

RACING TO ZERO

# Annual Impact Report

2024



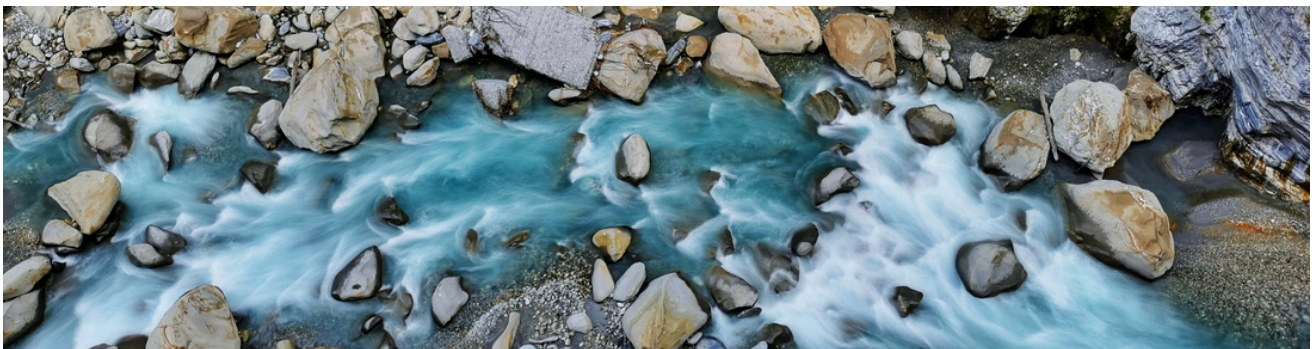
# Land Acknowledgment

We are forever grateful for the opportunity to live, work, and play on the traditional territories of Indigenous Peoples across Canada.

Members of our organization are spread across the country, and in the spirit of respect, reciprocity, and truth, we would like to acknowledge the following:

- The unceded territories of the Squamish, Musqueam, and Tsleil-Waututh Nations (Vancouver)
- The unceded territories of the Algonquin Anishinabe Nation (Ottawa)
- The traditional territory of the Kanien'kehá (Mohawk) Nation (Montreal)
- The traditional territories of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples (Toronto)
- The traditional Treaty 7 Territory, which includes the Blackfoot Confederacy Nations of Siksika, Kainai, and Piikani, the Tsuut'ina First Nation (Canmore)

We appreciate being present on these lands and the enduring connection Indigenous communities have with them.



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# Message from Leadership



As we reflect on 2024, it has been another year of growth, learning, and impact for Racing to Zero. The Olympic and Paralympic Games came and went, bringing new sustainability insights from the IOC and reinforcing the urgency of our mission. Across the Canadian sport system, we continued to engage organizations at all levels, helping them take meaningful steps toward climate action.

This year also marked a significant milestone with the launch of our 2024-2028 Strategic Plan, a blueprint that will guide our efforts to integrate environmental sustainability into sport more effectively than ever before. We forged new partnerships with trusted suppliers, strengthening our ability to provide tailored solutions for sport organizations looking to reduce their environmental footprint.

Looking ahead, we are setting ourselves up for even greater success in 2025. With a growing network, a clear vision, and an ever-deepening commitment to sustainable sport, we are excited to continue this journey alongside our partners and supporters. Thank you for being part of this movement—together, we are racing to zero.

*Oliver Scholfield*

# Strategic Direction

Over the summer, we underwent a new strategic planning process with the help of Dina Bell-Laroche at Sport Law. Throughout this process, we redefined why we do the work that we do, and how we want to continue to advocate and influence climate action in sport. The result is a newly articulated mission, vision, and core values that will drive the next four years.

## Mission

To empower the sport community to be environmental champions and integrate sustainability into their DNA.

## Vision

Environmental sustainability is at the heart of the sport system and unites the world towards meaningful climate action.

## Values

Empowerment

Performance

Integrity

Community

## Strategic Pillars

Inform



Implement



Influence



Inspire



# Year in Review

## Core Projects



'Becoming a Sustainability Champion' Webinar (Game Plan)



Canada Games Council FY2023 Emissions Inventory



Canadian National Sport Organization (NSO) Emissions Baseline



Metro Vancouver Pro League (Field Hockey) Recycling Solutions



Sponsorship Marketing Council of Canada Green Sports Day Event Offsetting Support



UBC Sauder Community Business Research Project



Green Sports Day Canada



Athletics Canada Hosting Documentation Review



Le Relais World Cup (Freestyle Skiing) Support



COC NSO Sustainability Pilot Project Launch

## Other Highlights

### Sustainability Forum Panels

- Bloomberg Green Festival - July 2024
- Sustainable Development Solutions Network - March 2025

### Awards

- IOC Climate Action Awards Nominee
- Canadian Sport Awards Nominee

### Other

- First sponsored athlete - Melissa Humana-Paredes
- Torch Bearer for Paris 2024

# 10+

Public Engagements

# 5,000+

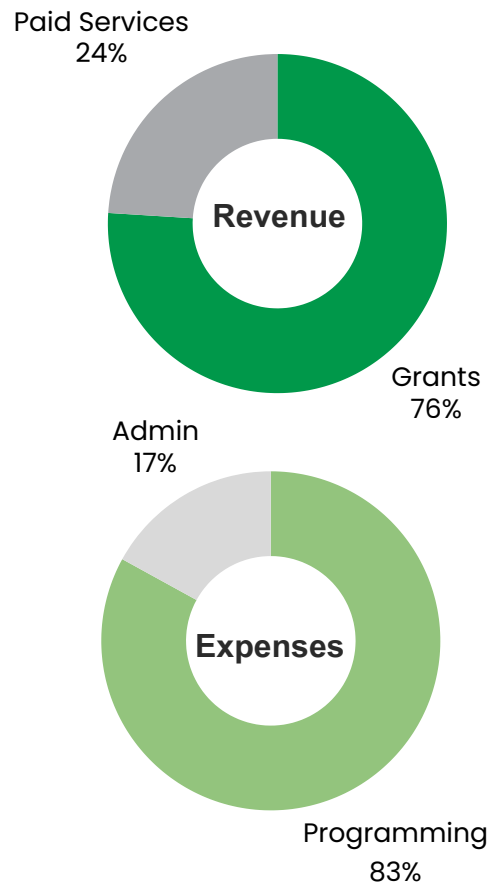
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# Financial Overview

## FY2024

In 2024, we were able to increase our funding from grants, which has allowed us to continue to deliver on our mission while minimizing the cost to our partners in the sport community. Until the sports industry is prioritizing spending on climate action, this will continue to be an important element to success.

We were also able to maintain a lean administrative footprint, ensuring that over 80% of our expenditures directly support our programs and our clients. This approach allows us to continue to maximize the impact and benefits we can create for our clients and partners.



# Client Spotlight

## Canada Games Council

We were fortunate to work closely with the Canada Games Council (CGC) on two projects in 2024 as they continue to be a leader in sustainability in the Canadian sport system.

The first project was a standard emissions inventory for the organization for the FY2023, in which we helped them define their organizational and operational control boundaries, collect the relevant data, and used our custom calculator to calculate the total emissions.

The second project, which began in 2024 but will continue throughout 2025, is the measurement of the carbon emissions for the 2025 Canada Games in St. Johns, Newfoundland. Working closely with the CGC, the 2025 Host Society, and a research team from the University of Toronto, we will be completing a comprehensive carbon inventory of the Games and creating a framework to help with emissions measurement at future editions of the Games.



“  
The Racing to Zero team demonstrated exceptional knowledge and provided clear, actionable guidance on setting boundaries and compiling our inventory. The comprehensive final report has been instrumental in shaping our procurement strategies to minimize our environmental impact.

**Gillian Orris**

Sr. Advisor, Sustainability & Impact  
Canada Games Council



# Our Own Emissions

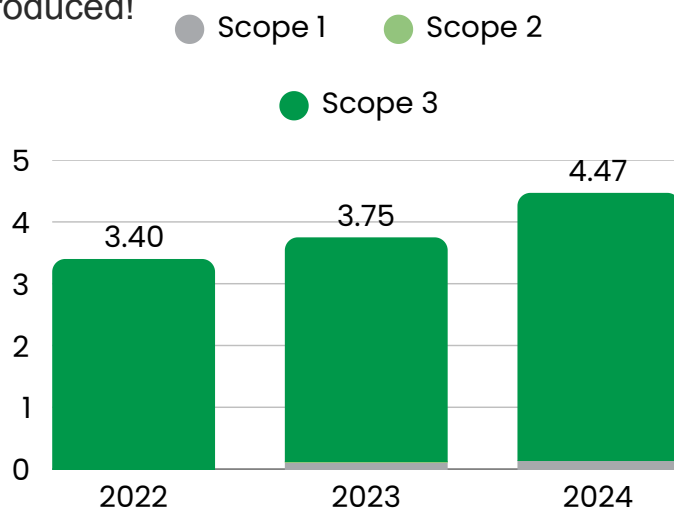
## Summary

As always, we strive to lead by example and keep the emissions from our operations to a minimum. Measuring and tracking our emissions each year helps us keep sight of our emission activities and identify areas to monitor and improve.

Our calculations show that over 80% of our emissions stem from business travel, and as our global engagements continue to grow, as have these emissions. This, paired with the general growth of our operations, has resulted in the rise of our total emissions over the past three years. Additionally, the boundaries of our inventory have expanded each year, resulting in more emissions being captured.

To ensure we are holding ourselves accountable to our environmental impact, we once again aimed to mitigate the emissions through a charitable donation to a high impact climate charity. Our partners at *High Impact Athletes* helped us to identify the *Founders Pledge Climate Fund* as the best fit for our purposes, where the value of our donation would be maximized.




This year we were pleased to donate the equivalent of **2x** the emissions we produced!



**2x**  
total emissions mitigated through high impact charitable donations

# Forging New Partnerships

In order to provide the best possible service and options for our clients, we have focused on creating and nurturing partnerships with like-minded and trusted suppliers and service providers. See below the work these organizations are doing and how we can work together.

 <p>Custom awards and other products made from recycled chopsticks</p>	 <p>Water refill stations for events</p>	 <p>High impact charity advise and support</p>
 <p>Eco-friendly athletic apparel</p>	 <p>Emission calculator software</p>	 <p>Fan transportation and carpooling software</p>
 <p>High quality carbon offset marketplace</p>	 <p>Eco-friendly sports hydrator beverages</p>	 <p>Solar panel and renewable energy facilitator</p>


# Support

As always, it is with our utmost gratitude that we express our sincere appreciation to all of our clients, partners, and supporters, for their unwavering commitment and dedication to advancing sustainability in sport.





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 @racingtozero