



# Background description

## Problem addressed

A sporting event that takes place in the coastal area of the city and that represents a double motivation:

- 1.- Pressure on urbanised coastal systems.
- 2.- To promote sustainable sporting activities.

Reduction of environmental impact.

Demand for sustainability.Optimisation of resources.

Image and reputation.Education and behavioural change.



## Developing the solution

The action plan was structured in several key stages, ensuring that the context, approach, and target groups were aligned with the objective of minimising the environmental impact of events.

Identification of the type of event.

Assessment of waste-intensive event management practices.Circular economy approach. Focus on reuse, elimination of single-use packaging and implementation of comprehensive waste collection and sorting systems.Raising awareness and educating attendees on the correct management of waste and the correct use of natural spaces.

Commitment of organisers.

In the planning phase of the activity, the impact variables were identified and alternatives were proposed, with special emphasis on Waste Management. These alternatives were partially accepted by the promoters with the commitment of execution that was finally validated on site.

# Background description

## Objective, targets and expectations

- ✓ **Reuse of materials**
  - Event-specific presence materials are deleted.
  - Swimming caps without time references
  - No linking of the test to the purchase of caps.
- ✓ **Optimisation of the use of single-use plastics.**
  - Needs are adjusted to the participants. 1000 units
  - Only one format. No more cups.
- Promotion of R-PET**
  - Suppliers with R-PET packaging. 1000 units.
- ✓ **Waste separation**
  - Differentiated waste deposit. Light packaging / Organic waste.
- ✓ **Beach cleaning**
  - Only waste collection services are required
  - No cleaning services needed
- Athlete awareness**
  - The event is a Sustainable Event. Dissemination in RRSS
  - Speakers with messages during the event
  - Optimal collaboration





# Implementation of the good practice

## Timescale

Sustainable Event Application Submission: 23/06/2021

- Event date: 26/09/2021
- Study Request : 6/09/2021
- Request for information: 6/09/2021
- Planning meeting: 8/09/2021
- Sustainability Report: 10/09/2021
- Acceptance of measures: 13/09/2021
- Implementation during the event and real time follow up
- Post-event evaluation and adjustment of sustainable practices. 28/9/2021

\* Key process for implementation.



## Human and financial resources

- ✓ The action was implemented with the team of the company that provides 'Citizen Environmental Awareness' services.
- ✓ The team has sufficient experience to propose measures tailored to the event. At the same time, the appearance of innovative products to support awareness-raising is being investigated in the product market.
- ✓ The provision of presence materials has been co-ordinated with other municipal areas to save on purchases and resources.
- ✓ The adoption of the proposed measures entails the provision of municipal services for waste management. The municipal expenses derive from the differentiated waste collection and the savings come from the unnecessary cleaning of the beaches where the event took place.

# Implementation of the good practice

## Cross-sectoral and or cross-institutional cooperation

- Sports Area of the City Council of Malaga, promoter of sustainable sports events
- LIMASAM, Cleaning of Malaga S.-A.M. Waste collection services and operations.
- Environmental Sustainability Area. Sustainable event planning and awareness actions.
- Smurfit Westrock. Paper-Cardboard waste management
- Red Cross. Health emergency tent

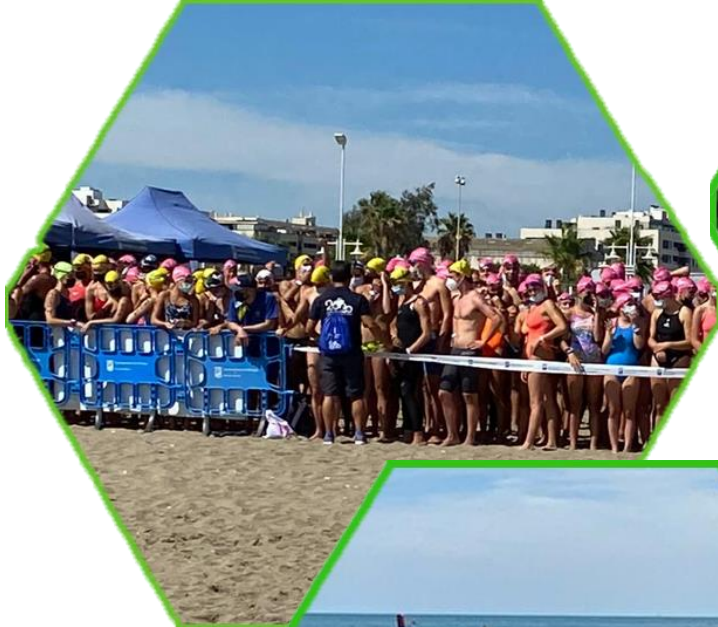


As private actors, the sponsorship of Coca-Cola stands out, which implements sustainability actions on its products, although there are still areas for improvement given that its involvement in the sponsorship of sporting activities generates excessive and/or difficult-to-treat waste.

The co-responsibility of sportspeople is growing and their participation in the dissemination of sustainability is very active.



# Implementation of the good practice





# Evidences of success

## Results achieved

- All the test equipment has been reused and loaned by different agents.
- Zero purchases of presence material.
- 0 Waste from race bibs.
- 95% collaboration with participants. 100% collaboration with organisers.
- 80% responsible purchases (minimisation of packaging and packaging. Fruit from local shops).
- Separation of waste with less than 20% of waste (mixture of light packaging/organic waste).
- Separation and correct management of 100% paper-cardboard packaging material.
- Savings in beach cleaning services. Activity compatible with other beach users.
- Degree of awareness among organisers of the benefits of responsible purchasing under sustainability criteria (Km0).
- Adoption of new habits in event planning.



Estado de  
la playa tras  
el evento



Separación  
de envases

# Evidences of success

## Otros eventos realizados con réplica de las prácticas sostenibles

- ✓ Spanish Waterpolo Championships Alevín and Infantil (2022/2023 and 2024)
- ✓ Andalusian Swimming Championships (2022/2023 and 2024)
- ✓ Malaga Aquathlon 2022 and 2023 Malaga OPEN 2022





# Lessons learnt



- ✓ Establish minimisation measures during event planning.
- ✓ Resistance of the promoter to the behavioural change necessary for the implementation of the measures.
- ✓ Decoupling the success of the event from consumer demand.
- ✓ Limitation due to free suppliers.
- ✓ Awareness level of promoters and organisers.
- ✓ Use of bottled water or isotonic drinks in sport events.
- ✓ Need for new provisionsView of sustainability measures as a handicap for the development of the event.
- ✓ Respect for public spaces

## Enabling actions

- ✓ Capacity building of planning teams.
- ✓ Increased public awareness and sensitivity.
- ✓ Sustainability as added value for events.
- ✓ The market offers alternatives for responsible consumption
- ✓ Increased cost of cleaning services
- ✓ Involvement of Local Administration
- ✓ Use and scope of RRSS
- ✓ Incorporation of evidence of new habits into the Regulation.
- ✓ The new Waste and Circular Economy Law

*“We keep asking ourselves what kind of world we will leave to our children, when the question is what children we are leaving to this world.”*

*Leopoldo Abadía*  
*Spanish writer and teacher*



**Time for  
questions**



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# Thank you!

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