

2024 IMPACT REPORT





“We honour the connection between healthy people and a healthy planet”

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OUR CORE VALUES

Inclusion

Everyone can participate. We build a stage that celebrates everyone, no matter their background, age, gender, experience, or ability. We set goals to lower barriers to ensure everyone can enjoy our events, whether as a participant, partner, charity, or community member.

Sustainability

We're committed to environmental responsibility. Preserving the natural environment guides the choices we make as a company and honours the connection between healthy people and a healthy planet.

Diversity and Inclusion

Canada Running Series is committed to ongoing learning, engaging diverse voices and fostering an equitable and inclusive global running community to promote accessible running for all.

ROADMAP

In 2013 and 2014, the Vancouver Half Marathon and Toronto Waterfront Marathon become first Canadian events to receive silver certification with the Council for Responsible Sport. Two years later respectively, they achieved gold certification.

2013-2016



2020-2021

In the midst of a global pandemic, events are paused and CRS focuses on community support and outreach. Company values are updated to include Environmental Responsibility and Inclusion. Community ambassador program is re-imagined, to include a more diverse team and panels and speaker series are planned, supporting the experiences of BIPOC and female runners. The Scarborough 5K and the Freestyle 5K are born.



2022-2023

The TCS Toronto Waterfront Marathon achieves Evergreen certification with the Council for Responsible Sport. Adaptive wheelchair athletes race in the marathon and provide feedback to further benefit the adaptive athlete program. Continued program development including green bib trial and women's panel are born.



GOALS AND INITIATIVES

Sustainable Event Participation

Providing participants with an environmentally responsible event experience.

Organizational Change

Affecting change across all CRS events. leading to more accessible, equitable, inclusive, and sustainable race models.

Cost Efficiency

Finding budget-friendly ways to implement sustainability changes.

Leading the Way

Leading the industry and setting standards of practice through positive changes to EDIB, accessibility, and sustainability programs.



2024 HIGHLIGHTS

Green Bib Implementation

The green bib program was expanded across all CRS-owned races, allowing participants to be in choice about the impact of their event day and supporting sustainability charities.



Accessibility and IDEA Consultants

Two consultants joined our team in 2024, helping us lead the industry in both accessibility and equity, diversity and inclusion programming. These consultants also supported other programs, including:

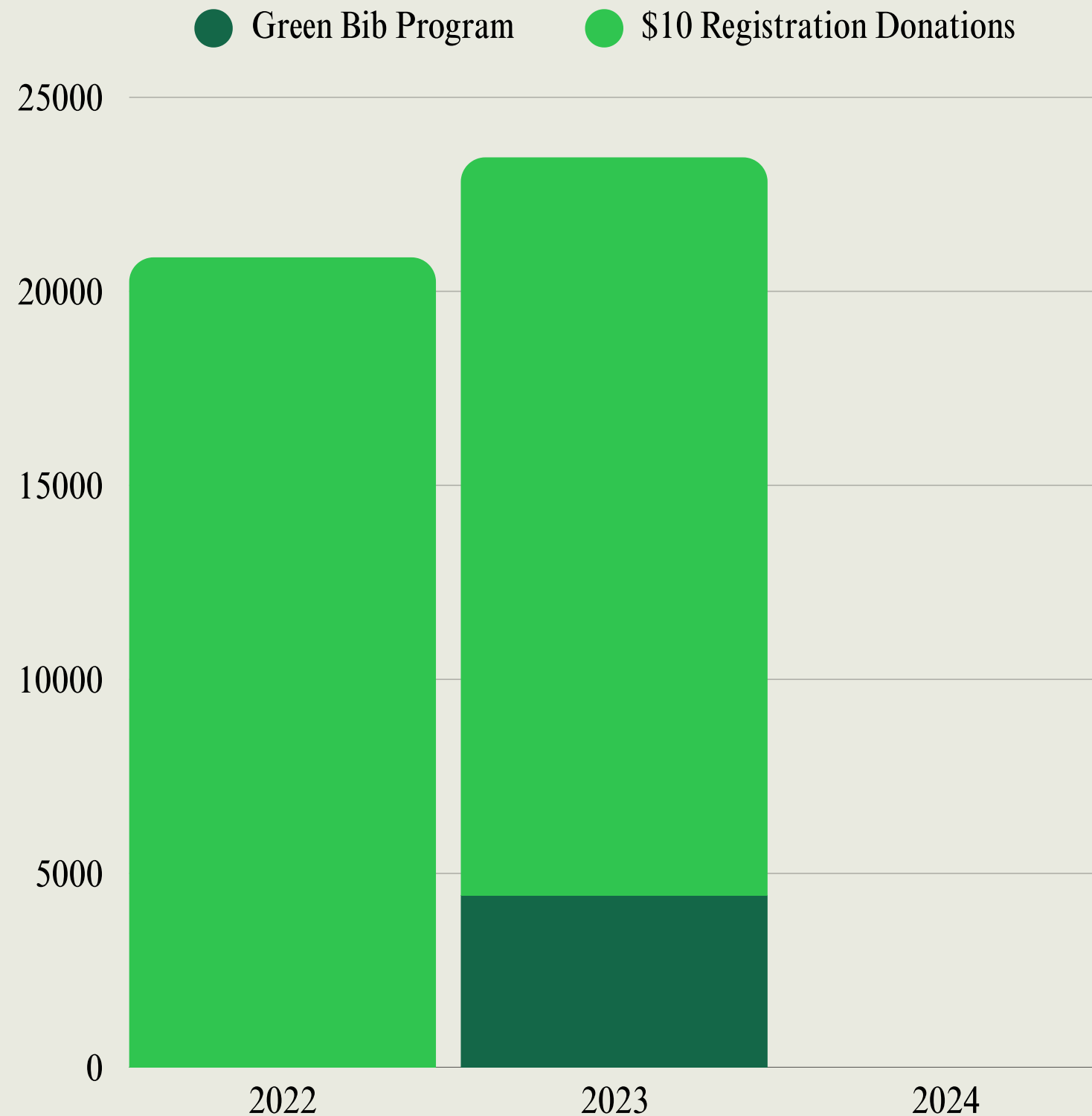
- TWM expo panel discussions
- Free entry grant program distribution
- Community outreach and engagement

Zero-Waste Achievements

The TCS Toronto Waterfront Marathon, Vancouver Half Marathon, and the Under Armour Eastside 10K all achieved zero-waste in 2024. This commitment ensures that less than 10% of the waste produced from our events ends up in the landfill, not only reducing the environmental footprint of our events, but also improving the positive community impact of our events through donations.

Waste is a very visible result of events and committing to strong waste management practices is an effective way to share sustainability initiatives with our community.

CHARITABLE IMPACT



Since 2022, our programs have raised over **\$140,000** for our sustainable charity partners.

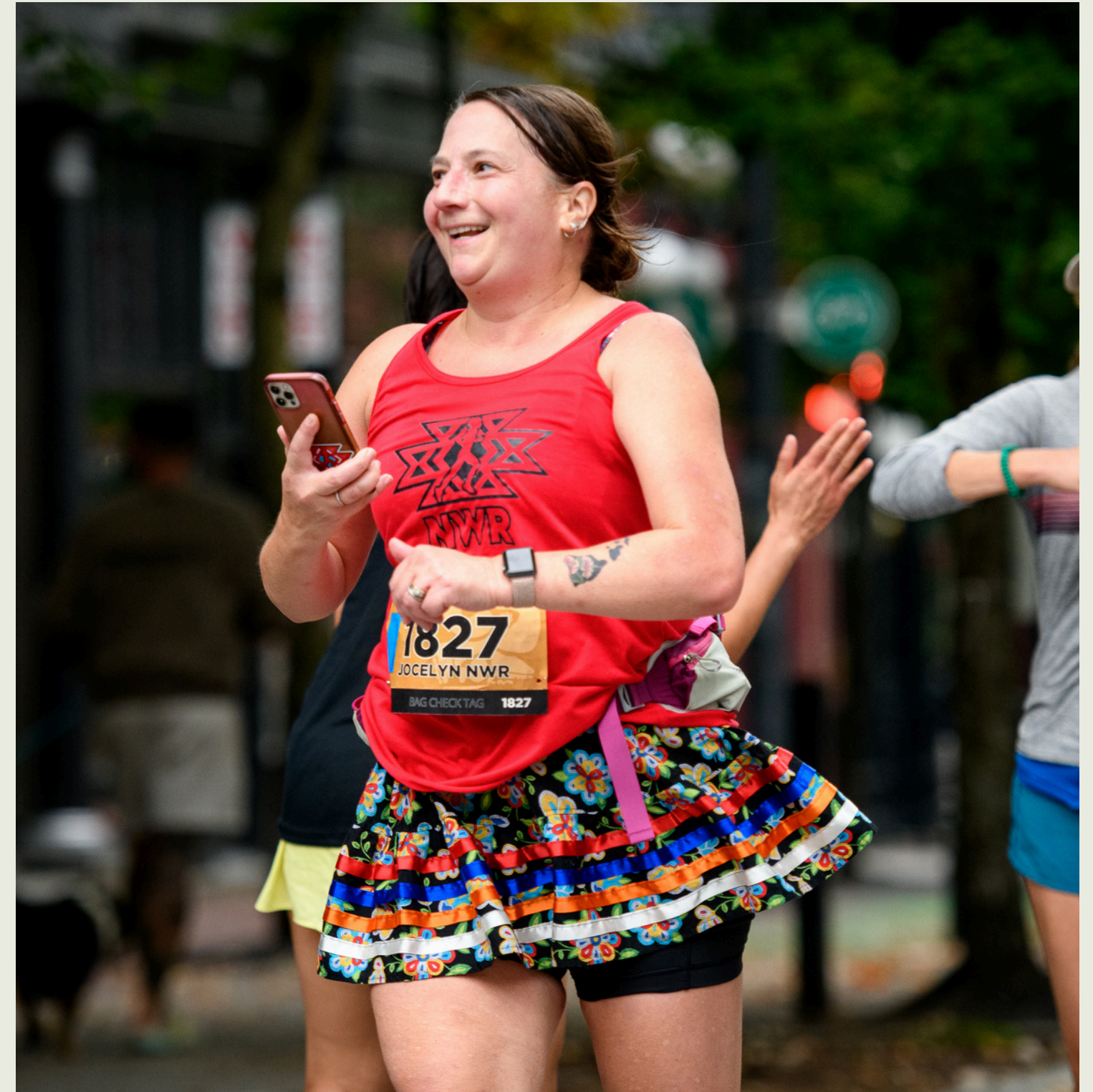


These funds go towards:

- Planting native trees and shrubs to improve our city's air quality.
- Creating accessible trail programs across Canada's largest trail network.
- Local environmental and accessibility programs.

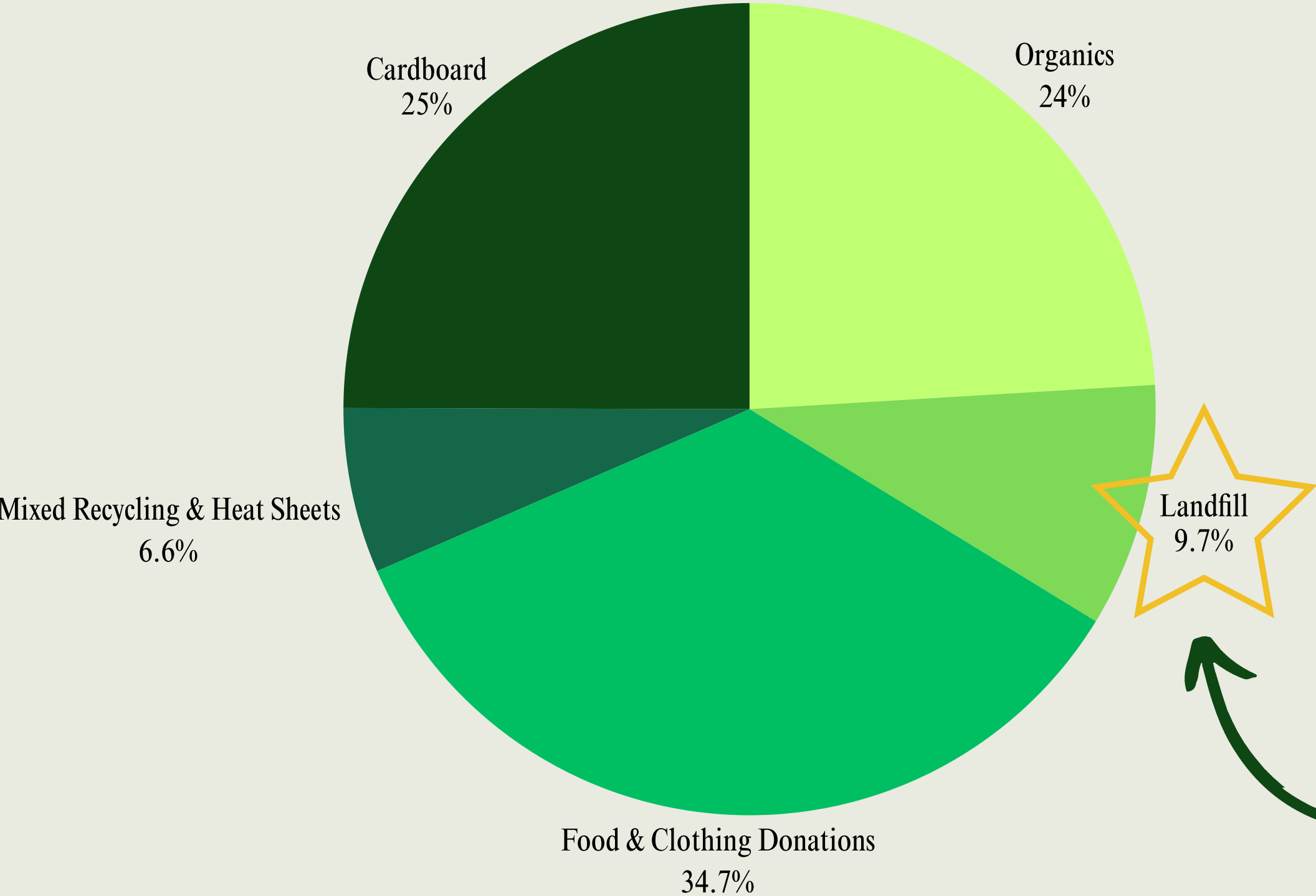
RACE ENTRY GRANT PROGRAM

In 2024, our Race Entry Grant and Marathon Jrs programs provided over 350 individuals with complimentary access to Canada Running Series races across Canada.

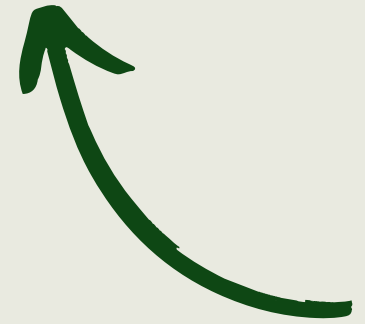


*MTL21K data is not included in these totals

THE RACE TO ZERO-WASTE

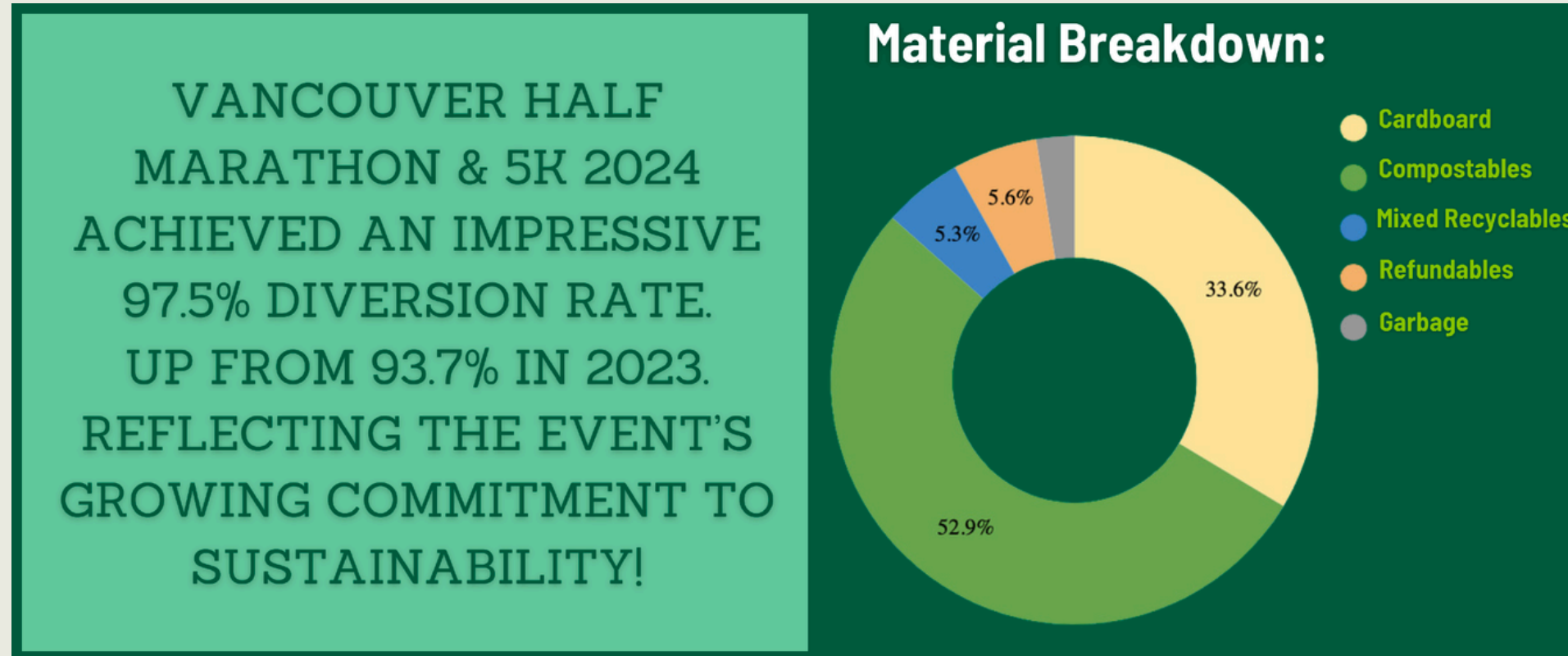


We continued to use an external waste management company in 2024 to help us towards our zero-waste goals. Our waste diversion rate for the marathon has continuously improved YOY. Factors such as increased stakeholder awareness of waste goals, more comprehensive planning with venue teams, dedicated “green team” of volunteers supporting program, and onsite staff lead to manage relationship with our waste provider helped us towards achieving our zero waste goals.



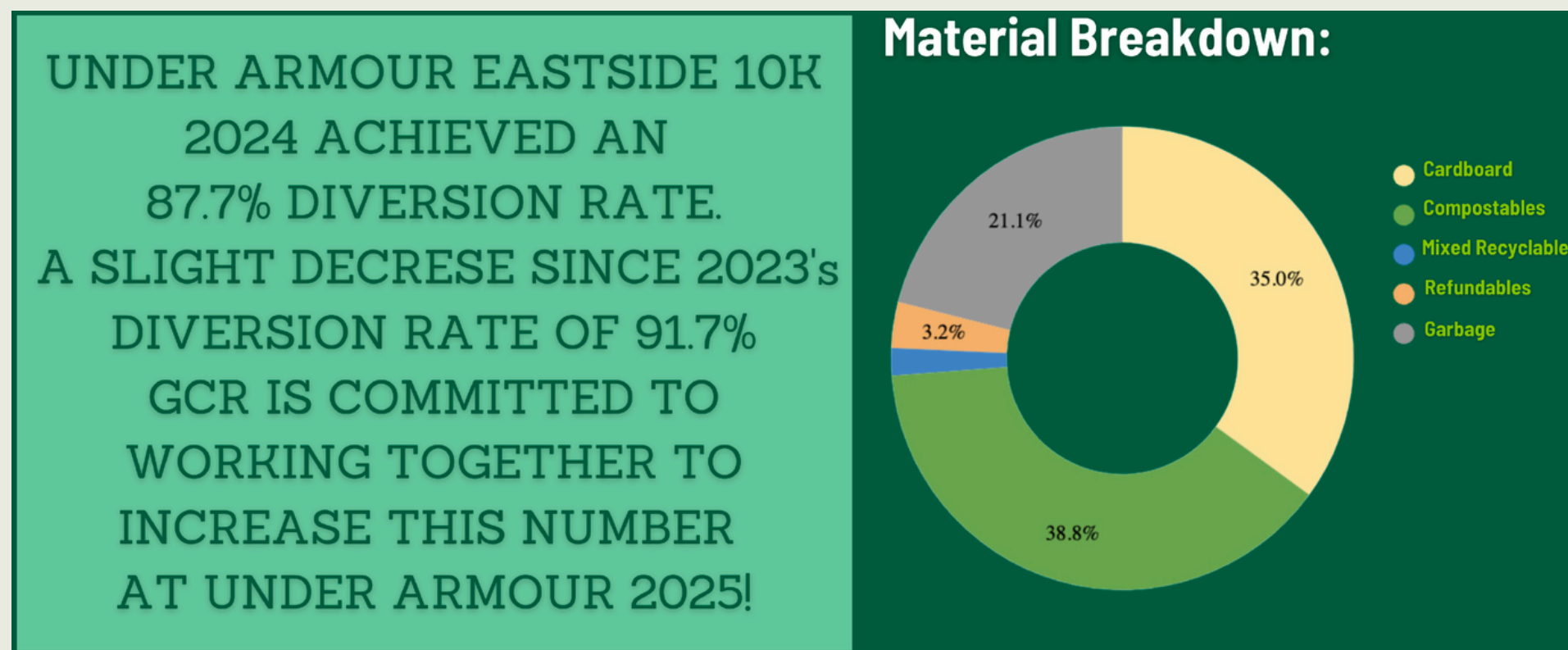
The TCS Toronto Waterfront Marathon achieved zero-waste in 2024 with a waste diversion rate of 90.3%

VANCOUVER RACE WASTE DIVERSION



Diversion Data

| | |
|-------------------|-----------------|
| Compostables | 608.0 kg |
| Cardboard/Paper | 386 kg |
| Mixed Recyclables | 60.5 kg |
| Refundables | 64.8 kg |



Diversion Data

| | |
|--------------------|-----------------|
| Compostables | 100.6 kg |
| Cardboard/Paper | 90.9 kg |
| Mixed Recyclables | 5.0 kg |
| Refundables | 8.3 kg |
| Clothing Donations | 50 kg |
| Food Donations | 135 kg |

EVERGREEN CERTIFICATION

In 2024 the TCS Toronto Waterfront Marathon once again achieved Evergreen Certification, the top tier of certification with The Council for Responsible Sport. Programs such as those listed below are just some of the ways this event continues to lead the industry in responsible initiatives.

- Zero-waste initiatives
- Communicating programs and plans to our community
- Heat-sheet circularity project
- Sustainability and IDEA-based panel discussions at race expo
- Commitment a plastic water bottle-free event
- Food and clothing donation initiatives
- Electric lead vehicle
- Green bib program
- Sustainability scorecard
- Free entry grant program
- AWD program



FROM FINISH LINE TO PARK BENCH

We transformed 149kg of heat sheets into plastic lumber, and built a park bench to be donated to a community space.



THE POWER OF PLOGGING

We hosted a community plogging event along the Toronto waterfront.



VAN 21K KIDS MEDALS

We sourced medals from Chopvalue for the Vancouver Half Marathon. These medals are made from recycled chopsticks, keeping the emissions from these keepsakes at an all-time low.



RECYCLED CONTENT MEDALS

All other medals for Canada Running Series races were made with recycled content zinc and rPET ribbons.

ACCESSIBILITY

In 2024 Canada Running Series broadened the Athletes with a Disability (AWD) Program to include the Under Armour Toronto 10K, the Vancouver Half Marathon, and the TCS Toronto Waterfront Marathon.



Partnerships with programs like Goodfoot Delivery broadened the outreach of the AWD program and heightened the social impact of the event.

FOOD AND CLOTHING DONATIONS

The event welcomed donations of lightly used shoes and clothing at the race expo, and collected discarded clothing from the start line to be donated.

Leftover participant food was donated to local charities and food programs after the event.

Food donated:

3,769kg

Clothing and shoes donated:

1,946kg



ENERGY AND EMISSIONS

The lead vehicle for the 2024 TCS Toronto Waterfront Marathon was an all-electric Subaru Solterra, removing the emissions of a fuel-based vehicle from the race route and keeping the air clean for runners to breathe.



The race expo takes place at the Enercare Centre, on the Toronto Exhibition Place grounds. The venue produces a portion of their energy through onsite solar cells and a wind turbine, offsetting over 2,000kWh of the energy for the event.

Thank you.

The logo consists of two parallel diagonal lines forming a stylized 'C' shape that frames the text.
**CANADA RUNNING
SERIES**