



## ZERO WASTE BLUE NEWSLETTER No.1



This project is co-funded by the European Union



### Zero Waste Blue objectives

ZWB overall objective: Increase the value of the natural and cultural heritage through shared methodologies and cooperation strategies in the realisation of sustainable sport events.

Project Zero Waste Blue also has three specific objectives:

1. *Transfer and widen Zero Waste achievements also training new operators in Cross border area*
2. *Protect and promote natural and cultural heritage through Zero Waste Blue sport events and policy*
3. *Promoting Zero Waste Blue network and sustainable tourist offers through a brand*

**Duration of the project: 18 months**  
**Project Budget: 861.435,70 €**

### Introduction

In recent years, sporting event proposals have increased. These events **produce numerous negative effects** specifically in places that are popular because they are under environmental protection.

Based on this fact, project partners agreed to join together to increase the cultural and natural heritage of these locations through shared methodologies and cooperation strategies.

Zero Waste Blue plans to create **sustainable sporting events** by making optimal use of environmental resources and cultural heritage while at the same time providing socio-economic benefits in the cross border area.



## Kick off meeting, Opatija 6-7 July 2018.



**Zero Waste Blue** kickoff meeting was held in Opatija on 6th and 7th of July 2018. In those two days, overall presentation of the project is presented and main activities and overview of next steps are defined.

All participants were delighted with beginning of project implementation and emphasized great importance of the project for entire region.

**1st ZWB** sporting event the "**Scopritermoli**" took place on 8th December 2018 in Termoli.

The 10km competition was more sustainable thanks to the efforts of the ZWB project. The main sustainable actions was: use of mains water for refreshment, use of local products, use of compostable, biodegradable and recycled materials, online registrations, use of eco friendly bibs, positioning of ecological islands for separate waste collection.

### Croatia

Town of Opatija

Univeristy of Rijeka, Faculty of Tourism and Hospitality Management

Zadar County Development Agency ZADRA NOVA

Dubrovnik and Neretva County

## Transfer of knowledge, Bologna 14-15 October 2018.



**Study visit and transfer meeting** was held in Bologna on 14th and 15th of October 2018. Project partners and local events' organizers had the opportunity to learn from each other experiences under the guide of an expert, to train on the Zero Waste platform, to work together and share ideas and solutions to improve events sustainability and to valorize territories and their natural and cultural heritage.



### Italy

Ervet Emilia Romagna economic development agency L.t.d.

Emilia Romagna region

Veneto region

Molise region

Municipality of Ancona

Veneto innovazione S.p.a.

**PARTNERSHIP**

