

# REPORT ON THE RESULTS OF THE SPORT EVENT

Half Marathon Ancona

Event code: 1142

Event name: Half Marathon Ancona

Event organizer: Municipality of Ancona

Event description: The Half Marathon in Ancona is being held for the sixth time. Competitors can choose from a 21km (competitive), 10km (non-competitive) and 4km race. The 21 km course has some important altitudes and is approved by the Fidal judges. The organizing company ensures the medical service with n. 3 rescue centers located along the route, changing rooms and showers. Participants will use P CUP, an ecological, indestructible, reusable and intelligent glass in order to reduce the amount of plastic, and to increase environmental awareness.

Event classification: Sporting events and performances

Event date: 27/10/2019

Web page: [www.mezzamaratonancona.it](http://www.mezzamaratonancona.it)

Total number of participants: 2300

*Half Marathon Ancona* was held in Ancona on October the 27th 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform. The Zero Waste 2.0 platform is based on the concept of Sustainable Event recognized by UNEP (2009): "A sustainable event is one designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community and all involved".

Zero Waste 2.0 platform is divided in the three sections: environmental, socio-cultural and economic. Environmental section contains 43 questions about event, socio-cultural 13 and economic 9 questions.

### **How is the sustainability of an event evaluated?**

The Zero Waste 2.0 platform calculates the sustainability of the event by dividing it into two phases:

- 1) "Event planning" - the analysis is carried out based on the declarations of the organizer, which will be used to draw up the preliminary evaluation.
- 2) "Post-event reporting" - the analysis is carried out after the implementation of the event in order to confirm the declarations released by the organizer during the planning phase and integrate the definitive evaluation with new information, previously not available.

Results:

Event ( <i>Half Marathon Ancona</i> )	Event planning	Post-event reporting
Environmental sustainability section	39,56%	62,06%
Socio-cultural sustainability section	13,86%	58,88%
Economic sustainability section	44,47%	77,12%
<b>Total sustainability</b>	<b>30,21%</b>	<b>63,38%</b>

The results show that the event has improved in all three sections. Socio-cultural section improved the most, by 45,02%. Environmental as well as economic section recorded significant improvements. The total sustainability after the event was 63,38%. Regarding CO<sub>2</sub> emissions savings, the total savings after the event was 2.083.357,31 kgCO<sub>2</sub>eq.

**Half Marathon Ancona is Zero Waste Blue event because it managed to achieve overall sustainability above 40%.**



In order to achieve these results, organizers have implemented a number of sustainable activities: organization of one event for all; organization of one event with young students (marathon kids); organization of one workshop; involvement of an organization dedicated to people with disability; local food 0km; sustainable transport; acquisition of P-Cup the smart glass for all athletes. PCUP is the Ecologic glass, reusable indestructible and intelligent that will allow eliminating the use of plastic and counting savings through the NFC chip on the bottom. Participants will only need to download the PCUP application and register. This way participant can select the drinks free and pick them up at the refreshment points. Together and with a small gesture, it can be helpful for the environment.

**Recommendation for the future events:**

- implement all possible actions to protect the environment at event location
- pay greater attention to the environmental section, and to its improvement
- constant coordination between all subjects involved in the realization of the event
- provide more education on ecological and economic sustainability
- promote sustainable accommodation