



OUTPUT A – ZERO WASTE BLUE BRAND DEVELOPMENT

CONCEPT AND VALUES

THE PROJECT

Zero Waste Blue is the project, financed in the frame of the European program of cross-border cooperation INTERREG V A Italy-Croatia 2014-2020, that aims to continue the work of Zero Waste Blue, applying the same approach to sport events.

Zero Waste project was indeed designed to promote events with no environmental impact, by encouraging best practices able to preserve territories from negative consequences generated by a considerable number of participants.

Zero Waste Blue, as its declination, focuses on sport and tourist flows.

Both sport and tourism are considered as two central drivers to boost integration and inclusivity. Both are in fact instruments of knowledge and personal emancipation, no matter the age, social class and psycho-physical ability. Sport and tourism are no longer “a luxury for few”, but a pleasure to live and share: Zero Waste Blue intends therefore to propose a new approach, an inclusive one, enhancing skills and common passions rather than differentiating and dividing into categories. Because of its inclusiveness, the project will have to promote a new typology of hospitality, able to satisfy needs of any participant without make her or him feel different.

Zero Waste Blue is a project full of values and objectives, referring mainly to two fundamental inspirational principles: sustainability and accessibility.

MISSION & VISION

Zero Waste Blue has been meant to organize sport events in delicate areas (historical centers, parks and natural reserves) enhancing territories, reducing environmental impact and promoting accessibility. Nowadays events present in general two problems: on the one hand they collect in a physical and temporal restricted area a huge number of people with negative consequences for the environment because of the high rate of pollution and waste.

On the other hand, the majority of events doesn't take into consideration participants with specific requirements, thus resulting most of the times inaccessible. Concerning sport events, there is a paradox: although sport is always presented as a driver for social inclusion, sport events quite always create a separation between "standard athletes" and participants with disabilities.

Zero Waste Blue is conceived to fill these two gaps through the identification of guide lines and standards useful to certificate inclusive and accessible events.

The main objective will therefore be the promotion and valorization of territories through a sport event in order to concretely show that it is possible to create inclusive events with a low environmental impact.

Starting from the assumption the project belongs to a cross-border cooperation, the affix "trans" can be considered as a gateway for the whole project's ethic universe, "trans" meaning both "between" and "beyond". Therefore, we can define that ZWB is a project:

- **Transregional:** it is addressed to Italy and Croatia, the two sides of Adriatic Sea, with a list of events already scheduled:
 - Termoli, Half-Marathon (December 2018) – the international marathon involves the historical center of the medieval city
 - Metkovic Skalinada, run race (March 2019) – international step run race in the historical center of Metkovic
 - Zara, Wings for life, marathon, (May 2019) – it starts in the Roman forum of Zara and ends in the little city of Primošten
 - Bike race Zara-Nin (April 2019) – bike race that starts in Zara and ends in Nin
 - King of Ucka (28 Set 2019)
 - Rijeka-Opatija, Half Marathon (April 2019) – the historical centers of Opatija and Rijeka will be transformed into a no traffic zone
 - Ston, Wall Marathon, (September 2019) –the marathon will cross the city walls and will continue along the coast
 - Venezia, Marathon (October 2019) – international marathon in the historical center of Venice
 - Ancona, Half-Marathon (October 2019) – the half marathon will start from the historical center of Ancona and includes the natural park of Conero Mountain
 - Cervia, Eco-Marathon (May 2019) – the track includes the area of salt plans, the pine forest and the shore of Cervia.

In the first step, these sport events will take place in some Italian and Croatian locations. Thanks to the creation of a certification with specific criteria, the brands aims to spread out and involve other regions and cities. For this reason, the project may be defined as trans-regional, because of its double goal: from "among the regions", Zero Waste Blue will become a project "beyond the regions".

- **Transgenerational:** ZWB is presented as a brand certifying inclusive events, able to engage all generations, from children to adults and elderly people, as well as people with special needs. Following the payoff “Be the hero and waste zero”, everyone will be the hero of his or her run, living the territory without feeling himself/herself excluded.
- **Transcultural:** thanks to sport events with a strong international appeal, ZWB will facilitate not just sustainable tourism, but also cultural exchanges among all participants. Making leverage on sport’s universal values, events will promote the overcoming of cultural barriers, even with the support of local stakeholders.
- **Trans-conventional:** ZWB is a brand promoting events beyond the classic social conventions. They are events beyond conventions because they imagine sport in fragile areas; they are events beyond conventions, because they preserve and enhance territories through a massive event; they are events beyond conventions, because they are able to transform a massive event, often connotated negatively, into a quality one, not impacting on environment; they are events beyond conventions, because they don’t create a division between sport and para-sport.

VALUES

ZWB project has multiple values, that will be concretely conveyed by events. These are the values:

- **Enhancing of territories:** in ZWB sport will be the driver to enhance landscape and culture heritage. The choice of delicate locations will promote these territories, letting them be experienced through a run and a healthy competition. Important events, thanks to the linked communication strategies, will put in evidence the special characteristics of any location: the track, passing through historic centers or combining different places, will allow the participants to cross and live the territories also in their less known corners.
- **Accessibility:** ZWB proposes a new inclusive approach, aimed at minimizing differences in order to enhance personal skills. Being accessible means taking into consideration the complexity of travelers and participants: inclusive and accessible events must be able to approach people with special needs (physical, intellectual and sensorial), as well as children and elderly people. The project will boost the development of a qualitative offer: starting from the requirements of people with disabilities, all operators will have to improve structural, relational, logistic and organizational aspects, in order to increase the level of

experience. For people with physical, intellectual and sensitive disability, in the same way of people having special food requirements, some proposals may be difficult to experience. Nonetheless, it is necessary to recognize that people with special needs are not different from others, and they must be approached with respect and dignity, avoiding compassionate attitudes. The key element in accessibility is destroying all prejudices, fears and cultural barriers. These events assume therefore a considerable importance: more than a simple economic driver, an event is a synonym of aggregation, culture and promotion of good practices and behaviors, leaving an important positive heritage on territories and on their inhabitants. Taking into account the theme of accessibility means learning and considering the events from a different point of view, the one of the user. In this way, integration will be enhanced, as far as ages, ability, health and culture are concerned. This goal can be achieved by focusing on the quality of participants' experience, studying solutions able to suit all needs. Participation must involve not only event's participants but also local operators, stakeholders, associations, creating lasting synergies.

Regarding the accessibility, three dimensions should be considered:

- Structural Accessibility: possibility for all to access, move and use inclusive and not discriminatory spaces and places before, during and soon after the event (means of transport, hotels, toilets, etc.)
- Transport Accessibility: possibility for all to find clear, reliable and updated information about accessibility, services and solutions, thanks to different communication methods and supports suitable for people with different kind of disabilities.
- Experience Accessibility: possibility for all to participate, enjoy, communicate, understand and live the events, becoming in their turn brand ambassadors through a spontaneous word-of-mouth.

Several are the benefits linked to the organization of an accessible event:

- Widening of interested Targets: making a sport event accessible means addressing to different participants and stakeholders, identifying new targets and increasing the positive economic effects. In order to conceive an event for all, organizers have to overcome the idea of shaping a product just for people with disabilities, as well as they have to go beyond the simple execution of legislation in order to have an inclusive approach.
- Improvement of Reputation: an accessible event is a concrete demonstration of the operator's commitment to enhance inclusion and social responsibility. A targeted communication strategy can improve reputation and the profile of the event, attracting a large number of participants.

- Social Benefits: the event can have positive effects for the surrounding territory, creating solutions and opportunities able to improve accessibility both in a temporary and permanent way. For this reason, events have to draw inspiration from the principle of “universal participation”, studying inclusive solutions through the Universal Design and Design for all methods.

- **Accessibility (online and offline)**: the new inclusive approach pairs with the value of innovation. It deals not only with a new way to live a mass event, but also and especially with methods and instruments making it possible. ZWB events will have almost paperless registration and communication methods, implementing in a tangible way the value of sustainability. At the same time, this innovative communication will be based on the principle of “pluriversality”, defining and implementing a multiplicity of options allowing everyone to choose his/her own preferred modality. Innovation will affect all spheres of the event and will be based on the sharing economy.

- **Sustainability**: ZWB events meet the goal of environmental, tourism and economic sustainability:
 - Environmental Sustainability: following the previous Zero Waste project, ZWB events tend to be zero impact, by reducing CO2-emissions and pollution through innovative solutions and best practices. The sport events appointed by the ZWB certification will meet specific requirements, proving to be effectively eco-friendly.
 - Sustainable Tourism: all ZWB events aim to a deseasonalisation of touristic flows. All Sport events shall take place in off-season periods. On the one hand, this has a good economic effect – enhancing business in a less intensive period. On the other hand, they will boost territories, because all participants may know them in a different period of the year. At the base of sustainable tourism there is a new approach of hospitality. If Hospitality is defined as “everything you can do to put the tourist in a comfortable situation, making him/her live a satisfying experience and letting him/her become a destination ambassador”, this means that it cannot be reduced at the simple respect of standards, techniques and procedures, but it involves first of all a great level of personalization: starting from the requirements of tourists with disabilities, the purpose is indeed to raise the level of quality and care for any tourist. A tourist destination is able to:
 - 1- Implement and qualify the offer, especially in accommodation, thanks to the introduction of target facilities for disabled people;
 - 2- Engage and include different local operators through interactions and collaborations in order to make the own territory accessible;

- 3- Offer tourists with special needs different types of facilities, as far as culture, sport, transport and entertainment are concerned;
 - 4- Having a transport system able to guarantee to disabled people the possibility to move in the destination area;
 - 5- Offer an information system able to respond to guests, even via web;
 - 6- Having commercial activities presenting offers for people with special needs.
- Economic sustainability: thanks to the collaboration of local operators and the implementation of accessible solutions, ZWB events increase the quality level of facilities for the population, generating an economic result for local companies. Furthermore, ZWB aims at organizing events that are economically sustainable, taking advantage of the brand awareness, the use of paperless methods and sharing economy solutions.

**ZERO WASTE
BLUE**







PANTONE: Blue 0821 C



C:0 M:0 Y:0 K:30



PANTONE: 806 C



PANTONE: 100 C

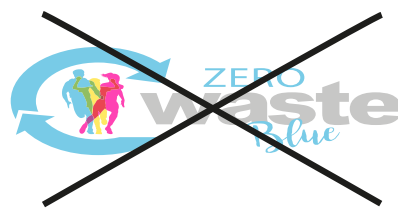


The “Zero Waste” recycling symbol is declined in the blue colour in order to evoke the sea, the linking element in the Adriatic-Ionian Macroregion.

The sportive element is to be found in the dynamism of the running characters.

The choice of an overlaying man, woman and child - each of them represented through one of the three primary colours – conveys the inclusiveness, aggregation and accessibility of the events, suitable for anyone without distinction.

There is no icon directly evoking accessibility, because the aim is to stress the innovative approach of the project, for which there is no disability but just different shades of living the same event.



dai 5 ai 15mm di margine
di distanza dagli altri loghi



BIGLIETTO 1



BIGLIETTO 2



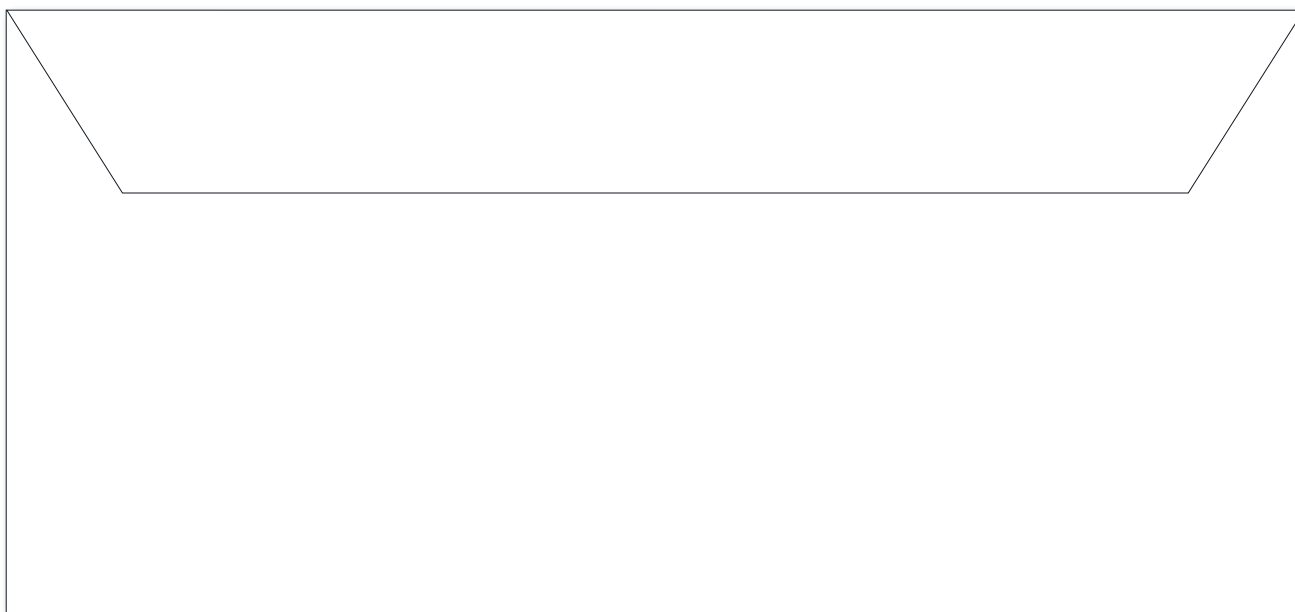


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ZERO

waste

Blue







PANTONE: Blue 0821 C



C:0 M:0 Y:0 K:30



PANTONE: 806 C



PANTONE: 100 C



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BIGLIETTO 1



BIGLIETTO 2





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