

Venice, November 25<sup>th</sup> 2019

**Subject: Report of Veneto Region participation on one external event where ZWB project was promoted**

As part of Work package 2, Activity 2.3 *Promotional activities and events*, one of the deliverables for all project partners are **10 events participated at and Zero Waste Blue promoted**. Deliverable description states as following: *“Every partner needs to participate in/contribute to at least one external event (not part of the project) where the project results will be disseminated”*.

According to the Application Form, Veneto Region, together with Veneto Innovazione SpA, took part in the Mooh Run Cheese Edition external event organised by A.S.D. La Butto in Vacca on 29th of September 2019.

The event was a 5 km and 10 km running competition held in the natural park of Villa Contarini, located in Piazzola sul Brenta. Veneto Region decided to choose such event because the sport association A.S.D. La Butto in Vacca was one of the most interested stakeholder in the project. Indeed, the association took part in the local workshop we organised in Venice the 31st of May. During that day, the association turned out to be interested in project focus and aware of the sustainability theme. So, we decided to keep contacts not just to take part in its event to disseminate the project results, but also for sharing the project logic and instruments. In addition, we decided to choose the external sport event above mentioned because it had high affinity with the project: the competition was organised inside an important Venetian Villa; Villa Contarini, at the same time of the regional dairy industry products fair; *caseus veneti*. Therefore, this event had the general objective of promoting the natural and cultural heritage as well as to promote local products. Last but not least, the organiser pay high attention also to the social impact of the event. Indeed, the entire revenue has been given to charity.

So, Veneto Region took part in the external event together with Veneto Innovazione SpA, who contacted the organisers.

The organizers turned out to be very collaborative because they furnished us a gazebo in the start/refreshment area, together with the other sponsor/charity.

The event gathered around 400 participants.

We provided to update the project poster and brochure in order to disseminate them during the event.

In addition, one of the event speakers introduced several times the Zero Waste Blue project.

Photos attached here below:

