

# LOCAL ACTION PLAN

## MARCHE REGION

**Project: ZERO WASTE BLUE**  
*sport events for territorial development*

November 2019.

## **LOCAL ACTION PLAN**

### **WP 4 How to protect and promote natural and cultural heritage through Zero Waste Blue sport events Activity 4.2 Governance and policy instruments**

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## 1. INTRODUCTION

### 1.1. Purpose of the document

The objective of this LOCAL ACTION PLAN is to establish the administrative procedures and rules to be adopted by all parties involved in events (not only sport, but specifically with high impact on natural and cultural contexts). The goal is to identify the governance and policy instruments - framework of coordination amongst events, in order to reach the best method of implementation, taking into account all technical activities, financial conditions and time plan agreed by each party, concerning the granting from the elaboration of the project Zero Waste Blue sport events for territorial development – Zero Waste Blue.

This Local Action Plan enters into force on the date that will be agreed by all parties. Until then, all parties involved in the events are responsible for its realisation.

Elaboration of Local Action Plans for the effective implementation and monitoring of the Protocols bind the application of a minimum of sustainable requirements in all the events, having the patronage of a concerned public entity and to promote incentives to virtuous behaviors through the improvement of policy instruments.

Directly involved and informed policy makers and stakeholders, made aware about sustainability through working groups activities, effective testing and

communication/dissemination activities, will push the adoption of sustainable rules in their territories.

Sustainable actions will be implemented through reduction of environmental impacts and CO<sub>2</sub> production (e.g. use of recycled materials, paperless communication and transport rationalisation); separation of waste, use of biodegradable materials to reduce the use of plastic, solutions for reduction of excessive water and energy consumption. Local communities will be involved to improve the social and the economic impact. Volunteers and schoolchildren will be involved (e.g. tourists and athletes' accompaniment, information services) and informed on sustainable solutions implemented and correct sustainable behaviours. Local product will be promoted. Specific services for people with disabilities will be implemented. Public Administration and Policy Makers will contribute to identify instruments and policies to guarantee the sustainability over time of implemented solutions.

## **1.2. The Aim of Local Action Plan**

The aim of Local Action Plan is to improve the quality of life for all through sporting and cultural activities, support the pursuit of excellence, and champion tourism, creative and leisure industries.

The goal of sustainable development is to support all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations.

**Governments must promote a clear understanding of, and commitment to, sustainable development so that all people can contribute to the overall goal through their individual decisions.**

This Local Action Plan promotes cooperation on **local, regional and interregional level through all activities.**

## **2. DESCRIPTION OF THE PROJECT**

Project **Zero Waste Blue** aims to increase the value of natural and cultural heritage through shared methodologies and cooperation strategies for sustainable sport events. Total value of project is 861 435,70 EUR. The implementation of project started on June 1, 2018, until November 30, 2019 and it covers the territory of two countries.

The lead partner of the project is Town of Opatija (Croatia). Besides Town of Opatija other projects partners are University of Rijeka - Faculty of Tourism and Hospitality Management (Croatia), Zadar county Development agency ZADRA NOVA (Croatia), Dubrovnik and Neretva Region (Croatia), ART-ER Attractiveness Research Territory (Italy), Emilia-Romagna Region (Italy), Veneto Region (Italy), Molise Region (Italy), Municipality of Ancona (Italy), Veneto Innovazione S.P.A. (Italy).

Natural and cultural heritage is a precious development leverage only if the local communities, different type of users and tourists are aware of its value and cooperate for its conservation. Natural and cultural heritage attracts mass tourism and locations are attractive for events as well even if they may impact negatively. Zero Waste Blue capitalizes Zero Waste project results with the aim of a broader involvement of local communities and private-public stakeholders in the organization of sustainable sport events in attractive and fragile areas (e.g. historical centres, natural park/areas) decreasing radically the environmental impact and increasing the benefit for the social and economic development. In the CB Italy-Croatia area, many sport events attract thousands of people. These large gatherings produce an increase of water and energy consumption, pollution, waste of food and materials and often cause trouble for local communities and have negative impacts on natural cultural heritage. In addition, these events are seldom planned taking into account solutions allowing people with disabilities or with special needs to enjoy them and the contexts in which they are. On the other hand, sport events attract tourists and large audiences with an impact on mass media able to emphasize positive results, local heritage and to spread sustainability awareness. Therefore, sport events become an ideal location to apply sustainable solutions/tools/instruments that permanently remain in the territories favouring local development and making tourist destinations more attractive for different consumers during the whole year. Indeed, sport events help to address seasonality because they are not linked to peak seasons, have a high attractiveness capacity, promote social inclusion, involve all ages. Zero Waste Blue goals are reached through the **following specific objectives:**

- 1) Transfer and widen Zero Waste achievements also training new operators in CB area;
- 2) Protect and promote natural and cultural heritage through Zero Waste Blue events, governance and policy instruments;
- 3) Create a joint tourism product (Zero Waste Blue Brand) focused on sustainable sports events.

Finally, ZWB contributes to the achievement of a “Sustainable Tourism” according to EUSAIR strategy, Pillar 4, priority 2 and it increases PA capacity building to establish policies, rules and standards generally accepted to preserve and promote natural and cultural heritage for the local development in the Italian-Croatian Area.

The **Local Action Plan** is a living document and it can be changed during event implementation. The table – Local Action Plan (at the end of the document) shows an overview of events activities/tasks that are organized in accordance with all parties.



### 3. Marche Region - general information

| <b>General information:</b>                               |                                     |
|---|-------------------------------------|
| <b>County seat</b>  | Ancona                              |
| <b>Number of cities/towns</b>                             | 8 major cities                      |
| <b>Area</b>   | 9.366 km <sup>2</sup>               |
| <b>Population</b>   | 1.5 million inhabitants             |
| <b>Population density</b>                                 | 160 inhabitants per km <sup>2</sup> |
| <b>GDP per capita</b>                                     | 27.200 EUR (2016.)                  |
| <b>Number of tourist overnight stays</b>                  | 10 mil (2018.)                      |
| <b>Number of organized EU ZWB sport events per region</b> | 1                                   |

Marche is a region located in central Italy, bordering with Emilia-Romagna and the Republic of San Marino to the North, Tuscany to the North-West, Umbria to the West, Abruzzo and Lazio to the South and the Adriatic Sea to the East. In 2016, the employment rate was higher (62.2%) than at the national level (58%), although still below the European average (67.6%).

Marche's economy is mostly based on clusters of SMEs (“distretti industriali”), working in traditional manufacturing sectors (e.g. typical Made in Italy products such as shoes, clothing, electric appliances, machinery, furniture etc.) distributed through the region.

Environmental Protection Agency takes care of the environment through many integrated actions and specific plans that focus on air quality, energy, mobility, waste management, industrial waste.

Marche Region has recognized the importance of organizing sustainable events as a new tool for local development that can increase the tourist offer and extend the tourist season, while protecting the natural and cultural heritage, making it accessible to the widest segments of the population.

### **3.1. Half Marathon Ancona**

Half Marathon Ancona is pilot event within the project Zero Waste Blue. It was held for the sixth time. Competitors could choose from a 21km (competitive), 10km (non-competitive) and 4km race. The 21 km course has some important altitudes and is approved by the Fidal judges. The organizing company ensures the medical service with n. 3 rescue centers located along the route, changing rooms and showers. Participants used P CUP, an ecological, indestructible, reusable and intelligent glass in order to reduce the amount of plastic, and to increase environmental awareness.

Before the event, organizers planned environmental, social and economic impact of the event using the Zero Waste 2.0 platform. The aim of this event is to minimize potential negative impacts on the environment and to promote beautiful nature and cultural heritage. Post event reporting showed that event achieved overall sustainability over 40% (63,38%), and thus became Zero Waste Blue event. The biggest improvement was recorded in the socio-cultural section.

Sustainable activities that have been implemented at this event, and are the recommendations for the following sports events:

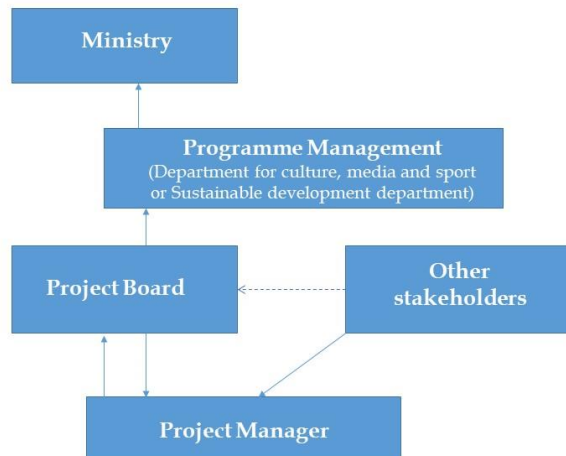
- ✓ online registration
- ✓ online certificate of participation
- ✓ constant coordination between all subjects involved in the realization of the event
- ✓ organization of one event for all
- ✓ organization of one event with young students
- ✓ organization of one workshop (education)
- ✓ involvement of an organization dedicated to people with disability
- ✓ training course for people with disabilities
- ✓ local food 0km
- ✓ use of sustainable transport
- ✓ use of P-Cup the smart glass for all athletes
- ✓ use of volunteers

#### **4. THE ROLE OF GOVERNMENT IN PROMOTING SUSTAINABLE EVENTS**

Government is a complex but central force influencing the broad spectrum of development issues. It includes political strategies, management, and leadership. Governments need to promote sustainable development in every possible way, and have a very important role when talking about a sustainable future. Good governments can provide for safety and security, promote well-being, education, and understand that the bottom line is a healthy environment.

Each CB region promotes good governance with a clear structure, which joins the relevant parties across all levels. Each CB region has an organization, department or office that deals with organization of events, however, depending on the type, size and characteristics of the event the level of responsibility is changing. Thereby, every CB region also has different names for specific assignments during the event organization.

**Picture 1. Proposal of organizational structure of sustainable projects/events**



Source: author's creation

**Department for culture, media and sport (DCMS) or Sustainable Development department (SDD)** should be established which should be in the sits in the Programs Directorate.

The Programme Management (DCMS or SDD) should give initial approval for all programmes of work at board level.

The Project Board is responsible for the success of the project based on instruction from Programme Management. The Project Board establishes the

constraints in which the Project Manager operates. The Project Board is intended to represent all stakeholders in the project.

The Project Board can include all relevant stakeholders such as: Project manager, the Head of Sport Organisation, the Head of Museums Sponsorship; the Head of Arts Sponsorship; Head of Property and Procurement; Creative Economy programme manager; Senior Policy Adviser, Head of the Tourist Board, representatives of NGOs. The Project Board consult key stakeholders at different stages, from project creation to completion.

The Programme Management oversees the development of the draft action plan before it goes to Ministers for final approval. After publication, the Projects Board meets as required throughout the year to check on progress against the targets and to discuss future actions. Most communication is by email and telephone.

## 5. HOW TO CREATE ZERO WASTE BLUE EVENTS

To create a sustainable strategy it is recommended to start with the following steps:

- Review and assessment of current practice and measures with respect to the Zero Waste Blue platform.
- Commitment at the top level of leadership to becoming a more and more sustainable organization.
- Identifying staff and volunteers who are interested in advancing the organization's progress towards sustainability.
- Picking one area to focus on (i.e. travel lightly, buy local, ethical and/or green where possible).
- Visiting the online Facebook profile of the project (<https://www.facebook.com/zerowasteblueproject/>) and sharing experience.
- Careful study (or review) of the Zero Waste Guidelines for events and festivals ([https://bib.irb.hr/datoteka/853544.Zero\\_Waste\\_Guidelines\\_for\\_Events\\_and\\_Festivals.pdf](https://bib.irb.hr/datoteka/853544.Zero_Waste_Guidelines_for_Events_and_Festivals.pdf)) to find what is possible for your organization – and then make it happen.
- Sharing experiences with other stakeholders.

Before hitting the ground running, one should take some time to develop the outline of a plan to guide their actions. These simple 4 steps will ease the journey:

1. **Know the value of sustainability for the event (Why)**
2. **Assemble the champions (Who)**
3. **Define the playing field (What)**

#### 4. The use of this Local Action Plan approach to plan an event (How)

Sustainability issues are those related to the potential economic, environmental and social impact (positive and negative) of sport or cultural event.

Identifying sustainability issues:

- Considering the goals of the event and the main activities required to achieve them;
- Asking some simple questions such as:
  - What resources will be used?
  - Will significant waste be produced and disposed of?
  - Will the venue be in a better or worse condition after it?
  - What is the economic value created and how will it be distributed?
  - Does the event depend on any public infrastructure and services?
  - What changes will it bring to the host city/region?
  - Are there any concerns related to security, human rights, accessibility and public health?
  - What modes of transport will be used?
- Getting feedback from key stakeholders on actual and potential impacts.

If sustainability is new to the event, it is recommended to take a gradual approach. One should start with 3 to 5 objectives and once a little experience and confidence is gained, it is possible to move on to new objectives.

In case of existing experience in sustainability, it is necessary to integrate all relevant objectives in a comprehensive sustainability plan.



## **Guidelines for Event Owners and Governing Bodies**

**Decision:** integrating sustainability into bidding process and contracts;

**Regulation:** integrating sustainability into event, operating rules and supply codes;

**Capacity Building:** integrating sustainability principles into operational manuals, training programs and knowledge sharing tools;

**Recognition:** integrating sustainability into existing reward systems.

### **5.1. Ensuring Governance to implement the strategy with event organization**

A minimum of sustainable requirements in all events (not only sport, but specifically with high impact on natural and cultural contexts) are set out hereafter:

| WHAT?<br>STATE WHAT YOU<br>WILL DO<br>(Goal - Objective)                    | HOW?<br>HOW TO DO IT?<br>(Action Items)  | WHO?<br>DELEGATE<br>IT<br>Sustainability<br>Champion | CHECK IT<br>Status of Action<br>Item   |
|---|--|--|--|
| <b>1. CREATE A SUSTAINABLE COMMITMENT</b>                                   |  |  |  |
| 1.1. Create a commitment statement on convening a sustainable sport event   | Write a public commitment statement outlining your intention to organize a sustainable sport event and communicate this both internally and externally.  | Name:  | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| 1.2. Identify your key sustainable issues and stakeholders                  | Involve your key partners (E.g. IFs, OCOG, NFs, sponsors, local partners, authorities) to secure buy-in. Invite these key partners to be part of the commitment statement.                                     | Name:  | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| 1.3. Define your scope  | Determine time span, location, events and key activities to be addressed by your commitment statement and strategy.  | Name:  | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| 1.4. Allocate sufficient resources to ensure effective implementation       | Budget for time, money, people, work space and technology to implement sustainable sport and event commitments.  | Name:  | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>2. MANAGEMENT</b>  |  |  |  |
| 2.1. Designate a zero waste (green/sustainable) team leader and form a team | Designate a sustainable champion or leader with the necessary authority to oversee implementation of the commitment and the designated implementation team (could include a leader, a recruiter and trainer, a | Name:  | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |

|   |  |       |  |
|---|--|-------|--|
|   | data person/secretary, a reporter/communicator).   |       |  |
| <b>2.2. Establish a 'way to work' together</b>                                | Determine task leaders; budget, if any; method to track progress; and frequency of team meetings.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>2.3. Set measurable sustainability objectives and targets</b>              | <p>Address relevant (locally significant/meaningful to your main stakeholders both domestically and abroad) environmental, social and economic impacts and opportunities.</p> <ul style="list-style-type: none"> <li>• E.g. Carbon responsible, low carbon or carbon neutral events. Zero waste or low waste to landfill events. Inclusive events for local and international people of visible minorities, people with disabilities, high inclusivity/community involvement goals.</li> </ul> | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>2.4. Perform regular checks and reviews of objectives and targets</b>      | Check: stakeholder satisfaction, whether you and your suppliers are meeting contractual obligations, achievement of objectives and implementation of previous review recommendations.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>2.5. Commit to documenting and reporting on your sustainability policy</b> | Sustainability reporting is the practice of measuring, disclosing and being accountable for organizational performance while working towards the goal of sustainable development. A sustainability report provides a balanced and reasonable   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |

|   |   |       |  |
|---|---|-------|--|
|   | representation of the sustainability performance of the reporting organization, including both positive and negative contributions. Note that documenting is a vital part of a successful knowledge transfer system.  |       |  |
| <b>2.6. Test preparedness for critical incident management</b>          | Identify any risks/opportunities associated with your sustainable event and evaluate the magnitude and likelihood of these risks/opportunities occurring.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>2.7. Comply with legal and 'other' requirements</b>                  | <p>Ensure compliance (measures) for temporary permits, domestic regulations, related management plans and voluntary commitments are in place for environmental, health and safety, community and security requirements.</p> <ul style="list-style-type: none"> <li>• 'Other' requirements may include local, voluntary or corporate requirements and/or commitments to National Olympic Committees, sport federations, host Organizing Committees and local authorities.</li> </ul> | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>3. SITE SELECTION</b>  |   |       |  |
| <b>3.1. Select sites and venues with a minimal ecological footprint</b> | <p>Choose existing sites and venues where possible.</p> <ul style="list-style-type: none"> <li>• Consider temporary or portable infrastructures.</li> <li>• Share your venue with other events or users if possible.</li> <li>• Build for a sustainable legacy</li> </ul>   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |

|   |  |       |  |
|---|--|-------|--|
|   | by integrating it with the needs of the community.<br>• Respect local culture and heritage.  |       |  |
| 3.2. Ensure barrier-free access for everyone                            | Select/construct sites and venues that are barrier free (e.g. wheelchair accessible) and in locations that are accessible for all modes of transportation.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| 3.3. Select venues with efficient energy and water technologies         | Include energy efficient heating and cooling, renewable energy sources, water re-use, low-flow toilets etc.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| 3.4. Include waste management plan                                      | Avoid landfill waste by adding recycling and to the natural environments through replanting and clean-up.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>4. MINIMISE NEGATIVE IMPACTS</b>                                     |  |       |  |
| 4.1. Implement responsible energy, waste and water management practices | Operate site and venue lighting, include energy from RES; efficient use and placement of garbage and recycling bins, train staff and volunteers, find ways to prevent the creation of waste; measure and reduce water usage in venues and use water from renewable sources | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| 4.2. Strive to be paperless   | Read, send and post electronic documents where possible. Print double-sided where applicable and always on recycled and FSC paper.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>5. COMMUNITY AND SUPPLY CHAIN</b>                                    |  |       |  |

|   |  |       |  |
|---|--|-------|--|
| <b>5.1. Recruit from the local community, encourage diversity and follow ethical hiring practices</b> | Use local organisations for applicable temporary jobs, volunteers and contractors (E.g. waste recycling services, clean up crews, entry level job agencies and those that recruit from local enterprises and/or those that support socially-diverse, people with disabilities). Ensure a fair wage system. | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>5.2. Integrate event with local community stakeholders</b>   | Actively seek to get the support and involvement of the tourism office, city and regional authorities, local organisations, etc.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>5.3. Donate equipment to local sport and community organisations</b>                               | Donate to local schools, public recreation centres and community sport clubs that can make good use of sporting equipment.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>6. TRANSPORTATION AND ACCOMMODATION</b>  |  |       |  |
| <b>6.1. Offer accessible public transportation services and support sustainable accommodation</b>     | Liaise with local public transportation authorities to ensure sufficient and effective modes of public transportation. Choose sustainable and socially responsible accommodation close to sport events which support local tourism.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>6.2. Environmental education</b>   | Organize educative workshops, before or during the events, aimed at rise awareness about environment and local territory protection; provide information on how to reduce environmental impact through travel.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |

| <b>7. FOOD AND CATERING</b>   |   |       |  |
|---|---|-------|--|
| <b>7.1. Reduce ecological footprint of food</b>                       | Source from fair-trade, organic, seasonal, local and regional sources where possible, high percentage of fruits and vegetables and use tap water where appropriate.   | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>7.2. Minimise food waste and maximise composting and recycling</b> | Minimise food waste by cooking to order as much as possible and link with composting waste management system. Provide recycling and composting bins in convenient locations.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>8. MARKETING AND COMMUNICATION</b>                                 |   |       |  |
| <b>8.1. Communicate in an environmentally friendly way</b>            | Make sure your communication is consistent with your sustainability message by avoiding unnecessary paper, flyers, mail-outs, etc.  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>9. PUBLIC ENGAGEMENT</b>   |   |       |  |
| <b>9.1. Engage athletes and the sporting community</b>                | Include high performance athletes (domestic and international); National Sports Organisations (NSOs), Sport Event Organizers, Federal and Provincial/State government Ministries of Sport/Health/Environment; Non-government Organizations. | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |
| <b>9.2. Monitoring</b>  | Monitoring and reporting (number of participants, emissions reduced, etc.)  | Name: | <input type="checkbox"/> Discussed<br><input type="checkbox"/> Documented<br><input type="checkbox"/> Implemented<br><input type="checkbox"/> Not Applicable |

All these requirements can be supplemented in the area of transportation, accommodation, community and supply chain, catering, food and beverage, marketing and communication, public engagement etc. depending on the type of the event.

## 5.2. Funding and Financing

Because sustainability is rather a way of working than a separate project, sustainability budget should be embedded into the operational budget. However, as some additional money for sustainability will always be required, a few ideas on how to get initiatives funded.

### **Branding a sustainability program and aligning it with a sponsor.**

One should brand an entire sustainability program under one core concept that is catchy and easily understood by all. For example, a major sport for all event in Switzerland in 2011 branded all sustainability initiatives under the concept of “Respect”.

It is recommended to look for a sponsor whose brand can be aligned with the created sustainability brand.

The sustainability program could provide a platform for sponsors to position their own initiatives in a way that deepens engagement with fans. It is necessary to remember to include a plan to the sponsorship/ funding application in order to give sponsors not only exposure, but also several opportunities to engage and



interact with spectators. For example, a Triathlon event worked with a sponsor, a health insurance company, to convert the competition route into a branded fitness trail. Maintain the exposure given to the sponsor after the event ended.

Early agreement with the top management that a relevant portion of funds from sustainability sponsors goes directly to sustainability initiatives is very important and reporting it back to the sponsor. Often, the money brought in via sustainability-related sponsorship is directed to a general fund, and the sustainability team is left without a working budget.

#### Benchmarking: **The carrot and the stick**

Funding and Financing is not only about sponsors providing extra money for sustainability initiatives. It is also about:

Making the event more attractive to secure sponsorship - the carrot.

Ensuring that sponsors do not turn down offers to support the event because there is no good track record on sustainability - the stick.

**Value-in-kind (VIK) contribution can take a long way.** It can significantly reduce the costs of staging the event. Your sponsor, the host city/country, local businesses and other can contribute to event organization with human resources, venues, sponsor products and equipment. One can also share resources with other events.

**Searching for grants and other funding opportunities.** Many countries offer grants and other funding opportunities for climate protection programmes, energy efficiency and water conservation initiatives. It is recommended to ask for



information at the local/national environmental agency. International organisations also offer grants for a large range of social sustainability actions, sport for all and sport and peace initiatives.

## 6. CONCLUSION

Tourism is an important economic factor in both Italy and Croatia and it represents a significant ecological footprint. More sustainable approach is needed mitigating seasonality pressure by improving a wider and integrated offer while exploiting richness of natural and cultural attractions. Cultural/Sport/Media events have positive effects on tourism; promote the enhancement of local cultural and natural heritage and local economy development. At the same time, they have negative effects on sites that host them in terms of CO<sub>2</sub>, waste management and noise pollution. Exploitation of the cultural and natural heritage in event context may cause a lot of damage in the absence of an adequate regulation supported by specific skills and culture of sustainability.

Project Zero Waste Blue is addressing different key issues establishing sustainable development of sustainable sport events organized in natural assets and historical contexts. All parties jointly with local stakeholders and communities **will increase their capabilities to create sustainable events making optimal use of environmental resources and cultural heritage and providing for socio-economic benefits.**

**Government must promote a clear understanding of, and commitment to, sustainable development so that all people can contribute to the overall goal through their individual decisions.**

This Local Action Plan promotes cooperation on **local, regional and interregional level through all its activities.**

**Project: ZERO WASTE BLUE**  
*sport events for territorial development*

The project is implemented by: Town of Opatija from the Republic of Croatia, University of Rijeka - Faculty of Tourism and Hospitality Management from the Republic of Croatia, Zadar county Development agency ZADRA NOVA from the Republic of Croatia, Dubrovnik and Neretva Region from the Republic of Croatia, ART-ER Attractiveness Research Territory from Italian Republic, Emilia-Romagna Region from Italian Republic, Veneto Region from Italian Republic, Molise Region from Italian Republic, Municipality of Ancona from Italian Republic and VENETO INNOVAZIONE S.P.A. from Italian Republic.