

TEMPLATE FOR REPORTING ON RECENT INITIATIVES ON SPORT FOR DEVELOPMENT AND PEACE

Xiamen Marathon

- In 2019, Xiamen Marathon became a competition with a difference—heavy on sustainability, light on single-use plastics and the first international marathon to join United Nations Environment Programme’s (UNEP) Clean Seas campaign.
- The organizers pledged to reduce plastic waste by 60 per cent through a series of measures that included replacing nearly 1 million single-use plastic cups with biodegradable ones made from maize straw. Single-use plastic bottles were also banned, eliminating some 200,000 bottles that would usually be discarded along the route.
- In 2020 the organizers scaled up their green ambitions. They moved towards the concept of “circularity,” by reusing and recycling waste from the marathon where possible, and setting up a plastic bank at the end of the racecourse to encourage participants to deposit plastic to be recycled for use at next year’s marathon.
- Advancing towards carbon neutrality, participants were able to claim saplings on site which will be planted in the North-Western desert in China through the China Green Foundation.
- The organizers also made efforts to reduce the marathon’s contribution to air pollution by providing free electric shuttle buses between the race site, the airport and train stations, as well as shared bicycle parking. The start and finish of the race was Xiamen International Conference and Exhibition Center, accessible via public transport, which attendees were heavily encouraged to use. The guiding cars throughout the race were also electric.
- In 2020’s race, Xiamen Marathon advocates Car-free Day on the race day. The start and finish of the race is Xiamen International Convention and Exhibition Center accessible by many public transport options which are promoted by the race. Free shuttle buses are provided to runners by the race while shared bicycle parking is provided.

Please provide more details on the initiative below:		
Objective(s):	<i>Please indicate which, if any, of the following fell among the main objectives of the initiative:</i>	
	• Ensuring that no one is left behind	• Eradicating poverty and promoting prosperity in a changing world
	• Transformation towards sustainable and resilient societies	• Empowering people and ensuring inclusiveness and equality
	• Research development, data collection and/or data dissemination	• Preventing and fighting corruption in sport
	• Conflict prevention/peace building	• Strengthened global framework on sport for development and peace
	• Policy development for mainstreaming and integrating sport for development and peace in development programmes and policies	• Resource mobilization, programming and implementation
	• Research, monitoring and evaluation	• Other (please specify)
Implementation mechanisms:	<i>What are the means/processes of implementation of the initiative?</i> Working with the Marathon Committee to reduce plastics pollution and green the race, and leverage media and outreach resources to educate sports fans through the Marathon Committee’s network and platform.	

	<p><i>What are the main deliverables/activities involved?</i> Organisation of a yearly sustainable Marathon in Xiamen China and awareness raising on sustainable consumption addressing the participants and the public. Monthly plogging mini marathons and clean beach activities; Digital communication and outreach activities over the year.</p> <p><i>What is the time frame of implementation?</i></p> <ul style="list-style-type: none"> • The first weekend of the new year---Marathon race; • Monthly plogging and clean beach activities; • Digital communication and outreach on plastics pollution and ocean conservation.
<p>Target Audience(s):</p>	<p><i>Who are the beneficiaries of the proposed/implemented initiative?</i></p> <ul style="list-style-type: none"> • Athletes and runners. • Sports industry • The public assisting to the marathon
<p>Partners/Funding:</p>	<p><i>Who are the main organizations/entities involved in the initiative and what are their roles in development and/or implementation?</i></p> <ul style="list-style-type: none"> • Xiamen Government---Organizer, provide municipal support (including mobilize funding) to implement the marathon and supervise the whole marathon process; • Xiamen Marathon Committee—Develop and implement the initiatives <p><i>What are the main sources of funding of the initiative?</i></p> <ul style="list-style-type: none"> • State-owned company mobilized by Xiamen Government; • Private sector mainly sports industries' contribution.
<p>SDG Alignment:</p>	<p><i>To what SDG goal/target/indicator is this initiative targeted?</i></p> <ul style="list-style-type: none"> • SDG 3--Ensure healthy lives and promote well-being for all at all ages; • SDG 11-- Make cities and human settlements inclusive, safe, resilient and sustainable; • SDG 12-- Ensure sustainable consumption and production patterns; • SDG 13-- Take urgent action to combat climate change and its impacts; • SDG 14-- Conserve and sustainably use the oceans, seas and marine resources for sustainable development <p><i>Please indicate any other national or internationally agreed goals/commitments to which this initiative is aligned.</i> UN Environment Assembly (UNEA-4) resolutions and Ministerial Declaration that commits to significantly reduce single-use plastic products by 2030, and to support a UN Environment Programme (UNEP) global environmental data strategy by 2025.</p>

	<p>This collaboration contributes to the goals of the Global Partnership on Marine Litter, a voluntary open-ended partnership for international agencies, governments, businesses, academia, local authorities and non-governmental organizations hosted by UN Environment</p>
Alignment with global frameworks:	<p><i>How does this initiative align with/contribute to the objectives of the Kazan Action Plan, WHO Global Action Plan on Physical Activity or other related internationally agreed frameworks on sport and/or physical activity?</i></p>
Alignment with United Nations Action Plan on SDP:	<p><i>Which of the four thematic areas of the UN Action Plan on Sport for Development and Peace is this initiative designed to align?</i></p> <p><i>To which action area(s) of the Plan is this initiative designed to contribute?</i></p>
Outcomes:	<p><i>What are the expected/actual outcomes of the initiative?</i></p> <p>Support the Clean Seas campaign engaging athletes and sport fans, local governments, the general public and the private sector in the fight against marine plastic pollution by targeting the production and consumption of non-recoverable and single-use plastic.</p> <p>Promote more sustainable lifestyle.</p> <p>Encourage the adoption of measures to reduce air pollution.</p>
Mechanism for monitoring and evaluating implementation:	<p><i>What are the mechanisms for monitoring and evaluating the implementation, outcomes and impact of the initiative?</i></p> <ul style="list-style-type: none"> • Data tracking from digital platform; • Media reporting <p>https://www.unenvironment.org/news-and-stories/press-release/xiamen-marathon-runs-towards-plastic-free-future-cleanseas</p> <p>https://www.unenvironment.org/news-and-stories/story/xiamen-marathon-goes-gold-race-beat-plastic-pollution</p> <p>https://www.unenvironment.org/news-and-stories/story/xiamen-marathons-race-towards-sustainability</p> <p><i>What are the specific monitoring and evaluation tools involved?</i></p>
Challenges/Lessons learned	<p><i>What have been/were the main challenges to implementation?</i></p> <ul style="list-style-type: none"> • Supply of alternatives of plastics products; • Tool kits to the public and sports fans; <p><i>What lessons learned have been/can be utilized in the planning of future initiatives?</i></p> <ul style="list-style-type: none"> • How to leverage the sports industries engagement; • Experts on sports and environment and sustainable development is needed; • Best practice and guidance to greening sports is necessary.

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