

From the tireless Tyre Lady and Wasdate Wamble to eco-friendly clothing companies,

We celebrate 50 people and organisations who are changing the running world for the better

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CAMPAIGNS AND CAMPAIGNERS



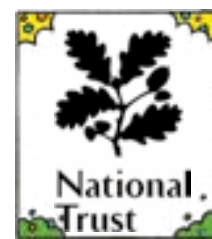
NICK BUBB
@nickjohnbubb

A former round-the-world sailor who moved into the world of ultras, Ironman and mountain-bike racing. Bubb is a director at the international wildlife conservation organisation Fauna & Flora International (FFI). Bubb stood as the Green Party's candidate for the New Forest West constituency at the 2019 general election.



THE EOCA
outdoorconservation.eu

The European Outdoor Conservation Association is a not-for-profit group with over 150 members across Europe, including brands such as The North Face, Smartwool and Vaude. All membership fees directly fund conservation projects that are nominated by and voted for by the members themselves.



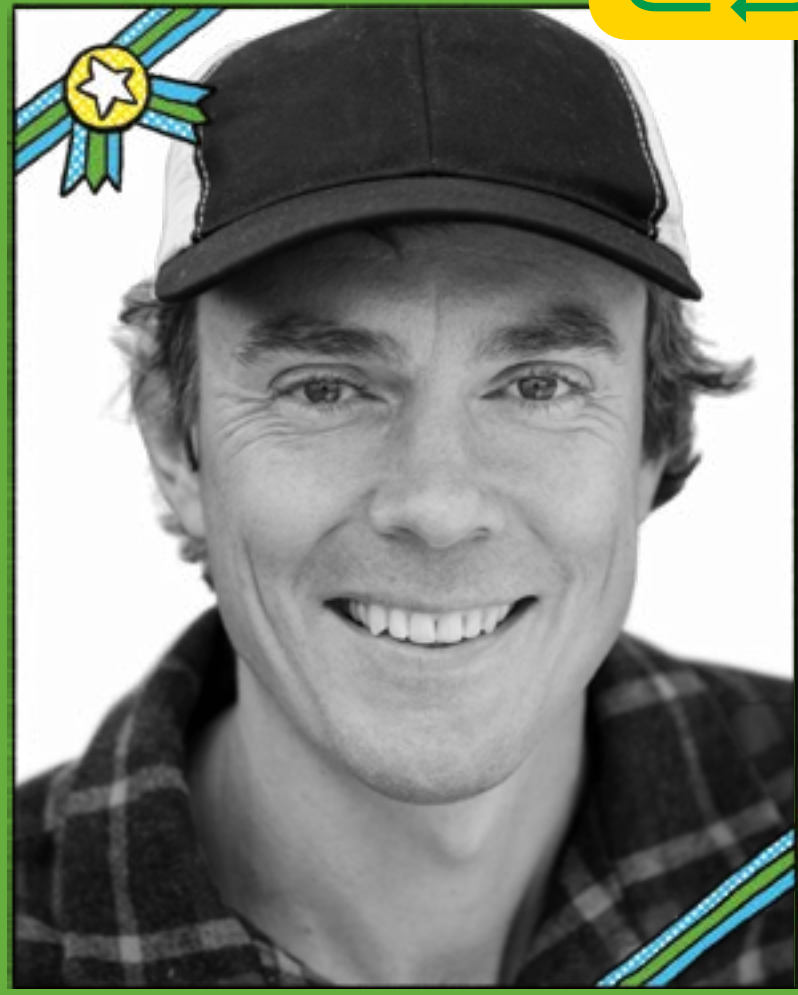
THE NATIONAL TRUST
nationaltrust.org.uk

With 780 miles of coastline in England, Wales and Northern Ireland, and hundreds of miles of footpaths to care for, as well as many of the places they run though, the National Trust's work is vital for keeping trails in good repair and ensuring the impact of runners and others is in balance with the conservation of our country's special places.



STUART WALKER
runnersagainstrubbish.org

Walker started Runners Against Rubbish (RAR) in 2016 after being frustrated by the litter he found when he was training in the Peak District. The charity now has over 300 members, and last year cleared the 630-mile South West Coast Path of litter in three days. The RAR message? Never drop rubbish, and pick up what you can.



SCOTT JUREK
scottjurek.com

Record-breaking ultra-runner Scott Jurek has notched up an impressive list of running achievements, including twice winning the gruelling 135-mile Badwater Ultramarathon, in 2005 and 2006, and winning the Western States 100-Mile Endurance Run every year from 1999 to 2005. When not racing, the 46-year-old donates his time to many not-for-profit organisations and he is an avid participant in environmental conservation. Jurek, a passionate advocate for veganism,

follows a 100 per cent plant-based diet, which he credits for his endurance, recovery and consistent, hugely successful 20-year racing career. 'While I like to say that I'm a not-for-profit equal opportunist, working with a multitude of groups and initiatives, conservation and sustainability movements are at the top of my list,' says Jurek. 'Without clean air, accessible land and respect for our wild places, I wouldn't be able to enjoy the sport of running. Working with The Nature Conservancy,

I've been able to combine running and events in Africa and Asia with fundraising and awareness for their projects worldwide. 'It's been great to be a part of these global projects, but I'm also a proponent of finding local conservation work. I love getting out and doing simple but equally powerful work, such as maintaining trails and planting trees. 'Find a local group and get out there! Time can be just as valuable as making monetary donations. Plus, trail work is a great workout!' ▶

CAMPAIGNS AND CAMPAIGNERS ...continued



IVO GORMLEY
goodgym.org

Seeing traditional gym usage as a waste of both human and electrical energy, Gormley set up GoodGym in 2009 to motivate people to get fit while helping less able members of the community – literally running errands. This concept has expanded across the country and there are now 57 areas where you can get involved.



ROSIE WATSON
newstorryrun.wordpress.com

The 25-year-old fell runner, climber, wild swimmer and all-round mountain lover from the Lake District is currently running from the UK to Asia, searching for stories of new ways to live, work and meet our needs in a time of climate crisis. At the time of going to press, Watson was somewhere deep in Croatia.



JON MORGAN
@runclimbskibike

At the age of 40, the doctor, fell runner and IFMGA Mountain Guide* stopped flying and, 13 years later, still catches trains to races in Europe, while working with his club, Dark Peak Fell Runners, to organise minibuses to European events. 'As a doctor, it doesn't go unnoticed that the climate emergency is also a health emergency,' he says.



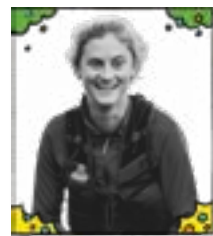
SARAH HOWCROFT
giftyourgear.com

An award-winning nationwide initiative that encourages people to donate outdoor gear that they no longer want or need, Gift Your Gear, set up by Howcroft, provides outdoor clothing and equipment to UK community organisations, youth groups and charities working with young people in the great outdoors.



ES TRESIDDER
highlandpassive.com

In 2019, Tresidder set a new record for the Ramsay Round, using the challenge to raise money for Extinction Rebellion. He's also a certified Passivhaus designer, helping people build and retrofit houses that use 90 per cent less energy than standard builds. He balances all this with reducing his own footprint, seeking adventures closer to home.



CLARE GALLAGHER
clare.run

The endurance athlete and environmental advocate is a Global Sports Activist for Patagonia, using her ultra success, including a win at the 2019 Western States 100, to campaign for environmental issues. Using the term 'earth-raging' to describe her approach, her blog is a great source of advice for runners who want to look after the planet.



RIMA CHANG, AKA TYRE LADY
wordpress.tyrelady.com; @tyrelady

Aiming to complete 100 marathons and ultramarathons by the end of 2020 while pulling a 10kg tyre, the incredible Tyre Lady – a Windsor-based IT consultant – is campaigning to get communities and race organisers to

reduce waste from single-use items while raising money for EarthWatch, which funds research into sustainability. 'People want to know what I'm doing and if I'm crazy. It's a great way to start a conversation,' she says.



#ONELESS
onelessbottle.org

This is a movement of individuals, policy makers, communities, businesses and NGOs, all striving to reduce the huge number of single-use plastic water bottles entering the ocean from London. The #OneLess team works with the London Marathon to find alternatives to single-use plastic water bottles, including installing one of the 24 refill points on the route.



MINA GULI
minaguli.com

The ultrarunner founded Thirst, an education and innovation organisation aiming to tackle the global water crisis. Among her achievements, Guli has run 62 marathons in 62 days, and six of the world's greatest rivers across six continents in six weeks, as part of her mission to raise awareness of the world's water crisis.



DAN BRICE
channelevents.co.uk

Brice set up not-for-profit community interest company Channel Events to get more people active outside. Through the use of reusable course markers and compostable cups, and working with the National Trust helping to fund conservation of local areas, the company is determined to protect the environment.



SCOTT CAIN
runfriendly.com

The runner and founder of Run Friendly is passionate about enabling and empowering more people to commute to work. He campaigns for better infrastructure for runners and cyclists and works with local businesses to provide hot showers for run commuters, using a variety of payment options.



DAMIAN HALL
damianhall.info

The ultrarunner is passionate about our climate crisis. As a sponsored athlete, there is an expectation that he will compete in international races, some of which will require taking flights. However, he is

minimising these and offsetting any he does take. He also participates in Extinction Rebellion protests and is making lifestyle changes geared towards complete sustainability.



LINDSAY BUCK
@lindsay.buck

The Cumberland fell runner, also known as the Wasdale Womble, picks up litter dropped by visitors around the Wasdale area of the Lake District, including the popular route up Scafell Pike. In 2018, she collected over 1,350 plastic bottles, 955 cans and lots of other litter from one of Britain's most beautiful wild areas.



ROB GREENLAND
zerowasteleeds.org.uk

The runner and social entrepreneur works with organisations to achieve social change, particularly in areas such as community energy, transport, waste reduction and recycling. He is currently working with running clubs and race organisers, looking at how to manage the environmental impacts of races.



RUNNING UP FOR AIR (RUFA)
upforairseries.org

RUFA is an endurance mountain challenge set up by clothing company Patagonia to raise money for, and awareness of, air pollution. First held in Utah, US, to push for better air quality for those living along the Wasatch Front (it includes Utah's capital, Salt Lake City), there's now a RUFA event in Chamonix, aiming to improve air quality in the valley.



FIX THE FELLS
fixthefells.co.uk

Based in the Lake District, Fix the Fells is a team of rangers and volunteers who repair and maintain the region's mountain paths with funding from donations and partners. The combination of millions of pairs of walking boots (and running shoes), the weather and gradient means erosion is a constant problem.



RERUN CLOTHING
rerunclothing.org

Founded by Team GB 24hr ultrarunner Dan Lawson (above) and his wife, Charlotte, ReRun Clothing is a community interest company aimed at prolonging the life of running clothes and equipment. They estimate that extending the life of clothes by just nine months reduces carbon, water and waste footprints by 20-30 per cent.



JIM MANN
@pigwoolly

The elite fell runner, Dragon's Back Race winner and ecology graduate is passionate about native Scottish forest. He is now turning 450 acres of native forest into a sustainable business, proving its commercial value and the importance of planting trees in Scotland for biodiversity and carbon sequestration.



EIGG ADVENTURES
eiggadventures.co.uk

Situated on the UK's most sustainable island, Eigg Adventures offers eco-friendly ways to explore the Hebridean environs, eg bike and kayak hire. Co-founder Laraine Wyn-Jones (pictured) and fellow resident Katrin Bach, organise trail-running camps for those wanting to leave the car and run with like-minded people.



THE JOHN MUIR TRUST
johnmuirtrust.org

Mostly active in Scotland but also looking after the Glenridding Common area of the Lake District, the John Muir Trust works to defend wild land, enhance habitats and encourage people to connect with wild places. It is working to increase native forest by planting and management, vital for increasing biodiversity.



PLOGOLUTION
plogolution.com

Set up by Michelle Parkes and Dermot Kavanagh to support communities that are dedicated to protecting the environment. 'Plogging' combines a sociable run with picking up rubbish. You'll find Plogolution groups across the UK, and as far afield as Ohio, US, and they're also in 20 UK schools. In May 2019, the Plogolution team ultraplugged the length of the Thames.



TOM LAWTON
batteryfree.com

Runner, inventor and environmentalist Lawton is the founder of Positively Human. He was motivated by poorly lit roads and a disdain for power-hungry gadgets to invent a light powered by the movement of the runner. The battery-free Million Mile Light harnesses every step to emit a pulse of light drivers can easily see. ▶

*INTERNATIONAL FEDERATION OF MOUNTAIN GUIDING ASSOCIATIONS

RACE AND EVENT ORGANISERS



PARKRUN

parkrun.org.uk

Although it was not set up as an environmental organisation, parkrun thoroughly earns its place here, with its simple, sustainable business model. Events are easily accessible to many, offering a race-like atmosphere and camaraderie without the travel, aid stations, medals and goody bags that too often mean races have a big environmental footprint.



STACEY AND MAX HOLLOWAY

wayoutside.co.uk

Owners of adventure company Way Outside, husband-and-wife team Stacey and Max Holloway organise the Tyndrum 24-hour race. Run in the Scottish winter on a five-mile loop, the race is cupless, upcycled race tees are provided by ReRun, the start is easily accessed by public transport, and medals and prizes are sourced locally.



BADGER TRAIL EVENTS

dorset-ooser-marathon.co.uk

Organisers of the Dorset Ooser and the Hellstone marathons and half marathons, Badger Trail Events races are cupless, hot drinks at the finish are served in reusable china mugs purchased from charity shops, a team of sweepers collects rubbish and runners have the option to buy T-shirts only if they want one.



TOM ROOM

relishrunningraces.com

The man behind Relish Running, one of several race organisers working hard to reduce the environmental impact of racing. Having used plant-based compostable cups for the last few years, the races are moving towards zero waste, offering refill bowlers at all drinks stations; from 2020, medals will be made from wood.



THE NATIONAL RUNNING SHOW

nationalrunningshowbirmingham.com

This inspires runners from all over the UK. The organisers put serious effort into sustainability for this year's events, including recycled tech T-shirts, clothing going to ReRun (p63), a vegan cafe, carbon offsetting and more. The first 2020 show was held in January but a second will take place in London on June 13-14.



JAMES STEWART

antoninetrailrace.com

The organiser of the Antonine Trail Race – 13.8 miles around the Kelvin Valley in Cumbernauld, Scotland, following the route of the Roman Antonine Wall – has set up an event offering cupless water stations and wooden medals. Runners can also take part in litter picks and the event supports local charities.



THEO LARN-JONES

lovetrailsfestival.co.uk

Larn-Jones is the man behind the excellent and innovative Love Trails Festival. Held annually on the beautiful Gower Peninsula in South Wales, Love Trails is a weekend-long celebration of music, running, health and wellness, and the great outdoors. Imagine a kind of Glastonbury with running and far, far nicer toilets. It is, not surprisingly, the first event of its kind.

By day, you can join like-minded 'soles' to enjoy guided trail runs in the stunning surrounding countryside and along the spectacular coastal paths, attend expert-led running technique workshops, and masterclasses on injury prevention; or get a team of four together to take part in the World Beer Mile Relay Championships, which will be held on site over the weekend.

Other activities for the adventurously inclined include wild swimming, kayaking, surfing, yoga and parkour. Then, when night falls, the live acts and DJs take over while you relax and refuel on delicious, healthy food, washed down with flowing craft beer and cocktails. Work hard, play hard: seems fair to us. Dancing is encouraged.

But this is no ordinary festival in more ways than one: the organisers have worked hard to minimise environmental impact and the event has a zero-waste policy, with the festival site being free of single-use plastic. Littering is strictly forbidden and there are plenty of recycling and refill stations dotted all over the site to help make it easier to do the right thing, no matter how sore your legs are from the day on the trails or how fuzzy your head from the cocktails and craft ales.

If you're keen for some eco-friendly festival fun, this year's event takes place from July 2-5.

BRANDS



SAM FOGGAN & LUCY PERKINS

getagripstudio.com

Screen and digital printing company Get A Grip Studio has been named Europe's most sustainable printers. It uses 100 per cent water-based inks to produce beautiful, durable prints in a workshop powered by renewable energy. Get A Grip sources and prints on recycled and organic garments, perfect for club vests and race tees.



DAVID GORDON

bambooclothing.co.uk

Not content with being 'less negative', Gordon set up BAM clothing in 2006. Bamboo requires less water and land than cotton, is more resistant to pests and yields a greater crop more quickly. The fabric is also biodegradable. BAM's collection is made from fabrics that blend bamboo with other biodegradable materials.



EVA KARLSSON

houdinisportswear.com

Set up in Stockholm in 1993, and run by Karlsson since 2001, Houdini Clothing is driven by the central ethos of making only the clothing people need to safely enjoy the outdoors. Houdini is one of very few brands that can say all of its fabrics are recycled, recyclable, renewable, biodegradable and/or Bluesign-certified.



MARC AND LARA GIUSTI

veloforte.cc

With its 100 per cent natural range of real-food energy and recovery products, Veloforte's origins lie in its Italian founders' passion for quality ingredients and great flavours. Bars are based on a centuries-old family recipe for panforte. All packaging used for postage is plastic-free and wrappers can be returned by freepost for recycling.



ALEX FEECHAN

findraclothing.com

Back in 2014, fashion designer and outdoor enthusiast Feechan founded the Scottish sustainable active-clothing brand Findra based on three main principles: innovative design, consideration for the planet and a passionate desire to encourage more people to get outdoors and reap the benefits of being active in nature. As Feechan puts it, 'No-one was making outdoor clothing for women that was functional, fitted well and was attractive and comfortable'. In 2018, the company began producing clothing for men, too.

Focusing on a core range rather than on styles that change each season has resulted in super-comfortable,

merino wool base-layers, neck-warmers and other staples made with the kind of timeless styling that means you'll use them for years.

All Findra's technical clothing is made from responsibly sourced natural or recycled materials and uses a 3D seamless-knitting method rather than traditional knitting techniques, which require each part of the garment to be knitted separately, and cut and sewn together, a process in which around 30 per cent of the materials are lost.

Seamless knitting is far more efficient and eliminates this waste, and has the not-inconsiderable bonus of making

the garments more comfortable on the run.

Another green bonus is that the seamless-knit construction adds to its durability. This, combined with merino wool's natural properties – such as innate fibre elasticity and odour-resistance, meaning a significant reduction in the need to wash – adds to its longevity. A further guiding principle is reversing the trend for disposable, short-life clothing that's already had a huge negative impact on the environment in the manufacturing process. The brand also offers a free repair service to help customers extend the life of garments. You can even join the friendly team for a run in the Tweed Valley. ▶



BRANDS...continued



DANIEL PUDDICK

sundried.com

When he launched Sundried Activewear, Puddick wanted a brand his children would be proud to be associated with. Sundried has three collections: one made from recycled plastic bottles, one from recycled coffee grounds and one from biodegradable yarn, all proving it is possible to create sustainable technical gear.

MICHAEL EIDSON

camelbak.com

As well as its range of hydration-compatible packs and water reservoirs, the company (founded by Michael Eidson) behind the original reusable water carrier, produces BPA-free and stainless steel bottles and even provides refill stations at major races, including the UTMB, through its #ditchdisposable campaign.



TOM KAY

finisterre.com

Kay is the founder of British outdoor brand Finisterre (the name means 'ends of the earth' or 'land's end'). The brand's story began in Devon back in 2003, in a flat above a surf shop, with Kay designing an innovative windproof, waterproof fleece for cold-water surfers.

Crucially, Kay was committed to the idea of making sustainable clothing when the concept was still in its infancy. He broke new ground and Finisterre continues to do so.

Indeed, when the business was struggling financially, Kay turned down a significant offer of investment, as the investor wasn't ethically in line with his brand.

Kay has been an RNLI volunteer for 15 years and helm (the volunteer who is in command of the boat) for the past five years.

The company is now based on the north coast of Cornwall and while it still caters to the surfing community, it has expanded to produce a wide range of leisure and athletic clothing, including recycled running tights and joggers, merino/tencel base layers and caps made from fabric offcuts. Products are made to last and use recycled, regenerated, organic and responsibly sourced materials, with designs often driving technical innovation, such as with their 100 per cent recycled

synthetic insulation, which provides a high-performance alternative to down. Supply chains are transparent, all packaging is fully biodegradable – down to the swing tags – and damaged products can be sent back for repair at a fair cost. Finisterre became B Corp-certified in February 2018, meaning the company is committed to prioritising its responsibility to the environment and society through every stage of production. The company has also helped to rescue a rare breed of sheep, the bowmont, from extinction, and create a market for its high-quality wool.



SQUIRREL'S NUT BUTTER

squirrelsnutbutter.com

A great alternative to petroleum-based anti-chafe balms, Squirrels Nut Butter contains only natural ingredients. Every step of production is carried out at the family-owned brand's HQ in Flagstaff, Arizona, and the balm is long-lasting, comes in recyclable packs and extends the life of the worst culprits of chafing, such as running bras.



WARREN AND ERICA POLE

33fuel.com

Founded by husband-and-wife team Warren and Erica, 33Fuel's range is 100 per cent natural and almost all organic, with some of the most impressive ingredients lists in sports nutrition. 'Our Chia Energy Gels are shipped dry so no water weight equals a lower carbon footprint,' says Warren. 'They have a resealable flip cap, so no trail tear-top litter.'



PATAGONIA

patagonia.com

Founded by Yvon Chouinard, and long a benchmark in corporate and social responsibility, Patagonia announced in 2019 that all its waterproof shells would be made with recycled content and sewn in Fair Trade certified factories. Its trail-running range is made with recycled and bluesign-certified fabrics, and the brand donates one per cent of sales to environmental causes.



ANTJE VON DEWITZ

vaude.com

Led by von Dewitz, German brand Vaude has one of the most comprehensive and robust corporate- and social-responsibility stances in the outdoor industry. Assessing every part of the business, including waste

and waste water, biodiversity, energy, emissions and transport, and extending to its suppliers, Vaude's commitment to pushing the development of sustainable materials and methods is pioneering.



RODRIGO GARCIA GONZALEZ AND PIERRE PASLIER

notpla.com

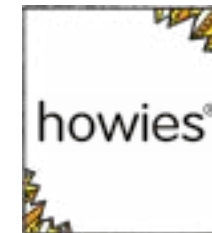
Garcia Gonzalez and Paslier are co-founders of the sustainable-packaging startup Skipping Rocks Lab, which makes biodegradable packaging made from seaweed (notpla). Some 200,000 of the brand's Ooho pouches were handed out at the 2019 London Marathon (see p46).



JEREMY MOON

icebreaker.com

Moon's chance meeting with a merino sheep farmer in 1994 sparked the idea of a natural alternative to the synthetic fabrics that dominated the sports-apparel market at that time. Merino is hugely popular, prized for its sweat-wicking, thermo-regulatory and anti-microbial properties, as well as for being biodegradable.



ADE GUNN-WILSON

howies.co.uk

'We strive to make every product we design as ethical as possible,' says director of Howies Ade Gunn-Wilson. The new run range features weather-proof jackets made from 100 per cent recycled yarn, PFC-free water-repellency treatments and base layers made from non-mulesed merino wool or plant-based modal fibre.



ALEXIS OLANS HAASS

adidas-group.com/sustainability

Haass is the director of sustainability for Adidas Purpose, leading the team that develops and brings to market sustainable products and feeds into how the drive for greater sustainability affects the sportswear behemoth's overall brand strategy.

Key initiatives include the Parley range of shoes and clothing made from recycled plastics that would otherwise pollute the world's oceans, and the new Moonshot range, which commits to using entirely recycled polyester in every product where possible, by 2024. Both are examples of the key strategy of cutting off the flow of virgin material and moving on to using recycled materials. As Haass says, 'Talking about ocean plastic, enabling people to visualise and understand the plastic problem, is starting to change the desirability of recycled products.'

The next phase in the strategy is what Haass and Adidas term the Circular Loop – which involves not only using recycled materials, but also ensuring the product itself is circular – ie that it's made to be remade. This, Haass stresses, involves changing business models and consumer thinking along with materials and the manufacturing process, but the theory is on the way to becoming reality with the game-changing Futurecraft Loop running shoe, which is scheduled to be available to the public in 2021.

This is a fine example of a big brand using its enormous resources and leverage to drive real change in the industry and consumer behaviour: 'With the Futurecraft Loop shoe we're trying to spur on the conversation about the need to transition to a new circular economy,' says Haass. 🌱