



WMRA Strategy 2026-2030

Our Vision

(what we want to see happen)

More people running responsibly in the mountains

Our Mission

(what we are going to do)

To support, develop and inspire mountain runners at all stages of their athletics journey

Our Delivery Pillars

Everything we do will be aligned to our delivery pillars:

- Enhancing the athlete experience
- Education and inspiration
- Promotion, activation and partnerships
- Provision of technical and safety expertise

How we are going to do it

1. Continue to grow the WMRA World Cup to provide the best athlete experience
2. Develop and inspire young mountain runners including continuing to grow the annual U18 International Cup
3. Continue to work in partnership with the World Masters Association to support and develop the World Masters Mountain Running Championships to provide the best possible experience to all masters runners
4. Maintain our position and reputation as the world leading/worldwide mountain running technical and safety experts
5. Continue to work with World Athletics and partners to ensure the World Mountain and Trail Running Championships becomes the premier event for elite mountain runners
6. Create and deliver education products to inform our stakeholders – Member Federations plus athletes, coaches, and technical staff at all stages of their athletics journey
7. Explore the creation of additional events to support the runner journey from youth to masters
8. Develop the WMRA World Ranking into a global product, valued by runners, race organizers, brands and sponsors
9. Use our media reach to promote to all the value of running in the mountains and mountain runners
10. Build partnerships with aligned brands and organisations to generate income to enable the WMRA to fulfil its Mission

Our Values

Respect

Trust

Partnership

Responsibility