

ANNUAL REPORT 2024

UpClear®



**KILIAN
JORNET**
FOUNDATION

Content 2024

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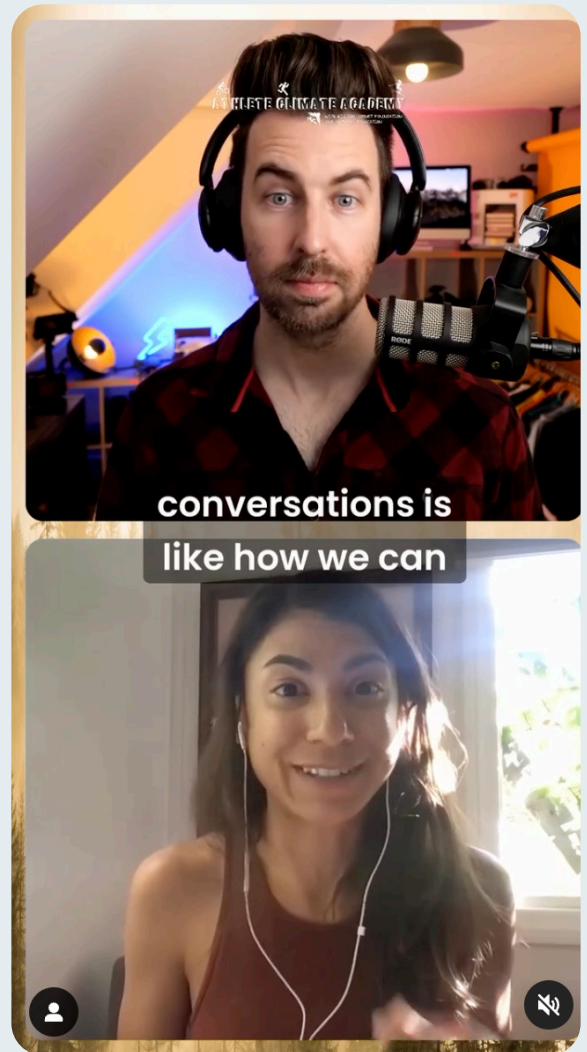
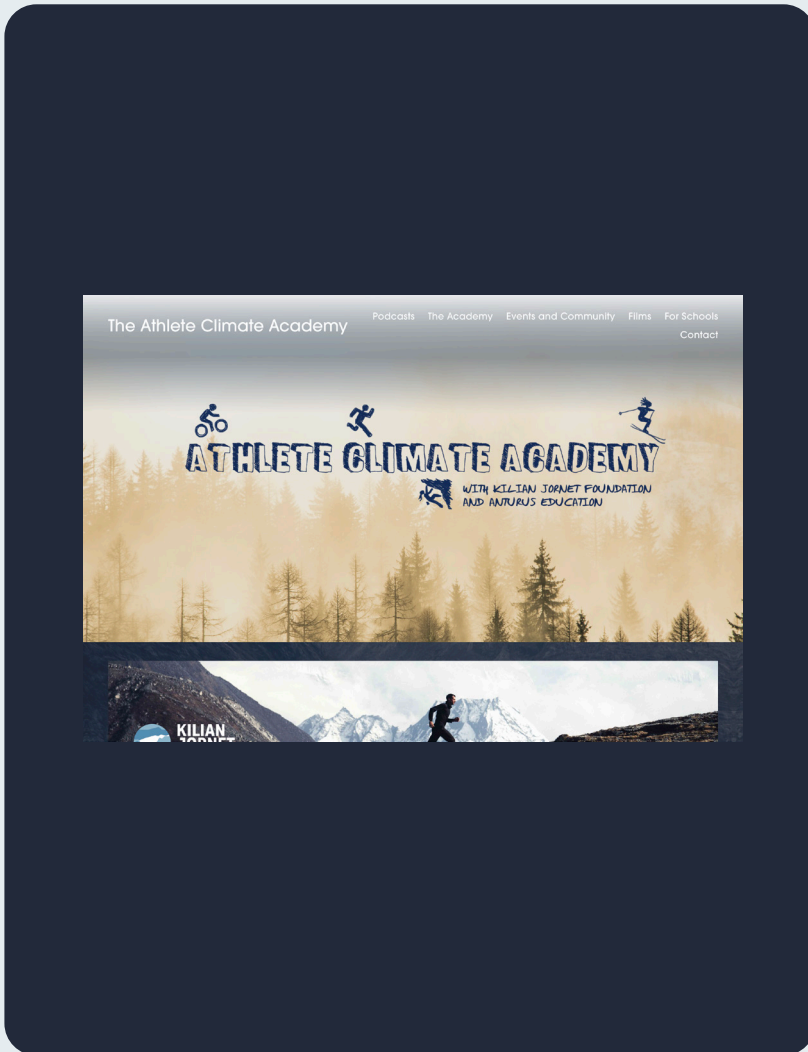
1% for the planet

This year, we were all together for the planet

The collaboration between Upclear and Kilian Jornet Foundation proudly operates under the 1% for the Planet initiative.

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.





Athlete Climate Academy

This year, **we built a new website for the Athlete Climate Academy**, designed to host all the environmental content in one place and serve as a hub of environmental knowledge for the outdoor community. The website features **key content such as Elevate Earth events and the ACA podcast** as its main assets.

Two new seasons of the ACA Podcast were launched, each featuring 10 episodes. Renewed guests

from the outdoor sector participated in, spreading around the message of different key and relevant topics. Some of these episodes included Normal ambassadors and advocates as guest speakers.

A total of **20 guest speakers** pass by the podcast, hosted by Huw James & Kilian Jornet.

[Website](#)





Elevate Earth

Racing for resilience events
Western States

In June 2024, we held the fourth edition of Elevate Earth at Western States Endurance Run.

During this event we addressed the **outdoor community's role in combating climate change**. We also had the privilege of hosting **Runners4publiclands** and **Sierra Nevada Alliance**, who shared projects on connecting communities and protecting our environment.

To round up the day Normal ambassadors Brianna Pagán and Dakota Jones led a discussion on how trail runners can make a difference, sharing their journeys and initiatives.

The event was produced digitally, consisting of a series of three episodes that were later shared across social media channels and made available on the **Athlete Climate Academy** website.



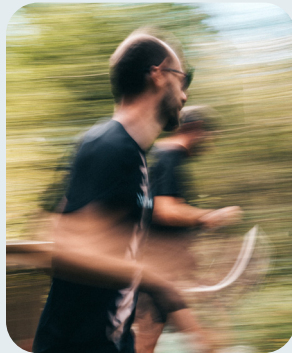


Running Minds

Running Minds is an initiative based on **community running** that combines the passion for **running and the love for nature**, with the curiosity of **science and sustainability topics**. This project, developed by the Kilian Jornet Foundation, in collaboration with Upclear, aims to bring science closer to the community by connecting nature enthusiasts and runners with the(ir) natural environment.

In each run, we partner with experts who present topics relevant to the environment where the run takes place.

Running Minds is more than just a physical activity; it is **a platform to raise awareness** about the issues facing cities, mountain areas, or any other environments that are impacted by human activities and climate change.



Running Minds

Chamonix

We teamed up with Upclear for **our first community run**, blending our passion for running with our commitment to protecting the environment. We were excited to have **Crea Montblanc** joining us, offering valuable insights into the environmental challenges in the Chamonix valley and the remarkable projects they're leading to protect biodiversity. They also shared ways we can all contribute through citizen science. After the run, we recharged with coffee and pastries.

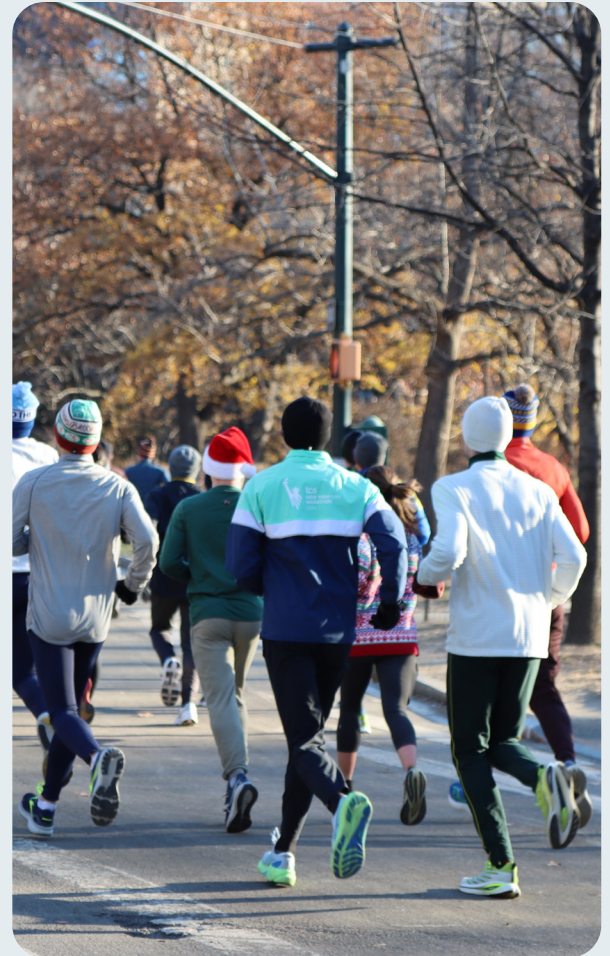
35 people joined the event

Barcelona

This time, from the KJF we were thrilled to partner with **Itinerari**, **Eixample Respira** and **IsGlobal** to explore the impact of urban planning, green spaces, and pollution on our health, and how thoughtful design can help create more sustainable cities.

40 people joined the event





Running Minds

International Mountain Day

To celebrate International Mountain Day, the KJF has organized on **Saturday, December 14th, a global Running Minds event** dedicated to our love for mountains and their preservation.

We're bringing together mountain enthusiasts from around the world for simultaneous runs led by NNormal advocates, alongside environmental experts who will discuss local sustainability challenges. These events take place on the same day across multiple countries including NYC, US with **Upclear leading the event.**

- 📍 Parc Natural del Montseny, Catalunya – with Sandra Blasco
- 📍 Puigcerdà, Catalunya – with KJF
- 📍 Hernani, Basque Country – with Naila Jornet Burgada
- 📍 Andalsnes, Norway – with Kilian Jornet & Pascal Egli
- 📍 Flagogna, Udine, Italy – with Riccardo Rizzetto
- 📍 New York, USA – with Ferdinand Clovis & Thierry Soudee
- 📍 Silverton, Colorado, USA – with Hannah Green
- 📍 Leavenworth, Washington, USA – with Cristopher Carter

250 people joined the event





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.

Our goal is to **partner with trail running schools** across different countries in 2025, to share this content, spreading both the love for nature and the joy of running responsibly.



Annual Report Kilian Jornet Foundation X Upclear

Thank you for this amazing year!

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