



FINAL EVALUATION AND QUALITY REPORT

Zero Waste Blue

**Zero Waste Blue sport events for territorial
development**

November 2019

Project	Zero Waste Blue Zero Waste Blue sport events for territorial development
Project partners	<ol style="list-style-type: none"> 1. Town of Opatija – Lead Partner 2. University of Rijeka, Faculty of Tourism and Hospitality Management 3. Zadar County Development Agency ZADRANOVA 4. Dubrovnik-Neretva County 5. ART-ER Attractiveness Research Territory 6. Emilia-Romagna Region 7. Veneto Region 8. Molise Region 9. Municipality of Ancona 10. Veneto Innovazione Spa
Project value	Total project value: 861.435,70 EUR EU cofinancing (ERDF): 732.220,33 EUR (85%) National cofinancing: 129.215,37 EUR (15%)
Project duration	01/06/2018 – 30/11/2019
Call for proposal	Standard+
Priority Axis	Environment and cultural heritage

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1. Introduction

This document presents the overview of the project "Zero Waste Blue sport events for territorial development" (further in the evaluation ZWB). Lead Partner of the project is Town of Opatija, and other project partners are: University of Rijeka – Faculty of Tourism and Hospitality Management, Zadar County Development Agency ZADRA nova, Dubrovnik-Neretva County, ART-ER Attractiveness Research Territory, Emilia-Romagna Region, Veneto Region, Molise Region, Municipality of Ancona and Veneto Innovazione Spa. Lead Partner, Town of Opatija, continuously made coordination and monitoring of the project activities from the beginning of the project in June 2018, and in the last month of the project duration, November 2019, this final evaluation and quality report has been made.

Zero Waste Blue project is extension of successful Zero Waste project, and the aim of ZWB project is involvement of local communities and private-public stakeholders in the organisation of sustainable sport events in attractive and fragile areas (eg. historical centres, natural park/areas) lowering radically the environmental impact and increasing the benefit for the social and economic development. ZWB goals are reached through the following specific objectives:

- 1. Transfer and widen Zero Waste achievements also training new operators in CB area;**
- 2. Protect and promote natural and cultural heritage through Zero Waste Blue events, governance and policy instruments;**
- 3. Create a joint tourism product (Zero Waste sport events Blue brand) focused on sustainable sports events.**

All project partners, jointly with local stakeholders and communities, contributed in realisation of the ZWB project to increase their capabilities to create sustainable sport events making optimal use of environmental resources and cultural heritage and providing for socio-economic benefits. Through capitalisation, PPs, stakeholders and beneficiaries have been increased their awareness on the fact that sustainable approach is not deep-rooted in the public tourism strategy, then they have been joined their efforts to improve the capacity building of PA to adopt sustainable approaches, principles and instruments in tourism planning.

Project results which should be realised are: natural/cultural sites hosting ZWB sport events will be promoted and protected keeping their environment/historical value unchanged despite human pressure. Seasonality in tourism: sport events are organised throughout the year, in spite of seasonality, so the choice to use them as a lever to promote and preserve the heritage is strategic to effective work on a more balanced territorial development. Local communities/tourists will be made aware of sustainable behaviours and local cultural/natural heritage value. PPs and stakeholders will be trained in the use of Zero Waste platform 2.0/best practices, increasing their skills. Solutions that will remain in the area with positive

effects on local communities will be implemented in order to reach a higher level of sustainable economic and territorial development. Solutions for disadvantaged/special needs persons will be tested in sport events and permanently implemented to increase accessibility/usability of the natural assets/cultural heritage. Local economies will take advantage of the heritage of the area in a sustainable way, also promoting local products and being identified under the Zero Waste Blue brand. Smart solutions will generate added value (1 app will be integrated in Zero Waste 2.0). Policies and financial instruments will be promoted at a local/cross-border level to guarantee long term and sustainable impacts. Estimated lowering of CO2 will be produced, measured through ZW 2.0.

The purpose of the Final evaluation and quality report is to evaluate of the overall project implementation, to evaluate the quality of the project outputs and results and to define the recommendations for sustainability of project results.

First part of the evaluation describe sources of information and methodology that is used in preparation of this Final evaluation. Main part of the evaluation is analysis of the project implementation, and the analysis is based on most important evaluation criteria – relevance, effectiveness, efficiency and sustainability. The last part of the Final evaluation gives recommendations based on analysis of project activities that can be improved and can improve sustainability of the project results.

All information that are used in this Final evaluation and quality report are correct, relevant and high quality. Each potential mistake is accidentally made.

Attitudes and opinions in this final evaluation and quality report are responsibility of the Lead Partner, Town of Opatija, and they do not represent attitudes and opinions of other project partners, stakeholders, beneficiaries as well as the European Union.

2. Evaluation methodology

Evaluation methodology that have been used include overview of overall relevant project documentation, analysis of the project results and two Internal assessment reports based on Internal questionnaires that were fulfilled by all partners twice during project implementation.

- It has been completely studied overall project documentation that includes Application Form, all Progress Reports, Minutes of meetings and all other materials connected to project activities (newsletter, brochures, web pages of all partners, reports of all sport events etc.).
- It has been completely studied all project deliverables of the Zero Waste Blue project:
 1. **Subsidy Contract** signed between LP and Interreg Italy-Croatia Managing Authority;
 2. **Partnership Agreement** signed between LP and project partners;
 3. **Action Plan** – a document-tool for project planning and define the activities to be developed, deadlines and responsibilities per partners;
 4. **Methodological Paper** – a document stating project procedures to be followed and templates to be used;
 5. **Internal assessment reports** – two assessment reports that include self-assessment tool to assess the fined positive contribution of the project to the horizontal principles;
 6. **Communication Strategy** – a document containing common objectives, definition of target groups, tools, actions, timetable, responsibilities, resources, project common messages and slogans and common mailing list;
 7. **Reports on questionnaires** filled by participants of press-conferences and Associations of people with disabilities;
 8. **Brochure** about the project;
 9. **Newsletter** of the project;
 10. **Media campaign summary** – a document containing all media edits/articles etc.;
 11. **Project internet base, Facebook project webpage**;
 12. Analysis of project's **initial and final video** and also **7 promotional videos** with pilots as demo and enhancing natural and cultural heritage;
 13. **Reports on external events** that project partners participated and promoted Zero Waste Blue;
 14. **10 Protocols** subscribed within working groups by public and private operators of selected events that confirm their cooperation in sport event edition under Zero Waste Blue and in future editions keeping the Zero Waste Blue brand;
 15. Analysis of **Zero Waste 2.0 platform**;
 16. **10 reports** of the sport events and on results delivered through the support of Zero Waste 2.0 platform and evaluated by CB Committee including recommendations for further events;
 17. **7 Local Action Plans** for the effective implementation and monitoring of the Protocols to bind the application of a minimum of sustainable requirements in all the events (not only sport, but specifically with high impact on natural and cultural contexts)

having the patronage of a concerned public entity and to promote incentives to virtuous behaviors through the improvement of policy instruments;

18. **Marketing Strategy** - a document designed to promote ZWB sport events and destinations in sport tourism market;
19. **Zero Waste Blue brand** – the brand that identifies an enlarged sustainable tourist Adriatic product offered to sport tourists and to all their followers (families, suppliers, sponsors, fans) and tourists in general;
20. **Analysis of two Info days** organised in both Italy and Croatia;
21. Analysis of **learning materials** that were shared with partners.

This evaluation and quality report will value the quality and relevance of the project results by analysis of all mentioned deliverables. Valued segments will be established goals, their realisation and further sustainability assessment. Overall evaluation will be based on grading of the most important evaluation criteria, and after finishing of the overview in detail, final grade of the project realisation and further sustainability recommendations can be presented.

3. Analysis

The overall project and its implementation will be analysed in this chapter. Except project and its implementation, other segments that are going to be analysed are: project activities and deliverables, project outputs, target groups and overall realisation of the project. The goal is to give more quality, objective and sustainable overview, so the rate of project implementation could be realistic and the project activities could be successfully implemented in future sport events. The overview will be based on the most important evaluation criteria – relevance, effectiveness, efficiency and sustainability.

3.1 Relevance

The overall objective of the Zero Waste Blue project is to increase the value of the natural and cultural heritage through shared methodologies and cooperation strategies in the realisation of sustainable sport events. The objective is consistent with the programme's specific objective *Make natural and cultural heritage a leverage for sustainable and more balanced territorial development* in the way that sport events are conceived as *laboratories* in which public and private actors work together on co-designed and effective innovative solutions to reduce environmental and social impacts, while exploiting the potentials of the natural assets (natural parks and protected areas, lagoons, pin forest, salt flats, beaches) and cultural heritage (historic centers) in terms of a higher usability (disadvantaged/with special needs people) and tourism flows during the whole year against seasonality pressure.

By addressing sustainable sport events organisation in fragile and high cultural value context as tool to improve governance and territorial development, project is consistent with:

- **EUROPE 2020** in terms of: sustainable growth – an environmentally sensitive, competitive economy based on rational and efficient use of resources; social and territorial cohesion promotion. *To act sustainable* means to adopt inclusive and reception policies that create accessible and comfortable situations for particular target groups with difficulties and needs (families, seniors, disabled people etc.);
- **Territorial Agenda of the EU 2020** – events organisation requires integration of different operators and sectors (both public and private) promoting and fostering territorial development and integrations within different policies (environment, tourism, social inclusion, innovation);
- **EUSAIR** – the Zero Waste Blue specific objectives are coherent with EUSAIR Pillar 4 *Sustainable Tourism* – topic 1 *Diversified tourism offer*: promoting tourist packages of the sustainable sport events with ZWB brand; topic 2 *Sustainable and responsible tourism management*: involving public authorities/policy makers to adopt Local Plans with specified directive to foster the adoption of standard rules and sustainable behaviors and spread to use the ZW 2.0 platform to support the implementation of rules and monitor tourist events impact; improving knowledge/capacity building of public administrator and stakeholders through training and actions (working groups, pilot event organisation by using sustainable solutions/tools/instruments and ZW platform), in order to increase awareness of tourism operators on the impact

generated by events and prepare the ground to adjust tourism policies according to environmental, economic and social sustainability principles;

- **EUSALP** – Objective 3: *Ensuring sustainability in the Alps* – preserving the Alpine heritage and promoting a sustainable use of natural and cultural resources;
- **ROCK (Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities – HORIZON 2020)** – ROCK has adopted Zero Waste methodology and 2.0 platform helping the organisation's management of events in medieval city center. ROCK and ZWB will share results and main achievements involving stakeholders/policy makers and enlarging the number of people aware;
- **GAIA (Green Areas – Inner City Agreement project – LIFE + 2007-2013)** – ZW cooperated with GAIA project to plan trees in the urban parks to absorb the CO2 emission produced by the Run Tune Up, Zero Waste sport event of Bologna city center.

Others: EUSDR Priority Area 3 – *Culture and Tourism*; Smart specialisation strategy of the Republic of Croatia 2016-2020 – 2nd thematic priority area *Energy and sustainable development*; Croatian Development Strategy until 2020; Croatian Strategy on Education, Science and Technology (NN 124/2014); Croatian National Sport programme 2014-2022 (3rd Strategic goal *Encouraging sustainable local programs for sport affirmation as an essential factor in preserving the health and economic development, culture and tourism*); Dubrovnik and Neretva Region Development Strategy 2016-2020; Zadar County Development Strategy 2016-2020; 2014-2020 ERDF ROP of the Emilia-Romagna Region, Veneto Region, Marche Region, Molise Region; Digital Agenda 2015-2019 of Emilia-Romagna Region; HERA (*Sustainable tourism management of Adriatic HERitage* – IPA Adriatic CBC 2007-2013); Life SEC Adapt (*Upgrading sustainable energy communities in mayor adapt initiative by planning climate change adaptation strategies*); Urbact II – CSI EUROPE (*City Sustainable Investment in Europe*); ZERO CO2 (*Promotion of Near Zero CO2 Emission Buildings Due to Energy Use* – INTERREG EUROPE); S.T.A.R. (*Statistical networks in Tourism sector of Adriatic Regions* – IPA ADRIATIC CBC 2007-2013).

Tourism is an important economic factor both in Italy and Croatia and it represents a significant ecological footprint. More sustainable approach is needed mitigating seasonality pressure by improving a wider and integrated offer while exploiting richness of natural and cultural attractions. Sport events have positive effects on tourism – promote the enhancement of local cultural and natural heritage and local economy development. At the same time, they have negative effects on sites that host them in terms of CO2, waste management and noise pollution. Exploitation of the natural and cultural heritage in the event context may cause a lot of damage in the absence of an adequate regulation supported by specific skills and culture of sustainability. Use of cultural and natural heritage for the promotion of the events is a common practice since the events are an important tool to enhance a site and make it attractive also from a tourist point of view, regardless of seasonality. Governance strategies are needed to reach a higher level of sustainable economic and territorial development, exploit, preserve and increase the value of natural and cultural heritage and favour their accessibility. These strategies are based on a better cooperation among the sectors responsible for the organisation and promotion of events and

those in charge of environmental protection, natural and cultural heritage preservation, tourism and social development – both private and public bodies.

Zero Waste Blue approach is innovative because of the use of sport events as a way for exploiting the potential of the natural assets and cultural heritage while preserving them and increasing their value. ZWB sport events indeed take advantage of the heritage in PPs territories in a sustainable way driving local communities of the two coasts of Adriatic sea to a higher level of sustainable economic and territorial development. The deep involvement of institutional bodies, both in the partnership in a Cross-Border Committee and through working groups, set up since the beginning to implement the project jointly with private stakeholders as well, ensure an effective systemic approach aimed at the adoption of common strategies and policies at a cross-border level. Elaboration of local Action Plans (WP4) for the effective implementation and monitoring of the Protocol to bind the application of sustainable requirements in all the events having the patronage of a public entity and to promote incentive to virtuous behaviors (WP3) guarantees long term and sustainable impacts. A common brand identifying a sustainable tourist product based on sport events (WP5) will lead the partnership and its territories in growing jointly promoting awareness and the value of natural and cultural heritage. The approach capitalizes strength and weaknesses of previous successful experience and good practices achieved in Zero Waste project. It puts value on the Zero Waste 2.0 platform promoting a smart use of ICT and supporting cooperation between partners and between public and local actors in the Adriatic area and in individual territories. Moreover, ZWB stimulates innovative ICT initiatives generating added value in the sustainable management and usability of natural and cultural heritage. A new app linked to the 2.0 platform has been released to manage touristic flows during the sport events, to virtually guide blind people, to promote sustainable accessibility.

Zero Waste Blue actions and solutions are replicable and based on effective cross-border cooperation. Only through a strict cooperation among PPs ZWB was able to meet all the needs and expected positive results and effects. Roles and responsibilities had been shared and agreed. A Cross-Border Committee was established at the beginning of the project and representing all partners, including experts coming from both Italy and Croatia, who supervised and evaluated activities and results ensuring goals achievement at cross-border level. With regards to sustainability policies and management of sport streams, tourist flows, promotion and preservation of natural and cultural heritage assets, a system approach at a cross-border level is more effective.

3.2 Effectiveness

ZWB goals are reached through the following specific objectives:

- Transfer and widen Zero Waste achievements also training new operators in CB area;
- Protect and promote natural and cultural heritage through Zero Waste Blue events, governance and policy instruments;

- Create a joint tourism product (Zero Waste sport events Blue brand) focused on sustainable sports events.

These mentioned specific objectives are realised through activities of three operative work packages:

- **WP 3 – From Zero Waste to Zero Waste Blue: capitalising, learning, preparing pilots implementations**
- **WP 4 – How to protect and promote natural and cultural heritage through Zero Waste Blue sport events**
- **WP 5 – Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness**

Effects of the project activities are shown in the Table 1. On the left side of the table are the names of project activities and deliverables, and on the right side the effects achieved are explained. The sections below will be analyzed in more detail later.

Table 1 - Project activities and deliverables and outputs achieved

PROJECT ACTIVITIES AND DELIVERABLES	OUTPUTS ACHIEVED
WP 3 – From Zero Waste to Zero Waste Blue: capitalising, learning, preparing pilots implementations	
<p>A 3.1 – Zero Waste methodology and best practice exchange: setup, and training of the local working groups</p> <p>D 3.1.1 – 10 working groups D 3.1.2 – 20 working groups meetings D 3.1.3 – 10 reports D 3.1.4 – at least 10 solutions planned to be tested in pilots D 3.1.5 – 10 Protocols subscribed D 3.1.6 – 1 ICT/contents and usability updating of Zero Waste 2.0</p>	<ul style="list-style-type: none"> ✓ 10 working groups are established for each sport event, composed by public authorities, policy makers and public/private stakeholders involved in organisation of the Zero Waste Blue pilot sport event ✓ 20 working groups meetings were organised, 2 per each working group, to organise each sport event and to plan sustainable services/solutions to be implemented ✓ 10 reports on each working group are delivered ✓ 10 solutions planned to be tested in pilots are established and signed through Memorandum of Understanding for each sport event ✓ 10 protocols are signed between all organisers of each sport event (members of each working group)

	<ul style="list-style-type: none"> ✓ ZW app 2.0 is established and functional through Zero Waste 2.0 platform
<p>A 3.2 – Zero Waste Blue transfer meeting and study visit in Bologna; brand assignment</p> <p>D 3.2.1 – 1 project meeting / 1 study visit (Bologna, September 27-29 2018)</p> <p>D 3.2.2 – Zero Waste Blue brand assigned to new 10 sustainable sport event</p> <p>D 3.2.3 – 1 new Zero Waste 2.0 platform release in APP version</p>	<ul style="list-style-type: none"> ✓ Project meeting and study visit in Bologna was held in October 15-16, 2018, with 34 participants from the local working group/CB committee ✓ ZWB brand has been established and each element from the ZWB brand was involved in each sport event ✓ New Zero Waste 2.0 app was established based on ZWB brand criteria
<p>WP 4 – How to protect and promote natural and cultural heritage through Zero Waste Blue sport events</p>	
<p>A 4.1 – Zero Waste Blue sport events implementation all across CB area</p> <p>D 4.1.1 – Zero Waste Blue sport events realised</p> <p>D 4.1.2 – 10 reports on results</p>	<ul style="list-style-type: none"> ✓ 10 ZWB sport events realised: <ol style="list-style-type: none"> 1. Half marathon Termoli (December 2018) 2. Metković Skalinada (March 2019) 3. Wings for Life Zadar (May 2019) 4. Cycling tour Zadar-Nin (April 2019) 5. Festival of Sport Recreation (April 2019) 6. King of Učka (September 2019) 7. Ston Wall Marathon (September 2019) 8. Venice marathon (October 2019) 9. Half marathon Ancona (October 2019) 10. Eco Marathon of the Salt Cervia (May 2019) ✓ 10 reports on results are prepared through support of Zero Waste 2.0 platform and evaluated by CB Committee including recommendations for further events
<p>A 4.2 – Governance and Policy instruments</p> <p>D 4.2.1 – 7 local Action Plans</p>	<ul style="list-style-type: none"> ✓ 7 local Action Plans are established and adopted for the effective implementation and monitoring of

	the Protocol signed through working groups meeting
WP 5 – Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness	
<p>A 5.1 – Zero Waste Blue brand and tourism packages</p> <p>D 5.1.1 – 1 marketing strategy</p> <p>D 5.1.2 – ZWB brand designed and promoted</p> <p>D 5.1.3 – 10 tourist packages</p> <p>D 5.1.4 – 1 Info day organised in Italy</p> <p>D 5.1.5 – 1 Info day organised in Croatia</p> <p>D 5.1.6 – Learning materials shared with partners</p>	<ul style="list-style-type: none"> ✓ Marketing strategy designed to promote ZWB sport events and destinations in sport tourism market as framework for creation of ZWB brand starting from ZW logo delivered to ZW previous events and new 10 events has been produced ✓ ZWB brand has been designed and promoted through sport events connected to activities in WP 2 ✓ 10 tourist packages has been created and integrated within tourist local sustainable offer ✓ Info day in Italy was organised by PP5 in Cervia in April 4th, 2019 ✓ Info day in Croatia was organised by LP in Opatija in November 5th, 2019 ✓ Learning materials are produced and shared with all project partners

In table above project activities are these from crucial importance for realisation of the ZWB specific objectives. These analysed Work Packages are realised together with **Work Packages 1 – Project management and coordination of activities** and **2 – Communication activities**. Mentioned WPs are important for communication and coordination between project partners and adequate promotion and visibility of the ZWB project and its goals and results.

In the framework of the *Work Packages 1 – Project management and coordination of activities*, following activities and deliverables are realised:

- **Start-up activities** - signed Subsidy Contract and Partnership Agreement, establishing of Cross-Border Committee and participation on two Interreg Italy-Croatia programme workshops/meetings (in Venice and in Karlovac)
- **Day-to-day project management, coordination and internal communication** – Action Plan, Methodological Paper and Template for Budget Monitoring produced; Final Report is predicted three months after the end of the project
- **Steering and monitoring of the project implementation** – 2 project meetings were organised by PP8 in Ancona (January 2019) and by PP6 in Venice (June 2019), two Minutes of meetings were prepared, Internal questionnaires were fulfilled by each

member of the project team twice and, according to the results, two Internal assessment reports were prepared, Final evaluation and quality report is in preparation at the moment

- **Financial management** – 20 Progress Reports had been prepared by each partner for every 6 months and certified by First level controllers, 10 Final Progress Reports will be submitted 3 months after the end of the project.

In the framework of the *Work Packages 2 – Communication activities*, following activities and deliverables are realised:

- **Start-up activities** – Kick-off meeting was held in Opatija in July 2018, Communication Strategy has been produced, project visual identity with project logo and visibility package has been prepared
- **Media relations, publications and digital activities** – 8 press conferences were organised at the project level, 10 questionnaires were fulfilled by members of the Associations of people with disabilities, 20 questionnaires per event were fulfilled by participants of press conferences and assessment reports were produced, 1 publication is published and printed in EU relevant magazine, project brochure has been prepared and printed in 1.000 copies, for each 6 months 150 copies of newsletter were disseminated to relevant stakeholders (450 in total), there were a lot of TV/radio/web media edits/short promotional videos (Youtube) connected to project activities and organised sport events, Media Campaign Summary was prepared as sum of all media edits and articles by all partners taken, Project internet base has been established and updated, Facebook profile has been established and 581 people liked the ZWB project webpage
- **Promotional material production and events** – each of the partner put the project poster on visible place inside its institution, projects initial video was prepared at the beginning of the project, projects final video was prepared at the end of the project, 10 promotional videos with pilots enhancing natural and cultural heritage were prepared and have been uploaded on Youtube, Final meeting with communication workshop was held in Dubrovnik in November 13th, 2019, after the meeting Minutes of meeting was prepared, ten external events project partners participated at and promoted Zero Waste Blue project.

Work package activities were completely realized by the end of the project. In order to more precise evaluation of the success of the project activities, the activities carried out by Work Packages are described in more detail below.

3.2.1 WP 1 – Project management and coordination of activities

Work Package 1 - *Project management and coordination of activities* contains activities that ensure realisation of the project activities in the framework of the Programme rules and regulations. For realisation of the WP 1 responsible partner is LP – Town of Opatija.

In the framework of WP 1 following deliverables had been planned:

- **Signing of the Subsidy Contract between LP and Interreg Italy-Croatia MA;**
- **Signing of the Partnership Agreement between LP and other PPs;**
- **Establishment of Cross-Border Committee;**
- **Participation on at least two Interreg Italy-Croatia programme workshops/meetings (1 in Croatia, 1 in Italy);**
- **Action Plan;**
- **Methodological Paper;**
- **Template for budget monitoring;**
- **Final Report;**
- **Organisation and participation on two project meetings in Ancona and Venice;**
- **two Minutes of meeting;**
- **20 Internal questionnaires for project partners;**
- **2 Internal assessment reports;**
- **Final evaluation and quality report;**
- **20 Progress Reports;**
- **10 Final Progress Reports.**

In continuation there is elaborated analysis of each WP 1 deliverable.

Subsidy Contract

Subsidy Contract was signed between Lead Partner, Town of Opatija, and Interreg Italy-Croatia Managing Authority. This document connects the LP with Programme authorities and ensure the project activities implementation according to Interreg Italy-Croatia Programme rules and legal framework.

Partnership Agreement

Partnership Agreement was signed between Lead Partner, Town of Opatija, and all nine project partners: Faculty of Management and Tourism Hospitality from University of Rijeka, ZADRA nova – Zadar County Development Agency, Dubrovnik-Neretva Region, ERVET – Territorial Development Agency of Emilia-Romagna Region, Emilia-Romagna Region, Veneto Region, Molise Region, Municipality of Ancona and Veneto Innovazione Spa. This document connects LP with other PPs and defines the roles and circumstances for implementation and realisation of the Zero Waste Blue project.

Cross-Border Committee

Cross-Border Committee is project committee composed by two persons per partner, with included one Italian and one Croatian expert in sustainable tourism. CBC ensured effective management and reporting as well as effective budget monitoring. Members of CBC had meetings each 6 months together with Project meetings and evaluated realised project activities.

Interreg Italy-Croatia programme workshops/meetings

Representative of LP external expert participated on the Lead partner seminar in Venice in June 26-27, 2018. On the first day of the seminar, members of Joint Secretariat introduced participants with Programme rules, project communication, budget change procedure, State Aid rules, financial management and reporting of expenditures in SIU system. Second day of the seminar was separated in three sessions: Communication, Financial Management and Project Management sessions. Representative participated on Financial Management session, where were presented in detail all steps in process of financial reporting and functionality of the SIU system. After finishing of all three sessions, there was predicted meeting with member of JS responsible for the project. Member of JS introduced representative with some basic information about Programme and gave him few advices for more successful implementation of the project activities.

Representative of LP external expert participated on implementation workshop organized by Ministry of Regional Development and EU funds as national First Level Control body in Croatia. In cooperation with Joint Secretariat, FLC controllers introduced participants with reporting rules, some most common irregularities in the project realization phase, process of reporting the expenditures in SIU system and some improvements and changes in relation to the beginning of the Zero Waste Blue project.

Action Plan

The objective of the Action Plan is to establish the administrative procedures and rules to be adopted by all parts involved in the Zero Waste Blue project. The goal is to identify the framework of coordination amongst project beneficiaries themselves and also with Managing Authority (MA), in order to reach the best method of implementation, taking into account all technical activities, financial conditions and time plan agreed by each partners and annexed to this agreement concerning the granting from the elaboration of the project Zero Waste Blue.

Methodological Paper

The purpose of Methodological Paper is to define methodology and procedures for successful project implementation. The document establish templates with methods of measuring the main project outputs to be used in regard to programme output indicators and project outputs. All methods that are defined in this document ensured smooth realisation of project outputs.

Template for budget monitoring

Template for budget monitoring is a document containing financial tables to monitor the project budget. After finishing of each reporting period, reported and certified costs were inserted into Template, and that ensured better and easier monitoring of PPs budgets.

Final Report

Final Report is a document that will LP submit within 3 months after the official end of the project. In document there will be summary of all realised outputs and results, description of cooperation, coherences with EUSAIR strategy and horizontal principles etc.

Project meetings in Ancona and Venice

First project meeting was held in Ancona in January 24-25, 2019. All members of project team were present. Coordinators of each Work Package presented activities and deliverables already realised and planned until the next project meeting. There was also presented ScopriTermoli marathon as, at that moment, the only realised sport event – experiences, working groups meetings and protocol signing, media activities and organisation of press conference. In continuation of the meeting, five sport events were presented: Metković Skalinada, Festival of Sport Recreation Opatija, Wings for Life Zadar, Cycling tour Zadar-Nin and Eco Marathon of the Salt Cervia. On the project meeting participants fulfilled Internal questionnaires, and after project meeting LP made 1st Internal assessment report.

Second project meeting was held in Venice in June 27-28, 2019. All members of project team were present. Coordinators of each Work Package presented activities and deliverables already realised and planned until the next project meeting on the Final event and workshop in Dubrovnik. Five sport events were presented: Metković Skalinada, Festival of Sport Recreation Opatija, Wings for Life Zadar, Cycling tour Zadar-Nin and Eco Marathon of the Salt Cervia – promo video, experiences with ZWB brand, protocols signed and press conferences organised. Other four sport events that were realised after meeting were presented: King of Učka, Ston Wall Marathon, Venice Marathon and Ancona Halfmarathon. On the project meeting participants fulfilled Internal questionnaires, and after project meeting LP made 2nd Internal assessment report.

Minutes of meeting

After two project meeting, these in Ancona and Venice, LP prepared Minutes of meetings with all themes and presentations presented on the meetings.

20 Internal questionnaires

The Questionnaire was made by LP with set of evaluating questions, and the aim is to evaluate the quality of the project implementation, the cooperation between project partners and to prevent risk of communication problems. It was anonymus, so each project member could express his own opinions and recommendations that can be different than others and even from his own organisation and stakeholders.

Set of evaluative questions included:

1. The level of satisfaction with the implementation of the ZWB project;
2. The level of partners involvement in the ZWB implementation;
3. The level of satisfaction with project communication between partners and especially with Lead Partner and WP responsible partners;
4. Potential problems in project implementation and realisation of the activities;
5. The level of satisfaction with project outcomes;
6. The level of awareness of people about the conservation and sustainability of natural and cultural heritage.

2 Internal assessment reports

Internal assessment reports made a review and evaluation of two phases of the Zero Waste Blue project. Documents were prepared using the Internal questionnaires filled by the project partners. The specific purpose was to evaluate the project and quality of the cooperation between project partners.

In 1st Internal assessment report, according to the results of the analysis, the biggest problem in the project realisation was communication between project partners, especially with the WP responsible partners. In 2nd Internal assessment report, these results were much better, because communication between project partners had been successfully improved in a quality way.

Final evaluation and quality report

For preparation of the Final evaluation and quality report, a lot of important documents has been used, such as Application Form and all available deliverables and documentation from SIU system.

20 Progress Reports

After finishing the 1st reporting period (June-December 2018), each project partner (10 in total) made 1st Progress Report via SIU system and reported it to competent First level control. After certification, during March 2019, 1st joint Progress Report was prepared by LP and registered in May 2019.

After finishing the 2nd reporting period (January-June 2019), each project partner (10 in total) made 2nd Progress Report via SIU system and reported it to competent FLC. After certification, during September 2019, 2nd joint Progress Report was prepared by LP and registered in November 2019.

10 Final Progress Reports

After finishing the 3rd reporting period (July-November 2019), each project partner (10 in total) made Final Progress Reports via SIU system and reported it to competent FLC. After certification, LP will prepare Final joint Progress Report during February 2020, and together with necessary documentation LP will prepare Final Activity Report.

3.2.2 WP 2 – Communication activities

Work Package 2 – *Communication activities* is a strategic and horizontal WP that aimed to promote wide dissemination of project objectives and achieved results. Responsible partner for WP 2 is Zadar County Development Agency ZADRA nova.

In the framework of WP 2 following deliverables had been planned:

- **Kick-off meeting in Opatija;**
- **Communication Strategy;**
- **Project visual identity;**
- **8 press conferences/local workshops organised;**
- **10 online questionnaires fulfilled by members of the Associations of people with disabilities;**
- **20 questionnaires per event fulfilled by participants of press conferences/local workshops;**
- **16 questionnaire assessment reports;**
- **1 printed publication on relevant EU paper magazine;**
- **Project brochure;**
- **Project newsletter;**
- **20 TV/radio/web media edits/short promotional videos (Youtube);**
- **Media campaign summary;**
- **Project internet base;**
- **Social media profile established;**
- **500 likes on Facebook project webpage;**
- **10 Zero Waste Blue posters;**
- **Project's initial video;**
- **Project's final video;**
- **7 promotional videos with pilots as demo and enhancing natural and cultural heritage;**
- **Final meeting with communication final workshop organised by PP3 in Dubrovnik in November 2019;**
- **Meeting minutes;**
- **10 events participated at and Zero Waste Blue promoted.**

In continuation there is elaborated analysis of each WP 2 deliverable.

Kick-off meeting

Kick-off meeting was held in Opatija in July 4-5, 2018. On the meeting all members of project team were present and introduced each other. Main goals and outputs of the ZWB project were presented, and all partners agreed about realisation of start-up activities. The Cross-Border Committee was established.

Communication Strategy

Communication Strategy is a document that contains common objectives, definition of target groups, tools, actions, timetable, responsibilities, resources, project common messages and slogans and common mailing list. It was made by PP1 – Faculty of Management and Tourism Hospitality from University of Rijeka.

Project visual identity

Project visual identity includes project logo established at the beginning of the project and visibility package. Visibility package include pens, cardboard folder, T-shirt and USB sticks.

8 press conferences/local workshops

8 press conferences were organised by partners: Town of Opatija, Faculty of Management and Tourism Hospitality from University of Rijeka, ZADRA nova, Dubrovnik-Neretva Region, Emilia-Romagna Region, Veneto Region, Molise Region and Ancona Region. PP1, Faculty of Management and Tourism Hospitality from University of Rijeka, organised press conference at the kick-of meeting, while other press conferences were connected to particular sport event.

10 online questionnaires for the Associations of people with disabilities

More than 10 questionnaires were fulfilled by members of the Associations of people with disabilities. Some of the questionnaires were fulfilled online, some printed. Set of questions were based on:

- Sport activities in leisure time and its influence on quality of life;
- Offer of sport events for disabled people;
- Main problems on sport events for disabled people;
- Public opinion about participation of disabled people on sport events;
- Recommendations for improvement the participation and conditions for disabled people.

Members of the Associations of people with disabilities were very active and they helped with their answers to recognise where the main problems are and they also gave advices to their better implementation in sport activities.

20 questionnaires for participants of press conferences/local workshops

On each organised press conference, present media representatives got questionnaires to mark the level of promotion of the ZWB project. Set of questions was about:

- Level of satisfaction about informing wider public;
- Level of satisfaction about presenting the ZWB project;
- Level of satisfaction about the awareness about main objectives of ZWB project;
- Level of satisfaction about the organisation of the press conference.

Representatives were mostly on the high level of satisfaction about all mentioned categories, and the conclusion is that ZWB project and its main goals are promoted in good and recognisable way.

16 questionnaire assessment reports

Questionnaire assessment reports were based on results of questionnaires for participants of press conferences, which means there are 8 assessment reports in total. The results were good, which means that ZWB project and its goals were promoted in quality way.

1 printed publication on relevant EU paper magazine

This activity was realised followed by some difficulties, because most of the relevant EU magazines are too expensive or the procedure for the publication is longer than project duration. So, in cooperation with JS, it is decided that printed publication will be published in online version of relevant EU magazine. It was published in magazine EurActiv, specialized Croatian magazine for European Union and all facts connected to it. Huge and detailed article was published on November 26th, 2019, about importance of ZWB project sustainable ideas with all ten sport events and final project video.

Project brochure

Project brochure was produced at the beginning of the project with all relevant information about ZWB project and its goals. After preparation, brochure was printed in 1.000 copies in recycled paper and disseminated to interested public, most on ZWB sport events and external events participated by members of project team and promoted ZWB project.

Project newsletter

Project newsletter was produced based on Communication Strategy for stakeholders involved in realisation of project activities. 450 copies were disseminated (3*150) per each six months to stakeholders. All three newsletters were different, based on relevant project period, and they described realised sport events and their results together with goals of the ZWB project.

20 TV/radio/web media edits/short promotional videos (Youtube)

All partners were very active in cooperation with media representatives, and ZWB project, together with each of 10 sport events, were very good present in media. Most of published articles were on the web, and all sport events were excellent promoted both before and after event.

Media campaign summary

Media campaign summary is a document containing all media edits/articles etc. published and all other actions to media taken by all project partners. As there were a lot of articles published on different websites in both Italy and Croatia, the document is excellent base for rich and quality media campaign.

Project internet base

Project internet base was established at the beginning of ZWB project. ZWB project website was updated with sport events, and after end of the project website will be updated with project deliverables.

Social media profile

Social media profile was established on Facebook at the beginning of the project and was constantly uploaded with information about ZWB sport events.

500 likes on Facebook project webpage

At the end of the project number of total likes on Facebook page is 581.

10 Zero Waste Blue posters

ZWB project poster was established at the beginning of the project. Each project partner put project poster on visible place in their institutions and took a photo.

Project's initial video

Project's initial video was produced at the beginning of the project. It contains short clips as announcement of all ZWB sport events and can be found on Youtube.

Project's final video

Project's final video was produced at the end of project. It contains short clips from each of ZWB sport events and also can be found on Youtube.

7 promotional videos with pilots as demo and enhancing natural and cultural heritage

Each sport event (10) has its promotional video with pilots enhancing natural and cultural heritage. All videos are available on Youtube.

Final meeting with communication final workshop

Final meeting with communication workshop was organised by PP3 and held in Dubrovnik on November 13th, 2019. All members of the project team were present. On final meeting there were presented last four ZWB sport events: King of Učka, Ston Wall Marathon, Venice Marathon and Ancona Halfmarathon. ZW 2.0 app was presented and introduced all present with its use. All coordinators of Work Packages presented activities and deliverables realised.

Meeting minutes

Minutes of meeting were prepared after Final meeting and communication final workshop.

10 events participated at and Zero Waste Blue promoted

Numerous number of sport events have sustainable ideas and are great places to promote ZWB project and its objectives. External events participated at were:

- Škraping on the island of Pašman 2019;
- Mooh Run Cheese Edition in Piazzola sul Brenta 2019;

- Mandarine Halfmarathon 2019;
- Rune Tune Up Bologna 2019;
- Walking and exercising together in Ičići 2019;
- Brijuni Halfmarathon 2019;
- 100 miles of Istria 2019;
- Krk bike story Malinska 2019;
- Bike marathon „Uvati vitar“ Sutivan 2019;
- Samobor Night Race 2019.

On all mentioned external events ZWB project was presented and members of project team introduced all interested public with main goals of ZWB project.

3.2.3 WP 3 – From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementations

Work Package 3 - *From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementations* aimed to share, transfer ZW achievements and widen use of ZW 2.0 platform by training new operators in the cross-border area. Coordinator of the WP 3 was ERVET (Emilia-Romagna territorial development agency, later ART-ER).

In the framework of WP 3 following deliverables had been planned:

- **10 working groups;**
- **20 working groups meeting;**
- **10 reports;**
- **10 solutions planned to be tested in pilots;**
- **10 Protocols subscribed through working groups;**
- **1 ICT/contents and usability updating of Zero Waste 2.0;**
- **1 project meeting/1 study visit in Bologna;**
- **10 ZWB brand assigned to the new 10 sustainable sport events;**
- **1 new Zero Waste 2.0 platform release in app version.**

In continuation there is elaborated analysis of each WP 3 deliverable.

10 working groups

Each sport event had its own working group composed by public/private stakeholders involved in organisation of each sport event. These stakeholders are: public authorities, policy makers, waste management agencies, event organisers, local transport operators, hoteliers, restaurants, Associations of disabled people.

20 working groups meeting

Each working group had two meetings for each ZWB sport event.

10 reports

Each member of the project team, after 2nd WG meeting, made a report about meetings, solutions for disabled people and protocols signed.

10 solutions planned to be tested in pilots

Each ZWB sport event had one solution for disabled people in cooperation with Association of disabled people. These solutions are planned in collaboration with Associations for disabled people through working groups meeting. On each ZWB sport event disabled people had opportunity to participate equally as other participants. Each solution has been signed through each protocol and present base for future sport events.

10 Protocols subscribed through working groups

10 Protocols were signed within working groups by all members of working groups of ZWB sport events that they confirm their cooperation in sport event under ZWB and in future editions keeping the ZWB brand.

1 ICT/contents and usability updating of Zero Waste 2.0

Zero Waste 2.0 platform updated with ZW app are produced to inform sport event participants on their adoption of sustainable behaviors. It is open and free app, available on the web to everyone who wants to organise any kind of public/private event and calculate the environmental, social and economic impact. The platform guides organisers to choose the best sustainable solutions in different sectors/context, including fragile ones, and push them to take care of different aspects that both impact/benefits from natural and cultural heritage. It also promotes tourist packages of ZWB events and their destinations. The platform has a section both of event pre-design and of event follow up to guarantee the true application on the sustainable actions planned.

1 project meeting/1 study visit in Bologna

Project meeting and study visit was held in Bologna in October 15-16, 2018. On the project meeting participants shared and transferred the results of local working groups and Zero Waste 2.0 platform. Participants verified the adequacy of the sustainable environmental social and economic solutions planned for their sport events selected and calculated the impacts. Through study visit participants met the organisers of Run Tune Up halfmarathon in Bologna, so they exchanged experiences and designed common promotional actions with some of the Italian partners.

10 ZWB brand assigned to the new 10 sustainable sport events

Zero Waste Blue project aimed to promote ZWB sport events network thanks to Zero Waste Blue brand. The brand is structured to identify an enlarged sustainable tourist Adriatic product offer to sport tourists and to all their followers (families, suppliers, sponsors, fans)

and tourists in general. The brand represents an Adriatic touris product as a great combination of innovative sport services, transport modes, accommodation accessibility designed in a sustainable way thanks to Zero Waste Blue sport events. Creating Zero Waste Blue sport events means to sensitize the participants since the registration time to the race with specific communications on sustainable solutions implemented by the organisers and behaviors requested in the participation. In this way, Zero Waste Blue brand becomes meaning of cultural and natural heritage promotion and availability to events' participants and tourists.

1 new Zero Waste 2.0 platform release in app version

Zero Waste 2.0 app version is produced to inform sport events participants on their adoption of sustainable behaviors. It is open and free app, available on the web to everyone who wants to organise any kind of public/private event and calculate the environmental, social and economic impact. App is available on the website of ART-ER project partner.

3.2.4 WP 4 – How to protect and promote natural and cultural heritage through Zero Waste Blue sport events

Work Package 4 - *How to protect and promote natural and cultural heritage through Zero Waste Blue sport events* aimed to effectively apply Zero Waste services/tools/solutions planned and evaluated by CB Committee during WP 3. Responsible partner for realisation of the WP 4 is Faculty of Management and Tourism Hospitality from University of Rijeka.

In the framework of WP 4 following deliverables had been planned:

- **10 Zero Waste Blue sport events realised:**
 1. **Half marathon Termoli (December 2018);**
 2. **Metković Skalinada (March 2019);**
 3. **Wings for Life marathon Zadar (May 2019);**
 4. **Cycling tour Zadar-Nin (April 2019);**
 5. **Festival of Sport Recreation Opatija (April 2019);**
 6. **King of Učka (September 2019);**
 7. **Ston Wall marathon (September 2019);**
 8. **Venice marathon (October 2019);**
 9. **Ancona halfmarathon (October 2019);**
 10. **Eco Marathon of the Salt Cervia (May 2019);**
- **10 reports on results;**
- **7 local Action Plans.**

In continuation there is elaborated analysis of each WP 4 deliverable.

10 Zero Waste Blue sport events realised

Ten ZWB sport events implemented sustainable services/tools/solutions to conserve, protect and promote natural and cultural heritage of the hosting venues. ZWB sport events tested logistic-organisational solutions to low waste and pollution, adoption of saving/recycling systems, sustainable management of tourist flows, use of ecological means of transport, purchases of green and ecological services and products, sharing economy modalities for supplies. Sustainable services/tools/solutions implemented were meant to remain permanently on territories for the benefit of local communities and tourists improving the aspects of wellness, accessibility, agreeability of the destination regardless of the season.

Realised ZWB sport events are:

1. Half marathon Termoli (December 2018)

Scopri Termoli was held in Termoli on December 8th, 2018. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

Thanks to the spectacular nature of the course, carefully chosen by the organizers of the Termoli Runners, for three years the event has taken on the role of Urban City. In compliance with the federal regulations that provide for this category of races when they do not exceed 20% of asphalt and are affected by nature trails or from ancient villages and of particular historical/cultural interest. The competitive race is run on a distance of 10 km (also dubbed by the non-competitive on the same distance), while the youth races are run on 250 m (0-6 years), 400 m (7-11 years), 1.000 m (12-13 years and 14-15 years).

In order to achieve these results, organizers have implemented a number of sustainable activities: use of mains water for refreshment, use of local products and km 0 for the realization of the race package and the awards, use of compostable, biodegradable and recycled material, online registration, use of eco-compatible bibs, positioning of ecological islands for separate waste collection, preparation of containers for the collection of waste on the route with the help of volunteers to ensure cleanliness and urban decor.

2. Metković Skalinada (March 2019)

The Metković Skalinada was held in Metković on March 17th, 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

The Metković Skalinada is an international athletic race, unique race because it runs exclusively on the stairs. The race is 1.470 m long and has 538 stairs, connecting the two churches and the park-forest with the center of Metković. The race is a chronometric where all competitors start at the correct interval of 30 seconds.

In order to achieve these results, organizers have implemented a number of sustainable activities: use of volunteers, use of local products, use of biodegradable glasses.

3. Wings for Life marathon Zadar (May 2019)

Wings for Life World Run was held in Zadar on May 5th, 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

Wings for life World Run in Zadar, starts exactly at 13:00 local time. 9.000 runners started running from Zadar peninsula, along the Croatian coast towards city of Šibenik. Everyone running globally connected, simultaneously all around the world. Participants start at exactly the same time no matter if it's sunny or raining, day or night. Everyone competing with the world. 100% of all entry fees and donations go directly to cutting-edge research projects to find a cure for Spinal Cord Injury. There is no finish line, no set distance to cover, no set time to beat. It's the only race where the finish line is chasing you. Thirty minutes after the start, Catcher Cars begins to chase the participants. The goal is to stay ahead of it for as long as possible. When the Catcher Car passes you, your race is over. The last one racing is the global winner.

In order to achieve these results, organizers have implemented a number of sustainable activities: use of volunteers, biodegradable shirts, water and fruit for refreshment, waste bags.

4. Cycling tour Zadar-Nin (April 2019)

Cycling Tour Zadar - Nin was held in Zadar and Nin on April 13th, 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

Bike race gather all ages, the majority of families with children. It is 35 km long. The bike race connects the city of Zadar and the town of Nin, which is the oldest Croatian royal town. It also promotes cultural and historical sights in a way that on the mentioned route are numerous cultural and historical sights. It has been organized since 2009 when there were 300 cyclists; while on the last race was 1.100.

In order to achieve this results, organizers have implemented a number of sustainable activities: online registration of participants, use of biodegradable equipment, separate disposal of waste, the use of local products on cycling tour, short education on environmental protection, use of volunteers.

5. Festival of Sport Recreation Opatija (April 2019)

Croatian festival of sport recreation in Nordic walking and hiking was held in Opatija on April 13th, 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

Croatian festival of sport recreation in Nordic walking and hiking is intended for all generations in order to preserve health and popularize sports and recreational activities.

The goal of the event is to involve as many people as possible in Nordic walking. The festival includes 5 guided routes ranging from 3 to 10 km in weight, and is held in the spring on World Health Day.

In order to achieve these results, organizers have implemented a number of sustainable activities: use of local products, use of biodegradable equipment, plogging, education for people with disabilities, use of volunteers.

6. King of Učka (September 2019)

King of Učka was held in Ičići on September 28th, 2019. Before the event, organizers planned environmental, social and economic impact of the event using the Zero Waste 2.0 platform.

King of Učka is a cycling race that connects the sea and the mountain – the small coastal town Ičići and the nature park Učka. It represents the perfect cycling polygon and a challenge for all lovers of cycling and road climb. The length of the trail is 22 km and the total ascent is 1.380 m.

In order to achieve these results, organizers have implemented a number of sustainable activities: organizing and renting hybrid cars to follow cyclists along the route, education for children about recycling, organizing a mini fair for local exhibitors to encourage the use of local products, use of biodegradable equipment, engaging volunteers.

7. Ston Wall marathon (September 2019)

Ston Wall Marathon was held in Ston on September 22th, 2019. Before the event, organizers planned the environmental, social and economic impact of the event using the Zero Waste 2.0 platform.

The Ston Wall Marathon is an event for all running enthusiasts. Running the longest wall in Europe is a unique experience as well as enjoying the natural environment of the race track. This race is not only for professional runners but also for recreational athletes. There are three types of race: 4 km, 15 km and 42 km. The goal of this race is not only to promote a healthy lifestyle, but also the natural beauties of Croatia. The race ends in the center of Ston.

In order to achieve these results, organizers have implemented a number of sustainable activities: paperless registration and communication, use of recycled materials, rational use of water and energy, use of local products and local producers, use of biodegradable plastic cups, use of natural materials (Croatian stone), cotton racing jerseys, use of volunteers.

8. Venice marathon (October 2019)

Venice Marathon was held in Venice on October the 27th 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

Venice Marathon is part of the Abbott World Marathon Majors Wanda Age Group World Ranking and it is worldwide recognized and Bronze Label certificated by IAAF, and Gold Label by FIDAL. The race route is unique: - start line in front of Villa Pisani, Riviera del Brenta - run in Venice, crossing the floating bridge set up for the race, through Piazza San Marco, by the Campanile and Palazzo Ducale. Venice Marathon is a race that continues to fascinate runners and spectators for decades.

In order to achieve these results, organizers have implemented a number of sustainable activities: sustainable transport (interregional and regional rail transport, low-emission busses), better separate waste collection, trash bins for plastic, agreement for plastic recover with CO.RE.PLA (re-use), digital communication and online inscription, a ramp for people suffering from mobility impairments, use of local products, 2.000 volunteers involved, promotion of local tourist itineraries.

9. Ancona halfmarathon (October 2019)

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 Half Marathon in Ancona is being held for the sixth time. Competitors can choose from a 21 km (competitive), 10 km (non-competitive) and 4 km 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.

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 disabilities; local food 0 km; sustainable transport; acquisition of P CUP the smart glass for all athletes. P CUP 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 P CUP 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.

10. Eco Marathon of the Salt Cervia (May 2019)

Eco-Marathon of the Salt was held in Cervia on April 6-7 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform.

Spread the trail running philosophy, a passion coming from the pleasure of running within pure spaces, a trend promoting a natural rhythms lifestyle, an improvement of the relationship with the environment and a deeper understanding of the territory culture. It means to discover the Salt Roads in order to walk them in respect of the labour of man who create them and in memory of one of the trade that allowed Cervia area's development, safeguarding its natural heritage.

In order to achieve these results, organizers have implemented a number of sustainable activities: online registration, distribution of local products, collection stations for recycling, training course for people with disabilities.

10 reports on results

Each ZWB sport event was evaluated through reports on results delivered through support of Zero Waste 2.0 platform and evaluated by CB Committee. These reports also includes recommendations for further events.

7 local Action Plans

The objective of the local Action Plans is to establish the administrative procedures and rules to be adopted by all parties involved in events (not only sport, but specifically with high impact on natural and cultural contexts). The goal is to identify the governance and policy instruments - framework of coordination amongst events, in order to reach the best method of implementation, taking into account all technical activities, financial conditions and time plan agreed by each party, concerning the granting from the elaboration of the project Zero Waste Blue.

Elaboration of local Action Plans for the effective implementation and monitoring of the Protocols bind the application of a minimum of sustainable requirements in all the events, having the patronage of a concerned public entity and to promote incentives to virtuous behaviors through the improvement of policy instruments.

Directly involved and informed policy makers and stakeholders, made aware about sustainability through working groups activities, effective testing and 4 communication/dissemination activities, will push the adoption of sustainable rules in their territories. Sustainable actions will be implemented through reduction of environmental impacts and CO2 production (e.g. use of recycled materials, paperless communication and transport rationalisation); separation of waste, use of biodegradable materials to reduce the use of plastic, solutions for reduction of excessive water and energy consumption. Local communities will be involved to improve the social and the economic impact. Volunteers and

schoolchildren will be involved (e.g. tourists and athletes' accompaniment, information services) and informed on sustainable solutions implemented and correct sustainable behaviours. Local product will be promoted. Specific services for people with disabilities will be implemented. Public Administration and Policy Makers will contribute to identify instruments and policies to guarantee the sustainability over time of implemented solutions.

3.2.5 WP 5 – Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness

Work Package 5 - *Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness* aimed to promote Zero Waste Blue sport events network thanks to Zero Waste Blue brand. Responsible partner for the WP 5 is Municipality of Ancona.

In the framework of WP 5 following deliverables had been planned:

- **Marketing Strategy;**
- **Zero Waste Blue brand designed and promoted in coherence with the promotional activities of WP 2;**
- **10 tourist packages promoting the ZWB sport events integrated with the tourist local sustainable offer;**
- **Info day organised in the coastal area in Italy;**
- **Info day organised in the coastal area in Croatia;**
- **Learning materials shared with partners.**

In continuation there is elaborated analysis of each WP 5 deliverable.

Marketing Strategy

Marketing Strategy has been developed including those actions aiming at the promotion and the Brand Awareness. It aims to promote Zero Waste Blue in the sport tourist markets exploiting the sustainable aspects of the sport events. Development of Marketing Strategy was framework for creation of ZWB brand starting from logo delivered to 10 ZWB sport events.

Zero Waste Blue brand designed and promoted

Zero Waste Blue project aimed to promote ZWB sport events network thanks to Zero Waste Blue brand. The brand is structured to identify an enlarged sustainable tourist Adriatic product offer to sport tourists and to all their followers (families, suppliers, sponsors, fans) and tourists in general. The brand represents an Adriatic tourist product as a great combination of innovative sport services, transport modes, accommodation accessibility designed in a sustainable way thanks to Zero Waste Blue sport events. Creating Zero Waste Blue sport events means to sensitize the participants since the registration time to the race with specific communications on sustainable solutions implemented by the organisers and

behaviors requested in the participation. In this way, Zero Waste Blue brand becomes meaning of cultural and natural heritage promotion and availability to events' participants and tourists. Open museums and cultural events were organised during the sport events with local communities' involvement. Traditional products has been promoted. Less targeted tourism itineraries have been developed.

10 tourist packages

Each sport event has its tourist package promoting it integrated with the tourist local sustainable offer. Tourist packages promotes specific offers for athletes, followers (families, fans, supporters) and tourist in general. New less target tourism itineraries and kind accomodation will be promoted to reducing the human pressure and the seasonality and at the same time to increase sustainable tourism flows.

Info day in Italy

An info-day addressed to hoteliers and tourism stakeholders of the Italian partnership was held in April 4th, 2019 in Cervia with a field visit to a hotel afterward. The initiative was carried out in order to help operators in welcoming tourists and people with disabilities/special needs.

Info day in Croatia

Info day in Croatia was held in November 5th, 2019 in Opatija. On the Info day there were participants of LP – Town of Opatija and PP1 – Faculty of Management and Tourism Hospitality from University of Rijeka. Except them, participants were organisers of ZWB sport events Festival of Recreation and King of Učka. They introduced all present with sustainable offers and actions realised in sport events.

Learning materials

Learning materials were prepared and shared with partners. In learning materials there are a lot of guidelines how to organise and promote sustainable and zero waste events including ZWB brand and all its components.

3.3 Efficiency

The project was effective as all planned activities and outputs were realized and there were no significant delays or changes to the planned project activities.

Communication between members of the project team had been constantly present on 5 meetings (Kick-off meeting in Opatija, meeting and study visit in Bologna, project meetings in Ancona and Venice and Final meeting and communication workshop in Dubrovnik) and through all implementation process via e-mail and telephone. Thanks to the Internal questionnaires, which results will be analysed in detail in following chapter, it is possible to

conclude that partners were satisfied with mutual cooperation, especially in the second part of project implementation process. Although some of delays were present in realisation of project activities, these delays were mostly connected with First level controllers and partners couldn't influence too much on it, so it didn't bring negative consequences on quality of partnership and realisation of the project activities.

ZWB goals are:

1. Transfer and widen Zero Waste achievements also training new operators in CB area;
2. Protect and promote natural and cultural heritage through Zero Waste Blue events, governance and policy instruments;
3. Create a joint tourism product (Zero Waste sport events Blue brand) focused on sustainable sports events.

In realisation of mentioned ZWB goals all partners participated equally and there were no problems with realisation. During the realisation all conditions from Subsidy Contract, Partnership Agreement and Application Form had been respected.

Lead Partner, Town of Opatija, as main and responsible partner in the Zero Waste Blue project, had the biggest responsibilities in realisation of project activities. LP carried out a lot of administrative tasks during the project implementation, helped other partners in realisation of some deliverables and was constantly helpful for some additional help and explanations. On this way pressure was lower, especially on the administrative part of the project, but all project partners had to prepare for each reporting period its individual Progress Reports about project expenditures and realised activities and deliverables. LP prepared joint Progress Reports, ensuring that project activities are presented as accurately and clearly as possible and striving to facilitate the certification process for funding and project activities. All project partners are, in general, satisfied with participation and its roles in ZWB project, and, as the result, each of them will organise the events using the ZWB sustainability ideas.

Difficulty that was present after the end of the 2st Progress Report period was reorganisation of Croatian national First level control body, the Ministry of Regional Development and EU funds. It caused delays in process of certification that resulted with exclusion of all Croatian partners from the joint Progress Report and their inclusion during process of clarifications. At the end of the project there were no more such problems and delays.

During the preparation of the Final evaluation and quality report, there were no problems with access to project documentation. It was quality prepared and saved, so it can be concluded that all members of the project team were orderly and effectively in administration performing and saving. All project documentation is available to the wider public as project brochure and on the project website, as well as Facebook profile. Minutes of meetings were regularly prepared, and for most of the realised project activities reports were prepared. These facts made the preparation of Final evaluation and quality report much simpler, and it can be concluded that all aspects of the realisation of the project activities – from preparation,

informing, realisation to results and reports made in quality way, clearly and in coherence with given project tasks.

Considering that the project activities were carried out in a quality manner, it can be concluded that the implementation of the whole project was realized with a high level of expertise and transparency. Coordination among partners was at a good level, despite the fact that periodically some partners put a little more effort than others in preparing, organising and implementing project activities. However, this did not discouraged them in the realization of the activities, some partners are inexperienced in managing European projects, but in the end all had the opportunity to learn a lot from this project and all the partners expressed their wish for further cooperation and further implementation of the project activities after the end of the project.

3.3.1 Analysis of Internal assessment reports

Two Internal assessment reports were deliverables of the Activity 1.3 – *Steering and monitoring of the project implementation*, and their purpose was to evaluate the project and quality of the cooperation between project partners on the basis of the answers in Internal questionnaire. The Questionnaire was made by Town of Opatija as Lead Partner of the Zero Waste Blue project with set of evaluating questions, and the aim is to evaluate the quality of the project implementation, the cooperation between project partners and prevent risk of communication problems. It was anonymus, so each project member could express his own opinions and recommendations that can be different than others and even from his own organisation and stakeholders.

For Internal assessment reports, set of evaluative questions includes:

1. The level of satisfaction with the implementation of the ZWB project;
2. The level of partners involvement in the ZWB implementation;
3. The level of satisfaction with project communication between partners and especially with Lead Partner and WP responsible partners;
4. Potential problems in project implementation and realisation of the activities;
5. The level of satisfaction with project outcomes;
6. The level of awareness of people about the conservation and sustainability of natural and cultural heritage;

Internal assessment report 1

The results were:

- 1. Are you satisfied with the implementation of the ZWB project?**

On this question 65% of persons gave the answer that they are satisfied with the implementation of the ZWB project. 29% of persons think that the implementation of ZWB project is perfect, while 1 person or in percentage 6% think that the implementation of the ZWB project is on the moderate level.

Project partners are in general satisfied with the implementation of the ZWB project.

2. In your opinion, are all partners equally involved in the ZWB project implementation?

On this question 50% of persons gave the answer that the partners are equally involved in the ZWB project implementation. 25% of persons think that all partners are perfectly equal involved in the ZWB project implementation, but also 25% of persons think that all partners are not equally involved in the ZWB project implementation.

Although most of the project partners think that project partners are equally involved in the ZWB project implementation, there is a significant percentage (25%) of those who do not think the same.

3. According to you, is the project communication at the satisfactory level?

On this question 41% of persons gave the answer that project communication is on the moderate level. 34% of persons think that the project communication is at the satisfactory level, and 25% think that the project communication is perfect.

Although more than half project partners (59%) think that project communication is at the satisfactory level, there is a very significant percentage (41%) of those who think that the project communication is on the moderate level.

4. Are you satisfied with the level of communication and coordination of the lead partner?

On this question 70% of persons gave the answer that they are satisfied with the level of communication and coordination of the lead partner. Another 30% are moderately satisfied.

Most of the project partners are satisfied with the level of communication and coordination of the Lead Partner, but there is also a significant percentage (30%) of those who aren't completely satisfied.

5. Are you satisfied with the level of communication and coordination of WP responsible partners?

On this question 53% of persons gave the answer that they are satisfied with the level of communication and coordination of WP responsible partner, but 47% of persons gave the answer that they are moderately satisfied with the communication and coordination of WP responsible partners.

The significant percentage (47%) of project partners who are not completely satisfied with the communication and coordination with the WP responsible partners shows that some

improvements have to be made for better communication and coordination with WP responsible partner.

6. Do you think that some project activities could be problematic in project implementation?

This question was in form of filling by sentences, so each of the participants of the Questionnaire had to add their comment. All project partners think that there won't be any problematic activities in the project implementation and that each problem that can be present can be solved in simple and efficient way.

7. Do you think that the deadlines for all project activities are realistic, or do you think that delays may occur in performing certain activities?

On this question 59% of persons think that there won't be any delays. Another 41% of persons think that there may be some delays connected with financial and administrative procedures. As these types of delays are usual and are for short period, these delays are realistic, but do not represent some troubles in project implementation and realisation.

8. Are you satisfied with the quality of project outcomes?

On this question 69% of persons gave the answer that they are satisfied with the project outcomes. 12% think that the quality of project outcomes is on the moderate level, and the same percentage of persons think that the project outcomes are high-quality. 7% or one person think that project outcomes are not quality.

Although most of the project partners are satisfied with the quality of the project outcomes, some part of the project partners think that the project outcomes are not quality enough.

9. On a scale from 1 to 5, what is the awareness of people about the conservation and sustainability of natural and cultural heritage?

The answers on this question are quite various. About half of the project partners think that awareness of people about the conservation and sustainability of natural and cultural heritage is on the low or medium level, while another half of the project partners think that awareness is on the good or high level.

This is good indicator to promote the aims of the ZWB in the best way.

10. In your opinion, which will most affect the awareness of people?

Almost half of the persons, 48%, think that good promotion and organisation of sport events are facts that will most affect the awareness of people. Another fact that will affect the awareness of people are solutions for disadvantaged/special needs people, according to the 22% of the whole result. 15% of persons think that the participation of authorities, SMEs, agencies, NGOs etc. will help in raising awareness of people.

In general, according to the results of Questionnaires in February 2019, the biggest problem in the project realisation was communication between project partners, especially with the WP responsible partners. It was an important sign that the communication between all project partners had to be improved in total.

Internal assessment report 2

The results were:

1. Are you satisfied with the implementation of the ZWB project?

On this question 15% of persons gave the answer that they are satisfied with the implementation of the ZWB project, while 75% of persons think that the implementation of ZWB project is perfect.

Project partners are in general very satisfied with the implementation of the ZWB project.

2. In your opinion, are all partners equally involved in the ZWB project implementation?

On this question 50% of persons gave the answer that the partners are equally involved in the ZWB project implementation, and another 50% of persons think that all partners are perfectly equal involved in the ZWB project implementation.

Project partners are in general satisfied with involvement of each project partner.

3. According to you, is the project communication at the satisfactory level?

On this question 35% of persons think that the project communication is at the satisfactory level, and 65% think that the project communication is perfect.

The communication level is significantly improved and partners are satisfied in general.

4. Are you satisfied with the level of communication and coordination of the lead partner?

On this question 90% of persons gave the answer that they are satisfied with the level of communication and coordination of the Lead Partner. Another 10% are moderately satisfied.

Most of the project partners are satisfied with the level of communication and coordination of the lead partner, but there is also a small percentage (10%) of those who aren't completely satisfied.

5. Are you satisfied with the level of communication and coordination of WP responsible partners?

On this question 80% of persons gave the answer that they are satisfied with the level of communication and coordination of WP responsible partner, but 20% of persons gave the answer that they are moderately satisfied with the communication and coordination of WP responsible partners.

The percentage (20%) of project partners who are not completely satisfied with the communication and coordination with the WP responsible partners shows that some small improvements have to be made for better communication and coordination with WP responsible partner, although it is much better than in period of 1st Report.

6. Do you think that some project activities could be problematic in project implementation?

This question was in form of filling by sentences, so each of the participants of the Questionnaire had to add their comment. One project partner gave the answer that there won't be problems and the activities are easy for implementation.

7. Do you think that the deadlines for all project activities are realistic, or do you think that delays may occur in performing certain activities?

On this question 85% of persons think that there won't be any delays. Another 15% of persons think that there may be some delays. Some types of delays are usual and are for short period, some potential delays are realistic, but do not represent some troubles in project implementation and realisation.

8. Are you satisfied with the quality of project outcomes?

On this question 50% of persons gave the answer that they are satisfied with the project outcomes, while another 50% think that the quality of project outcomes is on the moderate level.

Half of the project partners are satisfied with the quality of the project outcomes, and another half of the project partners think that the project outcomes are not quality enough and can be improved.

9. On a scale from 1 to 5, what is the awareness of people about the conservation and sustainability of natural and cultural heritage?

Most of the project partners (80%) think that awareness of people about the conservation and sustainability of natural and cultural heritage is on the good level, while another 20% of the project partners think that awareness is on the high level.

This is great indicator for the ZWB project and its aim of raising awareness of people.

10. In your opinion, which will most affect the awareness of people?

Each member of the project team think that good promotion and organisation of sport events are facts that will most affect the awareness of people. Another fact that will affect the awareness of people are solutions for disadvantaged/special needs people, according to the 55% of the whole result. Participation of authorities, SMEs, agencies, NGOs etc. will help in raising awareness of people, but not in such significant way as before mentioned facts.

In general, according to the results of the analysis of Questionnaires in July 2019, the problem in communication between project partners has been improved and more quality. The recommendations from the 1st Report gave a contribution for solving it.

According to the analysis of both Internal assessment report 1 and 2, all project partners are satisfied with the project implementation, but mutual cooperation wasn't on the high level through overall period of the project implementation. Some partners weren't satisfied with inclusion of some other partners in realisation of the project activities in the first part of the project duration, but in the second part of the project duration, mutual communication and coordination became much better and all partners were satisfied about it. Cooperation with Lead Partner was marked as excellent. LP was excellent leader through project activities and its realisation, and partners who weren't experienced enough in the EU projects got help from other, more experienced partners. At the end, all delays and difficulties were successfully solved.

Despite each partner had its role in realisation of the project activities, a lot of activities were solved in common, because lot of activities included the engagement of all project partners. There was excellent cooperation with other institutions that contributed to the realization of the project activities, especially these who participated in signing the protocols for each Zero Waste Blue sport events and contributed that goals realised through implementation of ZWB project will be used for the future events through local Action Plans.

3.4 Sustainability

Sustainability of the ZWB outputs are guaranteed through the Protocols signed by local private/public entities and authorities operating in the sport events organisation and in local territorial development. They will work together after the projects. Participants in working groups are trained to have directly experienced possible impacts and benefits of the solutions seen. This strengthens their commitment to maintain cooperation, improve the sustainability performances of the sport events and therefore a territorial growth. Administrations promoted ZWB sport events in their tourist promotional campaigns and will foresee incentive to favorite the adoption of Zero Waste Blue brand. Moreover, Zero Waste 2.0 is a permanent tool in support of durability and sustainability. It is open, free and available on the web to anyone who wants to organise any kind of public/private event and calculate the environmental, social and economic impact. The platform guides organisers to choose the best sustainable solutions in different sectors/context, including fragile ones, and push them to take care of different aspects that both impact/benefits from natural and cultural heritage. Policy makers adopted incentive instruments finalised to reward the sport events (and also other kind of events) located in their municipalities, regions, counties etc., that will use Zero Waste 2.0 platform joining in this way in the Zero Waste Blue sport events tourist circuit.

Elaboration of local Action Plans for the effective implementation and monitoring of the Protocol to bind the application of a minimum of sustainable requirements in all the events (not only sport, but specifically with high impact on natural and cultural context) having the

patronage of a concerned public entity and to promote incentives to virtuous behaviours through the improvement of policy instruments.

Project partners, public stakeholders and policy makers have been sensitized organisers, local communities and tourism associations involved in sport events or in other kind of events to join Zero Waste Blue network that has been promoted through Zero Waste Blue brand. The brand identify an enlarged sustainable tourist Adriatic products offered to sport tourists and to all their followers (families, suppliers, sponsors, fans etc.) and tourists in general. The ZWB brand represents and Adriatic tourist product as a great combination of innovative sport services, transport modes, accomodation accessibility designed in a sustainable way thanks to Zero Waste Blue sport events.

4. Project results

Zero Waste Blue goals are reached through the following specific objective:

1. Transfer and widen Zero Waste achievements also training new operators in CB area

Zero Waste Blue project goals are capitalising and transferring Zero Waste methodology, know-how and results in the management of sustainable sport events organised in natural assets and historic context in the CB area. The objective has been reached by:

- Creating local working groups evaluated and supervised by a Cross-Border Committee spurring public and private actors to work as a team in co-designing solutions/tools/instruments paying attention to different targets;
- Training project partners and stakeholders to have a common cross-border technical knowledge, method and approach;
- Updating smart ICT tools to better fit with new needs;
- Make sustainable and effective cooperation between private-public actors through protocols.

2. Protect and promote natural and cultural heritage through Zero Waste Blue events, governance and policy instruments

The aim is to effectively apply in selected sport events those sustainable solutions that will remain in the territories of CB Adriatic sea, valorising destinations and their heritage use and accessibility as part of sustainable policies. *ZWB sport events implementation all across CB area* and *Governance and policy instruments* activities resulted in:

- 10 sport events realised in natural assets and historic centers in the CB area as capitalisation process of Zero Waste;
- 10 solutions effectively implemented to permanently benefit local communities and to improve usability/accessibility;
- 8 events' destinations cultural and natural heritage promoted in a sustainable way;
- 8 natural and cultural destinations with improved accessibilities;
- 7 local Action Plans to bind application and monitoring of protocols;
- At least 50 public and private actors at CB level involved in actions aimed at promoting sustainability and natural and cultural heritage sustainable use/access;
- ZW 2.0 platform, updated with ZWB initiatives, has become an improved tool useful also for helping green certifications;
- Sport events' CO₂ emission was measured through the platform as a performance verification (with minimum of 40% reduction).

3. Create a joint tourism product (Zero Waste Blue brand) focused on sustainable sport events

Zero Waste Blue project promoted sport events under Zero Waste Blue brand. The brand identifies an enlarged sustainable tourist Adriatic product offered to sport tourists and to their followers that can take advantage and enjoy natural and cultural

heritage in destinations. It represents an Adriatic tourist product combining innovative sport services, transport modes, accessibility paths, traditional products. ZWB brand contributes in reducing seasonality, being available during the whole year.

Zero Waste Blue project capitalises and extends the methodology, ICT tools and knowledge acquired in the previous Zero Waste project testing them in a broader area and involving new users, stakeholders and communities. Project partners, jointly with local stakeholders and communities, have been increased their capabilities to create sustainable sport events making optimal use of environmental resources and cultural heritage and providing for socio-economic benefits. Thanks to previous experience in Zero Waste and now in Zero Waste Blue projects, project partners are now able to guide the stakeholders (policy makers, public and private waste management companies, organisers, NGOs etc.) in the choice of those sustainable solutions able to leave a lasting positive impact on the local natural or historic context, therefore to contribute to territorial development. Natural and cultural heritage is a precious development leverage only if the local communities, different type of users and tourists are aware of its value and cooperate for its conservation.

Zero Waste Blue approach is innovative because of the use of sport events as a way for exploiting the potential of the natural assets and cultural heritage while preserving them and increasing their value. ZWB sport events indeed take advantage of the heritage in partners territories in a sustainable way driving local communities of the two coasts of Adriatic sea to a higher level of sustainable economic and territorial development. The deep involvement of institutional bodies, both in the partnership in a Cross-Border Committee and through working groups, set up since the beginning to implement the project jointly with private stakeholders as well, ensure an effective system approach aimed at the adoption of common strategies and policies at cross-border level. Elaboration of local Action Plans for the effective implementation and monitoring of the Protocols to bind the application of sustainable requirements in all the events having the patronage of a public entity and to promote incentive to virtuous behaviours guarantees long term and sustainable impacts. A common ZWB brand will lead to growing jointly promoting awareness and the value of natural and cultural heritage. The approach capitalises strengths and weaknesses of previous successful experiences and good practices achieved in Zero Waste project. It puts value on the Zero Waste 2.0 platform promoting a smart use of ICT and supporting cooperation between partners and between public and local actors in the Adriatic area and in individual territories. Moreover, ZWB stimulates innovative ICT initiatives generating added value in the sustainable management and usability of natural and cultural heritage. A new app linked to 2.0 platform has been released to manage touristic flows during the sport events, to virtually guide blind people and to promote sustainable accessibility.

5. Recommendations

Based on the general analysis of the Zero Waste Blue project and its results, the conclusion is that project is realised in a quality and sustainable way. Anyway, some recommendations are in continuation:

- On the beginning of the project implementation, each partner has to study in detail all guidelines, procedures and implementation rules by European Union, Programme Body (in this case INTERREG Italy-Croatia), Partnership Agreement and for LP Subsidy Contract. In these documentation there are all necessary documentation about deadlines, budget rules and partners obligations in project. Without mentioned knowledge there is possibility for some delays and lack of necessary information and procedures that can unnecessarily complicate reporting process;
- Although the project communication was improved in the second part of the project implementation, there were some troubles in communication at the beginning of the realisation of project activities. These types of problems must be solved at the beginning of the project, because it can cause serious delays, misunderstandings and lower quality of project deliverables, especially ones for which realisation the opinion of each project partner is important equally;
- Each project partner must, before preparation of the 1st individual Project Report, study in detail rules of their First level control bodies and manuals for inserting the documentation in appropriate system, because lack of knowledge can cause missing or duplicating of some more or less important documentation. The systems prepared for European Union projects are usually limited and cannot insert the overall documentation by all partners.

6. Conclusion

Zero Waste Blue goals are reached through the following specific objectives:

1. Transfer and widen Zero Waste achievements also training new operators in CB area;
2. Protect and promote natural and cultural heritage through Zero Waste Blue events, governance and policy instruments;
3. Create a joint tourism product (Zero Waste sport events Blue brand) focused on sustainable sports events.

All project partners, jointly with local stakeholders and communities, contributed in realisation of the ZWB project to increase their capabilities to create sustainable sport events making optimal use of environmental resources and cultural heritage and providing for socio-economic benefits.

Zero Waste Blue project capitalises and extends the methodology, ICT tools and knowledge acquired in the previous Zero Waste project testing them in a broader area and involving new users, stakeholders and communities. Project partners, jointly with local stakeholders and communities, have been increased their capabilities to create sustainable sport events making optimal use of environmental resources and cultural heritage and providing for socio-economic benefits. Thanks to previous experience in Zero Waste and now in Zero Waste Blue projects, project partners are now able to guide the stakeholders (policy makers, public and private waste management companies, organisers, NGOs etc.) in the choice of those sustainable solutions able to leave a lasting positive impact on the local natural or historic context, therefore to contribute to territorial development. Natural and cultural heritage is a precious development leverage only if the local communities, different type of users and tourists are aware of its value and cooperate for its conservation.

By analysis in detail it is proven that Zero Waste Blue project completely realised all planned activities. During the implementation of the project activities there were no delays and bigger problems, except difficulties caused by reorganisation of Croatian national First level control body, the Ministry of Regional Development and EU funds. Reorganisation caused delays in process of certification that resulted with exclusion of all Croatian partners from the joint Progress Report and their inclusion during process of clarifications. At the end of the project there were no more such problems and delays.

Considering that the project activities were carried out in a quality manner, it can be concluded that the implementation of the overall project was realized with a high level of expertise and transparency. Coordination between partners was good, all partners had the opportunity to learn a lot from this project.