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## The EcoTrail Paris® assumes its role of pioneer for the organization of eco-responsible events



Committed since its creation in reducing its emissions to fight against global warming, the EcoTrail Paris® is the pioneering event for eco-responsible practices in sport. For example, the organization has considerably reduced waste by making the reusable cup and the waste bag mandatory for all participants regardless of the race format. This is also 1.8 tonnes of CO<sub>2</sub> emissions avoided, i.e. the equivalent of a Paris-New York return trip, with the provision of "responsible" supplies or another 47 kg of CO<sub>2</sub> emissions avoided thanks to food donations and the recovery of textiles recovered by the EcoTrail Paris® teams in the field. (Find out more <https://urlr.me/CTv9B>)

**For this 14th edition, the EcoTrail Paris® will no longer offer a "finisher" t-shirt to participants.**

**In many ways, 2021 is a special year, and the organization is keen to imagine outdoor sporting events differently with a model that is even more virtuous and respectful of our environment.**

This "souvenir gift", even if it has symbolic value for some, remains an object that more often ends up in the back of a cupboard among many other running t-shirts. As such, the EcoTrail Paris® believes that it can still offer a successful and responsible racing experience for all participants. Also, the organization does not prefer to offer a textile product to its participants as long as all the guarantees of production are not met.

The EcoTrail Paris® is aware that this is a strong decision that will create frustrations and discontent among all participants but remains convinced that this choice becomes essential at this stage of development. Other events are already supporting this choice, such as the Grande Course du Paris Express, which has decided to follow this approach.

In addition, the organization wants to rely on local production with local players. All the purchases are planned to make the actors of the social and solidarity economy work in Ile-de-France. Also, the organization will offer organic, local and seasonal refueling for the runners. More information to come on this.

The EcoTrail Paris® hopes that past and future participants will support this decision and that it will be a source of inspiration for many event organizers.

For more information, visit the [EcoTrail Paris® blog](#).

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#### ABOUT ECOTRAIL PARIS

L'EcoTrail est un concept de course nature, accessible à tous et éco responsable dont le terrain de jeu se situe à proximité directe des grandes villes et de leur banlieue. L'ambition des organisateurs est d'offrir au plus grand nombre l'opportunité de (re)découvrir le patrimoine naturel et culturel des territoires urbains.

*EcoTrail races are a concept of nature races accessible to all and eco-responsible. The race courses are set close to major cities and their suburbs. The ambition of the organizers is to give as many people as possible a chance to (re)discover the natural and cultural heritage of urban territories.*

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