



Trail to Zero™

**Climate Action
Through Trail Running**

Now there's
a way
to reduce
your carbon
footprint
every time
you race.



98.5%

of the average race
event's carbon footprint
comes from
event-related travel by
participants.

Council for Responsible Sport

Trail to Zero™

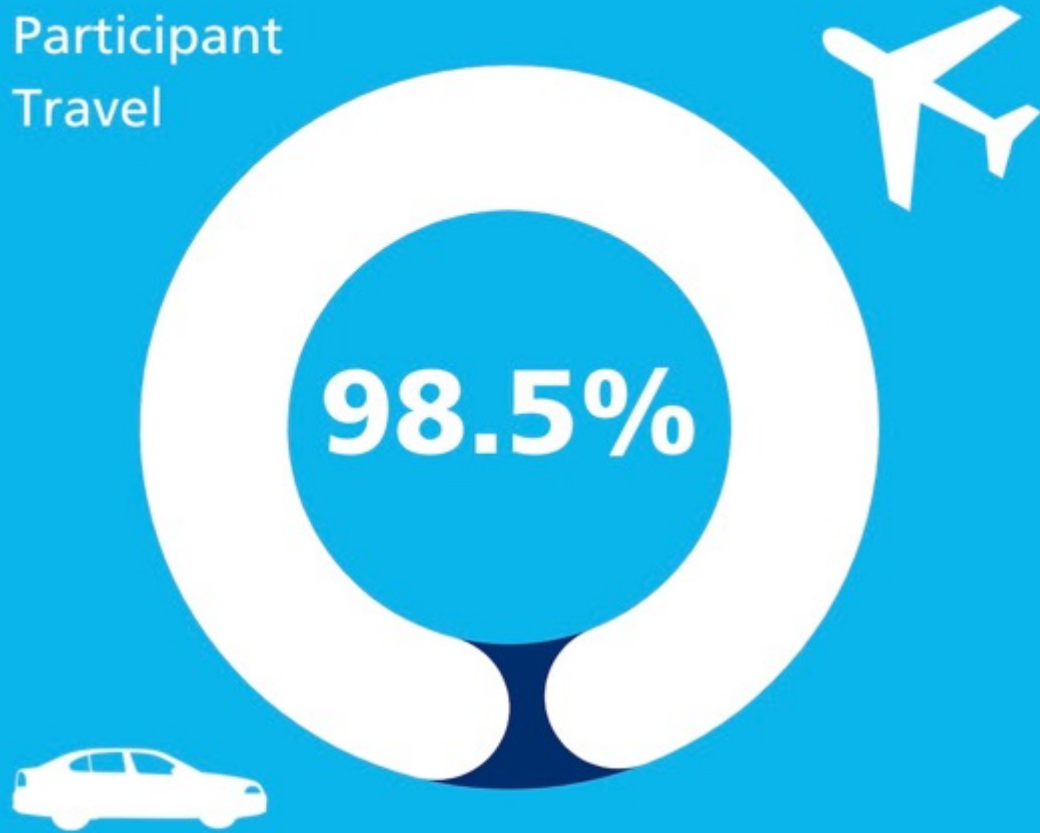
Climate Action Through Trail Running

Good News for Trail Runners

Those who love the outdoors and want to protect it often look around and wonder what they can do to help. Climate issues and their solutions are usually larger in scale, not easy to directly impact. Through Trail to Zero™ you can now do something immediate and personal. Start offsetting your carbon emissions from travel to races, for just one dollar, any time you register for a race on UltraSignup. Making a difference is now doable and easy!



Participant
Travel



98.5%

98.5%

of the average mass participation event's carbon footprint came from event-related travel by participants

Statistics from 29 Mass participation events

that took place 2014-2019 in North America and reported their GHG emissions to the Council for Responsible Sport

1.5% everything else



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How It Works

Each time you sign up for a race on UltraSignup, you will have the option to contribute **one dollar** to the Trail to Zero™ carbon offset program to help account for your travel *and* support an impactful climate-action project. That's how it starts. As we move forward, we'll add helpful tools like a carbon calculator to better understand specific travel. For now, just a one-dollar contribution, together with other runners doing the same thing, gets us all moving in a good direction!



UltraSignup

[Register](#) 

100% of your contribution goes directly toward offsetting your travel.

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Carbon Offset Project Provided by Native

Native is a Public Benefit Corporation and certified B Corp specializing in carbon offset projects. Native has a 21-year track record working with hundreds of organizations—from Clif Bar and Allbirds to the U.S. Trail Running Conference—to develop solutions that reduce greenhouse gas emissions around the world. Native has been awarded "Best for the World" for three years. Its Impact to-date includes:

- . 60 Million tonnes CO2e reduced or removed
- . 80+ Projects built, validated, and verified
- . 870 Million liters of clean drinking water filtered



How Your Contribution Helps

Your contribution will help fund a project provided through Native, a U.S. nature-based project or a Native HelpBuild project. See examples of both below.



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1

U.S Nature -Based Projects

U.S. nature-based projects can be anything from wetland restoration to improved forest management to avoided grassland conversion. One example is the [May Ranch Avoided Grassland Conversion](#) project, which protects 14,546 acres of native grassland from conversion to cropland.

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2

Native HelpBuild Projects

Native's HelpBuild model helps provide the upfront financing necessary to launch new climate projects. For example, [From Waste to Fuel: Improving Agriculture and Livelihoods in Mexico](#) subsidizes the cost of biodigesters that help farmers avoid methane emissions, create organic fertilizer, and gain access to a renewable source of cooking fuel.

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Meet the Trail to Zero™ Consortium

Thank you, from UltraSignup and the following organizations supporting us in developing this Trail to Zero™ carbon-offset program in our race registration platform. Our mutual goal is to give every trail runner a way to make a real and positive difference in the world!

- . **American Trail Running Association (ATRA)**
- . **Athletes for a Fit Planet**
- . **Council for Responsible Sport**
- . **Runners for Public Lands**
- . **UltraSignup**
- . **University of Oregon**
- . **U.S. Trail Running Conference**

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To learn more, please contact:

Ultrasignup

Susan Kendrick

Director of Brand Partnerships + Sustainability

susan@ultrasignup.com

