

# **GOING GREEN!** BY **MUSKITA** ALUMINIUM INDUSTRIES

*Final Report of the Environmental Results of the OPAP  
Limassol Marathon GSO, 2018*

17 - 18 March 2018



The OPAP Limassol Marathon GSO took place on the 17-18 March 2018 along the Mediterranean coastline of Limassol with a great success. With the support of MUSKITA Aluminium Industries Ltd and the guidance of the Cyprus University of Technology (CUT), the Limassol Marathon introduced for the innovative Going Green! campaign which concerns the environmental management of the OPAP Limassol Marathon GSO. Other partners that helped in the Going Green! campaign were the Electricity Authority of Cyprus, GreenDot, Commissioner for the Environment and Anakyklos. At the same time, OPAP Limassol Marathon GSO joined the CIVITAS 2020 Programme by the Limassol Tourist Development and Promotion Company.

### *Environmental policy of the OPAP Limassol Marathon GSO*

The OPAP Limassol Marathon GSO has set the goal to become the most environmentally friendly athletic event in Cyprus. The OPAP Limassol Marathon GSO commits to working hard with all partners in order to design and implement the best environmental practices. For this purpose, an environmental plan has been designed in order to be implemented before, during and after the event.

## A. Before the Marathon

### 1. Informing our runners about the operation of the environmental plan .

There were scheduled publications on our Facebook Page “Limassol Marathon” with 50 430 followers from all over the world. The campaign was focused on informing the public on how to follow eco-friendly practices, reaching 8500 people and having 215 reactions.

Announcement of Going Green! Campaign



Recycling Awareness



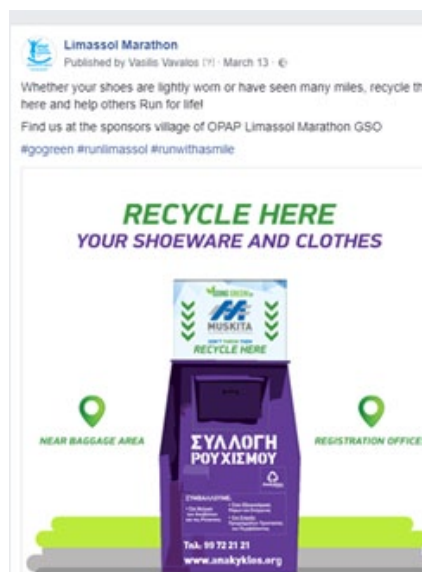
Announcement of Transportation Scheme



Public Transport Awareness



Announcement of Shoeware and Clothes Recycling



## 1. Informing our runners about the operation of the environmental plan .

There were scheduled publications on our Twitter Page “RunLimassol” with 3310 followers from all over the world. The campaign was focused on informing the public on how to follow eco-friendly practices, reaching 740 people (impressions) and having 10 engagements.



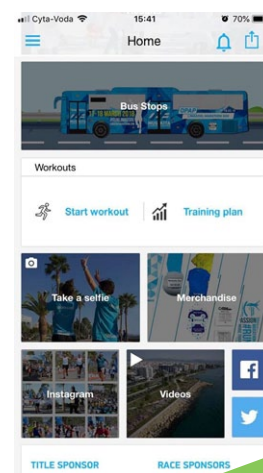
## 2. Informing participants and visitors about the safe transfer to and from the event.

Free transportation and use of the public bus of the athletes and visitors was available for both days of the event. The number of people that used public transportation comes to 1000 athletes (33% of the total number of participants). MUSKITA Aluminium Industries subsidized 5 buses before the event for the promotion of the race and during the event for the transportation of the athletes that were provided to us by Limassol Buses (EMEL).



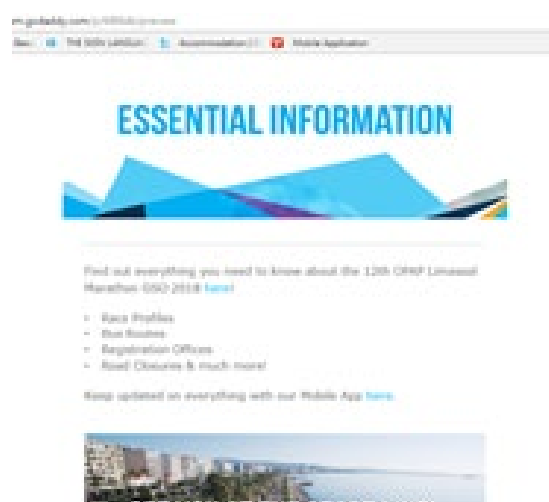
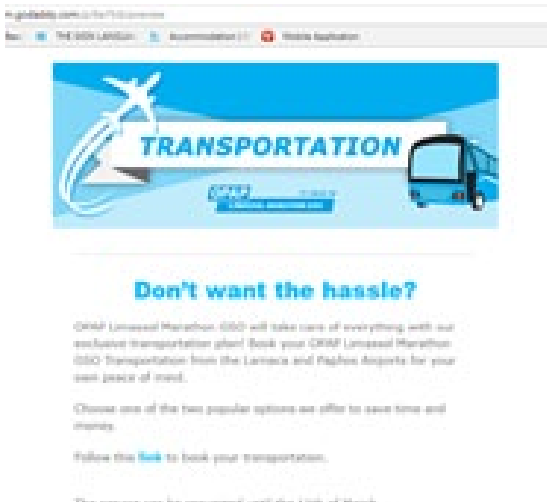
The information for the promotion of the use of public transportation started before the event, both in social media and at the official application of the OPAP Limassol Marathon GSO. The bus time schedule had been integrated into the mobile application without having to print the information

All participants (3000) have been informed regarding public transportation during the race weekend via e-campaign.



3. All associates/volunteers and staff members have been informed about the environmental plan during dedicated meetings.

4. All supporting documents were available through our website [limmassolmarathon.com](http://limmassolmarathon.com) and all communication was promoted electronically throughout the preparation of the Limassol Marathon.



5. Promotion of “green” supplies for the Marathon. All medals of the event were 100% made of recyclable material.



## B. Before the Marathon

### 1. 1. Informing our runners about the operation of the environmental plan - Facebook | Twitter Posts.

All scheduled publication were available at our Facebook page “Limassol Marathon” and Twitter “RunLimassol”. The campaign was focused on informing the public on how to follow eco-freindly practices.

### 2. Reduction in the use of conventional fuels.

The use of conventional fuels has been reduced due to the exclusive use of electric cars for the needs of the Marathon. Four electric cards that were allocated by the Electricity Authority of Cyprus for the purpose of the lead car of the race and the live broadcast were used. The calculated fuel volume that has been avoided is 20 litres of gasoline.

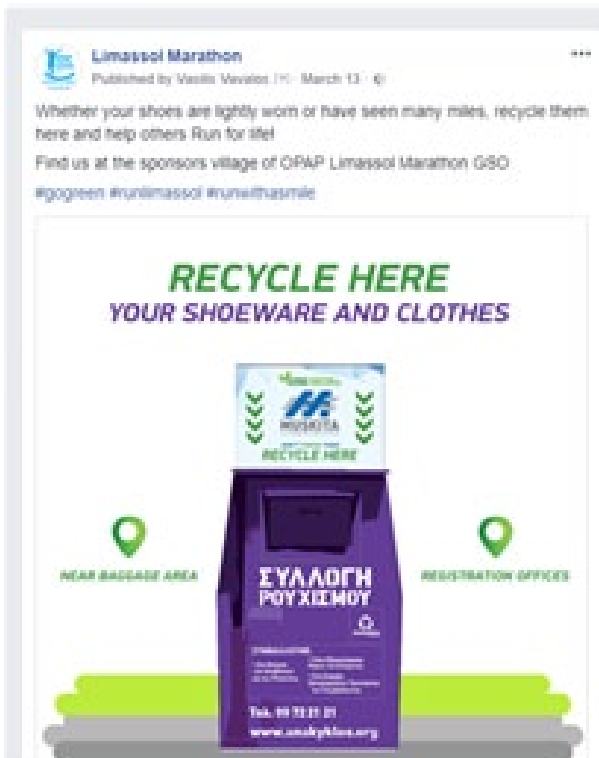


### 3. Separation and recycling of waste.

The waste that has been produced during the Marathon was separated and recycled. There were 15 recycling bins of GreenDot at all water stations (15). A total of 500 kgs out of 30000 recyclable plastic bottles of natural Agros (0.5 liters) were collected by GreenDot.

#### 4. The recycling of clothes and shoes was supported by the non-profit organisation Anakyklos

There were 2 recycling bins available for clothes and shoes near the registration offices and baggage storage. 265 kgs of clothes and shoes were collected.



#### 5. Use of chemical toilets.

Use of chemical toilets from a licensed supplier.





### *C. After the end of the Marathon*

- All promotional material from sponsors as well as all remaining medals have been sent for recycling. In this context, 20 PVC banners were donated to a dog shelters and 700 tshirts (120kg) were donated to the Charity Foundation ELPIDA for re-use.
- The results from the environmental plan will be publicised in order to offer our knowledge and experience. Actions and promotion are planned for this purpose.
- Promotion of good environmental practices at similar events in Cyprus.
- Promotion of the city of Limassol as a sports destination.

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