

ENVIRONMENTAL SUSTAINABILITY STRATEGY

2026-2030

CYCLING
CYCLISME
CANADA



January 2026

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EXECUTIVE SUMMARY

Why This Matters

Climate change presents both a risk and an opportunity for sport in Canada. Extreme weather increasingly disrupts events, training environments, and operations. We must lead by example, embedding sustainability into how we govern, travel, and compete.

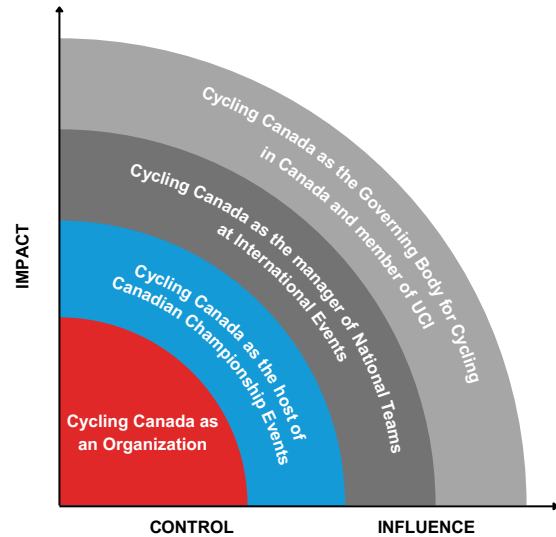
This strategy aligns with the IOC, COC, UCI, and UN best practices. It aims to embed sustainability into our governance, events, and community programming. It has also been designed to support and align with Cycling Canada’s 2020-2030 Strategic Plan, ensuring long-term resilience and relevance.

Our Impact

Following methodologies designed by the IOC, the chart on the right demonstrates our areas of control and influence as an organization.

The scope of our emissions can be broken into three categories:

- **Organization:** Internal operations, offices, and employee travel.
- **Teams:** Training facilities, team travel, equipment, and supplies.
- **Events:** Logistics, venues, supply chain, and travel for Canadian Championship events.



2025 Emissions

The total emissions for the 2025 Calendar Year was **1,700 Tonnes CO₂e**.

Strategic Overview

Our efforts will be focused on the following strategic pillars:

1 ORGANIZATION

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact.

2 EVENTS

We will create events that are planned and delivered responsibly, focusing on measuring and reducing their environmental impact.

3 COMMUNITY

We will inspire communities across Canada to engage in sustainability while increasing access to impactful programs.

ACTIONS				
OBJECTIVE	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)	
ORGANIZATION	Internal Operations	<ul style="list-style-type: none"> Educate staff & athletes Track, report & reduce emissions Initiate stakeholder conversations 	<ul style="list-style-type: none"> Integrate sustainability into internal processes Establish sustainability committee Avoid unnecessary staff travel 	<ul style="list-style-type: none"> Maintain up-to-date education resources Evaluate policies & effectiveness Analyze annual emissions Offset unavoidable emissions
	National Team Projects	<ul style="list-style-type: none"> Develop travel plan checklist Add sustainability requirements to technical guides Engage athletes 	<ul style="list-style-type: none"> Track & review team travel Update technical guides annually Encourage carpooling 	<ul style="list-style-type: none"> Stay informed on sustainability best practices
	Supply Chain & Circularity	<ul style="list-style-type: none"> Continue existing circularity programs Review sustainable procurement guidelines Identify opportunities for material reuse programs 	<ul style="list-style-type: none"> Educate staff & athletes on circularity Initiate conversations with suppliers 	<ul style="list-style-type: none"> Track & report program successes Prioritize sustainable suppliers
	Sponsorships & Partnerships	<ul style="list-style-type: none"> Prioritize sustainability in sponsorship agreements Collaborate with sponsors on sustainability initiatives & carbon offsetting 	<ul style="list-style-type: none"> Spotlight sustainable partnerships in communications Stay up-to-date on offsetting standards 	<ul style="list-style-type: none"> Purchase offsets to align with emission reduction targets
	Signatories	<ul style="list-style-type: none"> Become signatories to UNS4CAF, S4N, and UCI Climate Action Charter 	<ul style="list-style-type: none"> Report annually on progress 	<ul style="list-style-type: none"> Maintain signatory status
EVENTS	Requirement & Certifications	<ul style="list-style-type: none"> Measure emissions from all Canadian Championships Include sustainability section in hosting applications Share resources with LOCs Develop a Cycling Canada certification model 	<ul style="list-style-type: none"> Support LOCs in emissions tracking Publish event emissions in annual report Require LOCs to report sustainability-driven changes Include certification in hosting requirements 	<ul style="list-style-type: none"> Continuous improvement of methodologies Track & share results of new initiatives Require proof of certification
	Initiatives & Procurement	<ul style="list-style-type: none"> Include waste management in hosting applications Share resources with LOCs Communicate implemented sustainability initiatives 	<ul style="list-style-type: none"> Promote ongoing improvement Include procurement expectations in hosting agreements Showcase sustainability efforts across event communications 	<ul style="list-style-type: none"> Require post-event waste & procurement reporting Publicize sustainability efforts across National and International cycling communities
	Biodiversity	<ul style="list-style-type: none"> Share resources with LOCs 	<ul style="list-style-type: none"> Assess potential risks in early planning stage 	<ul style="list-style-type: none"> Improve biodiversity and showcase efforts at Canadian Championships
COMMUNITY	Community Programming	<ul style="list-style-type: none"> Collaborate with existing community programs to identify best ways to track benefits 	<ul style="list-style-type: none"> Collaborate with program managers and facilitators to establish tracking of benefits Report environmental indicators Promote successful sustainability programs 	<ul style="list-style-type: none"> Explore new sustainability-focused bike programs with community partners Target active transportation-focused groups for collaboration
	Best Practices & Education	<ul style="list-style-type: none"> Create sustainability resource hub Collaborate with athletes & ambassadors 	<ul style="list-style-type: none"> Gather feedback from P/TSOs on sustainability materials Develop communications toolkits 	<ul style="list-style-type: none"> Highlight success stories in communications Continuous collaboration and improvement

INTRODUCTION

Context & Background

Climate change presents both a risk and an opportunity for sport in Canada. As extreme weather becomes more common and costs rise, the sustainability and viability of our events, training environments, and operations are increasingly under pressure. At the same time, our sport contributes to the problem.

Following the strong leadership of the International Olympic Committee (IOC), the Canadian Olympic Committee (COC), and the Union Cycliste Internationale (UCI), this strategy reflects our commitment to international best practices and outlines a roadmap to contribute to environmental stewardship.

Strategic Direction

Through the development of this strategy, Cycling Canada recognizes sustainability as a strategic imperative that aligns with our high-performance mindset, and which prioritizes the wellbeing of our community. By embedding climate action into how we govern, train, travel, and compete, we believe we will strengthen the resilience of our organization and the broader cycling community.

This strategy is a reflection of our commitment to strong governance and thoughtful leadership, ensuring that our actions today support a healthier, more resilient future for our sport and our communities.

Sustainability is not separate from our core goals, but is in fact directly aligned with the priorities outlined in our 2020–2030 Strategic Plan. From fostering deeper community connection, to promoting inclusive growth, to delivering exciting events and educational leadership, this strategy supports the long-term sustainability and relevance of cycling in Canada.

Looking to the future, we are committed to embedding sustainability into the next phase of our strategic planning, ensuring it remains a core part of how we govern, grow, and lead.



OUR IMPACT

Scope Boundaries

Following methodologies defined by the IOC, the UN Sports for Climate Action Framework (UNS4CAF), and best practices established by UCI, we can break down our scope into three categories:

- 1 ORGANIZATION
- 2 TEAMS
- 3 EVENTS



Figure 1: Emissions Scope Boundaries

Event Scope

Based on international best practices, emissions from the travel of participants are the responsibility of the team they represent. However, to fully understand the impacts of events, the whole event must be measured and reported, with clear allocations of responsibility to avoid the double counting of emissions¹.

Therefore, it was decided that all Canadian Championship Events that we fund must be considered within scope, and that the whole event’s footprint should be measured. However, when calculating our organization’s emissions, certain conditions must apply:

- First, participant travel and associated activities must be removed
- Of the remaining emissions, only the relative portion commensurate with funding is to be included within our emissions reporting (see Figure 1).

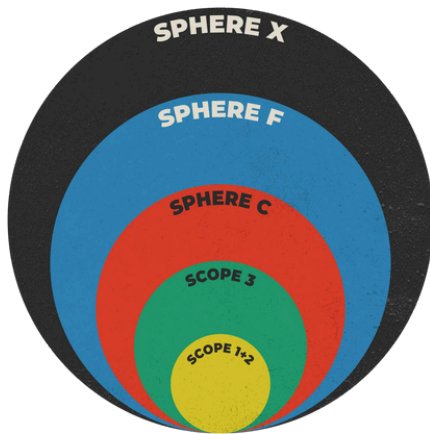
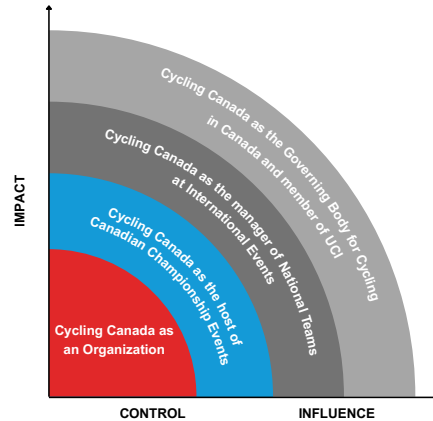
While the travel of spectators is also not the responsibility of the event host, as they do not represent a single organization, these emissions must be captured, and were therefore accounted for by CC.

¹IOC Carbon Footprint Methodology for the Olympic Games

OUR IMPACT

International Alignment

Building off of methodologies from the IOC and UN, the charts on this page illustrate how we can drive broader climate action by focusing on elements we have direct control over, as well as our various spheres of influence across our communities.



Sphere X

Leveraging the global influence of sports to change public perception and drive climate action through compelling storytelling, as well as policy engagement.

Sphere F

Engaging fans and participants around the world to co-design plans and develop their own climate measures.

Sphere C

Climate action and engagement with communities and cities where sports organizations are active.

Scope 3

Indirect emissions from the organization's value chain

Scopes 1 & 2

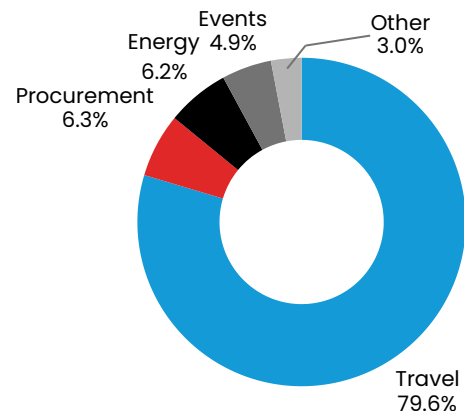
Direct & indirect emissions from the organization's operations

2025 Emissions Baseline

The emissions from the 2025 Calendar Year, which will be used as our baseline, are as follows.

1,700 Tonnes CO₂e

Scope 1	Scope 2	Scope 3
3.30%	0.61%	96.09%
56.13 Tonnes CO ₂ e	10.37 Tonnes CO ₂ e	1,633.97 Tonnes CO ₂ e



STRATEGIC OVERVIEW

Strategic Pillars

Our sustainability efforts will be focused on the following three strategic pillars:

ORGANIZATION

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact.

EVENTS

We will create events that are planned and delivered responsibly, focusing on measuring and reducing their environmental impact.

COMMUNITY

We will inspire communities across Canada to engage in sustainability while increasing access to impactful programs.

This strategy was intentionally developed to be aligned with sustainability priorities expressed by international organizations that are relevant to Cycling Canada. The following resources, among others, were used throughout the process.

IOC Climate Commitment

IOC Sustainability Strategy

COC Climate Action Plan

UCI 2021-2023 Sustainability Report

UCI Climate Action Charter

UCI Sustainability Guidelines



ORGANIZATION

Guiding Vision

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact



ACTIONS			
OBJECTIVE	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Internal Operations Sustainability embedded throughout organization & emissions measured, reported, and reduced each year	<ul style="list-style-type: none"> Educate staff & athletes Track, report & reduce emissions Initiate stakeholder conversations 	<ul style="list-style-type: none"> Integrate sustainability into internal processes Establish sustainability committee Avoid unnecessary staff travel 	<ul style="list-style-type: none"> Maintain up-to-date education resources Evaluate policies & effectiveness Analyze annual emissions Offset unavoidable emissions
National Team Projects Less emissions and waste associated with National Teams' training and competitions	<ul style="list-style-type: none"> Develop travel plan checklist Add sustainability requirements to technical guides Engage athletes 	<ul style="list-style-type: none"> Track & review team travel Update technical guides annually Encourage carpooling 	<ul style="list-style-type: none"> Stay informed on sustainability best practices
Supply Chain & Circularity Responsible purchasing of goods and services & more suppliers engaged on sustainability	<ul style="list-style-type: none"> Continue existing circularity programs Review sustainable procurement guidelines Identify opportunities for material reuse programs 	<ul style="list-style-type: none"> Educate staff & athletes on circularity Initiate conversations with suppliers 	<ul style="list-style-type: none"> Track & report program successes Prioritize sustainable suppliers
Sponsorships & Partnerships More values-aligned partnerships	<ul style="list-style-type: none"> Prioritize sustainability in sponsorship agreements Collaborate with sponsors on sustainability initiatives & carbon offsetting 	<ul style="list-style-type: none"> Spotlight sustainable partnerships in communications Stay up-to-date on offsetting standards 	<ul style="list-style-type: none"> Purchase offsets to align with emission reduction targets
Signatories Accountability through formal commitments	<ul style="list-style-type: none"> Become signatories to UNS4CAF, S4N, and UCI Climate Action Charter 	<ul style="list-style-type: none"> Report annually on progress 	<ul style="list-style-type: none"> Maintain signatory status

EVENTS

Guiding Vision

We will create events that are planned and delivered responsibly, focusing on measuring and reducing their environmental impact.



ACTIONS			
OBJECTIVE	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Requirement & Certifications More formal requirements at Canadian Championship events	<ul style="list-style-type: none"> Measure emissions from all Canadian Championships Include sustainability section in hosting applications Share resources with LOCs Develop a Cycling Canada certification model 	<ul style="list-style-type: none"> Support LOCs in emissions tracking Publish event emissions in annual report Require LOCs to report sustainability-driven changes Include certification in hosting requirements 	<ul style="list-style-type: none"> Continuous improvement of methodologies Track & share results of new initiatives Require proof of certification
Initiatives & Procurement Reduced emissions & more sustainability initiatives adopted across Canadian Championship events	<ul style="list-style-type: none"> Include waste management in hosting applications Share resources with LOCs Communicate implemented sustainability initiatives 	<ul style="list-style-type: none"> Promote ongoing improvement Include procurement expectations in hosting agreements Showcase sustainability efforts across event communications 	<ul style="list-style-type: none"> Require post-event waste & procurement reporting Publicize sustainability efforts across National and International cycling communities
Biodiversity Less impact on local biodiversity at Canadian Championship events	<ul style="list-style-type: none"> Share resources with LOCs 	<ul style="list-style-type: none"> Assess potential risks in early planning stage 	<ul style="list-style-type: none"> Improve biodiversity and showcase efforts at Canadian Championships

COMMUNITY

Guiding Vision

We will inspire communities across Canada to engage in sustainability while increasing access to impactful programs.



ACTIONS			
OBJECTIVE	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Community Programming More alignment with community programming & more Canadians using cycling as a form of active transportation	<ul style="list-style-type: none"> Collaborate with existing community programs to identify best ways to track benefits 	<ul style="list-style-type: none"> Collaborate with program managers and facilitators to establish tracking of benefits Report environmental indicators Promote successful sustainability programs 	<ul style="list-style-type: none"> Explore new sustainability-focused bike programs with community partners Target active transportation-focused groups for collaboration
Best Practices & Education More actionable resources provided to the community, more Canadians aware and adopting sustainable practices	<ul style="list-style-type: none"> Create sustainability resource hub Collaborate with athletes & ambassadors 	<ul style="list-style-type: none"> Gather feedback from P/TSOs on sustainability materials Develop communications toolkits 	<ul style="list-style-type: none"> Highlight success stories in communications Continuous collaboration and improvement

KEY COMMITMENTS

To convert intention to action and make meaningful progress, we understand that our efforts require consistency and accountability through a long-term lens. By aligning with globally recognized frameworks and embedding these actions across our organization, we commit to the following:

1. Becoming a signatory to the UN Sports for Climate Action Framework, Sports for Nature, and the UCI Climate Action Charter.
2. Setting and pursuing science-aligned targets to reduce our emissions by 50% by 2030 and achieve net zero by 2040.
3. Integrating sustainability guidelines, criteria, and initiatives into Canadian Championship events starting in 2026.
4. Improving the awareness and understanding of sustainability across the Canadian cycling community.
5. Fostering partnerships that help increase the number of Canadians cycling, leading to community-wide shift towards active transportation and aligning with UCI sustainability goals.

UN Sports for Climate Action Framework

The UN Sports for Climate Action Framework (UNS4CAF) is a global framework, developed by the UN and the IOC, that unifies and guides the sport sector to display climate leadership. The principles of the UNSCAF are:

1. Design and implement a net-zero climate strategy;
2. Partner with key stakeholders to deliver joint climate action;
3. Champion transformative climate action through storytelling and communication;
4. Prioritize climate resilience and global solidarity.

Sports for Nature

Sports for Nature (S4N) is a joint initiative that aims to deliver transformative action for nature across sports, enabling sports to champion nature and contribute to its protection and restoration. The Sports for Nature principles are:

1. Protect nature and avoid damage to natural habitats and species
2. Restore and regenerate nature wherever possible
3. Understand and reduce risks to nature in your supply chains
4. Educate and inspire positive action for nature across and beyond sport.

ACKNOWLEDGMENTS

A sincere thank you to Racing to Zero and the COC for their support through the NSO Sustainability Pilot Project, in addition to the IOC Olympic Solidarity Programme for making this strategy possible. We're also grateful to our internal team and broader community, whose continued dedication will be essential in bringing this work to life.



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APPENDIX

Detailed breakdown of objectives, KPIs, targets, and actions across each strategic pillar

ORGANIZATION

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
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Internal Operations - Sustainability embedded throughout organization & emissions measured, reported, and reduced each year

Ensure our staff & athletes are well educated on sustainability topics to make more informed decisions

% of staff & athletes who have completed formal courses on sustainability

- >90% of all staff and >75% of all athletes have completed UN Sports for Climate Action e-learning module by end of 2026
- Mandate all staff members complete the UN 'Introduction to Sports for Climate Action' and 'Sports for Climate Action' e-learning courses
- Make all athletes aware of the e-learning courses and encourage them to complete them

- Stay up-to-date on available education and resources relevant to cycling to ensure continuous learning and growth

Integrate sustainability into internal decision-making

Sustainability committee established and actively engaged in reviewing strategic decisions and advising senior leadership

- Sustainability committee provides input on majority of major strategic and operational decisions related to sustainability by 2030
- Initiate conversations with internal stakeholders about sustainability goals and relevant actions

- Annually evaluate the effectiveness and influence of the sustainability committee
- Audit and update existing policies to reflect sustainability considerations

Measure and report our organizational GHG emissions annually

GHG inventory and emissions report frequency

- Publish annual emissions reports starting in 2025
- Develop internal system to track emissions data annually, following the GHG Protocol and aligned with best practices defined by UCI
- Publish key emissions metrics in our annual report, or as a standalone impact report, each year
- Continually improve tracking and measurement systems
- Analyze and compare annual emissions against our reduction targets

ORGANIZATION

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Internal Operations (cont.) - Sustainability embedded throughout organization & emissions measured, reported, and reduced each year					
Reduce emissions from operations	% reduction in total organizational emissions (scopes 1, 2 & 3)	<ul style="list-style-type: none"> 50% reduction by 2030 Net-Zero by 2040 (aligned with UNSCAF) 	<ul style="list-style-type: none"> Identify high-emission areas and create plans to reduce those within the scope of our control (including owned vehicles and energy efficiency in our offices) 	<ul style="list-style-type: none"> Avoid all unnecessary travel for meetings, events, and event planning, sending only those who cannot perform their role without being present in person 	<ul style="list-style-type: none"> Compensate for unavoidable emissions through high-quality, verified carbon offsets to achieve intermediary reduction targets and net-zero status by 2040
National Team Projects - Less emissions and waste associated with National Teams' training and competitions					
Optimize travel for National Team Projects to reduce emissions	% of National Team Projects that have considered emissions impact.	100% of travel planning by end of 2026	<ul style="list-style-type: none"> Develop a travel planning checklist that includes emissions impact as a key criterion 	<ul style="list-style-type: none"> Track and review annual team travel to identify optimization opportunities 	<ul style="list-style-type: none"> Explore engaging with UCI to provide input into developing a more efficient travel schedule and other improvements based on our learnings
Encourage widespread adoption of sustainable practices within National Team projects and daily training environments through updated technical documents	# of tech guides and DTE communications updated with sustainability considerations	100% of technical guides by end of 2026	<ul style="list-style-type: none"> Add sustainability requirements and recommendations to all event and race technical guides Include sustainability-related information in DTE communications to athletes 	<ul style="list-style-type: none"> Review and update technical guides annually to reflect best practices Encourage training groups to coordinate carpooling through group messaging, shared calendars or incentives/prizes 	<ul style="list-style-type: none"> Stay up-to-date on best practices in sustainability in sport to ensure recommendations and requirements are effective

ORGANIZATION

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Supply Chain & Circularity - Responsible purchasing of goods and services & more suppliers engaged on sustainability					
Incorporate principles of circularity throughout our organization through operations, and staff and athlete awareness	# of programs or initiatives with circularity principles	<ul style="list-style-type: none"> >3 programs or initiatives with circularity principles by end of 2026 >5 programs or initiatives with circularity principles by end of 2028 	<ul style="list-style-type: none"> Continue existing programs, including repurposing coproduct signs into bike boxes and using compostable mail packaging 	<ul style="list-style-type: none"> Educate staff and athletes on the principles of circularity, including specific items that can be reused, repurposed, or recycled 	<ul style="list-style-type: none"> Track and report programs or initiatives with circularity principles, and the relative success of each

Engage with suppliers on sustainability across all lines of business	# of suppliers engaged on sustainability	>75% of suppliers engaged on sustainability by 2028	<ul style="list-style-type: none"> Review sustainable procurement principles, resources, and guidelines provided by the IOC and UCI Identify opportunities to reuse or repurpose materials such as uniforms, signage, and equipment 	<ul style="list-style-type: none"> Initiate conversations with existing and new suppliers about sustainable practices to explore improvements in emissions and best practices 	<ul style="list-style-type: none"> Make best efforts to prioritize sustainable suppliers and products, aligned with IOC and UCI guidelines and best practices
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Sponsorships & Partnerships - More values-aligned partnerships					
Foster partnerships with sponsors that create shared values around sustainability	# of sustainability-related activations with sponsors & partners	>1 sustainability-related activation with sponsors & partners each year by end of 2026	<ul style="list-style-type: none"> Include sustainability as a priority in all sponsorship negotiations and renewals Collaborate with sponsors on joint sustainability initiatives (e.g. campaigns, giveaways, education moments) 	<ul style="list-style-type: none"> Showcase sponsor partnerships that help advance sustainability in our communications and reports 	<ul style="list-style-type: none"> Continually collaborate with sponsors and partners on ways to improve engagement and activations

ORGANIZATION

We will embed sustainability throughout the entire organization to drive action and accountability in reducing our environmental impact

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Sponsorships & Partnerships (cont.) - More values-aligned partnerships					
Leverage sponsorships to integrate carbon offsets thoughtfully and transparently for unavoidable emissions	% of unavoidable emissions offset annually with verified, high-quality credits	<ul style="list-style-type: none"> Offset as many unavoidable emissions as possible each year, using only high-quality, verified offsets, aligned with UNS4CAF emission reduction targets 	<ul style="list-style-type: none"> Measure our emissions annually and purchase offsets accordingly, only after reduction efforts have been applied Collaborate with sponsors and partners to purchase carbon credits from reputable, high-impact offset projects (e.g., Gold Standard or VCS certified) 	<ul style="list-style-type: none"> Stay up to date with emerging best practices, guidance, and offset registries to ensure all purchases align with the latest science and standards 	<ul style="list-style-type: none"> Offset as many unavoidable emissions as possible each year, using only high-quality, verified offsets, to meet UNS4CAF emission reduction targets
Signatories - Accountability through formal commitments					
Become a signatory to relevant global frameworks and embed their principles	Signatory status	<ul style="list-style-type: none"> Become a signatory to the UNS4CAF by 2027 Become a signatory to the S4N by 2027 Become a signatory to the UCI Climate Action Charter by 2027 	<ul style="list-style-type: none"> Complete signatory process and assign internal lead for implementation for each Conduct internal review of current practices against the principles of each 	<ul style="list-style-type: none"> Report annually on progress through relevant reporting mechanisms and include updates in public-facing reports 	<ul style="list-style-type: none"> Maintain signatory status

EVENTS

We will create events that are planned and delivered responsibly, focusing on measuring and reducing their environmental impact.

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Requirement & Certifications - More formal requirements at Canadian Championship events					
Measure emissions from Canadian Championship events each year	% of Canadian Championships that Cycling Canada funds measuring emissions annually	<ul style="list-style-type: none"> Measure emissions from all Canadian Championships that Cycling Canada funds starting in 2025 	<ul style="list-style-type: none"> Measure emissions from Canadian Championships as part of broader emissions tracking and reporting for 2026 and 2027 Require LOCs to provide relevant data for emissions calculations through hosting applications and agreements 	<ul style="list-style-type: none"> Provide direct support and resources to LOCs for emissions data reporting starting Publish aggregate emissions data from Cycling Canada's annual sustainability reports 	<ul style="list-style-type: none"> Continually improve data collection methodologies for improved accuracy Consider expanding measurements to include Canadian Championships that Cycling Canada does not fund
Integrate sustainability criteria and expectations into hosting applications for all Canadian Championships	<ul style="list-style-type: none"> # of Canadian Championship hosting applications that include sustainability criteria # of reported implemented changes based on sustainability frameworks and guidelines 	<ul style="list-style-type: none"> 100% of hosting applications for Canadian Championship events include sustainability criteria by 2028 At least one reported newly implemented change at each Canadian Championship event each year 	<ul style="list-style-type: none"> Develop standardized sustainability sections for inclusion in all hosting applications, including requiring sustainability plans as part of the evaluation process for event selection Share recognized sustainability frameworks and guidelines (e.g. UCI Guidelines, IOC Sustainability Essentials, ISO 20121) with LOCs 	<ul style="list-style-type: none"> Require LOCs to report on implemented changes to Canadian Championship events based on sustainability frameworks and guidelines 	<ul style="list-style-type: none"> Track and report newly implemented initiatives across Canadian Championships, and the relative success of each

EVENTS

We will create events that are planned and delivered responsibly, focusing on measuring and reducing their environmental impact.

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
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Requirement & Certifications (cont.) - More formal requirements at Canadian Championship events

Ensure all Canadian Championship events recognize a sustainability certification	% of Canadian Championships achieving recognized sustainability certification	<ul style="list-style-type: none"> Cycling Canada Certification Model developed by 2028 100% of Canadian Championships certified by 2030 	<ul style="list-style-type: none"> Develop a Cycling Canada Certification Model, based on existing best practices and frameworks, for assessment of sustainability at events 	<ul style="list-style-type: none"> Include certification in hosting applications, guidelines, and requirements 	<ul style="list-style-type: none"> Require proof of certification as part of event close-out and post-event reporting process
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Initiatives & Procurement - Reduced emissions & more sustainability initiatives adopted across Canadian Championship events

Reduce waste going to landfill at Canadian Championship events	<ul style="list-style-type: none"> % of events with waste management plans Waste diversion rate at events 	<ul style="list-style-type: none"> 100% of Canadian Championship events implement a waste management plan by 2028 >75% waste diversion across all Canadian Championships by 2028 	<ul style="list-style-type: none"> Include waste management plans in hosting applications and agreements Provide access to waste management resources to LOCs during onboarding (e.g. IOC Sustainability Essentials, UCI Sustainability Guidelines) 	<ul style="list-style-type: none"> Encourage continuous improvement on waste management and waste diversion at all Canadian Championship events 	<ul style="list-style-type: none"> Require post-event reporting on waste production and diversion
Ensure more sustainable procurement practices at Canadian Championship events, focused on single-use plastics and food	<ul style="list-style-type: none"> % of events following responsible procurement guidelines Amount of single-use plastics at events 	<ul style="list-style-type: none"> 100% of Canadian Championship events follow sustainable procurement guidelines by 2028 	<ul style="list-style-type: none"> Provide access to responsible procurement resources to LOCs during onboarding (e.g. IOC Sustainability Essentials, UCI Sustainability Guidelines) 	<ul style="list-style-type: none"> Include responsible procurement expectations in hosting applications and agreements 	<ul style="list-style-type: none"> Require post-event reporting on procurement practices and supplier choices

EVENTS

We will create events that are planned and delivered responsibly, focusing on measuring and reducing their environmental impact.

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
Initiatives & Procurement (cont.) - Reduced emissions & more sustainability initiatives adopted across Canadian Championship events					
Increase awareness of sustainability initiatives through effective communication throughout entire event lifecycle of Canadian Championships	<ul style="list-style-type: none"> % of Canadian Championships with pre-, during-, and post-event sustainability messaging 	<ul style="list-style-type: none"> 100% of Canadian Championships use multi-phase sustainability communications by 2028 	<ul style="list-style-type: none"> Cycling Canada as the communication hub for sustainability initiatives at Canadian Championships 	<ul style="list-style-type: none"> Share outcomes and success stories in Cycling Canada's pre- and post-event communications to reinforce awareness Highlight sustainability initiatives in communications and announcements during Canadian Championship events 	<ul style="list-style-type: none"> Communicate and share sustainability efforts across the global cycling community, the Canadian sports system, and the mainstream media to continuously grow the awareness and effectiveness of initiatives
Biodiversity - Less impact on local biodiversity at Canadian Championship events					
Minimize the negative impacts on local biodiversity at all hosted events through thoughtful planning and implementation of IUCN and UCI Guidelines for biodiversity	<ul style="list-style-type: none"> % of Canadian Championships that follow IUCN and UCI Guidelines for biodiversity annually 	<ul style="list-style-type: none"> 100% of Canadian Championships follow IUCN and UCI Guidelines for biodiversity by 2028 	<ul style="list-style-type: none"> Provide access to key resources from IUCN and UCI to LOCs during onboarding and throughout event planning 	<ul style="list-style-type: none"> Assess potential risks and threats to biodiversity from hosted events in the early stages of planning, and follow the IUCN's 'Mitigation Hierarchy' to address these 	<ul style="list-style-type: none"> Utilize Canadian Championship events as an opportunity to enhance biodiversity and showcase projects that improve the biodiversity at event venues, particularly outdoor disciplines

COMMUNITY

We will inspire communities across Canada to engage in sustainability while increasing access to impactful programs.

OBJECTIVE	KPI	TARGET	SHORT-TERM (BY END OF 2026)	MEDIUM-TERM (BY 2028)	LONG-TERM (BY END OF 2030)
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Community Programming - More alignment with community programming & more Canadians using cycling as a form of active transportation

<p>Highlight the environmental benefits of existing community programming, focused on cycling as a form of low-carbon transportation and the reuse and recycling of bicycles</p>	<ul style="list-style-type: none"> % of existing community programs that have been engaged on integrating environmental awareness alongside social benefits 	<ul style="list-style-type: none"> 100% of existing community programs engaged on integrating environmental initiatives by 2028 50% of community programs track and report environmental benefits by 2030 	<ul style="list-style-type: none"> Engage with community program managers and facilitators to identify best ways to integrate environmental awareness alongside social benefits 	<ul style="list-style-type: none"> Collaborate with community programs to identify tracking of benefits Integrate environmental indicators into annual reporting or storytelling Recognize or promote programs that showcase strong sustainability outcomes 	<ul style="list-style-type: none"> Collaborate with community programs to explore new programs that focus on environmental impact alongside other objectives, including bike donations, repairs, and distribution Target active transportation-focused groups to explore new programming or collaboration
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Best Practices & Education - More actionable resources provided to the community, more Canadians aware and adopting sustainable practices

<p>Promote consistent and widespread adoption of sustainability initiatives</p>	<ul style="list-style-type: none"> Availability of sustainability resources to P/TSOs and Clubs 	<ul style="list-style-type: none"> Positive feedback from P/TSOs and Clubs on availability and quality of sustainability resources each year by 2028 	<ul style="list-style-type: none"> Create a sustainability resource hub or communication channel, sharing case studies, resources, and tools from existing sources such as UCI, UNS4CAF, S4N, and IOC 	<ul style="list-style-type: none"> Engage and obtain feedback from P/TSOs and Clubs on the availability and quality of sustainability resources each year 	<ul style="list-style-type: none"> Highlight success stories through communication channels, focusing on quantitative environmental benefits and engagement metrics
<p>Increase awareness and engagement with sustainability efforts across all stakeholders</p>	<ul style="list-style-type: none"> Engagement metrics across platforms 	<ul style="list-style-type: none"> Increased engagement on sustainability-related content compared to traditional content 	<ul style="list-style-type: none"> Collaborate with athletes and ambassadors to promote sustainability in cycling 	<ul style="list-style-type: none"> Develop communications toolkits for P/TSOs and clubs to localize efforts 	<ul style="list-style-type: none"> Continually collaborate with relevant stakeholders on ways to improve engagement and activations