



Press release - Chamonix (France), Thursday 21 August 2025

HOKA UTMB Mont-Blanc 2025 — Strengthened sustainability measures in place ahead of the start



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For over twenty years, the organisers of the HOKA UTMB® Mont-Blanc have worked to minimise the event's impact and safeguard the regions that host it. The 2025 edition strengthens this commitment with an enhanced approach: promoting sustainable mobility to and around the event, further improving aid stations, advanced waste management, and dedicated trail care. The aim is clear — to deliver a respectful and responsible experience for everyone during the week of 25–31 August.

"Since its creation in 2003 the HOKA UTMB® Mont-Blanc has been guided by a comprehensive and structured sustainability strategy, fully aware of the impact of an event of this scale. This includes raising awareness, improving waste management, and prioritising local sourcing with vegetarian options at aid stations. It also extends to protecting and restoring trails, eliminating single-use plastics, promoting shared mobility during event week, formalising commitments through associations and charters, supporting host territories and implementing a long-term mobility plan. These commitments are upheld year-round by all stakeholders of the event and the host regions."

— **Frédéric Lénart**, CEO UTMB Group; **Isabelle Poletti**, Director of UTMB Events in France and the HOKA UTMB Mont-Blanc; **Fabrice Perrin**, Sports & Sustainability Director

UTMB Mobility: transport a top priority

Transport remains the main environmental challenge, accounting for 88% of the event's carbon footprint (based on a 2024 audit, covering organisers, runners, supporters, and stakeholders). Reducing this impact is a top priority, with new measures introduced each year **to encourage and support more sustainable travel to and around the event**.

In 2025, the UTMB Mobility system is renewed with **an investment of nearly €580,000** to reduce private car use. More than **60% of key sites are accessible only via UTMB Mobility buses**, helping to protect the tranquility of natural areas and easing congestion. Runners can reach their start lines on free shuttles, while supporters can purchase tickets to follow the action without using their own vehicles.

NEW IN 2025: a dedicated shuttle service will transport runners from the lower valley to Chamonix, helping to reduce congestion in and around the town. Already, over 1,000 requests highlight the strong demand for this measure.

For the MCC and OCC races, transport to the start is compulsory via UTMB Mobility (except for permanent Swiss residents). Non-resident runners staying in Switzerland must upload proof of accommodation via their registration dashboard. Failure to comply may result in a penalty.



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Waste reduction and management

A pioneer in eco-responsible event practices, the HOKA UTMB® Mont-Blanc continues to drive innovation in waste reduction and aid station management to reduce its environmental footprint.

In 2006, the event led the way in sustainable practices by replacing single-use cups with a mandatory reusable version — eliminating more than 50,000 items of plastic waste every year. This commitment was strengthened in 2018 with the **Bring Your Own Utensils (BYOU)** initiative, requiring each runner to carry their own bowl and cutlery, and again in 2019 with the arrival of **SodaStream**, which eliminated plastic bottles from aid stations. Since 2024, **Näak** has further reduced packaging by supplying energy bars in bulk rather than individually wrapped.

Since 2023, all aid stations have operated **without plastic bottles**: water and soft drinks are distributed in bulk, with carbonation produced on site. This measure alone eliminated more than 18,000 bottles in 2024 and cut transport linked to bottled water. It will continue and be further reinforced in 2025.

A leader in organic waste recovery, the HOKA UTMB® Mont-Blanc has implemented an advanced bio-waste collection system, gathering nearly **700kg of organic material across six collection points**. The compost is processed by the Chamonix-based association EcoTriVélo and resold to farmers in the Arve Valley. In parallel, the organisation collaborates with local partners such as AREMACS, which supports on-site waste sorting and drives awareness among participants and spectators.

A founding principle established by Jean-Claude Marmier at the very first UTMB® still applies today: **leave no trace**. To help runners manage their own waste responsibly (packaging, fruit peel, etc.), each participant receives a rubbish bag at bib collection. Any infringement of this rule results in a one-hour penalty.



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Optimised aid stations: local, sustainable, and vegetarian

In 2025, the event renews its **100% vegetarian aid stations** at Col de Balme (MCC, OCC) and Arnouvaz (CCC®, UTMB®), replacing meat products with local vegetarian alternatives such as focaccia.

Responsible sourcing remains central, with the event favouring short supply chains and certified products (organic, Label Rouge, AOP, AOC). In 2024, **80% of food products came from the three host countries** — France, Switzerland, Italy — reducing transport emissions and strengthening ties with local producers.

Protecting the environment: biodiversity, trail signage and active stewardship

The HOKA UTMB® Mont-Blanc has introduced clear guidelines to ensure runners help protect the environment while enjoying their race. **Dedicated signage across the course reminds participants to:** keep noise to a minimum and avoid sudden movements around livestock; use poles sparingly in sensitive areas to protect trails; always close gates when passing through grazing areas; and stay on marked paths.

Throughout the week, **20 Environmental Ambassadors** play a key role in education, awareness, and support. From a dedicated stand at bib collection to their presence across more than 800km of trails, they bring the event's environmental commitments to life on the ground.

Established in 2006, the Environmental Commission is another cornerstone of the event's sustainability strategy. **Comprising volunteers, local officials, and association representatives, it monitors trail use by runners, hikers, mountain bikers, and others, as well as the effects of weather events throughout the year.** In close partnership with local municipalities, the Commission implements concrete measures to safeguard trails and reduce impact on surrounding ecosystems.



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For all press accreditation requests for the **HOKA UTMB Mont-Blanc 2025**, please fill out the form available at this link.

A WhatsApp group for journalists accredited for the HOKA UTMB Mont-Blanc 2025 is available [here](#).

Note to editors

About UTMB® World Series

The UTMB® World Series is the trail running circuit that brings together the best athletes in the sport and amateur runners in top international events held in some of the most beautiful places on the planet. The UTMB® World Series is rooted in a passion for the mountains and respect for the environment and offers trail running enthusiasts the chance to experience the UTMB® adventure across the globe, with events taking place in Asia, Oceania, Europe, Africa and the Americas. This is the way for everyone to start their quest towards the HOKA UTMB® Mont-Blanc, where the UTMB® World Series finals take place. Launched in May 2021 with the collaboration of UTMB Group and The IRONMAN Group, the UTMB® World Series circuit brings together 50 events in 28 countries. For more information, visit <https://utmb.world>.

About UTMB Group

Since the creation of HOKA UTMB® Mont-Blanc in 2003 by a group of passionate friends, UTMB Group has been the driving force behind the development of trail running. The HOKA UTMB® Mont-Blanc is the sports pinnacle event, and every year, 10,000 runners earn their place on the start line. UTMB Group also pioneered the LiveTraffic technology: an innovative digital service that supports the management of endurance races. Revered by hundreds of thousands of athletes, UTMB® has become a global, premium, and leading brand. In May 2021, UTMB Group partnered with The IRONMAN Group to launch the UTMB® World Series, which brings together many of the best international events on the planet to provide exclusive access to the sport's pinnacle event, HOKA UTMB® Mont-Blanc. The UTMB® World Series is built on the founding principles of HOKA UTMB® Mont-Blanc: surpassing oneself; fair-play; respect for people and the environment; and solidarity. Find out more at <https://utmb.world>.

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