

# REPORT ON THE RESULTS OF THE SPORT EVENT

Venice Marathon

Event code: 1163

Event name: Venice Marathon

Event organizer: ASD CLUB

Event description: Venice Marathon is part of the Abbott World Marathon Majors Wanda Age Group World Ranking and it is worldwide recognized and Bronze Label certificated by IAAF, and Gold Label by FIDAL. The race route is unique: - start line in front of Villa Pisani, Riviera del Brenta; - run in Venice, crossing the floating bridge set up for the race, through Piazza San Marco, by the Campanile and Palazzo Ducale... Venice Marathon is a race that continues to fascinate runners and spectators for decades.

Event classification: Sporting events and performances

Event date: 27/10/2019

Web page: <http://www.huaweivenicemarathon.it/it/venicemarathon/>

Total number of participants: 13 000

*Venice Marathon* was held in Venice on October the 27th 2019. Before the event, organizers planned environmental, social and economic impact of the event using Zero Waste 2.0 platform. The Zero Waste 2.0 platform is based on the concept of Sustainable Event 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>Venice Marathon</i> )	Event planning	Post-event reporting
Environmental sustainability section	82,63%	77,15%
Socio-cultural sustainability section	82,09%	95,62%
Economic sustainability section	74,33%	100,00%
<b>Total sustainability</b>	<b>80,98%</b>	<b>88,48%</b>

The results show that the event has improved in socio-cultural and economic section. The environmental section recorded lower results. Economic section improved the most, by 25,67%, and manage to achieve 100,00% sustainability. The total sustainability after the event was 88,48%. Regarding CO<sub>2</sub> emissions savings, the total savings after the event was 121.590,36 kgCO<sub>2</sub>eq.

**Venice Marathon 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: sustainable transport (interregional and regional rail transport, low-emission busses), better separate waste collection, trash bins for plastic, agreement for plastic recover with CO.RE.PLA (re-use), digital communication and online inscription, a ramp for people suffering from mobility impairments, use of local products, 2000 volunteers involved, promotion of local tourist itineraries.

**Recommendation for the future events:**

- implement all possible actions to protect the environment at event location
- constant coordination between all subjects involved in the realization of the event
- provide education on ecological and economic sustainability