

68° CAMPACCIO

Local tradition. World-level class.



SUSTAINABILITY PLAN

*Our race towards
sustainable development*




#AthleticsforaBetterWorld

*An event is considered sustainable when it **“is designed, planned, and executed in a way that minimizes the negative impact on the environment and leaves a positive legacy for the host community”***

UNEP (United Nations Environment Programme),
“Green Meeting Guide 2009-Roll out the
Green Carpet for your Participants”, 2009

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

Brundtland Report, 1987



**We embrace
the challenge of
sustainability by
committing ourselves
daily to ensure that
our event creates a
positive impact on the
well-being of People
and the Planet**

The Campaccio is a cross-country running event now in its 68th edition, taking place on January 5 and 6 in San Giorgio su Legnano (MI), Italy.

Organized by the century-old **Unione Sportiva Sangiorgese**, recipient of the Stella d'Oro al Merito Sportivo (Gold Star for Sports Merit), the event combines strong local tradition with international sports excellence.

Part of the **World Athletics Gold Level Cross Country Tour**, the highest international recognition for cross-country athletics events granted by the **World Athletics Federation**, Campaccio was also awarded by the Federation the prestigious **Heritage Plaque** in 2023. This honor is bestowed on athletics events considered historic landmarks due to their significant contributions to the development of “out-stadia” athletics disciplines.

Campaccio defines its identity as a sports event along **three main axes**:

COMPETITION

focusing on the technical and competitive quality of the races, particularly in professional and Under-20 categories

SPORT CULTURE

emphasizing the dissemination of educational and developmental aspects of sports, both in a strictly technical sense (for coaches) and in a sociological and cultural value-driven sense (for students, families, schools, and enthusiasts of all kinds)

SUSTAINABILITY

regarded as a strategic and transversal value embedded in every activity related to the event

Starting with this edition, Campaccio has decided to formalize its numerous social responsibility actions carried out over the years by evolving its commitment into the creation of its **Sustainability Plan**. This initiative aligns with the World Athletics Federation’s Sustainability Strategy, which introduced the Athletics for a Better World standard in 2024.

Sports events play a crucial role in promoting sustainability, not only by directly reducing their environmental impact, but also by serving as powerful **platforms for raising awareness and driving social change**.

We feel the responsibility of embracing this role, which is why we have **voluntarily begun a process** to measure our social, economic, and environmental impacts. Our goal is to proactively contribute to the development of increasingly robust and demanding sustainable event management models.

LET'S START WITH US.

LET'S START WITH WHY

Why a Sustainability Plan?

The challenge of sustainability is something that involves everyone, and each individual can play a role in achieving **sustainable development goals**.

Precisely with this in mind, Campaccio has decided to pause and reflect on its role and responsibilities in pursuing this challenge. The aim was to formalize **commitments that could inspire and motivate** internal People first and then share them with all the event stakeholders, thus broadening the scope of potential positive impacts.

WHAT DRIVES US?

Our actions are aimed at impacting mainly on:

- **People:** understood as those directly involved in the organization, the precious volunteers who contribute with their spirit to the success of the activities, the athletes, technicians, participants and enthusiasts, in order to inspire in them positive behaviors that go well beyond the duration of the event;
- **Natural environment:** with particular reference to the Community of San Giorgio su Legnano. We are committed to ensuring that Campaccio does not end up having a negative impact but can instead represent a positive driving force for the protection and safeguarding of the environment;
- **Partners, sponsors and suppliers:** essential for achieving the objectives but also potential agents of change alongside Campaccio and beyond.

The result is a highly participatory document that, from now on, will represent the starting point of an ambitious and structured path towards the sustainability of Campaccio.

THE PLAN

DEFINITION PROCESS

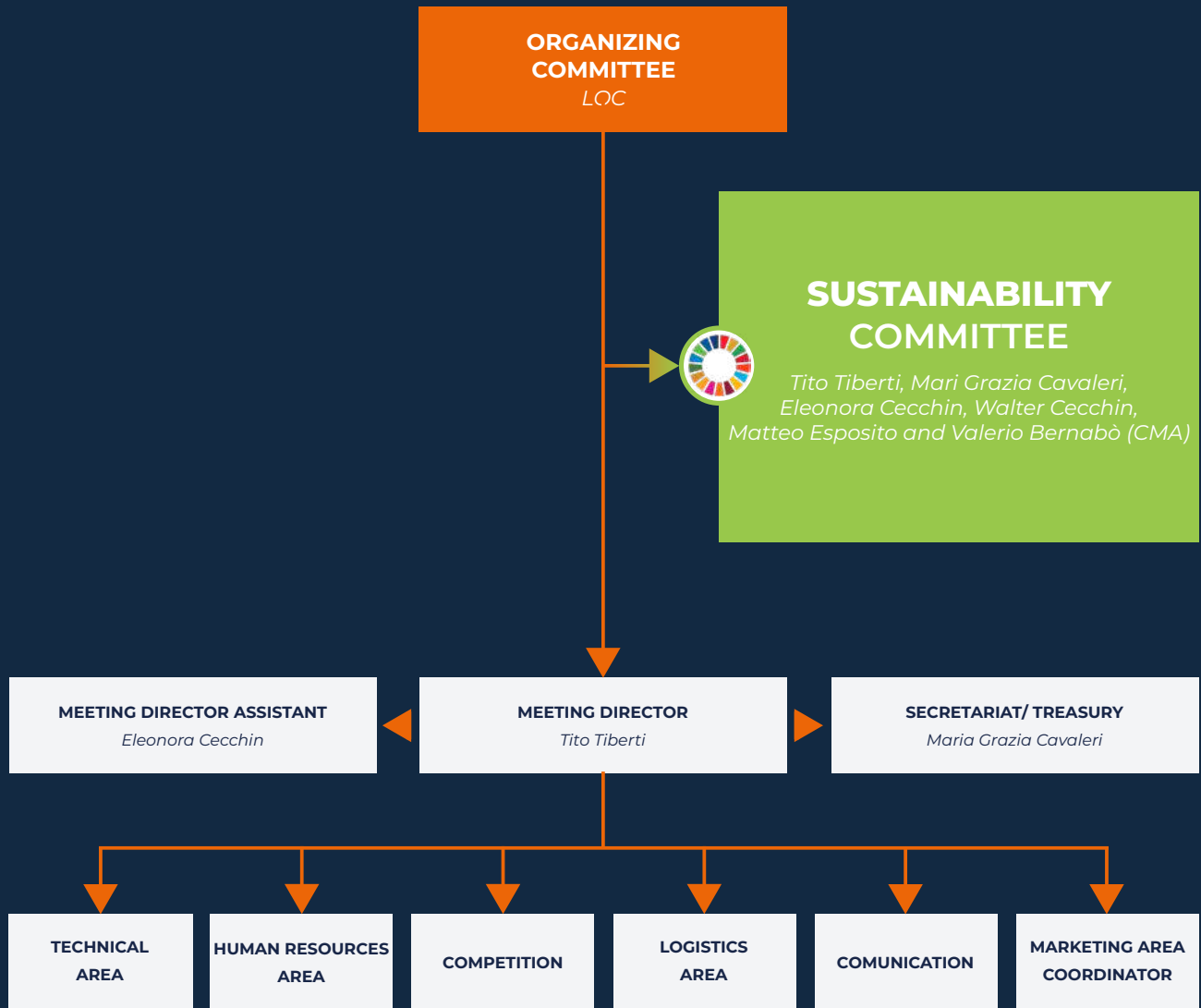
The process, which began in March 2024, saw the creation of a real **Sustainability Committee**, made up of:

- **Tito Tiberti**, *Race Director of Campaccio*.
- **Walter Cecchin**, *Sports Councilor of the Municipality of San Giorgio su Legnano*.
- **Mariagrazia Cavaleri** – *Operational Secretariat of US Sangiorgese*.
- **Eleonora Cecchin** – *Assistant Meeting Director*.
- **a representation of the event volunteers**.
- **a representation of the event Sponsors**.
- **Matteo Esposito, Valerio Bernabò**, *CMA - Creative Management Association, Consulting Company that supports the process related to the sustainability of the event*.

The Sustainability Committee had, in summary, the task of:

- ▶ **Defining the sustainable identity of Campaccio** (Mission, Vision, Values and Purpose).
- ▶ **Map the main relevant stakeholders and the methods of their involvement**.
- ▶ **Identifying and prioritizing the Areas of impact of the event**, useful for identifying the potential negative and positive environmental, economic and social impacts deriving from the realization of the event itself.
- ▶ **Establishing the sustainability objectives of the event** in relation to the identified impacts, the related risks and the related opportunities.
- ▶ **Defining the Action Plan for achieving the objectives**, especially in relation to the 2025 edition.
- ▶ **Determining the system of performance indicators** useful for measuring the effectiveness of the activities implemented, in harmony with the provisions of the World Athletics Standard.
- ▶ **Formalizing the Sustainability Plan** and **giving substance to the Action Plan**.

ORGANIZATIONAL CHART



OUR SUSTAINABLE IDENTITY

Our purpose

We are guardians of a tradition racing towards the Future

Our sustainability vision

To become the recognized model of a sustainable sports event for international competitions with a **local soul**

Our sustainability mission

We are committed to building a sustainable Campaccio model capable of:

Highlighting the educational values of sports while ensuring an excellent standard of athletic competition

Positioning the San Giorgio su Legnano community in the international athletics landscape

Maximizing local community **engagement** by promoting virtuous behaviors that inspire People

Engaging in **dialogue** with stakeholders to generate shared value

Measuring, evaluating and communicating the positive and negative impacts of the activities, with a focus on continuous improvement

Our values

SENSE OF BELONGING

We were born as an emanation of U.S. Sangiorgese and its community. Today, we carry on a tradition with the responsible passion of our People, the beating and essential heart of Campaccio.

PARTECIPATION

Through the momentum of a high-level competitive event, we aim to bring champions, young talents, and amateurs into the same “arena,” offering a sporting experience that goes “beyond the race” by conveying cultural messages through the power of example.

COLLABORATION

We have learned that even in individual sports, strength lies in the team. For this reason, we are committed to giving our very best to those who “run alongside us” toward shared goals.

FRIENDSHIP

It is the non-negotiable contract that binds us, generating the joy of mutual support and a solid trust in our daily relationships.

PASSION

The spark that ignites the engine of our commitment and the participants’ desire to experience Campaccio, a bond that is not only athletic but unites an entire community.

AMBITION

The determination to continuously seek improvement in order to become a leading model of an event capable of conveying a sense of well-being.

LOYALTY

A foundational quality of sports to be preserved and safeguarded, the fundamental premise that defines the rules of the game and civil coexistence

SOCIAL RESPONSABILITY

We recognize the contribution that sport can offer to sustainable development, committing ourselves to building an event capable of leaving a mark. A positive one.

FRAMEWORK AND REFERENCE STANDARDS OF THE PLAN

The Sustainability Plan of Campaccio has been developed in harmony with the **Sustainability Strategy of World Athletics** and the Sustainable Development Goals of the United Nations 2030 Agenda.

In its development, the following considerations were also taken into account:

- The principles outlined in the international standard ISO 20121 for sustainable sports events.
- The Guidelines for sustainable events from the Department for Sport.
- The CAM, Minimum Environmental Criteria, for the organization and implementation of events from the Ministry of Environment and Energy Security.

Campaccio formally subscribes to the **sustainability strategy of World Athletics**, the global governing body for athletics. In addition to sharing its principles and goals, from now on we will measure ourselves against the Athletics for a Better World Standard, the rating developed by World Athletics to assess the sustainability of athletics events.

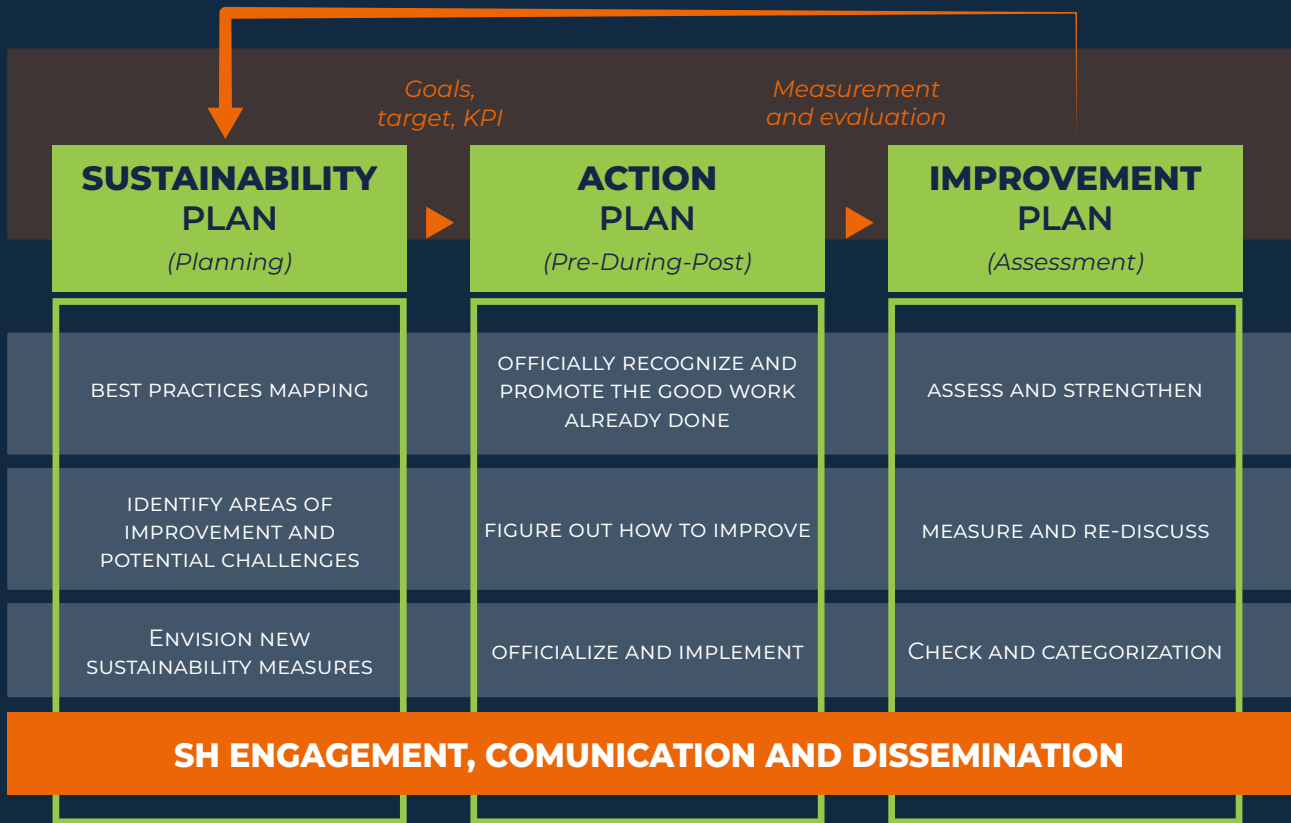


SUSTAINABLE DEVELOPMENT GOALS



With our Sustainability Plan, we aim to formalize our contribution to the **17 Sustainable Development Goals** of the United Nations 2030 Agenda. In particular, we have identified **13 SDGs** on which we believe we can focus our activities most effectively.

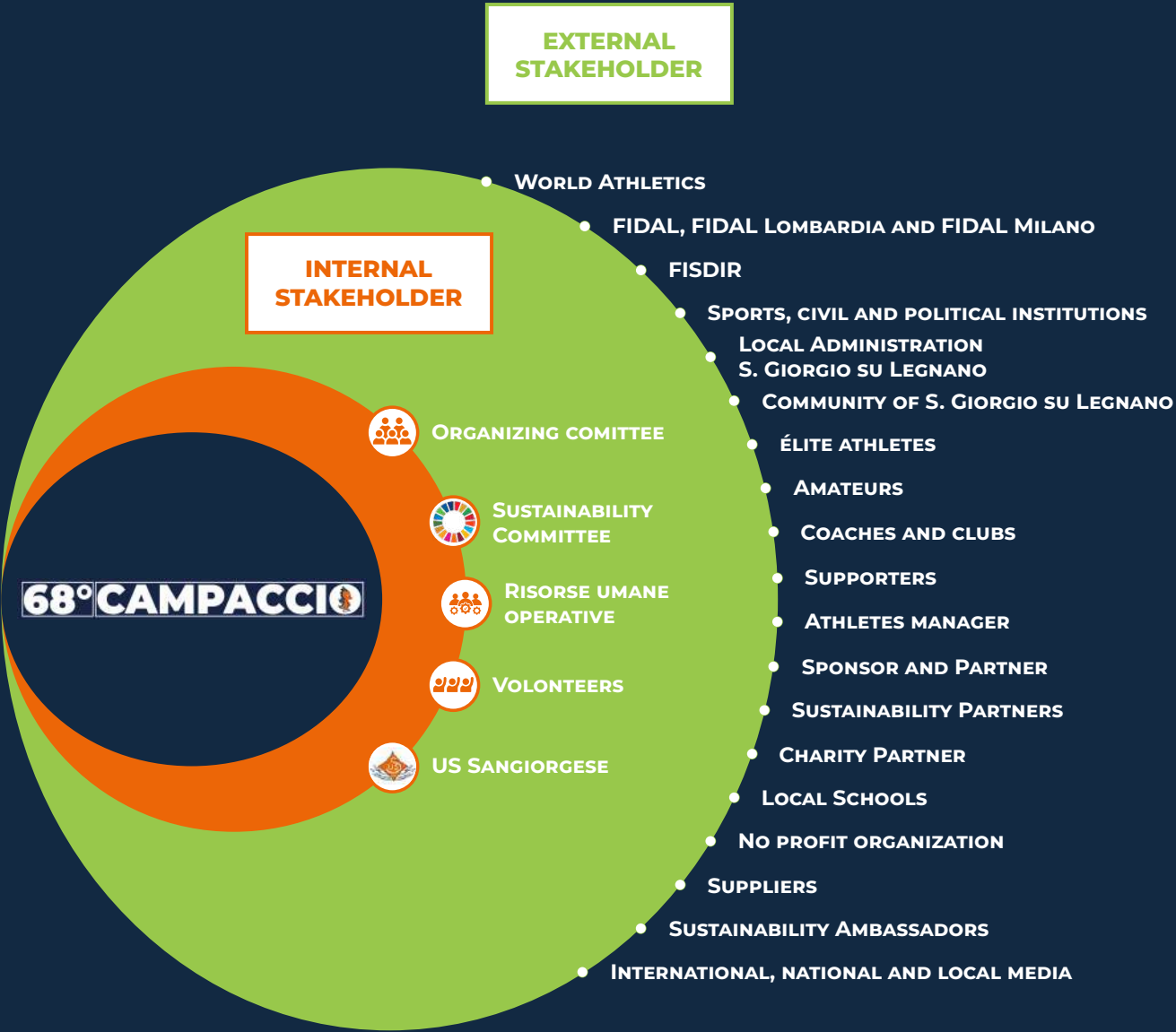
THE CAMPACCIO FRAMEWORK



The Sustainability Plan has been conceived with consideration for the entire cycle of planning and delivery of the event, divided into three phases:



MAPPING OF STAKEHOLDER



OUR SUSTAINABILITY PLAN

The 68th Campaccio is going to be a sustainable event.

In 2020, the World Athletics Federation developed and published its Sustainability Strategy. Subsequently, in March 2024, this document was followed by the Athletics for a Better World Standard, through which the Federation set the goal of measuring the environmental, economic, and social impact of recognized sports events using a rating system consisting of **120 operational points**, all related to the **6 key themes** that form the foundation of World Athletics' strategy:

1. Leadership for Sustainability
2. Sustainable Production and Consumption
3. Climate Change and Carbon
4. Local Environment and Air Quality
5. Global Equality
6. Diversity, Accessibility, and Well-being

THE PLAN IN SUMMARY

Impact Areas	Specific Sub-Areas	Planned Macro-Activities	SDGs
LEADERSHIP FOR SUSTAINABILITY	<ul style="list-style-type: none"> • Sustainability Strategy • Empowerment of People 	<ul style="list-style-type: none"> - Creation of a Sustainability Committee; - Formalization of the event's Sustainability Plan; - Drafting of the Action Plan and Integrated Communication Plan; - Alignment of People with sustainability goals; - Performance Indicator Plan for measurement and improvement. 	 
SUSTAINABLE PRODUCTION AND CONSUMPTION	<ul style="list-style-type: none"> • Supply Management • Waste and Consumption Management 	<ul style="list-style-type: none"> - Creation of the Procurement Plan and optimization of supplies; - Creation of the Waste Management Plan and reduction of waste, particularly regarding plastic and food. 	

CLIMATE CHANGE AND CARBON

- Energy Management
 - Water Management
 - Carbon Footprint Reduction and Measurement
- Use of renewable energy sources for powering the sports facility and the Race Expo;
 - Water management optimization;
 - Carbon footprint measurement plan for all event areas;
 - Implementation of best practices for reducing event impact (sustainable mobility, accommodation, and transport).



LOCAL ENVIRONMENT AND AIR QUALITY

- Air Quality
 - Benefits for the Local Community
- Installation of tools for continuous air quality measurement;
 - Targeted choices to maximize the economic and social impact of the event on the San Giorgio community.



GLOBAL EQUALITY

- Equal Opportunities and Fair Play
 - Athlete Well-being
- Adoption of international anti-doping and fair play regulations;
 - Open competition for all through the optimization of the race program;
 - Direct involvement of athletes in the event's sustainability initiatives.



DIVERSITY, ACCESSIBILITY, AND WELL-BEING

- Social Inclusion
 - Gender Equality
- Charity Partnerships;
 - Awareness activities in schools and with local youth;
 - Guarantee of maximum event accessibility, both from a competitive and a participatory perspective.



1.



LEADERSHIP IN SUSTAINABILITY

DESCRIPTION OF THE AREA

Demonstrate awareness of sustainability issues related to hosting events and plan objectives and actions to minimize environmental impact and increase the social benefits derived from the activities undertaken.

GENERAL OBJECTIVE

Spread an internal and external strategic and ethical culture of sustainability by developing and formalizing a Sustainability Plan and building a system of indicators to effectively measure economic, social, environmental, and governance performance.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Creation of a multi-stakeholder Sustainability Committee for the event	Race Director and Operational Staff Municipal Administration Sustainability Partners Volunteers
Development of a Sustainability Strategy with objectives, related indicators, and an Action Plan for the 2025 edition	Sustainability Committee
Internal alignment of all people involved in the event organization regarding planned activities and assigned roles	Sustainability Committee Organizing Committee Operational Staff Volunteers

Stakeholder mapping and definition of stakeholder engagement plan

Sustainability Committee

Sharing sustainability objectives of the event with all primary stakeholders

Sustainability Committee
Sponsors, Partners, and Suppliers
Sports, Civil, and Political Institutions
Athletes and Coaches
Sports Clubs
Athletics Enthusiasts

Definition of the Integrated Communication Plan

Sustainability Committee
Event Communication Team

Setting up a performance monitoring and analysis plan, leading to a Sustainability Report for Campaccio, to be shared with all stakeholders to build the event's Continuous Improvement Plan

Sustainability Committee
Event Operational Areas

Measuring performance within the World Athletics platform to obtain a sustainability rating

Sustainability Committee
Event Operational Areas
Sustainability Partners
Athletes and Participants

2.



RESPONSIBLE PRODUCTION AND CONSUMPTION

DESCRIPTION OF THE AREA

This area includes all activities primarily related to reducing the environmental impact of the event and everything connected to it. Specifically, these activities can be grouped into two sub-areas:

1. Supply Management;
2. Waste and Consumption Management.

GENERAL OBJECTIVE

Minimize the environmental impact of the event and encourage all people and stakeholders involved to adopt positive behaviors.

Supply Management

In relation to this aspect, an internal Procurement Plan has been developed to allow for the sustainable optimization of the event's supply chain, starting from the 2025 edition.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Inventory of materials from previous editions or other activities of US Sangiorgese	Sustainability Committee
Analysis of "historic" suppliers and verification of their sustainability commitments	Sustainability Committee
Reduction of "superfluous" items,	Sustainability Committee

limiting supplies to only those strictly necessary, considering the reuse of inventory leftovers

Dialogue with suppliers to share the Campaccio Sustainability Plan

Selection of supplies based on:

- Geolocation of suppliers, prioritizing local ones and/or those located closer to the event venue;
- The supplier's commitment to sustainability goals;
- The environmental impact of the supplied materials;
- The intended use of the materials and their potential for reuse/recycling

Sustainability Committee
Suppliers

Organizing Committee
Sustainability Committee
Suppliers

Waste and Consumption Managementi

A **Waste Management Plan** has been developed with the goal of significantly reducing (by at least 30%) the waste production related to the event. The plan follows a hierarchy with the following priorities: elimination, reuse, recycling, recovery, treatment, disposal..

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
<p>Drastic reduction in the use of plastic, particularly concerning:</p> <ul style="list-style-type: none"> - Race course and Race Expo setup - Cups and Bottles - Prizes - Hospitality area- - Supplies of all necessary materials 	<p>Organizing Committee Sustainability Committee Sustainability Partners Sponsors, Partners, and Suppliers Local Administration Volunteers</p>
<p>Reduction of food-related waste:</p> <ul style="list-style-type: none"> - Reducing food waste - Use of washable and/or compostable materials - Dialogue with suppliers and Sustainability Partners to introduce best practices for food management during the event 	<p>Organizing Committee Sustainability Committee Sustainability Partners Sponsors, Partners, and Suppliers Local Administration Volunteers</p>

Waste management:

- Setup of Eco-Points within the venue with waste separation
 - Sustainable disposal of waste generated by the event
 - Support for participants through Eco-Volunteers and Sustainability Partners in proper waste disposal during the event
-

Organizing Committee
Sustainability Committee
Sustainability Partners
Sponsors, Partners, and Suppliers
Local Administration
Volunteers



3.

CLIMATE CHANGE AND CARBON

DESCRIPTION OF THE AREA

Events, especially those of international significance, generate considerable carbon emissions, mainly from travel, accommodation, transportation, and energy consumption in sports facilities. At the same time, they can provide an ideal platform to encourage behaviors that contribute to a low-emission economy.

Thanks to the measurement tools promoted by World Athletics, Campaccio will begin assessing the current situation, using this data to define practical strategies starting from the 2026 edition. The goal is to intensify the **LEGO** (Lean-Efficient-Green-Offset) **approach** to progressively reduce the need for carbon offsetting by addressing the sources of emissions directly.

GENERAL OBJECTIVE

Reduce the actual carbon footprint of the activities related to Campaccio, also considering the management of energy and water.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
ENERGY MANAGEMENT	
Electricity from renewable sources	Sustainability Committee Local Administration
LED lighting for the sports facility	Sustainability Committee Local Administration

Powering the Village area with renewable energy and generators

Sustainability Committee
Local Administration

WATER MANAGEMENT

Installation of drinking water dispensers for athletes, participants, and spectators at the sports center

Sustainability Committee
Sustainability Partners

Rental of ecological dry toilets

Sustainability Committee
Sustainability Partners

Rainwater harvesting and reuse

Local Administration

REDUCTION AND MEASUREMENT OF CARBON FOOTPRINT

Reducing the impact of transportation:
– Rental of hybrid or electric vehicles
– Monitoring of travel and local transfers for athletes and staff

Sustainability Committee
Organizing Committee
Sustainability Partners
Sponsors, partners and suppliers
Athletes, Coaches, and Athlete Managers

Encouraging sustainable mobility for participants:
– Placement of bicycle racks
– Charging stations for electric vehicles
– Strengthening public transport and managing flows of vehicles and people
– Reducing the impact of staff and volunteer mobility through a travel protocol
– Selection of hotels for athletes and staff based on sustainability impacts

Sustainability Committee
Organizing Committee
Sustainability Partners
Local Administration
Athletes, Coaches, and Athlete Managers
Fans
Volunteers

Communication dedicated to athletes and staff about reducing travel impact

Sustainability Committee
Athletes, Coaches and Athlete Managers

Survey among participants to analyze travel choices

Sustainability Committee
Participants and Fans
Sustainability Ambassadors

Calculation of the carbon footprint (Scope 1, 2 e 3)

Sustainability Committee



4.

LOCAL ENVIRONMENT AND AIR QUALITY

DESCRIPTION OF THE AREA

Everything that is closely related to the impact of the event on the natural environment, with particular reference to the local Community. Specifically, these activities can be categorized into two sub-areas:

1. Air quality;
2. Benefits for the local Community.

GENERAL OBJECTIVE

Contribute through the event to promoting responsibility for improving air quality and maximizing benefits for the Community of San Giorgio su Legnano.

Air Quality

A planning and implementation process has been initiated to introduce initiatives and measures aimed at monitoring and/or improving air quality, with the goal of ensuring a healthy environment for athletes, participants, and the local community.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Measurement and monitoring of air quality through the installation of dedicated technological tools	Sustainability Committee Local Administration World Athletics
“Bosco Campaccio” project, a rewilding initiative through the planting of trees to offset the environmental impact of the event and contribute positively to the health of the natural environment	Sustainability Committee Local Administration

Panel discussion on the impact of climate change on sports performances as part of the international technical seminar

Sustainability Committee
Sustainability Partners
Technicians and seminar participants

Benefits for the local community

All the activities included in the Sustainability Plan are designed to have a positive impact on the San Giorgio community and the surrounding area. The goal is to mitigate the negative impacts of the event and maximize the positive ones, leaving a legacy for the local community.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Contribution, through dialogue with the Local Administration, to the redevelopment of the "A. Alberti" Municipal Sports Center	Sustainability Committee Local Administration Consulting Company Sport e Salute
Educational and awareness activities with local schools: <ul style="list-style-type: none"> - Sports practice and environmental protection - Gender equality - Sports and Sustainability 	Sustainability Committee Sustainability Partners Sustainability Ambassadors Local Schools US Sangiorgese
Economic impacts on the Local Community: <ul style="list-style-type: none"> - Selection of suppliers, prioritizing local ones and aligning them with the event's sustainability principles - Inflow of participants with the potential to generate a direct economic impact on local businesses 	Organizing Committee Sustainability Committee Suppliers Participants and Enthusiasts



5.

GLOBAL EQUALITY

DESCRIPTION OF THE AREA

This area aims to emphasize the principle of Universality, ensuring that everyone has the opportunity to participate in a clean event that embodies the values of sport. Specifically, the Campaccio focuses on two sub-areas:

1. Equal opportunities and fair play;
2. Well-being and involvement of athletes.

GENERAL OBJECTIVE

*To ensure a clean competition that guarantees equal opportunities for all.
To place the athlete at the center of event-related activities, protecting their physical well-being and mental health.*

Equal opportunities and fair-play

The Campaccio has always been an open competition for everyone, without any distinctions. The event adheres to all international anti-doping regulations and ensures the respect of all sportsmanship rules before, during, and after the race. Notably, an important initiative for the 2025 edition involves the organization of the race schedule, which will feature a better distribution of participants based on their technical and competitive potential, providing a more pleasant experience for all registrants.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Inclusive competition program open to everyone's participation	Organizing Committee World Athletics

Preparation and dissemination of international regulations relating to:

- Anti-doping
- Fair Play

Organizing Committee
Athletes and Staff
World Athletics

Athletes' well-being

The athlete plays a central role not only in their competitive dimension but, most importantly, in their ability to serve as a true positive role model for the many young fans who admire and wish to emulate their actions.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Direct Involvement of Athletes in Promoting Sustainability Topics	Sustainability Committee Sustainability Ambassadors Athletes and Staff
Creation and dissemination of the "Sustainable Athlete's Guide" to encourage athletes to reflect on their ability to make sustainable choices and actions in their activities	Sustainability Committee Athletes and Staff



6.

DIVERSITY, ACCESSIBILITY, INCLUSION

DESCRIPTION OF THE AREA

Campaccio is an event particularly focused on social inclusion through sport, serving as an amplifier for the activities carried out by the Unione Sportiva Sangiorgese throughout the entire sports year and expanding its reach through partnerships with dedicated organizations.

GENERAL OBJECTIVE

Promote social inclusion within the event and raise awareness among stakeholders about the importance of considering diversity as an absolute value.

ACTION PLAN FOR THE 2025 EDITION

ACTIONS	INVOLVED STAKEHOLDER
Planning and ongoing implementation of activities with minors and people with disabilities	Sustainability Committee Organizing Committee Sustainability Partners
Charity partnerships with local and national third-sector organizations.	Sustainability Committee Organizing Committee Sustainability Partners
Ensure full accessibility for people with disabilities and related services.	Sustainability Committee Organizing Committee Municipal Administration
Organization, promotion and competitive recognition of the "Inclusive Kilometer" within the race program	Sustainability Committee Organizing Committee Athletes and participants Sustainability Partners FISDIR
Promotion of gender equality within the event's organizational structure and the organization of awareness and communication activities	Sustainability Committee Organizing Committee Sustainability Ambassadors

COMMUNICATING TO ENGAGE

The sustainability communication plan

The Campaccio Communication Plan operates across various online and offline channels and benefits from the collaboration of numerous institutional and non-institutional partners to support its diverse communication initiatives.

COMMUNICATION AUDIENCE

The Campaccio's communication targets

- **An International Audience**, including athletics enthusiasts worldwide who closely follow the race and its updates, athletics institutions such as European Athletics and World Athletics, and international sports media.
- **National Audience**, comprising athletics enthusiasts, athletes, coaches, officials, sports clubs, national sports media, and others interested in the event.
- **Local Audience**, consisting of the residents of San Giorgio su Legnano and neighboring towns, who are keen on the major event that energizes the entire community.

To better understand the nature and development of the event's communication strategy, it is important to distinguish between:

- **General Communication:** focused on disseminating content related to the event, including competition updates, behind-the-scenes details, and various news items about the Campaccio.
- **Sustainability-related Communication:** dedicated to spreading awareness about the event's sustainability principles, raising awareness among stakeholders on sustainability topics, and promoting activities connected to the Sustainability Plan. This type of communication is crucial, follows a dedicated editorial plan, and involves a range of specific partners and stakeholders.

In relation to the latter regard, a comprehensive Integrated Communication Plan has been implemented, with the primary goal of raising awareness and engaging Campaccio stakeholders in the numerous initiatives carried out before, during, and after the event. **The Plan focuses particularly on People**, including participants (athletes, enthusiasts, fans, coaches, etc.) and others, who will be continuously encouraged to adopt sustainable behaviors both during the event and in their daily lives (e.g., proper water management, sustainable mobility, waste disposal, reducing waste, etc.).

Communication activities are designed to **extend “beyond the event”**, reflecting the Organizing Committee’s intention to make the Campaccio resonate throughout the year, with a particular focus on sustainability-related content. To achieve this, the Communication Department has been significantly strengthened, ensuring a more comprehensive structuring of content and maximizing the visibility of published materials.

To achieve the objectives outlined in the Plan, the involvement of specific actors/partners is anticipated, including, as of today:

- **THE SUSTAINABILITY AMBASSADORS**, selected primarily from athletes or former athletes who have expressed their willingness to collaborate with the Campaccio in creating sustainability-related content before, during, and after the event.

The Sustainability Ambassadors will naturally play a key role during the live competition days, actively participating in content production and communication initiatives leading up to the event. Additionally, they may serve as central figures in educational programs, particularly in schools, after the event concludes.

AMBASSADORS FOR THE 2025 EDITION

- ▷ **Nadia Battocletti**, Olympic silver medalist in Paris 2024 in the 10km and a “dedicated” participant in Campaccio;
- ▷ **Daisy Osakue**, multi-champion Italian athlete and national record holder in discus throwing, actively involved in promoting gender equality in sports;
- ▷ **Valerio Vermiglio**, former volleyball champion and Olympic silver medalist at the Athens 2004 Games, engaged in sustainability issues related to sports.



- **THE EVENT'S SUSTAINABILITY PARTNERS:**

- ▷ **CMA Creative Management Association** - www.cmaesport.com
- ▷ **Il Gruppo CAP** - www.gruppocap.it
- ▷ **Associazione 5R Zero sprechi** - www.5rzerosprechi.it
- ▷ **Sport senza frontiere** - www.sportsenzafrontiere.it
- ▷ **Operazione Mato Grosso** - operazionematogrosso.org
- ▷ **POW Protect Our Winters Italia** - protectourwinters.it
- ▷ **ON Running** - www.on.com
- ▷ **ZERO WASTE ITALY** - www.zerowasteitaly.org
- ▷ **Pink Ambassador Monza Brianza** - www.fondazioneveronesi.it/progetti/pink-ambassador



Within the new Campaccio website, two new sections have also been set up:

- **The IDENTITY Section** - <https://www.campaccio.it/identita/>
- **The SUSTAINABILITY Section** - <https://www.campaccio.it/sostenibilita/> which describes all the activities carried out, the partners involved, the sustainability strategy, and its tangible progress.

REPORTING TO IMPROVE

The event's measurement, evaluation and reporting plan

The framework underlying the Campaccio Sustainability Strategy involves a thorough measurement and evaluation of activities carried out before, during, and after the event. This is with the understanding that without a careful analysis of what has been done, it would not be possible to create a truly effective improvement.

To ensure this, the Sustainability Committee has developed **a set of Key Performance Indicators (KPIs)** related to each macro-area, strongly considering the requirements of the Athletics for a Better World Standard, the monitoring system of the World Athletics Federation, with which Campaccio will align starting from the 2025 edition.

This standard provides five different types of recognition based on documented actions and the corresponding points assigned: Platinum Event (108 points); Gold Event (96 points); Silver Event (84 points); **Bronze Event** (72 points); Recognized Event (40 points). To date, no national athletics event is classified as a "Recognized Event," and internationally, very few events have received higher recognitions. With great ambition, Campaccio aims to achieve the Bronze Event recognition by the 2025 edition, with the goal of reaching Platinum recognition by 2027.

The results obtained from these activities will be compiled in the **Campaccio Sustainability Report**, which, in addition to being shared with all stakeholders, will be the subject of dedicated meetings with partners to discuss strengths and potential risks/critical issues to address for the 2026 edition.



CREDITS

68° CAMPACCIO

WITH THE CONTRIBUTION OF:



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