



MINUTES

of Project Meeting

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

Date: 24th/25th January, 2019

Place: Seeport hotel – conference room, Ancona (Italy)

The first day of the Project Meeting started at 24th January at 10.30 AM and finished at 16.30 PM.

The second day of the Project Meeting started at 25th January at 9 AM and finished at 1 PM.

Present:

- 1. LP: Town of Opatija (Croatia)**
Neli Nežić
Mirna Spasić

- 2. PP1: University of Rijeka, Faculty of Tourism and Hospitality Management (Croatia)**
Marinela Krstinić Nižić
Maša Trinajstić
Helena Stančin

- 3. PP2: Zadar County Development Agency ZADRA nova (Croatia)**
Ante Mikulić
Luka Vukoša

- 4. PP3: Dubrovnik and Neretva Region (Croatia)**
Luna Polić Barović

- 5. PP4: ERVET Emilia-Romagna Economic Development Agency Ltd. (Italy)**
Cesare Buffone
Claudia Ferrigno

- 6. PP5: Emilia-Romagna Region (Italy)**

Maura Mingozi

Clelia Capozzi

7. PP6: Veneto Region (Italy)

Nadia Giaretta

Caterina Parlante

8. PP7: Molise Region (Italy)

Adolfo Fabrizio Colagiovanni

Alessia Finori

Maria Tirabasso

9. PP8: Municipality of Ancona (Italy)

Sanja Vukorep

David Francescangeli

Ornella Guglielmino

Vincenzo Moretti

Marco Burini

Francesco Buoncompagni

Luca Martelli

10. PP9: Veneto Innovazione Spa (Italy)

Giovanni Simonato

Francesca Macatrozzo

Ivan Boesso

11. Logoteam d.o.o. (Croatia)

Dražen Žgaljić

Ornella Jadreškić

12. Venice Marathon (Italy)

Lorenzo Cortesi

Agenda:

1. **Presentation of the Work Package 3 – From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementations**
ERVET Emilia-Romagna Economic Development Agency Ltd.
 2. **Presentation of the Work Package 5 – Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness**
Municipality of Ancona
 3. **Presentation of the Work Package 4 – How to protect and promote natural and cultural heritage through ZWB sports events**
University of Rijeka, Faculty of Tourism and Hospitality Management
 4. **Half Marathon Termoli – experience, challenges, tips, Q&A**
Molise Region
 5. **Presentation of the Work Package 2 – Communication activities**
ZADRA NOVA Zadar County Development Agency
 6. **Presentation of the Work Package 1 – Project Management and coordination of activities**
Town of Opatija
 7. **Presentation of planned ZWB activities within sports events by 30/06:**
The Metković Skalinada – Dubrovnik-Neretva County
Cycling Tour Zadar-Nin, Wings for Life – ZADRA NOVA Zadar County Development Agency
Festival of Sport Recreation – Town of Opatija
Eco-Marathon of the Salt Cervia – Emilia-Romagna Region
1. The first day of the Project Meeting started with the presentation of the Work Package 3 – From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementation by ERVET Emilia-Romagna Economic Development Agency Ltd. The representative of ERVET explained the process of establishing working groups composed by private and public stakeholders involved in sport events. After the explanation, each of the partners explained the current status about their working groups. Also, the representative of ERVET will send to all partners template for report of the working group meeting as soon as possible. Another topics were the Protocol draft and Zero Waste 2.0 platform and mobile version. The representative of ERVET showed how the application works and gave some suggestions to each partner what are the relevant information for improving the quality of the platform and display of each sport event. The conclusion of this presentation about the WP 3 were future activities that include:
- 2 experts coordinate and check activities of working groups: participate in meetings if necessary, do training, participate in pilot events, keep in contact each other (ongoing)
 - Protocol final version ITA/EN (February 2019)
 - List of solutions to be tested/pilot events report
 - ZW platform

- ZWB brand/logo to be assigned to sport events
2. The second presentation was about the Work Package 5 – Zero Waste Blue: growing jointly promoting the value of natural cultural heritage awareness by Municipality of Ancona. The representative of the Municipality of Ancona showed steps for realisation of WP 5 activities. The first activity is designing of 10 tourist packages coherently with an effective marketing strategy able to reach different targets (young people, families, seniors, people with disabilities and specific needs), and the preparation for the procurement procedure that is going to be in a week after the Project Meeting are in progress. Another activities in jurisdiction of the Municipality of Ancona that are important to formalize and realise are forming the Zero Waste Blue brand, Marketing Strategy, organising two Info days (one in Croatia and one in Italy) and preparation of the learning materials. All these activities should be realised till the end of October 2019. Town of Opatija, as one of the organisers of Info day, will organise their Info day in October 2019, at the end of the project, when all data is summed up, so it will be sort of presenting how to organize ZW sport event and include people with disabilities. Other partner responsible for Info day in Italy, Emilia-Romagna Region, will organise their Info day at the beginning of the year.
 3. The third presentation was about the Work Package 4 – How to protect and promote natural and cultural heritage through ZWB sports events by Faculty of Tourism and Hospitality Management from University of Rijeka. The representative of Faculty emphasized that the main goal of organising sport events is to test sustainable tools/solutions provided by Zero Waste Blue platform, how to decrease waste and pollution, and how to prevent negative impacts on natural and cultural heritage. The solutions aim to reduce environmental impacts and CO₂ production (e.g. use of recycled materials, paperless communications and transport rationalization), waste separate collection, use of biodegradable materials lowering plastic use, reduction of water and energy use. Also, it is stressed that inputs of each sport event have to be imported in ZW 2.0 platform, reports have to be based on results of project goals and local action plans will be basis for the implementation of sustainable requirements in all events. The Communication strategy is already prepared, but Faculty will make some corrections about making videos according to the instructions of ZADRA NOVA. Each project partner appoints one person responsible for communication.
 4. The first day of the Project Meeting was concluded with the presentation about the Half Marathon Termoli by Molise Region. Molise Region is the first partner who had to implement Zero Waste Blue pilot action on the urban trail “ScopriTermoli 2018”. It is trail created 14 years ago and is mixed race track (marble, cement, beach sand). The Molise Region established local working group, and the main obligations are: presentation of the project, assignment of event tasks and responsibilities, risk analysis, evaluation of the project and discussion about event sustainability. During the meeting of the local working group it was decided to plan training activities. The training activities has been focused on the project presentantionand about how to

implement a Zero Waste Blue sport event. Also, the promo video was made and was emitted on local TV. After the race and its meaning was presented, the positive results of the race were stressed, and they are: large number of students involvement in the first race, local community participation, other regions athletes participation, well organised catering, improvement of separate waste collection and use of biodegradable materials. There were also some negative results, such as low participation of adult athletes, negative feedback on the path for athletes with disabilities, inadequate positioning of waste stations, lack of communication with other cultural and social events, missing participation of athletes with disabilities. Next steps are Memorandum of Understanding, realisation of the improvement actions for "ScopriTermoli 2019", promotion of the ZWB methodology in other local sport events and adoption of the Memorandum of Understanding with regional policy acts.

5. The second day of the Project Meeting continued with the presentation about the Work Package 2 – Communication activities by ZADRA NOVA. The representative of ZADRA NOVA first showed which of the activities are already done, and these are Communication Strategy and Project visual identity. Next are presented the activities that are in realisation at the moment, and these are: organisation of the press conferences/local meetings, online questionnaires fulfilled by members of the Association of people with disabilities, questionnaires fulfilled by the participants of press conferences, questionnaires assessment reports, printed publication on relevant EU paper magazine, project brochures, newsletter and short promo videos. Also, all partners will get media campaign summary, project internet base will be available soon, and social media profile is established. Regarding to the other promo material, all partners should have ZWB poster exposed on some visible place in their institution. Project initial video is almost done, and final video will be realised at the end of project. Other activities that should be done in the future are: 7 promotional videos with pilots, final meeting with communication final workshop, final meeting minutes and 10 events participated at and ZWB promoted.
6. The next presentation was about Work Package 1 – Project Management and coordination of activities by Town of Opatija. The representative of the Town of Opatija and representative of the external expertise showed the table with all activities of the project with special accent on the WP 1. All start-up activities and documentation for day-to-day project management, coordination and internal communication are done. Also, all activities of steering and monitoring of the project implementation are in progress, but there are some delays with individual progress reports. Although the deadline for first individual progress report was January 10, Italian partners did not upload the documentation and submitted via SIU system, and some of them did not even choose their First level controllers. The representative of the external expertise showed how to upload documentation in SIU system, and the recommendation is that the submitted reports have to be done as soon as possible.

7. The final part of the Project Meeting was about sport events that are planned to be realised until the next Project Meeting in Venice, that is planned in June 2019.
- First presentation was about Metković Stair Climbing Race by representative of Dubrovnik-Neretva Region. The race is planned for the March 2019. It is 1.470 meters long race and counts a total of 538 stairs, and competitors start at intervals of 30 seconds. There is also children's race that became very popular race for children. The organisation of this sport event is in progress.
 - Second presentation was about bicycle race Zadar-Nin and Wings for Life race by representative of ZADRA NOVA. The bicycle race Zadar-Nin will take place in April 2019. The main sustainable actions foreseen are: instructor who will talk about environmental protection to the cyclist as well as general population, 2 ZWB refreshment stations (at the beginning and at the finish) with volunteers who will use biodegradable and recycled materials (glasses and cutlery), water for the refreshment and gift packages with local products as a prizes. Another race, Wings for life, will take place in May 2019. The main sustainable actions foreseen are: refreshment station with project labels (name of the project, logo), 4 volunteers at each station, biodegradable shirt and caps, water and fruit for refreshment (biodegradable glasses), waste bags, gift packages with local products as a prizes.
 - Third presentation was about hill climb race King of Učka, that will take place in September 2019. It is recreational cycling tour for all categories of bikers: professionals and amateurs from all over the Europe. Although this sport event is planned for September 2019, it is new sport event instead of Rijeka Half-marathon, and that is the reason why the representative of Town of Opatija decided to present it.
 - The last presentation was about Eco-Marathon of the Salt in Cervia by representative of Emilia-Romagna Region. The event will last for two days in April 2019, and also the children are included. In 2018 there were 2.500 attendances. After this presentation the Project Meeting was closed.

Scorer:

Ornella Jadreškić, Logoteam d.o.o.