

FINAL REPORT

Zero Waste Blue sport events for territorial
development

February 2020

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PART 1

1. Project highlights

Zero Waste Blue project aims to involve local communities and private-public stakeholders in the organization of sustainable sport events in attractive and fragile areas (e.g. historical centers, natural park/areas), lowering radically the environmental impact and increasing the benefit for the social and economic development. Sport events are ideal location to apply sustainable solutions/tools/instruments that permanently remain in the territories favoring local development and making tourist destinations more attractive for different consumers during the whole year.

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 (ZWB brand) focused on sustainable sport events.

ZWB has an innovative approach 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. Involvement of institutional bodies, together with public and private stakeholders, ensure an effective systemic approach aimed at the adoption of common strategies and policies at the cross-border level. 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 Zero Waste 2.0 platform has been released to manage touristic flows during the sport events, to virtually guide blind people and to promote sustainable accessibility.

2. Project outputs and results

Zero Waste Blue outputs and results are:

1. 10 protocols signed by PAs, policy makers and public/private stakeholders

10 Protocols subscribed by PAs, policy makers and public/private stakeholders within working groups confirm their cooperation in sport event edition under Zero Waste Blue and in future editions keeping the Zero Waste Blue brand. First Protocol signed and tested was Half marathon in Termoli in December 2018, while the last ones were signed for Venice marathon and Ancona Half marathon.

2. ZW 2.0 platform/APP

Zero Waste 2.0 platform updated with a new section Sport event and production and 1 App version release aimed to inform sport event participants on their adoption of sustainable behaviors.

3. Action Plans

7 local Action Plans (1 for each CB region) 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.

4. Marketing strategy

Marketing strategy aims to promote Zero Waste Blue in the sport tourist markets exploiting the sustainable aspects of the sport events.

In the table below there are listed all outputs realized.

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> <ul style="list-style-type: none"> 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 	<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) ✓ 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)

	<ul style="list-style-type: none"> ✓ 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
<p>WP 5 – Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness</p>	
<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

	<ul style="list-style-type: none"> ✓ Info day in Croatia was organised by LP in Opatija in November 5th, 2019 ✓ Learning materials are produced and shared with all project partners
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Each of 10 sport events involved local producers with presentation of typical traditional products, such as olive oil, natural energy bars, lavender products, immortelle products, fruits from local domestic cultivation etc. On each sport event there were set up stands for mentioned products where producers organized presentations and degustation of their products. Also, typical traditional products were part of prizes for winners of sport events. All present producers are from town/region/county/municipality where the sport event was held.

There were no problems and discrepancies in realization of project deliverables and outputs. All deliverables are in accordance with Application Form.

3. Durability and transferability of the project and its results

Cooperation of 10 working groups composed by PAs, policy makers, public/private stakeholders ended with 10 Protocols signed confirming their cooperation in sport events under ZWB/future editions so keeping their joint commitment in territorial growth. A common training session including study visit created CB shared knowledge. ZW 2.0 platform/app is a permanent tool for support and durability strengthening. Action Plans ensure project's implementation durability together with the constant and direct involvement of institutional structure. Marketing strategy is a framework for Zero Waste Blue brand and 10 tourist packages promoting ZWB sport events after projects end.

Methodology and experimented knowledge are easily transferred. Zero Waste 2.0 platform is open, free, available to anyone who wants to organize any kind of event and

calculate the environmental, social, economic impact. The platform guides organizers to choose best solution in different sectors, context including fragile ones and push them to take care of the natural/cultural heritage. Policy makers/PAs engagement will push the adoption of standard rules in their territories. Action Plans model and Protocols included were transferred in other municipalities in the projects regions/county and to other regions thanks to the National players, who also ensured outputs and results transferability.

4. Capitalization of results

Zero Waste Blue capitalizes 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. All PPs, together with local stakeholders and communities, increased their capabilities and created sustainable sport events making optimal use of environmental resources and cultural heritage and providing for socio-economic benefits. PPs and stakeholders (policy makers, public and private waste management companies, organizers, NGOs etc.) made the choice of those sustainable solutions able to leave a lasting positive impact on the local natural and historic context, therefore to contribute to territorial development. Those solutions included biodegradable materials of equipment (glasses, bottles, plates etc.), natural and healthy food with improved offer for vegetarians and vegans, involvement of local producers who produced healthy energy bars, olive oil, products of lavender and other natural spices etc. The waste was divided into separated biodegradable cans.

All the sport events became part of Zero Waste network, identified within the Zero Waste Blue sport events brand as a specific section of Zero Waste 2.0 platform. Zero Waste 2.0 platform is a great output of Zero Waste previous project and it is largely successfully used by several sport event organizers, and now is available for all ZWB project partners. PPs and a wider number of people (stakeholders and beneficiaries) increased their

awareness on the fact that sustainable approach is not deep-rooted in the public tourism strategy, and they improved the capacity by adopting sustainable approaches, principles and instruments in tourism planning.

5. Partnership cooperation

Zero Waste Blue actions and solutions are replicable and based on effective cross-border cooperation. Only through a strict cooperation among PPs ZWB has accomplished positive results and effects.

Purposely, PPs cooperated since project's preparation in selecting jointly different kind of sport events located in natural and cultural contexts in the CB area. The real challenge was to design sustainable solutions having the same common objective of increasing the value of the natural and cultural heritage in the Adriatic area through shared methodologies and cooperation strategies in realization of sustainable sport events. Each partner realized its sport event or events in the best manner by implementing sustainable solutions and solutions for disabled people. Before each sport event the Protocols were signed, and all of these sustainable solutions became basis for implementation in future sport events. On this way innovative solutions will be transferred and will be able to reduce environmental and social effects.

Roles and responsibilities of each project partner have previously 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. CBC supervised and evaluated activities and results ensuring goals achievement at cross-border level. Each PP made big contribution in realization of all project activities, and the results are successful and sustainable outputs and results. Partners have been experienced and successful in realization of projects funded by European Union, so during the project implementation and realization of the project activities there were no

significant problems, difficulties and delays. The mutual cooperation was successful, and the satisfaction with cooperation partners stated in Internal questionnaires, whose results are analyzed in Internal assessment reports. In the first Internal assessment report the result was good, but not optimal, so all partners decided to improve their mutual cooperation and at during the second half of the project duration cooperation between all partners was optimal.

6. Target groups involvement

Target groups are:

1. General public (100.000)

During the project duration, more than 100.000 people were part of the ZWB project. Most of them were tourists and participants of the ZWB sport events, others were mostly readers of the websites, newspapers and magazines of the editions where news about ZWB project and sport events were published and also tourists and participants of external events where ZWB project and its goals were promoted.

2. Local, regional and national public authorities (40)

ZWB project involved 49 local, regional and national public authorities during the implementation phase, as well as for the project result transferability.

These authorities are:

Croatian Chamber of Economy Rijeka, Zadar County, Municipality of Tkon, Town of Ston, Veneto Region Transport and Infrastructure Department, Molise Region - Tourism and sport department, City of Termoli, Ufficio Scolastico Regionale - Ministero Pubblica Istruzione High School Regional Office, Termoli High School IPSEOA F. Di Svevia, CONI

- Italian National Olympic Committee, University of Molise, CIP - Italian Paralympic Committee, Autonomous Touristic board Termoli, Diocese of Termoli - Larino, Italian National Corpo Carabinieri - Termoli, SEF Stamura, FIDAL Marche, CONI - Comitato Regionale Marche, Croce Rossa Italiana - Comitato Ancona, Comero Wellness S.S.D. A.R.L., Trail Adventure Marche A.S.D., UISP Comitato Regionale Marche, CUS Ancona, MIUR - Ufficio Scolastico Regionale per le Marche, Europe Direct Regione Marche, Forum AIC - Forum of the Adriatic and Ionian Chambers of Commerce, SAPE Servizio Associato Politiche Europee, FAIC - Forum of the Adriatic and Ionian Cities, UNIADRION, CSV Marche, Veneto Region Culture and Sport Department, Island of Krk Tourist Board, Sutivan Municipality Tourist Board, Cerviatourismo, APT – Emilia-Romagna Tourism Board, Municipality of Cervia, Zadar county, Municipality of Tkon, City of Zadar, Wings for life, Sports federation of Zadar county, Sports federation of City of Zadar, Cycling club Zadar, University of Zadar, Zadar run race, Public agency DUNEA, City of Metkovic, Sports association Neretva run, City of Metkovic Tourism Board, Association for culture and sports Metkovic.

3. Cultural and natural heritage management bodies (10)

During the sport events within natural/cultural heritage area, 10 management bodies were directly involved with the organization of these events and cooperated with project partners.

These bodies are:

Municipality of Termoli, National Museum of Villa Pisani, Tourism and Culture Department of Cervia Municipality, Metković Culture and Sports Association, Nin Tourism, Park Prirode Učka, Tourist Board of Ičići, City of Zadar, Town of Nin and Zadar County.

4. Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector) (20)

Local economies took advantage of the heritage of the area in a sustainable way, also promoting local products and being identified under the Zero Waste Blue brand. There were included 23 enterprises and local producers.

These are:

Valentino dolcaria S.p.A., Cantine Angelo D'Uva, Azienda Agricola Marinera, Bio.Sapori Molise, Camardo, Ekoplus Ltd., Liburnia Riviera Hotels, Milenij Hotels, Mi-Plast Ltd., Tourist agency Da Riva, Seka Sikic (lavender products), Robert Kos (honey products), Sportur Travel, Cervia Sport, UISP, Maraska Zadar, Music World, Foto Veraja, Vrata plus, T-reklam, Frigo bonsai, Velebit promet and Muca tende.

5. NGOs (10)

During the project duration, partners involved Associations of people with disabilities in the working groups of all events in order to guarantee the adequacy of the solution identified and the correct testing and implementation. There were 19 Associations included.

These Associations are:

The Italian Paralimpic Committee, Eko Kvarner, Croatian Association of Youth Associations and Disabled Students, Local association of people with disabilities Prijatelj Metkovic, Associations of people with disabilities Zadar, Institute of Public Health Zadar, Red Bull Adria, Cultural Association for Leisure time, Center for people with disabilities, OTS – Association of sustainable tourist operators, A.S.C.D. Libertas Scorze', ATL Foredil Macchine Padova, ATL Vicentina, Atletica Riviera del Brenta, La Butto in Vacca A.S.D., Maratoneti Cittadellesi, Montello Runners Club, Running Factory A.S.D. and Atletica Vis Abano.

7. Contribution to EUSAIR

The Zero Waste Blue specific objectives and results are coherent with EUSAIR Pillar 4 “Sustainable Tourism” – Topic 1 “Diversified tourism offer”: Promoting tourist packages of the sustainable sport events with Zero Waste Blue brand; Topic 2 “Sustainable and responsible tourism management”: involving public authorities/policy makers to adopt local Action Plans with specific directive to foster the adoption of standard rules and sustainable behaviors and spread the use of 2.0 ZW platform to support the implementation of rules and monitor tourist events impact; improving knowledge/capacity building of public administrators and stakeholders through training and actions (working groups, pilot event organization by using sustainable solutions/tools/instruments and ZW 2.0 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.

8. Contribution to horizontal principles

1. Contribution to sustainable development: **yes**

Zero Waste Blue project contributes to sustainable development making sustainable sport events as a strategic level for protecting and promoting natural and cultural heritage in destinations. It also spreads the awareness of sustainable behaviors. ZWB lowers environmental impact of big events and increases the social and economic benefits. Sharing economy solutions together with the promotion of local products contribute to improve local and Adriatic economies. Implemented solutions for the accessibility of disabled people increased usability of events and their destinations/heritage.

2. Contribution to equal opportunities and non-discrimination: **yes**

The ZWB project contributes to social inclusion and promotion, as the promotion of equal opportunities and nondiscrimination is within the core principles of sustainability concept.

ZWB project has been improved accessibility of disabled people and their usability of natural and cultural heritage in destinations. At the project level, Lead Partner informed principles for nondiscrimination in grounds of race, ethnic origin, religion, disability, age or sexual orientation.

3. Contribution to equality between men and women: **yes**

Zero Waste Blue does not specifically address the theme. Notwithstanding, ZWB results improving sustainability and local economies can have contribution in strengthening gender equality. At operational project level, gender equality was present in the composition of the project team.

9. Communication activities

Project partners constantly communicated with general public and local communities. Communication plan, described in Communication Strategy, was prepared at the beginning of the project. Communication tools such as press-conferences, project poster, website, social media page, newsletters, brochure and presentation of the project on external events ensured the promotion of 10 cultural/natural heritage and its visibility among the general public and tourists. The participants of press-conferences fulfilled questionnaires prepared by LP in order to give feedback of the level of project promotion and project activities promotion, as well as the perceived quality and success of project activities. A huge part of the project promotion had involvement of local and regional actors. During the sport events, local producers were promoted. Local economies promoted their products and has been identified under ZWB brand. Special attention was given to the development of new solutions/tools for involvement of disabled people and their needs in the sport events.

PART 2

1. Types of actions addressed (as defined in Cooperation Programme)

Specific Objectives	Types of action	Please tick the most relevant one within the SO addressed by your project
1.1 Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area	Joint projects and actions aimed at creating platforms, networks and at supporting exchange of good practices in order to enhance the knowledge transfer and capitalization of achieved results in the field of blue economy	SO
	Actions aimed at cluster cooperation, joint pilot initiatives in order to boost the creation of marketable innovative processes and products, in the field of blue economy	
2.1 Improve the climate change monitoring and planning of adaptation measures tackling specific effects, in the cooperation area	Actions aimed at improving the knowledge base, data and monitoring systems supporting adaptation capacity	
	Actions aimed at increasing the capacity for planning of adaptation measures	SO
2.2 Increase the safety of the Programme area from natural and man-made disaster	Actions aimed at improving monitoring of risks	
	Activities aimed at increasing the management capacity of / prompt response to disasters	
3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development	Actions aimed at increasing the value of natural and cultural heritage by developing and implementing protection and promotion measures	SO
	Actions aimed at fostering economic development by sustainable tourism or other activities based upon natural and cultural heritage protection and promotion	SO
	Actions aimed at decreasing the human pressure to natural and cultural heritage sites	
3.2 Contribute to protect and restore biodiversity	Actions aimed at improving the knowledge base, data and monitoring systems for protecting biodiversity and ecosystems	SO
	Actions aimed at supporting the restoring of biodiversity	

<i>3.3 Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches</i>	<i>Developing, demonstrating and implementing small-scale innovative environmental friendly technology actions and approaches</i>	
	<i>Innovative actions aimed at improving the knowledge on the environmental quality</i>	
<i>4.1 Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area</i>	<i>Support coordination/ harmonization/ monitoring of data and systems for enhancing multimodality</i>	
	<i>Piloting tools/ solutions for improving connectivity in the transport systems</i>	

2. Types of output produced

1. Action Plans

7 local Action Plans (1 for each CB region) 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.

2. Strategy

Marketing strategy aims to promote Zero Waste Blue in the sport tourist markets exploiting the sustainable aspects of the sport events.

3. Platform

Zero Waste 2.0 platform updated with a new section Sport event and production and 1 App version release aimed to inform sport event participants on their adoption of sustainable behaviors.

3. Typology of impacts

Tangible impacts	Example/ quantitative information
Improved access to services	Zero Waste 2.0 platform, that is already developed in the previous project Zero Waste, is improved and upgraded with ZW app, so in every moment it can be checked for sport events the level of adoption of sustainable behaviors
Cost savings	
Time savings	
Reduced energy consumption	
Reduced environmental impact	On the sport events materials that are used are biodegradable, there is no plastic, the waste is divided into separate waste bins, the food offer on the events is made of natural ingredients and produces minimum waste.
(Man-made, natural) risk reduction	
Business development	
Job creation	
Improved competitiveness	
Other tangible impacts (specify)	

Intangible impacts	Example/quantitative information
Building institutional capacity	Local and regional policy, by adopting Action plans, build their institutional capacities by adopting new guidelines and procedures for organizing sustainable events that raise awareness about recycling, minimum use of plastic, bigger usage of natural and biodegradable products and

	separation of waste. All of these sustainable actions are under ZWB brand.
Raising awareness	ZWB project with all its outputs and results aims to raise awareness of the importance of sustainable, ecological and social inclusive lifestyle. Each action that took place during ZWB implementation aimed to raise the awareness of sustainable models for improving the sport and tourist offer and to protect natural and cultural heritage.
Changing attitudes and behavior	Each tourist and participant on the ZWB sport event and external event where ZWB was promoted was introduced with sustainable models of recycling, waste savings and minimum usage of plastic. Also, the highlight on each sport event was involvement of disabled people, so there were ten solutions for their active participation. Also, other participants in realization of ZWB project, such as representatives of policy makers and other institutions, by participations in working groups and by adopting the Action Plans, participated in changing attitudes and behavior of their citizens/members in a sustainable way.
Influencing policies	As it is already mentioned, by adopting Action Plans, local and regional policy makers made influence on organization of different types of events in sustainable way.
Improving social cohesion	Ensuring minimum ten sustainable services/tools/instruments tested and implemented during ZWB sport events, ensuring the participation of Associations for disabled people in signing Protocols and Memorandums and preparation of the questionnaire for Associations for disabled people, social cohesion was present on the highest level. Together with the importance of sustainability and protection of the natural and cultural heritage, social cohesion makes a triangle that each sport event, if it is possible, have to ensure. That is very important way of raising awareness of each of these three concepts.
Leveraging synergies	
Other intangible impacts (Specify)	