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

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

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FOUNDATIONS

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