

# REPORT ON THE RESULTS OF THE SPORT EVENT

Wings for Life World Run

Event code: 1164

Event name: Wings for Life World Run

Event organizer: Red Bull in cooperation with the city of Zadar

Event description: Wings for life World Run in Zadar, starts exactly at 13:00 local time. 9 000 runners will start running from Zadar peninsula, along the Croatian coast towards city of Šibenik. Everyone running globally connected, simultaneously all around the world. Participants start at exactly the same time no matter if it's sunny or raining, day or night. Everyone competing with the world. 100% of all entry fees and donations go directly to cutting-edge research projects to find a cure for Spinal Cord Injury. There is no finish line, no set distance to cover, no set time to beat. It's the only race where the finish line is chasing you. Thirty minutes after the start, Catcher Cars begins to chase the participants. The goal is to stay ahead of it for as long as possible. When the Catcher Car passes you, your race is over. The last one racing is the global winner.

Event classification: Sporting events and performances

Event date: 05/05/2019

Total number of participants: 9000

*Wings for Life World Run* was held in Zadar on May the 5th 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>Wings for Life World Run</i> )	Event planning	Post-event reporting
Environmental sustainability section	32,18%	56,19%
Socio-cultural sustainability section	36,14%	73,86%
Economic sustainability section	65,40%	45,30%
<b>Total sustainability</b>	<b>40,34%</b>	<b>61,97%</b>

The results show that the event has improved in environmental and socio-cultural sections and economic section recorded lower results than planned. Environmental section improved by 24,01% and socio-cultural by 37,72%. The total sustainability after the event was 61,97%. Regarding CO<sub>2</sub> emissions savings, the total saving after event was 8.232,55 kgCO<sub>2</sub>eq.

Printed materials CO<sub>2</sub> emissions savings [kgCO<sub>2</sub>eq]: 15,10

Catering materials CO<sub>2</sub> emissions savings [kgCO<sub>2</sub>eq]: 0

Waste CO<sub>2</sub> emissions savings [kgCO<sub>2</sub>eq]: 7.150,00

Transport CO<sub>2</sub> emissions savings [kgCO<sub>2</sub>eq]: 1.067,45

**Wings for Life World Run is Zero Waste Blue because it managed to achieve overall sustainability above 40%.**

In order to achieve these results, organizers have implemented a number of sustainable activities: use of volunteers, biodegradable shirts, water and fruit for refreshment, waste bags.

**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 education on ecological and economic sustainability
- waste reduction
- use sustainable transport