



ESG Strategic Themes

As an organization with a far-reaching impact, and global presence, we must focus our efforts to achieve meaningful change.

We have created a defined set of Strategic Themes to act as a foundation over the coming years, and to center our internal sustainability strategy around. These themes encompass the focus areas in which we will enact initiatives.

These strategic themes and focus areas have emerged from materiality and engagement exercises throughout the organisation, and from external stakeholders.

ESG Strategic Themes

Equality, Empowerment and Representation

Community Wellbeing

Environmental Leadership

Growing Responsibly

Transparency and Communication

Equality, Empowerment and Representation

Focus Area

Vision

Advocating for Gender Equality

Maintain and strengthen our position as a leading advocate for the fundamental human right of gender equality

Accessibility for All

Continually develop the T100 through initiatives, policies and event design to help sport become a catalyst for a more inclusive society

Empowering and Inspiring

Provide a space for underrepresented groups, those facing hardship and sufferers of injustice to be inspired and feel welcome, helping develop a more empowered community

Community Wellbeing

Focus Area	Vision
Elevate Positive Role Models	Inspire a love of sport, to motivate the growth of triathlon and increase participation in sport at a young age
Encouraging a healthy lifestyle in society	Develop a long-term approach to delivering content, partnerships and events which enable lifestyle education globally and help relieve public health problems
PTO Company Social Development	Activate partnerships with local charities and organisations to enable staff to utilize their social value time in an considered and impactful way
T100 Tour Local Impact	Communicate the positive impact of the T100 tour for local and national economies to secure its place as a flagship global event and coveted asset

Environmental Leadership

Focus Area

Vision

Embedding Environmental Practices

Intrinsically linking sustainability throughout the business by coupling environmental performance with performance assessments and compensation, eg. as bonuses or equity awards

Reducing our Climate Impact

Achieve net-zero by 2040 to contribute towards limiting global emissions, creating a safe future¹.

Developing a Responsible Supply Chain

Develop a high-quality network of trusted and verified supply chain partners to enable responsible and considered business practices, procurement and production

Our Event Impact

Align the T100 tour with the leading-edge of purposeful, responsible sport by executing sustainable events, engaging athletes and participants in the journey

Growing Responsibly and Communication

Focus Area

Vision

Partnerships & Sponsors

Partner with ESG-driven organisations defining best practice in financial and operational due-diligence, encouraging better business globally

Establishing and Scaling Up

Become a leading sports event brand with global reach, positively impacting communities worldwide and defining best-in-class sporting entertainment

Governance and Policy

Provide progressive, game-changing policies across our organisation and with partners to ensure responsible business practice and safe, healthy conditions for all stakeholders

Transparency and Communication

Focus Area

Vision

Engagement

Use our global reach and influence to interact, educate and advocate for climate, environmental and social matters with the ambition to raise awareness of critical themes, topics and initiatives

Impact Reporting

Develop transparent reporting that includes a range of impact metrics to provide stakeholders with audited, reliable information about our social and environmental impact, and our journey towards better business.