



2024 – 2028 Strategic Plan

www.racingtozero.ca



Aug 2024

Summary

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

As subject matter experts, we provide resources that enable sport community leaders to make informed decisions that support environmentally responsible practices.

Implement

As climate coaches, we provide exceptional, client-focused, and innovative solutions that operationalize leading environmental policies and practices.

Influence

As advocates for sustainable environmental solutions, we collaborate with sport leaders from grass roots to international federations to make climate action a priority.

Inspire

As leaders, we make environmental sustainability our own strategic priority, ensuring our staff and volunteers feel supported, valued, and passionate about the work we do.

Overview

We are a not-for-profit sustainability consultancy, led by a team of **Olympians & Paralympians**, helping sports organizations of all sizes to understand and mitigate their environmental impact.



Mission and Vision



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

As climate coaches, we work with teams to create realistic solutions. We ensure our clients feel supported to achieve their sustainability goals.

Performance

As Olympic and Paralympic athletes, we know what it takes to achieve meaningful results. We provide exceptional consulting services that support our clients throughout their sustainability journeys.

Integrity

As professionals, we allow for continuous growth and stay true to our mission and vision by collaborating with leaders who are committed to environmental sustainability.

Community

As advocates, we encourage all sport organizations from playground to podium to become climate champions. We create affordable solutions so that everyone can make a difference.



Strategic Pillars

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Impact

Ultimately our aim is to help more sports organizations, athletes, and fans to **actively measure and reduce** their environmental footprints, creating a **lasting positive impact** on both the sports system and the natural environment.



Contact us for more information

info@racingtozero.ca