



Virgin London Marathon

Sustainability Report



## **Sustainable Event Management**

The Virgin London Marathon event is a high profile international event and is in a powerful position to effect change.

The Virgin London Marathon intends to continue to embed sustainability into the key areas of the event.

Sustainable event management has regard for the environmental issues.

The following report is a result of findings from the 2009 London Marathon and looking ahead to the 2010 Virgin London Marathon.

## **Key Sustainability Indicators**

The Virgin London Marathon will measure and report on Key Sustainability Indicators each year to gauge the success of the event in meeting its sustainability goals.

## **Objectives**

- To demonstrate concern for sustainability.
- To minimise the environmental impact of the Virgin London Marathon.
- To maximise engagement of key stakeholders (sponsors, contractors, charities, competitors, audience) in taking up sustainability initiatives.

## **Strategies**

The environmental impact of the event is the key concern. Strategies used to meet sustainability goals include:

- Establish and confirm sustainability methods that are already in place.
- Adjusting operational procedures to the greenest alternative.
- Communications strategies to engage and inspire stakeholders.
- Ensuring all waste is deposited effectively in all areas of the event.

## **Tactics**

Sustainability is being embedded into aspects of the Virgin London Marathon operations including:

- The Virgin London Marathon Offices.
- Excel Exhibition Centre.
- Branding.
- Operations.

## The Virgin London Marathon Offices

### Office Recycling

- Recyclable stationery and other office supplies.
- Paper and plastic recycling, collected by Southwark Council weekly.

### Paper Supplies

- The Virgin London Marathon has made a conscious effort to change all paper supplies to sustainable products for all London Marathon publications.
- The Virgin London Marathon now uses 100% recycled paper for all text pages of all of the London Marathon publications.
- The cover stock for all London Marathon publications is 50% recycled.

### Communications

Communication with runners is very important to The Virgin London Marathon and their events. There are already efficient and effective methods in place:

- Entries for all London Marathon events are now online.
- E-Newsletters are used to communicate with runners, reducing the number of paper mail outs.

## The Virgin London Marathon Expo, ExCel

The Virgin London Marathon Expo is held in the four days leading up to the event, where all competitors must register.

- ExCel is a leading example of sustainable building, with combined heat & power energy production, detailed waste management and control of waste generation by traders onsite.
- There is minimal car travel with a very small number of runners travelling by car to the Expo event. Over the four days of the 2009 London Marathon Expo there were between 70,000 and 72,000 people who visited the expo with only 1,040 cars parked in the car park during this time.
- Stand holders are advised of the best ways to deposit and recycle efficiently following the ExCel Centre's recycling methods through an online manual guide.
- The ExCel Centre has the UK's only wormery which currently holds 250-300,000 worms. All types of food can be recycled naturally.
- In July 2007 ExCel Centre installed a Materials Recycling Facility (MRF) onsite. The MRF is capable of recycling – paper, cardboard, plastic, wood and glass.
- Colour coded bins are in place at the Expo for runners who visit the Expo to use to dispose their waste products.
- During the period of the 2009 London Marathon Expo at the ExCel Centre, approximately 70% of all waste generated during the time of the London Marathon Expo was recycled with the remaining waste sent to landfill; 23.8 tonnes recycled and 10.2 sent to landfill.

## Branding

- The Virgin London Marathon event will have two main types of advertising on the course; tobleronos and banner roll.
- The Virgin London Marathon encourages sponsors to retain their logos so that branding and advertising can be re-used.
- Where possible advertising tobleronos and other signs are re-used at each London Marathon running event.
- A prominent form of branding used at the Virgin London Marathon is banner roll; 23K is used around the course. This year for the first year, the banner roll was segregated at source and returned to Bywater's Material Recovery Facility where a mill sized bale was produced, this was then sent to a re-processor to be used to produce textiles and other similar products.

## Operations

The tactical plans to be put in place for the Virgin London Marathon on race day are numerous. A summary of the initiatives includes:

### Toilets

Toilets at the start, finish and along the course are chosen very carefully and are preferably eco friendly where this is possible. The introduction of urinals in the start area means that less time and energy is required to install these. Portable Toilets Ltd provides units of four urinals which has the same carbon footprint as one portaloos, therefore effectively reducing the carbon footprint at the start. Portable toilets Ltd are also able to collect the waste from both the portaloos and urinals together.

### Travel

- DLR and the underground service offer free travel to runners of the Virgin London Marathon once they show their running number. This encourages the majority of runners to travel by train.
- On the DLR for 2009 there was an increase by 27% from the previous year; 283,700 people were carried during marathon hours.
- Spectators are also encouraged to travel to the event by public transport due to road closures in place.

### Catering

Town and Country Catering Limited – Catering Company will be used at the Start of the Virgin London Marathon. They are conscious of minimising waste where possible and ensuring it is disposed of responsibly. They are very keen on enforcing sustainability and recycling and already practice the following:

- Purchasing FairTrade goods as a matter of good practice.
- Only use compostable or biodegradable materials to serve food and drink.
- Only non-waxed paper and compostable containers and plates, wooden cutlery, and other compostable materials.
- No polystyrene is to be used. Pre-packed cold drinks made from recyclable containers to be sold only.

## Screens

ADI supply rented television screens to the Virgin London Marathon at start on Blackheath. ADI offsets each ICONIC mobile LED screens hired through Carbon Clear by pledging to plant trees and invest in projects that not only provide sustainable global carbon offsetting benefits, but also improve living standards in the country.

## Borough Cleansing

Recycling is already implemented along the course, with particular attention to Vittel bottles and Lucozade Sport bottles, both official supplies to the event. The Virgin London Marathon work with each borough to ensure that waste is collected and recycled effectively. The London Marathon passes through six London Boroughs.

*Lewisham* – Recycling is implemented where possible in the Lewisham area; bottles and other recyclable materials were collected where possible and taken to a recycling point. A local Scout group assisted this year with the collection of recyclable materials. In total 7.3 tonnes of rubbish was collected using trollys.

*Greenwich* – A team of 50 worked together to collect approximately 10 tonnes of recyclable rubbish at seven points along the Virgin London Marathon route. Plastic bottles and clothing dropped by the runners, were amongst the waste collected on race day. Once collected, the recyclable waste was taken to the Council's recycling facility at Thamesmead.

*Southwark* – 5 tonnes of recyclable waste was taken to Southwark's Transfer Station at Manor Place Depot, Southwark.

*Tower Hamlets* – The residual tonnage collected from the London Marathon event was 12.86 tonnes and the recycled tonnage was 5.1 tonnes giving a total amount of waste tonnage 17.96. An estimated 4 tonnes of Vittel bottles were recycled and 1 tonne of Lucozade Sport bottles.

*City of London* – 4.4 tonnes of material, consisting of cardboard, Vittel and Lucozade Sport bottles were recycled. Once collected this commingled load was bulked up and sent to a reclamation facility in Crayford where it is segregated into different materials and sent to markets in this country and overseas.

*Westminster* – 1.7 tonnes of plastic bottles were recycled out of the 20 recycling bins deployed on the event. This roughly equates to 55,000 bottles. 3.5 tonnes of waste was disposed. The waste was emptied in to a recycling collection vehicle and emptied at a Materials Recovery Facility. The bottles were separated from cardboard by mechanical means and then bailed and sent to the appropriate mill or recycling facility.

## Finish Cleansing

Bywaters are in charge of cleansing at the finish, 2009 was their fifth year. Bywaters put in place litter picking, the collection and recycling of waste and have in place the following:

- Bywaters have full utilisation of a Material Recovery Facility, which is the largest undercover dry recycling facility in London; opened by London Mayor Boris Johnson in June 2008.
- The 2009 London Marathon was Bywaters most successful year to date with approximately 67% recycling rate.
- Wheeled containers were provided along the Mall and Horse Guards Parade for the use of the general public as well as the litter pickers.
- In addition, compactors were supplied in areas producing large quantities of waste and recycling, such as the 'goodie bag area' and the catering area.
- At the end of the event, wooden pallets used to transport bottled water and other supplies for the London Marathon were segregated from the remaining waste and placed in a 40-yard container.

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## Lucozade Sport

- Lucozade Sport have now removed all non-recyclable bottles from the London Marathon event and its other events.
- The 330ml Lucozade Sport bottles are now made from 100% PET.

## TNT

- TNT in 2008 signed a deal with American company, Tanfield, to deliver the largest fleet of zero emission vehicles in the world.
- There were four zero emission vehicles for the set up of this year's London Marathon course.
- TNT are always looking for future developments and ways to improve the sustainability within the company and hope to improve on this further next year.

## Finisher T-shirts

- The finisher T-shirts are produced in a WRAP (World Responsible Apparel Production) certified factory.
- The T-shirts are made from 100% polyester.

## Tower Hotel

The Virgin London Marathon operation moves to the Tower Hotel on the Sunday, exactly a week before race day. This then becomes the London Marathon headquarters until post the London Marathon event.

- The Tower Hotel has their own recycling practises in place for the majority of waste which is naturally extended to the hotel's guests, including the Virgin London Marathon.
- Recycling is enforced by the Virgin London Marathon staff at the Tower Hotel. Plastic bottles, paper, card, printer and toner cartridges as well as other relevant waste is collected and recycled effectively. This is then collected by the hotel and taken to a local waste Materials Recovery Facility.
- The Tower Hotel is an active member of "Considerate Hoteliers", one of the first hotel associations worldwide to impart the message that care for the environment and social responsibility should form a major part of a responsible hotelier's agenda. Their mission is to encourage the adoption of economically, socially and environmentally sustainable policies and practices among hoteliers in a way which enhances the viability of their businesses, the environment and the quality of the experience on offer to their guests, staff and visitors. Factors that contribute to supporting the Considerate Hoteliers missions include reducing energy levels and reducing the amount of voltage used in the hotel as well as fitting bathrooms with water saving shower heads.
- The Tower Hotel donates old hotel furniture to charity schemes where the furniture can be used again.

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