



**PARKOUR
EARTH**

THE PARKOUR EARTH BADGE

RULES AND STYLE GUIDE

WELCOME

The logo for Parkour Earth, featuring the words "PARKOUR" and "EARTH" in a sans-serif font, with "PARKOUR" above "EARTH". To the right of the text is a stylized circular graphic composed of several concentric, overlapping arcs in shades of blue and green.

PARKOUR
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The Parkour Earth Badge is a community mark that can be displayed by parkour events, communities and businesses anywhere in the world to demonstrate affiliation with Parkour Earth. It stands for ethical, authentic parkour.

By applying for and displaying the mark, organisations are flying the flag for the values of Parkour Earth:

- Diversity
- Integrity
- Authenticity
- Audacity

Parkour is not just a sport. Wherever we look, we find parkour practitioners thinking deeper, solving problems and trying to positively influence the world around them. The Parkour Earth Badge is a community of people who are trying to make the world a little bit better, one jump at a time.

This booklet sets out the Agreement you'll be entering into with Parkour Earth when you apply for the Parkour Earth Badge.

Applying for the Badge is simple. Fill in a quick form [online](#), agree to the principles and you'll be entitled to display the badge on any advertising material associated with your organisation. For instance:


- You can display the Badge on the bottom of your website, linking to Parkour Earth.
- You can put the Badge on your poster or when you post on Instagram showing that you are an authentic member of the parkour community.
- You can put the Badge in the corner of event banners and tag Parkour Earth when you post about it, showing the participants that they are part of a global parkour community.

The following pages outline different users of the badge and what we require of them. We split the badge into two major categories: Events and Organisations.

EVENTS

The logo for Parkour Earth, featuring the words "PARKOUR" and "EARTH" stacked vertically in a sans-serif font, enclosed within a white rectangular box. To the right of the box is a stylized graphic of three concentric, overlapping circular lines in shades of blue and green.

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A background image showing a group of people participating in a parkour event. They are navigating a series of concrete blocks and low walls. Some are standing on top, while others are in the process of jumping or climbing. The scene is outdoors under a blue sky with light clouds.

The majority of parkour events are mixed, involving some level of open jam as well as fixtures such as coaching or competition. Every event is asked to meet basic requirements of health and safety and to strive for Accessibility, Inclusive and Fairness.

The Basics

Public: Information about the event is readily available online. You'll need to prove this by providing a link.

Safety: You must certify that the event has been risk assessed and insured in line with the legal requirements of the country the event takes place in.

Commitment to Values: You strive towards PKE's values of: Diversity, Integrity, Authenticity and Audacity.

Equality

Your event may not discriminate based on any characteristic. Parkour Earth sees discrimination as a time when a marginalised group is either overtly or inadvertently made unwelcome at your event.

Events that segregate different groups do not count as discrimination unless they treat groups differently.

(For instance: Competitions segregated by gender should offer equal prize money)

Events that target marginalised groups may apply for a badge so long as the event is clearly attempting to broaden participation. These events should do their best to make sure that they are inclusive of other characteristics.

(For instance: Obsidian Gathering 2021 centred the conversation on marginalised people, but welcomed people from all backgrounds)

(For instance: The Woman's International Parkour Weekend is a women's only event aiming to broaden participation amongst women. WIPW makes sure their advertising is inclusive of other characteristics such as age and background.)

EVENTS



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Jams

International Jams or regular, unstructured jams may both apply for the Parkour Earth Badge so long as a single named contact takes responsibility for the event. An unstructured jam rarely needs insurance to run, though should have a risk assessment filled out by the named contact.

Coached Events

Alongside risk assessments and appropriate insurance, coached events must certify that the event coaches are appropriately qualified.

While many countries have legitimate parkour coaching qualifications and certifications, other countries may need to make do with generic sports qualifications.

For the avoidance of doubt: Qualifications from different sports such as Gymnastics, Climbing or Circus will not be considered acceptable (unless the event contains specific cross disciplinary activities and they are advertised as such).

Competitions

Alongside risk assessments and appropriate insurance, competitions must be transparent. The rules, judging criteria and judging panel should be made public before the competition. Parkour Earth recognises that competitive parkour is still in its infancy and are happy to support both established and developing competitive formats.

Summary

You can apply for a one off event or a regular weekly, monthly or annual event. We ask you to apply for specific events rather than for all events an organisation runs.

ORGANISATIONS

The logo for Parkour Earth, featuring the words "PARKOUR EARTH" in a sans-serif font, with "PARKOUR" on the top line and "EARTH" on the bottom line. To the right of the text is a circular graphic composed of several concentric, slightly offset lines in shades of blue and green, creating a sense of motion or a stylized 'C' shape.

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Coaching organisations, clothing manufacturers, content creators and other organisations are welcome to align themselves with Parkour Earth's values through the Parkour Earth Badge. Every organisation is asked to meet some basic requirements and then we split up our requirements based on the organisation type.

The Basics

Public: Information about the organisation is readily available online. You'll need to prove this by providing a link.

Commitment to Ethical Business: Your organisation commits to conduct itself in an ethical manner. This means that you attempt to create value for all the stakeholders in an organisation and consider your ESG concerns.

Commitment to Values: You strive towards PKE's values of: Diversity, Integrity, Authenticity and Audacity.

Ethical Business

Parkour Earth are interested in championing organisations that are having a positive impact. It means different things for different people. At Parkour Earth, we talk about ESG: Environmental, Social and Governance concerns.

Environmental concerns speak to sustainable business models, reducing your carbon footprint, reducing waste in packaging, choosing the greener option when it is available and caring for your local environment.

Social concerns speak to fair pay for your employees and partners. Healthy working environments and having HR processes in place that value the individual.

Governance concerns encourage organisations to pay their taxes, avoid corruption and choose business models that help people.

This is a broad topic and we only ask you to commit to going on a journey where you pursue these as aspirations rather than burdensome checklists. We're interested in attempts to improve, not perfection.

ORGANISATIONS

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Products

Alongside a commitment to ESG, organisations that sell a product are expected to have transparent supply chains. This means that their website should make clear which country they source their materials from and they should be willing to provide further details to Parkour Earth if we request it.

Services

The largest parkour service sector is parkour coaching, although parkour park designers and other consultants may also apply for the badge. Service providers should commit to appropriate qualifications. While many countries have legitimate parkour coaching qualifications and certifications, other countries may need to make do with generic sports qualifications.

For the avoidance of doubt: Qualifications from different sports such as Gymnastics, Climbing or Circus will not be considered acceptable.

Services are also expected to have policies on protecting vulnerable groups. Organisations that work with children should understand the [UNCRC](#) and aim to uphold it. Those working with other disadvantaged or marginalised groups should be educating themselves on how to best serve and elevate those populations.

Content Creators

In the 21st century, nearly all businesses engage in some degree of content creation. When producing online content, organisations are expected to commit to:

Accuracy: To the best of your knowledge, the information you post online is true.

Anti-discrimination: You aim to combat discrimination, hate speech, bullying and other forms of exclusion in your content and in the areas surrounding your content such as comments sections, Facebook groups or Discord servers.

Responsible Content: What you create positively impacts the world.

STYLE GUIDE



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The Parkour Earth Badge contains four lines from the full Parkour Earth logo along with the words 'Parkour Earth' overlain onto them in a white box.

Parkour Earth allows reasonable adjustments to the image in order to have it fit with your advertising material. This includes making it monochrome, black, white and adding a black border around the white box and shape. We recommend using the badge without adjustment whenever possible.

Signing up to the Parkour Earth Badge does not entitle organisations to use the Parkour Earth logo. This is limited to member organisations and agreed partners. Organisations may only use the badge as it is displayed on this page or with reasonable adjustments.

If you are unsure about the rules or require further clarification, please get in touch with us: info@parkour.earth

We include a short selection of Badge designs in our confirmation email to you, which you will get once we have reviewed your application. But you can also email us to request another copy.

Special thanks to [Harry Macdonald](#) for designing the badge

Summary

The Parkour Earth badge represents authentic parkour. By applying for it and displaying it, you are saying that you represent a positive, ethical and autonomous vision of parkour. We'd be excited to have you and have you represent parkour.

Any last questions? Why not join our [Discord](#), message us on [Instagram](#) or email us: info@parkour.earth

