



MINUTES

Training and working meeting in Bologna

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

Date: 15th/16th October, 2018

Place: Bologna (ERVET and Emilia-Romagna Region headquarters)

The first day of the training and working meeting started at 9 AM and finished at 22.00 PM (including study visit at Fico Bologna and networking dinner from 18.30).

The second day of good practices presentation started at 9 AM and finished at 12.30 AM.

Present:

- 1. LP: Town of Opatija (Croatia)**
Neli Nezić
Zlata Torbarina

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

- 3. PP2: Zadar County Development Agency ZADRA nova (Croatia)**
Luka Vukoša
Ante Mikulić
Vlatka Vučić Marasović
Margarita Lukačić

- 4. PP3: Dubrovnik and Neretva Region (Croatia)**
Luna Polić Barović
Jelena Dadić
Zeljko Konosić (stone wall marathon)
Ruder Bosković (metković skalinada)

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

6. PP5: Emilia-Romagna Region (Italy)

Maura Mingozzi
Clelia Capozzi
Morena Abbottoni

7. PP6: Veneto Region (Italy)

Nadia Giaretta
Giovanni Simonato

8. PP7: Molise Region (Italy)

Mario Ialenti
Maria Tirabasso
Fabio Cianfagna
Oreste Palmiero
Adolfo Colagiovanni

9. PP8: Municipality of Ancona (Italy)

David Francescangeli
Vincenzo Moretti
Luca Martelli

10. PP9: Veneto Innovazione Spa (Italy)

Francesca Maccatrozzo

11. ERVET expert for sustainable events: Punto 3 (Italy)

Cesare Buffon
Martina Ferrara

12. UISP Emilia-Romagna

Manuela Klayset
Paolo Belluzzi

13. Bologna Municipality

Raffaella Francesca Gueze

14. Run Tune up – Bologna Half marathon

Stefano Soverini

Agenda:

1. **Presentation of best practices and basic principles about sustainable sport events design: PP4 (ERVET+expert)**
2. **Presentation of main features of Zero Waste Blue pilot sport events: all partners except PP1 and PP4**
3. **Groups working on each event using Zero Waste platform: all partners and representatives of pilot sport events**
4. **Presentation of working groups results: ERVET+all partners**
5. **Project's management and presentation of updated work schedule until December 2018: Town of Opatija**
6. **From learning to practice: presentation of the Half Marathon of Bologna (Run Tune Up Association); presentation of sustainable sport's events guidelines of UISP – Italian Union Sport for all and of the meaning of sport and disability, accessibility in sport events (UISP Emilia-Romagna); Presentation of projects and experiences of the Municipality of Bologna)**

In the first day partners and local events' organizers had the opportunity to learn from each other experiences under the guide of an expert, to train on the Zero Waste platform, to work together



and share ideas and solutions to improve events sustainability and to valorize territories and their natural and cultural heritage. ERVET illustrated the best practices in organizing sustainable events based on the Zero Waste blue project: general presentation on what it means to design a sustainable event, the accessibility of events, the creation of tourism packages for the promotion of the territory (an action that will be developed in 2019 but some examples and a first design is already necessary). He also focused on green

purchases and on the opportunity to create a buying group to reduce the costs of products to be purchased for a sustainable event (e.g. tableware in mater b, certified paper) promoting the green market. Then 10 groups (each group dedicated to each of ZWB events) worked on the platform on the previous edition of the event and on the hypothesis of improvement of the new edition included as a pilot event of ZWB.



Each group has identified one or more solutions in the following 6 areas: waste, transport, accessibility, supply chain and green products, tourism promotion and other.

Subsequently each group presented the ideas and there



was a sharing with the ERVET expert and with all the participants useful to exchange good practices, receive advice. As a result, brainstorming of ideas applicable to Zero Waste Blue sport events has been obtained.



The first event will be the Urban Trail of Termoli (December 7/8 2018). This event will be the first pilot case useful as an experience for other events.

The table below represents the summary of Working Groups (WG) results and therefore all the solutions exchanged among partners to improve sustainability and territorial development of pilots events. The solutions collected will be evaluated and those that will be considered feasible among them will be implemented.

	Emilia-Romagna Region (IT) Maratona del Sale	Zadar County Development Agency Zadra Nova (HR) Wings for life Marathon and Cycling Tour	Veneto Region (IT) Venice Marathon	Town of Opatjia (HR) Festival of sport recreation e Half Marathon of Rijeka-Opatjia	Municipality of Ancona (IT) Conero Half Marathon	Dubrovnik and Neretva Region (HR) Stone Wall Marathon and Metkovic Scalinada	Molise Region (IT) Urban Trail
Accessibility	Poster and information signs in two languages and information entered on the map		Ramps to allow disabled people access on the bridges of Venice	<ul style="list-style-type: none"> Organized transportation Medical staff Guides Volunteers for people with disabilities 	<ul style="list-style-type: none"> Facilities to support the event (toilets / changing rooms) without architectural barriers (in municipal sports facilities). Meals also for vegans and celiac. Sustainable photovoltaic and thermal systems 		<ul style="list-style-type: none"> Appropriate signage for tourist attractions that will then remain on site. Equipment for the visually impaired. Information about the site
Tourism promotion	Promotion of hotels that apply environmental policy	<ul style="list-style-type: none"> Create videos for tourist promotion. The race runs near places of interest (checkpoints) 		<ul style="list-style-type: none"> Nord walking sticks with logo to give to those who arrive among the first. Give Mediterranean plants in the race package. Promotional videos. Advertising accommodation facilities that adopt sustainable practices 	<ul style="list-style-type: none"> Relationship with tourism promotion bodies Contract with agency and tour operator for tourist packages 	<ul style="list-style-type: none"> Typical local stone used for medals Also local salt among the awards (in the area there are salt pans) Participants have free access to the monuments of the city with their families 	<ul style="list-style-type: none"> Promotion of the old town and museums in those 2 days Folklore show with tasting of typical traditional dish
Waste		<ul style="list-style-type: none"> Compostable materials for all 3 events (currently only out of 2), with training of volunteers. Online registration only 	Waste management plan that covers not only the marathon itself but also other related activities	Leftovers to be donated to charity canteens or kennels	Responsible for event waste management	<ul style="list-style-type: none"> Designation of a waste manager. Separate waste collection plan. Online registration 	<ul style="list-style-type: none"> Reduction of printed paper and in any case use of recycled paper. Eliminate plastic bottles and promote compostable dishes
Transport	<ul style="list-style-type: none"> Train timetables consistent with events. Promote car sharing between athletes going to the event (e.g. Floota.com) 	Introduce shuttle bus service that takes athletes from the cities of origin and takes them to Zadar	<ul style="list-style-type: none"> Adjustment of public transport timetables in line with the event schedule. Incentives for trains with 30% and 50% discounts on the ticket price (depending on the type of train). Event package including: bus + hotel + breakfast + registration. Carpooling 	free shuttle for those who participate in the event and park outside the city	<ul style="list-style-type: none"> Convention with transport agency. Conventions for parking and shuttles for athletes. Section on the site with information for those who move in camper. Car sharing/pooling 		<ul style="list-style-type: none"> Shuttle from the car parks to the city-centre + communications Info to get there by train and bus Increase the number of races at the beginning and end of the event (it is a public holiday)
Supply chain	Printing on recycled paper		<ul style="list-style-type: none"> Bottles with less plastic. Recycled paper and dematerialization of registrations. Race packages in biodegradable materials 	Promote and sell local products, souvenirs and production of local artists	Stand of farmers' trade associations to promote local products at km0 near the place of departure/arrival	<ul style="list-style-type: none"> Local recipes and products at km0, drinks in jerry cans. Orange juice typical of the area distributed loose 	<ul style="list-style-type: none"> Race package with organic and solidarity products Rewards: vouchers for visiting the city, vouchers for staying, prisoners' jobs
Other	<ul style="list-style-type: none"> On-site communication, sustainability report, transparency Questionnaire by email for feedback 		Deliver numbers on the day of the event and not on the previous days	<ul style="list-style-type: none"> Recycling laboratory of an association. The energy required for the machine that produces the smoothies is produced by pedalling 	Awareness raising during the event	<ul style="list-style-type: none"> For the staircase marathon: Ladder-shaped trophies made by disabled associations. Stand on arrival to sell products packaged by people with disabilities 	<ul style="list-style-type: none"> Training on separate waste collection for staff and communication in the race regulations Educational event with motor sciences (sustainable lifestyle)

Open questions: Ervet is selecting the new provider to manage and host the Zero Waste platform. Ervet will improve the functionalities of the platform, especially in the users and in registration sections. Furthermore, Ervet will create a the sport events' dedicated section and the platform's App version.

Then, Lead Partner updated on Work schedule until December 2018. In this presentation was given the completely overview of all activities, their current realization and all activities planned to the end of the 2018 (see presentation annexed).

Points of attention:

- budget's change. Emilia-Romagna Region and Molise Region need a budget's change within 20% (at the moment) but it could be that later on they will need more. All changes that partners need should be reported/made in first project report.
- Reporting deadlines to be checked and confirmed. Partners should communicate as soon as possible the names of First Level Controllers.
- Project's website and social networks: under preparation, almost ready.
- Project's video (Zadra and Veneto Innovazione): a proposal will be sent to partners. In the meanwhile Partners should send to Zadra, pictures of pilot events.
- Meeting of Ancona: initially scheduled in December 2018, has been postponed in January 2019. Municipality of Ancona will send date proposals as soon as possible (within October 2018)
- ERVET will resolve the problem with ZWB platforme in the beginning of the second reporting period (January 2019)

The title of the second day was "From learning to practice". Indeed 4 examples of good practices existing in Emilia-Romagna have been presented. After each presentation, a fruitful debate was possible which served as an exchange of experiences and ideas aimed at ZWB events.

The presentations concerned:

- an example of a sustainable sport event: Run Tune Up - the Half Marathon of Bologna that for some years has been investing more and more on sustainability, achieving excellent performances measured by the Zero Waste platform.
- The experience of the association UISP Emilia-Romagna - Italian Union Sport for all which presented both the sustainable sport's events guidelines adopted and illustrated "sport and disability, accessibility in sport events".
- Projects and experiences of the Municipality of Bologna realized thanks to the collaboration with the Zero Waste project (Adriatic IPA Programme).

Annexes:

- Signatures list
- Presentations
- Table with solutions (WG results)
- Pictures