



## ZERO WASTE BLUE NEWSLETTER #3



**Interreg**  
Italy - Croatia  
Zero Waste Blue



EUROPEAN UNION

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*Zero Waste Blue project* aims to reduce the environmental impact of the great sport events organised in fragile areas (historic city centres, green areas, etc.) as well as to increase the socio-economic benefits produced, making the events more sustainable than they already are.

From July to November 2019, through the Zero Waste Blue project, the following sporting events were realized: **King of Učka, Ston Wall Marathon, Venice Marathon, Half marathon of Ancona.**



### King of Učka

Biodegradable glasses, paper food bowls, recyclable bags, hybrid cars, educational waste recycling workshop and virtual bicycle race for children.

This was King of Učka, Mountain Cycling Race, a 22 km long, challenging route Ičići - Veprinac - Poklon - Vojak (Učka) held on 22nd of September 2019.

## Ston Wall Marathon

The monumental walls and unspoiled nature attract many runners to Ston. Thanks to the **Zero Waste Blue project**, it has allowed continued sustainable development of the event while minimizing adverse environmental effects. Marathon was held on 21st and 22nd of September and it was plastic free.

Instead, there were biodegradable mugs and cutlery, use of water from big containers, cotton jerseys, stone medals, local souvenirs and local food.



## Venice Marathon

27th of October, was the turn of 34th Venicemarathon, pilot event for Regione del Veneto in the **Zero Waste Blue project**. It has been a greener event by promoting a sustainable transportation model, improving the separate waste collection and the accessibility, realizing paperless communication, promoting local products and cultural and artistic heritage sites.

## Half marathon of Ancona

27th of October, was the turn of 6th Half marathon of Ancona, pilot event for Comune di Ancona in the **Zero Waste Blue Project**.

Half marathon provided 3000 smart glasses in order to reduce the consume of plastic and offer a green alternative to the sporting events organizers. Also, Half marathon organizers worked on the accessibility through a workshop focused on social inclusion in sport.



## Final conference

The project has successfully presented how great sporting events and environment protection can actually work together. This idea was confirmed through 10 popular sporting events. The satisfaction with results was also evident from project partners representatives who gathered in Dubrovnik on November 13th at the Final meeting. The conclusion from the meeting is that partners successfully presented and enabled a possibility for the sporting events organizers to make their events sustainable in regard to environment protection and decreasing waste from the events.

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