



# MINUTES

## of Project Meeting

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

**Date:** 27<sup>th</sup>/28<sup>th</sup> June, 2019

**Place:** Palazzo Balbi, Venice (Italy)

The first day of the Project Meeting started at 27<sup>th</sup> June at 9.30 AM and finished at 17 PM.

The second day of the Project Meeting started at 28<sup>th</sup> June at 9.30 AM and finished at 12.30 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  
Renata Marušić
  
- 4. PP3: Dubrovnik and Neretva Region (Croatia)**  
Luna Polić Barović  
Lejla Dilberović
  
- 5. PP4: ART-ER (Italy)**  
Rita Trombini  
Claudia Ferrigno

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

Maura Mingozzi

Clelia Capozzi

**7. PP6: Veneto Region (Italy)**

Nadia Giaretta

Caterina Parlante

Adriana Miotto (external expert)

**8. PP7: Molise Region (Italy)**

Adolfo Fabrizio Colagiovanni

Alessia Finori

Maria Tirabasso

**9. PP8: Municipality of Ancona (Italy)**

Ornella Guglielmino

Vincenzo Moretti

Marco Burini

**10. PP9: Veneto Innovazione Spa (Italy)**

Giovanni Simonato

Francesca Macatrozzo

Ivan Boesso

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

Ornella Jadreškić

**12. Venice Marathon (Italy)**

Lorenzo Cortesi

**13. Punto 3 srl (Italy)**

Cesare Buffone

Beatrice Fabris

**Agenda:**

- 1. Presentation of the Work Package 1 – Project Management and coordination of activities**  
*Town of Opatija*
  - 2. Presentation of the Work Package 2 – Communication activities**  
*ZADRA NOVA Zadar County Development Agency*
  - 3. Presentation of the Work Package 3 – From Zero Waste to Zero Waste Blue: capitalizing, learning, preparing pilots implementations**  
*ART-ER*
  - 4. The events as a territorial development strategy**  
*Adriana Miotto, Veneto Region external expert*
  - 5. Experience of the ZWB sport events organised (from January to June 2019)**  
*The Metković Skalinada – Dubrovnik-Neretva County*  
*Festival of Sport Recreation – Town of Opatija*  
*Cycling Tour Zadar-Nin – ZADRA NOVA Zadar County Development Agency*  
*Eco Marathon of the Salt Cervia – Emilia-Romagna Region*  
*Wings for Life – ZADRA NOVA Zadar County Development Agency*
  - 6. Presentation of planned ZWB activities within sports events (from July to October 2019):**  
*Ston Wall Marathon – Dubrovnik-Neretva County*  
*King of Učka – Town of Opatija*  
*Venicemarathon – Veneto Region*  
*Halfmarathon of Ancona – Municipality of Ancona*
  - 7. 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*
  - 8. Presentation of the Work Package 5 – ZWB: growing jointly promoting the value of natural cultural heritage awareness**  
*Municipality of Ancona*
  - 9. Questions and answers**
  - 10. Cross-border Committee meeting**
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- 1. The Project Meeting in Venice started with Work Package 1 – Project Management and coordination of activities by Town of Opatija. The representative of the external expertise of Town of Opatija 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 done, and all individual progress reports for the first period of project implementation are certified and included in first joint Progress Report. Progress Report is also certified and the Request for reimbursment is sent to the Joint Secretariat. The most problematic situation for the second period of project implementation might be announced problems with technical part of SIU system and certification of costs from the Croatian**

FLC, but all project partners agreed that the documentation for the second period should be sent to each FLC until the end of July. In the continuation of the presentation of WP1 there was a short overview of each project activity and degree of its realisation, and LP concluded that all planned activities are realised in deadline and there are no problems and delays in the realisation.

2. The second presentation was about WP2 – Communication activities, presented by the representatives of ZADRA nova. They made an overview of each deliverable in the WP2, explained which of the deliverables are realised in total, and which are still in realisation. Deliverables that are realised in total are printing and dissemination of project brochure, promo video, establishing of project internet base, 10 ZWB posters and projects initial video. Other activities are still in realisation.
3. The third presentation was about Web-app ZWB as part of WP3 – From Zero Waste to Zero Waste Blue. There were presented all elements of the app and also how it works. After that, representatives of ART-ER presented all other activities from the WP3 and its realisation. ART-ER supervised working group meetings in Italy, made draft of Protocol and actively worked in establishing of functional ZWB app.
4. The external expert of the Veneto Region, Adriana Miotto, presented the connection between sporting events, tourism and territorial development. The accent was on events as form of differentiation and non-price competition.
5. After speaking about events in general, in continuation of the Project Meeting the realised sport events are presented.
  - Metković Stair Climbing Race by Dubrovnik-Neretva County was realised in March 2019. There were two working group meetings and the Protocol is signed. After signing of Protocol there was a press-conference about sport event, and it is highlighted the good media coverage of the press-conference and event as a whole. The sport event was separated for kids and all other participants, and all material used for sport event was from recycled material and biodegradable.
  - Festival of Sport Recreation by Town of Opatija was realised in April 2019. There were also two working groups meeting and the Protocol is signed. The press-conference was held, and there were present local journalists. For the event there were used a biodegradable materials in cooperation with local producers.
  - Cycling Tour Zadar-Nin by ZADRA nova was realised in April 2019. There was 16 km of race, and main sustainable activities were implemented, such as online registration of participants, use of biodegradable equipment, separate disposal of waste, participation of local producers, short education of environmental protection and volunteering.
  - Eco Marathon of the Salt by Emilia Romagna Region was realised also in April 2019. It lasted two days and also a lot of sustainable actions are undertaken, such as use of recycling materials, separate collection of waste, biodegradable materials etc. Press-conference had good attendance and the sustainable actions were very well promoted.
  - Wings for life by ZADRA nova was realised in May 2019. The main sustainable activities that were implemented are use of volunteers, biodegradable shirts, water in biodegradable glasses and fruit for refreshment and waste bags.

6. After realised sport events, in continuation there were presented sport events that are going to be realised until the end of the project.
  - Ston Wall Marathon by Dubrovnik-Neretva County is going to be realised in September 2019. The Protocol for the event is prepared. Posters and flyers are printed on eco-friendly paper, materials are biodegradable and the cooperation with local producers is established.
  - King of Učka by Town of Opatija is going to be realised also in September 2019. Protocol is also prepared, and also all material that is going to be used on the sport event is from biodegradable material.
  - Venicemarathon by Veneto Region is going to be realised in October 2019. The event is already well promoted through the press-conference, and there is going to be large number of participants.
  - Ancona Halfmarathon by Municipality of Ancona is going to be realised in October 2019. There will be 10 km of ompetitive race and 4 km of non-competitive race. There will be 10 km of National Paralympic Championship. The WG meetings are already organised, and Protocol is prepared.
7. Next 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. They presented the draft of protocol they made and presented the results of realised sport events. It is also presented the draft of Local Action Plan.
8. The last presentation was about WP 5 - ZWB: growing jointly promoting the value of natural cultural heritage awareness by representatives of Municipality of Ancona. They presented the draft of itineraries and all elements of it. As the responsible partner, they made draft and distributed it to al project partners, and others will make its itineraries during the third period of the project implementation.
9. As the last part of the Project Meeting, there was a small discussion about content of Local Action Plans and the political involvement in it.
10. The Cross-border Committee made conclusion and confirmation about all discussed project activities, and that was the end of the Project Meeting and Cross-border Meeting.

**Scorer:**

Ornella Jadreškić, Logoteam d.o.o.