

REPORT ON THE RESULTS OF THE SPORT EVENT

King of Učka

Event code: 1177

Event name: King of Učka

Event organizer: TOP SPORT EVENTS D.O.O.

Event description: King of Učka is a cycling race that connects the sea and the mountain - the small coastal town Ičići and the nature park Učka. It represents the perfect cycling polygon and a challenge for all lovers of cycling and road climb. The length of the trail is 22 km and the total ascent is 1380 m.

Event classification: Sporting events and performances

Event date: 28/09/2019

Web page: <http://www.kingofucka.com/>

Total number of participants: 134

King of Učka was held in Ičići on September the 28th 2019. Before the event, organizers planned environmental, social and economic impact of the event using the Zero Waste 2.0 platform. The Zero Waste 2.0 platform is based on the concept of Sustainable Event planning recognized by UNEP (2009): “A sustainable event is one designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community and all involved”.

Zero Waste 2.0 platform is divided in the three sections: environmental, socio-cultural and economic. Environmental section contains 43 questions about event, socio-cultural 13 and economic 9 questions.

How is the sustainability of an event evaluated?

The Zero Waste 2.0 platform calculates the sustainability of the event by dividing it into two phases:

- 1) “Event planning” - the analysis is carried out based on the declarations of the organizer, which will be used to draw up the preliminary evaluation.
- 2) “Post-event reporting” - the analysis is carried out after the implementation of the event in order to confirm the declarations released by the organizer during the planning phase and integrate the definitive evaluation with new information, previously not available.

Results:

Event (<i>King of Učka</i>)	Event planning	Post-event reporting
Environmental sustainability section	65,00%	89,80%
Socio-cultural sustainability section	73,01%	78,84%
Economic sustainability section	52,28%	61,95%
Total sustainability	66,12%	79,55%

The results show that the event has improved the most in the environmental section. The improvement was noted in socio-cultural and economic section. Total sustainability after the event was 79,55%. Regarding the CO₂ emissions savings, total saving after event was 3.032,56 kgCO₂eq.

King of Učka is Zero Waste Blue event because it managed to achieve overall sustainability above 40%.



In order to achieve these results, organizers have implemented a number of sustainable activities: organizing and renting hybrid cars to follow cyclists along the route, education for children about recycling, organizing a mini fair for local exhibitors to encourage the use of local products, use of biodegradable equipment, engaging volunteers.

Recommendation for the future events:

- implement all possible actions to protect the environment at event location
- pay greater attention to the economic section, and to its improvement
- constant coordination between all subjects involved in the realization of the event
- provide the environmental education for visitors and participants
- use as little print material as possible
- further use of biodegradable catering materials
- promote sustainable mobility
- promote sustainable accommodation