil, stones, roots, woods) in the heart of Innsbruck's old town will be erected just before and dismantled right after the event.
- The athletes will be transported by shuttle buses in order to reduce individual transport. Additionally, we will cooperate with public transport providers.
- Visitors are called upon to make use of the Austrian rail service (at reduced rates) to come to Tyrol and take (hop-on-hop-off) buses to get to the various points of interest.
- There will be provisions for waste reduction, waste separation and recycling systems. We aim to make use of reusable crockery wherever hygienically and logistically possible. Not only will we communicate our sustainability goals to all our providers but also raise awareness for this important topic.
- In order to prevent the use of disposable cups, all volunteers will receive aluminum bottles that can be refilled at specifically installed hotspots as well as existing sources.
- Vegetarian and vegan menu options will be available for everyone.

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