

---

## PRESS RELEASE

JANUARY 2019

---

### Adopt the **WildinisM** !

*Sport without artifice*

The **WildinisM** project has the ambition to engage the various players in outdoor sports to a **more responsible, autonomous and sustainable practice**. Carried since its origin by the association **Robin des Montagnes**, it benefits today from the support of two notorious associations. On the one hand, **Mountain Wilderness**, pioneer of the mountain environment's protection around the world since more than 30 years. On the other hand, the **International Trail Running Association** (ITRA), present in more than 150 countries, of which the main goal is to take care of the well development of trail-running worldwide.

Dreamed up by a handful of athletes passionate by the mountains, the project is simple:

*« Our goal is not to stigmatize, to arbitrate or to judge but to **encourage, to debate and to support** the nature sports community **to progress and to think together** about tomorrow's outdoor sport as **an environmental education tool**. »*

Under simple proposals, **WildinisM** provides a continuous improvement program of "7 STEPS" to Nature. This program is for the practitioners, the organizers, the various associations and outdoor federations.

# The Steps To Nature Program

## 1. *Respect and nature's promotion:*

To promote the natural environment in which the event takes place, to invite local associations and actors, to respect the fauna, flora and the inhabitants in correlation with the season and the environment ...

## 2. *Carbon Reduction*

To set up actions to reduce CO2 emissions related to the "nature" event.

### Examples:

- Free support for public transport
- Rewards to encourage participants to use them upstream
- Reserved car-pool or electric parking, bike park
- Carbon compensation: consists in counterbalancing its own CO2 emissions by funding projects for the reduction of other emissions or carbon sequestration.



## 3. *Reusable supports:*

To give up the disposable plastic utensils and prioritize reusable, compostable or recyclable ones from your "nature" event. Communication supports, jerry cans, plates, bowls, cutlery, sorting bins, water ramps, dry toilets ... all these products exist in recyclable / reusable versions and are therefore to be favored and even why not to share them between events.

## 4. *0 waste Goal*

Minimize as much as possible the wastes associated with the "nature" event.

### Examples:

- To organize cleaning teams for the courses before and after the race
- "Plogging Challenge": to go jogging while collecting rubbish
- Selective sorting
- And above all: raising participants' awareness to renew these good practices in their daily lives!
- Encouraging the bartering and resale of used equipment and the recycling of used clothing and shoes would be a very good thing.
- To drop the packaging, selective sorting at aid stations...

## 5. *Itinerary / To reduce markup*

Go back to the fundamentals of outdoor sports, to think about its itinerary and to orient yourself by map tracking, road book and / or thanks to new GPS technologies.

If this is not the case (especially short races, large number of runners ...) reusable markings in pre-cut material for example should be favored versus plastics.

## 6. *Assistance and limited follow-up*

More autonomy by reducing aid stations and / or prohibiting outside assistance would be positive for both the environment and the "adventure" aspect of the participants.

Ditto as for the participants, public transport to be favored for spectators, journalists and possible assistants ... To use drones rather than helicopters for taking pictures, mountain bikers or runners rather than motorcycles or quads to open the course.

## 7. *Organic food and local providers*

To support the local economy and thus reduce the carbon impact of the event.

Because "we are what we eat", a healthy food that respects the environment is part of a global approach for nature sports practitioners.

Reducing its consumption of products containing for example palm oil or meat (especially beef!) would also be a step forward for Nature.



## How does it work?

The Steps To Nature Program, **free service**, is **open to all organizations**, whatever their initial commitment, who have a **desire to improve** on these topics.

**Each event completes its online annual monitoring sheet on [www.wildinism.com](http://www.wildinism.com) which lists its step by step actions, future projects and specific constraints. And in return, if necessary, the organization receives **suggestions for improvements**.**

Many concrete examples are also given on a [suggestion box](#) available for everyone, to **share their experience and enjoy the tips and tricks of all**.

**The events who will actively participate to this approach will benefit from partner offers and increased communication with the WildinisM networks thus facilitating their development and their commitment. The ITRA will also highlight, towards its community, the members who joined the Steps To Nature Program and became WildinisT...**

## WildinisM Appellation

Events that choose to be done **without any markup, or any personal assistance outside the organization** and which comply with the **Steps To Nature Program**, will benefit from the **WildinisM** appellation.

These "adventures" require an important experience from the participants and to be responsible, because of their **almost complete autonomy**. They could be highlighted more specifically because they **symbolize an ideal of outdoor races with an almost zero impact for the planet** and a real **immersion in symbiosis with the nature**.

Therefore, these events will have to inform the participants of their approach enough time before the registrations, in order for the participants to be warned and prepared for this kind of event which requires a good knowledge of the natural environment crossed.

## I'M WildinisT Community

**Sport without artifice**



We invite the outdoor enthusiasts, champions as beginners, to **become ambassadors of their environment** by promulgating and following as much as possible the recommendations of the [Steps To Nature Program](#) along the year.

A paraglider who climbs to the takeoff by foot, a trail-runner who refuses assistance, a mountaineer who does not take the cable car, an extreme skier who refuses heliski ... each step made by the sweat of our brows rather than a motorized way counts.

The numerous record attempts at pedestrian, velopedede or other should be made in **total autonomy for fairness, environment and exemplarity**.

A space dedicated to WildinisT is available on our website and on our [Facebook page](#) to discuss these topics.



*"Let's witness the immeasurable aesthetic and emotional wealth that these places offer and preserve the biodiversity that lives there."*

## Testimonials

**Cyril COINTRE**, president of Robin des Montagnes

*« We can't continue to consider nature as if it were someone else's garden; among the last spaces of freedom for many wildlife species and outdoor enthusiasts, the mountains are above all a fragile environment and we are at the forefront to preserve them" »*

**Antoine PIN**, Administrator of Mountain Wilderness

*« This partnership is not focused on the promotion of performance but on the fact that outdoor sport is a way of discovering the mountain space, and to focus on reducing the carbon footprint and developing the autonomy of the practitioners. »*

**Michel POLETI**, president of the ITRA:

*«Our role is to ensure the preservation of our environment, of this nature that offers us as many unique experiences around the world. It is important to demonstrate pedagogy and initiate systematically a general awareness of the fragility of natural environments. This is why ITRA supports the actions of the Robin des Montagnes association and joins its **Wildinism** project... Let's act together to protect and preserve our natural environment."*

## Contacts

**Association Robin des Montagnes** – Cyril COINTRE : [wildinism@gmail.com](mailto:wildinism@gmail.com) / Phone : +33 (0)644831675

**ITRA** : [contact@itra.run](mailto:contact@itra.run) / Phone: +41 (0) 2 15 19 02 08

**Infocimes** – Anne Gery : [annegery@infocimes.com](mailto:annegery@infocimes.com) / phone : +33(0)612036895

More information on [www.wildinism.com](http://www.wildinism.com)



[www.wildinism.com](http://www.wildinism.com)

#StepsToNature

#SportWithoutArtifice