



**Interreg**  
Italy - Croatia  
**Zero Waste Blue**  
European Regional Development Fund



EUROPEAN UNION



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**Zero Waste Blue**

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## Introduction

**Waste product** is constantly increasing and research and studies estimate that food waste has increased more than 50% since 1974. Also, 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 (natural habitats, archaeological sites).

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. By doing so, they plan on organizing sustainable sporting events throughout provinces in Italy and counties throughout Croatia that are included in the area of the Italy-Croatia cross border cooperation Programme.

The Italy-Croatia cooperation area shows a distinct blue and green pattern, featuring the sea basin, coastal landscapes, green but also urban areas. The location of the Adriatic Sea in the very centre of the territory is a joint economic and environmental asset, and a natural platform for cooperation building with some common traits of cultural heritage.

## Before Zero Waste Blue Project

**Zero Waste Blue** project **capitalizes and extends** the methodology, ICT tools and knowledge acquired in the previous **Zero Waste** project.

**“Zero Waste Adriatic net for events and festivals” (Zero Waste)** - was an IPA Adriatic CBC Programme project, which created a Web-based network of events and festivals aimed at decreasing the impact on the environment which would take into consideration the amount of waste produced at festivals and events. The Zero Waste project **offered the opportunity to create a network of existing events and festivals in the Adriatic area**. Thanks to web-based platform, **organizers of events are able to assess the environmental, social and economic impact of their events**.

### Partners:

**University of Rijeka, Faculty of Tourism and Hospitality Management Opatija** – Croatia

**Town of Opatija** – Croatia

**ERVET – Emilia Romagna Economic Development Agency L.t.d.** – Italy

**Province of Rimini** – Italy

**Spazio Eventi** – Italy

**Municipality of Tivat** – Montenegro

**University of Primorska, Faculty of Tourism studies Portoz** – Slovenia

**Federal Ministry of Environment and Tourism, Department of Tourism and Hospitality** – Bosnia&Herzegovina

**Regional Council of Durres** – Albania

**Duration:** 2012–2015

## Zero Waste Blue Project activities

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. Zero Waste Blue will upgrade the results of the previous project:

### How to design a sustainable sporting event? Capitalize, learn, practice with pilots events

**Zero Waste Blue** learns and capitalizes through the best practices and results of **Zero Waste**. From learning to practice: public and private stakeholders that organize sporting events will be able to evaluate and manage their events in a more sustainable and accessible way using the online platform **Zero Waste 2.0**. By using the platform, they can analyze performance and calculate the sustainability level of their events. A mobile Zero Waste 2.0 platform version will be available for the organizers of the events.

Ten sporting events that will take place in historical centers and in areas of natural and cultural interest will be selected as Zero Waste Blue pilots. Thanks to the Zero Waste Blue project, each successive edition will be more sustainable and therefore contribute to the promotion of the territory.

### Protection and promotion of natural and cultural heritage

All of the selected pilot sporting events will take place at important natural and cultural heritage locations. The main goal of organizing the sporting events is to test sustainable tools/solutions provided by the Zero Waste Blue platform, as well as to learn how to decrease waste and pollution and how to prevent negative impacts on natural and cultural heritage.

The solutions aim to reduce negative environmental impacts and CO2 production (e.g. use of recycled materials, paperless communication and transport rationalization), separate waste collection, use biodegradable materials which will lower the use of plastic and reduce the usage of water and energy.

### Zero Waste Blue brand - Growing together promoting the value of natural cultural heritage awareness

**Zero Waste Blue project** will create the Zero Waste Blue brand, which will promote the ideas and network of Zero Waste Blue Sporting Events. The Zero Waste Blue brand aims at sensitizing participants of the sporting events to sustainable solutions implemented by the behavior of the organizers and participants.

For that purpose, the project will create a marketing strategy and design tourist packages integrated with a local sustainable offer with which they will be able to reach different target groups all while promoting natural and cultural heritage in sporting events at various tourist destinations. The brand aims to reduce seasonality and increase sustainable tourist flows while at the same time making tourists aware, informed and conscious about the value of the natural and cultural heritage of the sporting event destination and conservation of the same.

## Sporting events

Each partner has chosen a sporting event that will be used as a pilot event in order to promote the Zero Waste concept. The following events will take place in 2018 or 2019:

### 1. ScopriTermoli, Termoli

**Date of the event:**  
December 2018

**Type of race:**  
urban City Rail

**Length of track:**  
10 km;

**Italian Paralympics  
Committee track:**  
5 km



### 2. The Metković Stairway (Skalinada), Metković

**Date of the event:**  
March 2019

**Type of race:**  
vertical road race

**Length of track:**  
1470 meters

**Number of stairs:**  
538



### 3. Wings for Life, Zadar

**Date of the event:**  
May 2019

**Type of race:**  
global charity event

**Current run record:**  
88,44 km



### 4. Cycling Tour Zadar-Nin

**Date of the event:**  
April 2019

**Type of race:**  
annual cycling tour

**Length of track:**  
35 km



## 5. Sports and Recreation Festival, Opatija

**Date of the event:**  
March, April, May 2019

**Type of race:**  
recreational event

**Length of track:**  
3-10 km



## 6. King of Učka , Opatija

**Date of the event:**  
September 2019

**Type of race:**  
cycling tour (hill climb race)

**Length of track:**  
22 km



## 7. Ston Wall Marathon, Ston

**Date of the event:**  
September 2019

**Type of race:**  
climbing race

**Length of track:**  
4-15-42 km



## 8. Marathon, Venice

**Date of the event:**  
October 2019

**Type of race:**  
racing event

**Length of track:**  
42-10 km



## 9. Half Marathon, Ancona

**Date of the event:**

October 2019

**Type of race:**

Racing event

**Length of track:**

4-10-21 km



## 10. Salt Eco-Marathon, Cervia

**Date of the event:**

April 2019

**Type of race:**

Eco event

**Length of track:**

10-21-42 km



## Conclusion

Sports facilities affect the environment in a variety of different ways and a distinction can be made between the indoor and outdoor facilities. When it comes to outdoor facilities, the way the space is treated is of considerable significance to the environment. Improper care of the environment can lead to a loss of valuable habitats and it can affect the balance of soil and water. Non-renewable resources are used, harmful substances are emitted, sporting equipment is produced and then disposed and all these factors contribute to environmental damage.

Sporting events also create traffic and the environmental damage caused by this is often underestimated. Providing sports facilities closer to homes and increasing the popularity of environment-friendly forms of mobility can make a big difference.

The existing problems between sporting events and the environment need to be resolved. Representatives of sporting events and those who promote nature conservation and the environment need to join forces towards sustainable development in sporting events.

The rising number of users and the greater and more intense use of nature and resources (land, energy, water etc.) due to these sporting events have undeniably increased and caused damage to the environment. The combination of planning, education and legal measures promise to be particularly successful.

Project Zero Waste Blue will **increase** the value of natural and cultural heritage through shared methodologies and cooperative strategies in the realization of sustainable sporting events by lowering the waste produced and strengthening the recycling chain in order to transform the waste into resources that can be reused.



## PARTNER CONTACT INFORMATION

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