

Group Project - Public Management
2023-2024

Social Impact Assessment



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ABOUT RUN ROME THE MARATHON

The Acea Run Rome The Marathon is one of the most prestigious and scenic marathons in Italy and Europe. It typically takes place in the spring, usually in March, and attracts thousands of runners from around the world.

The marathon's route allows runners to experience the rich history of Rome, the combination of ancient ruins and modern streets gives the event a distinct character that appeals to both runners and spectators.

The Rome Marathon attracts elite athletes and recreational participants, it's a great opportunity for athletes of all levels to compete in a world-class event, due to its rolling hills and cobblestone streets, making it a test of endurance and determination.

Many runners use the Rome Marathon as an opportunity to raise funds for charity. Several charities and nonprofit organizations are affiliated with the event, and runners often run in support of these causes.

The marathon enjoys strong community support, with local residents and tourists cheering on the runners along the route.

CAPITALS AND ITEMS AVAILABLE

Human Capital

Employees by gender and age divided by type of service provided

- Administrative work of planning the event, executed by in-house Infront S.p.a employees (30)
- Promotion and partnership/ sponsorship management team (20)
- Volunteer and partner stand orientation team (20)
- Post event evaluation (5)

Visitors: 80,000

Volunteers and employees divided by type of performance and service:

- 2,500 volunteers for professional assistance,
- 114 Italian pacers, 61 foreign pacers da 15 from: Belgio, Rep. Ceca, Croazia, Danimarca, Spagna, Francia, Germania, Ungheria, Filippine, Irlanda, Lettonia, Olanda, Norvegia, UK, USA
- 21 pushers of disabled athletes

Employees of other Entities and Organizations that collaborate directly (e.g., City of Turin employees, etc.):

- ~1000 Police Officers of the Capital of Rome
- ~250 Medical professionals from Croce Rossa.

Manufacturing Capital

Pavilions rented: EXPO Village at Palazzo dei Congressi.

In the 3200 square meters there will be 82 display stands, 15 of which are foreign.

Financial Capital

Transfers from institutions:

Roma Capitale, Regione Lazio
Corriere dello Sport, Tuttosport, Infront Italy, Federazione Italiana di Atletica Leggera #atleticaitaliana, World Athletics
Abbott World Marathon Majors, CSV Lazio ETS, Aeronautica Militare

Sponsorships and Partnerships:

Acea, Joma, Honda, Massigen, upim, ProAction, Suunto, Radio 105, RomaToday, San Benedetto, STIHL, Sn4ifun, Banca Ifis, Salumificio San Vincenzo, Autostrade per l'Italia Wonders, Dole Italia, Cialfa Sport
Gielle - Fire Suppression Systems - Halon Banking, Orocash - L'outlet dell'oro, Honda Moto, Crich, Busforfun.com, Omnia Hotels, Hotel St. Martin, Rose Garden Palace Roma, Hotel Santa Costanza, Hotel Shangri-La Roma, Hotel Imperiale ****, Grand Hotel Fleming, Hotel Donna Laura Palace ****, Cooltra IT, Nuncas, Sec Ponteggi - Sec Events, Noleggiare, Ticketmaster Italia, SEBACH, GIMA Caffè, Circularity zeroCO2, L'Igiene Urbana Evolution SRL, Insurance Placement Agency, Lapirotecnica, Gemarballoons, Sportograph

Free leases:

- Palazzo dei Congressi (RM),
- Centro di Servizi Sportivi (University of Rome La Sapienza)

Reimbursements given to volunteers: The role of volunteer was published as an unpaid role. However, volunteers at the event received event merchandise, a certificate of medical assistance training (First Aid and CPR) as well as a reference letter for their curriculum vitae.

Number of free tickets given out: 50,000 free tickets

Number of tickets sold and unit value of tickets: 30,000 tickets sold

- € 59,00 da apertura iscrizioni al 31/05/2022;
- € 69,00 dal 01/06/2022 al 31/08/2022;
- € 79,00 dal 01/09/2022 al 27/10/2022;
- € 89,00 dal 28/10/2022 al 04/01/2023;
- € 99,00 dal 05/01/2023 al 10/03/2023.

Costs of consumables purchased divided by type:

- Medical supplies - €20,000
- Communication supplies - €5,000
- Volunteer supplies - € 15,000
- Safety equipments - €10,000

CAPITALS AND ITEMS AVAILABLE

Intellectual Capital

Free entrance to museums: Musei Capitolini, Centrale Montemartini, Museo di Roma in Trastevere, Museo di Roma Palazzo Braschi (ad esclusione della mostra “Roma Medievale. Il volto perduto della città”), Mercati di Traiano, Museo dell' AraPacis, Galleria d'Arte Moderna di Roma Capitale, Musei di Villa Torlonia (Casino Nobile, Serra Moresca e Casina delle Civette), Museo Civico di Zoologia

Official app: Acea Run Rome The Marathon

Certifications: certificazione ISO 20121 "sustainable event management", rilasciata dall'Ente Certificatore Rina

Natural Capital

Energy consumptions:

- GHG Protocol, for direct (staff consumption) and indirect (auxiliary activities) emissions
- Electricity consumption - Lighting, Sound Systems, Timing Systems, Support Facilities, Vendor Booths and Stands and other. Tot. 2,500 kWh
- Water consumption - Participant Hydration, Support Facilities, Sanitation and Cleaning, Other Operational Uses. Tot. 50,000l

Organisational Capital

Number of internal meetings and subjects involved in the organization:

- First presentation of Run Rome the Marathon, at sala della Protomoteca in Campidoglio, sede del Comune di Roma Capitale
- “Determinazione Dirigenziale RH 186 del 09/03/2023”

Number of meetings with other parties:

- Institutions: First presentation of Run Rome the Marathon, at sala della Protomoteca in Campidoglio, sede del Comune di Roma Capitale, “Acea Run Rome the Marathon: la Maratona corre con Sapienza”
- Suppliers: Dole Italia, Honda Moto, FlexyMob, Nuncas
- Associations and other Third Sector entities/projects: , ‘Sport come luce, vita e riscatto’, ‘Messa del Maratoneta’, ‘La cena con i poveri’,

Type of training attended (dedicated to the event) by employees and contractors:

- Training activities and workshops on specific requirements made by the organisation in order to integrate the principles of sustainability and circular economy within the organisational strategies
- “Race Emergency Medicine Course” for healthcare professionals in providing medical assistance

Type of training followed by volunteers for the event:

- 5 “Get Ready” group training meetings
- 18 “On Tour” meetings in Italy and other countries

Team work consolidation projects possibly activated:

- “Call for Pacer”
- “Get Ready on Tour”
- “Cena con i poveri” Project
- “Acea Run Rome the Marathon: la Maratona corre con Sapienza”
- ‘Sport come luce, vita e riscatto’
- ‘Messa del Maratoneta’

Comparisons and reports on input provided by key stakeholders and type of bilateral communications:

- Acea Reports 2021-2022
- Official Run Rome the Marathon comparison reports

THE THEORY OF CHANGE

In order to be able to evaluate and enhance the impact generated by the Marathon on the territory and identify the value creation process operated by the Organization, it was decided to use the Value Chain, as a tool related to the Theory of Change (ToC), an essential framework in the field of impact evaluation. The Theory of Change makes it possible to relate Arcigay's strategic objectives to the actions implemented to achieve the expected results by describing their INPUT (resources used), OUTPUT (services produced), OUTCOME (medium- to long-term effects) and IMPACTS (long-term changes).

Input: Human capital

OUTPUT

Employees by gender and age divided by type of service provided

- Administrative work of planning the event, executed by in-house Infront S.p.a employees: 30 employees with ages ranging from 30-50, 12 women and 18 men
- Promotion and partnership/ sponsorship management team: 20 employees with ages ranging from 25-45, 13 women and 7 men.
- Volunteer and partner stand orientation team: 20 employees with ages ranging from 20-50, 11 women and 9 men.
- Post event evaluation: 5 employees from Infront S.p.a, ages ranging from 30-50, 2 women and 3 men.

Visitors: ~80,000

Participants (runners): 28,411

- Of these, the finishers (11,231), of which 2694 (24%) women and 8537 men
- 5140 italians and 6086 foreigners, 55%, from 118 different Nations:
 - French: 1394
 - British: 1140
 - Americans: 627

Volunteers divided by type of performance and service:

- 2,500 volunteers for professional assistance,
- 114 italian pacers, 61 foreign pacers da 15 from: Belgium, Czech Republic, Croatia, Denmark, Spain, France, Germany, Hungary, Philippines, Ireland, Latvia, Netherlands, Norway, UK, USA.
- 21 pushers of disabled athletes

Employees of other Entities and Organizations collaborating directly, divided by type of activity

- ~1000 Police Officers of the Capital of Rome
- ~250 Medical professionals from Croce Rossa.

Number of people from each partnering organisation working the booths, divided by age and gender for booth type:

- Exhibition Booth: JOMA (8 people, aged 20-25, 3 women and 5 men). Nuncas (6 people, aged 20-35, 3 women and 3 men)
- Food Booth: Dole Italia (4 people, aged 20-30, 2 women and 2 men). San Benedetto Water (4 people, aged 18-25, 3 women and 1 man)
- Photography Booth: Sportograf (6 photographers, aged 30-45, 2 women and 4 men)
- Broadcast Booth: Radio 105 (2 male DJs aged 47 and 50) , Sky Sport Uno (20 cameramen and presenters, aged 35-55, 8 women and 12 men).

OUTCOME

- **Increased promotion of healthy lifestyle**
- **Improved physical fitness.** Participants experience an improved health and fitness levels due to their training and participation.
- **Increased knowledge of trained volunteers and any skills acquired.**
 - Effective training and coordination create a dedicated team of volunteers that ensure the smooth execution of the marathon event. Higher volunteer retention rates may occur that are beneficial for Run Rome the Marathon (and Infront S.p.A, if they remain the main organisers of the event for the following year) because it ensures a stable and experienced support team for future marathon events. The volunteers also learn how to conduct medical assistance that is useful in everyday life and beneficial for society.
- **Shared common interests and shared goals.** A passion for running.
- **Community engagement.** The event fosters a sense of community among participants and volunteers.
- **Positive participant experience.**
 - Participant support and engagement contributes to a positive experience that encourages repeat participation and word-of-mouth. This is beneficial for Run Rome the Marathon (and Infront S.p.A, if they remain the main organisers of the event for the following year) because it means enhanced event reputation that is likely to attract more participants and support in the subsequent years.
- **Spillover of specialized or generalist knowledge partners and booths and guests.** Ensures smooth execution of the marathon events.
- **Enhanced event promotion at global level.**
 - Not only did the number of participants in the 2023 Run Rome the Marathon double compared to previous years, but it also saw an increased participation from foreign runners. This promotes participant diversity and fosters inclusivity, expanding the running community.
- **Knowledge spillover.** Scientific dissemination to the territory: demographics extracted from participant list and app use (if consent to share personal data was given) can be used to advance services and infrastructure in the territory.

IMPACT

- **Impact on formal and informal skills of employees and volunteers.**
 - Learn life-long skills like medical assistance that is beneficial at a personal level as well as societal level. Their participation generates inclusion in the running community that can promote long-term support as well as benefiting them at a personal level (friendships, new passion, etc.)
- **Impact on organisational quality and efficiency.** Possible retention of employees (from retention of organisations in the event for the following years) and volunteers will ensure a stronger team for the next Run Rome the Marathon.
- **Impact found based on the topics disseminated.** Improved promotion of healthy active lifestyle and healthy diet.
- **Long-term community support.** From sense of ownership of the event.
- **Health and well-being promotion.** The event has long-term impacts on health awareness and health lifestyle in the community, contributing to the nation's anti-obesity goals.



Input: Manufacturing capital

The Theory of Change

OUTPUT

Type of press releases:

- Acea Group, via their website.
- Runromethemarathon.com, online via webside (28/11/2022)
- via newspapers including RomaToday.it and CorriereDelloSport.it

Statistical data/sentiment.

- Enrolment data, may be communicated and processed also by third parties offering services regarding and connected to the race (pursuant to section 28 of GDPR, Section 14 of GDPR)
- On-site interviews and post-event evaluation through rating questionnaires

Events organised within the event (3):

Marathon, Charity Relay, Fun Run

Associations directly involved and present at the EXPO (6):

- Frecce Tricolori (l'Aeronautica Militare) "Air Force Experience"
- Music from Radio 105
- Gruppo Diversamente Abili Inix Sport
- Aircraft e Sport Senza Frontiere
- Waidy WOW: water- and environment- friendly app.
- Alimentare Roma Odv

Associations indirectly involved and present at the EXPO (11):

- La Stella di Lorenzo Onlus, Fondazione Sport City, Airc, Sport Senza Frontiere Onlus, Ey Foundation, Il mondo di Matteo Onlus, Rotary Distretto 2080, Fondazione Maratona Alzheimer, Banco Alimentare Roma, Fondazione Operation Smile Italia Ets and Fondazione Telethon ETS.

User Organisations (4) and Institutions (3) involved:

- Infront Italy S.p.A, Corriere cello Sport S.r.l, Atielle Roma S.r.l, Italia Marathon Club,
- Rina, Federazione Italiana di Atletica Leggera, World Athletics.

Representative institutions (3):

- Regione Lazio, Comune di Roma
- Gruppo Storico Romano, associazione culturale

Main Special Guests (7):

- Roberto Gualtieri, Mayor of Rome
- Alessandro Onorato, l'Assessore ai Grandi Eventi, Sport e Turismo.
- Niccolò Mornati, Direttore Summer Sports, Active Lifestyle and Business Development Partnerships di Infront Sports & Media AG
- Daniele Quinzi, Direttore Marketing Corriere dello Sport
- Nicola Ferrante, Presidente di Italia Marathon Club
- Roberto Cianci, Presidente Atielle
- Lorenzo Benfenati, Project Manager Evento

Type of gadgets produced and distributed (3):

- A free souvenir t-shirt made from technical running fabric, produced by the race's technical sponsor, Joma.
- A race medal (under-18s only).
- A gym bag containing sponsors' freebies.
- Marathon bib

Merchandising

- Thermic water bottle 500ml *by AironeGifts*.
- Dermasphere, product for muscle relaxation *by AironeGifts*.
- 'Mug', official mug *by AironeGifts*.
- Official Joma backpack
- FinisherT-shirt

Tickets sold divided by type (when purchased):

- On registration open day on 31/05/2022; (600)
- From 01/06/2022 to 31/08/2022 (400)
- From 01/09/2022 to 27/10/2022 (1,000)
- From 28/10/2022 to 04/01/2023; (8,000)
- From 05/01/2023 to 10/03/2023. (20,000)

OUTCOME

- **Perception communication provided and sentiment, territorial spread, type of cultural elements in evidence.**
 - The main object of the event aims at spreading sport awareness and encourage an healthy lifestyle. However, due to the structure of the general organisation of the event, territorial and cultural attractions are well emphasized
- **Level of quality of service measured with on-site interviews and post-event rating questionnaires (1- very poor quality and 10- very high quality)**
 - Course Length Accuracy - 8
 - Accuracy of Timing Systems - 6
 - Location and Frequency -
 - Medical Support - 8
 - Entertainment and Atmosphere - 9
 - Weather Contingency Plans - 7
- **Frequency of guests by and actual attendance.** 30,000 were forecasted at the race, and the actual total number was 28,411.
- **Fallout of partners' presence on number of sales in the short term (inside expo village) and in the long term (following months).** Joma offered free souvenir t-shirts. In the following months after the race, Joma saw increase in sales of their technical running clothing gear.
- **Fallout on visibility and message dissemination of individual special interventions divided by type (e.g., singers, architects, politicians....)** Tenore Carlo Assogna, famous Italian singer, sang at the opening of the event. Participation of Radio 105 DJs, promoted on social media. Presence of University professors who held the meetings At La Sapienza on related subjects. The Major of Rome, Roberto Gualtieri, and Alessandro Onorato, l'Assessore ai Grandi Eventi, Sport e Turismo, welcomed the guests of honour. Sky Sport Uno and Arena broadcasted the event. The event was live-streamed on the official YouTube channel of Run Rome the Marathon.
- **Spillover frequency sportive event.** Although the annual marathon in Rome has taken place since 1906, Run Rome the Marathon has taken place every year since 1995 (apart from the years of peak COVID pandemic), even obtaining the prestigious recognition of IAAF Gold Label. The event in 2023 saw up to 30,000 runners, catching up with the number of runners participating at the other famous, annual marathon events in New York and London. Planning has already begun for the event in 2024, so it is safe to say the marathon events has had and will continue to have constant frequency over the years.

IMPACT

- **Donations to the cause.** Increased financial resources for the charities to fulfil the event's mission. Donations amounted to ~€90,000
- **Direct economic impact.**
- **Indirect economic impact.** Partners and sponsors attending the event experienced an increase in sales and overall recognition post event.
- **Impact on the perceived quality of the event** The perceived quality of the event has show drastic changes over the years. Overall, personal opinions for the event in 2023 were positive. Infront S.p.a, responsible for the organisation of the event, were able to implement some of the constructive criticisms left by participants from previous years and implement them for 2023 to improve participants' experience, for example handing out medals to the younger (under 18s) athletes to show appreciation for their participation (which encourages interest in the sport and lifestyle and participation in future events).
- **Impact on culture and spillover associated with specific events.** Impact on wellbeing and fitness awareness among participants
- **Impact on the perception of the entities involved as partners at the Marathon** Care and interest towards good causes.



Input: Financial capital

OUTPUT

Hours worked by each employee by job type and contractually required recognition

- **Event organisation**, 1 year prior to the event. 30 employees dedicating 2000 hours each
- **Promotion and communication**, 9 months prior to the event. 20 employees dedicating 1500 hours each.
- **Volunteer orientation**, 6 months prior to the event. 20 employees dedicating 1300 hours each.
- **Post-event evaluation**, 1 month post event. 5 employees dedicating 160 hours each.

Expenditure on the purchase of goods and services divided by type

- Course rental: fee for use of public spaces €346,400
- Safety and Medical Services €70,000
- Waste Management €25,000
- Event Insurance €450,000
- Transportation and parking management. €30,000
- Post-event services €120,000

Transfers from institutions and charitable disbursements:

Roma Capitale, Regione Lazio, Corriere dello Sport, Tuttosport, Infront Italy, Federazione Italiana di Atletica Leggera #atleticaitaliana, World Athletics, Abbott World Marathon Majors, CSV Lazio ETS, Aeronautica Militare.

Sponsorships:

Acea, Joma, Honda, Massigen upim, ProAction, Suunto, Radio 105, RomaToday, San Benedetto, STIHL, Sn4ifun, Banca Ifis, Salumificio San Vincenzo, Autostrade per l'Italia Wonders, Dole Italia, Cisolfa Sport Gielle - Fire Suppression Systems - Halon Banking, Orocash - L'outlet dell'oro, Honda Moto, Crich, Busforfun.com.

Value of free leases where existing:

- Palazzo dei Congressi - Expo Village- €10,000
- Centro di Servizi Sportivi Sapienza Sport of Università La Sapienza di Roma, Aula Magna - €5,000
- Sala della Protomoteca - Campidoglio -sede del Comune di Roma Capitale - €6,000

Reimbursements given to volunteers disbursed. The role of volunteer was published as an unpaid role. However, volunteers at the event received event merchandise, a certificate of medical assistance training (First Aid and CPR) as well as a reference letter for their curriculum vitae.

Number of free tickets disbursed: 80,000 people present at the event, of which 28,411 took part in the event and paid the ticket, so 51,589 free entrances.

Number of tickets sold and unit value of tickets (indicate any differentiation between ticket types):

- € 59,00 for registration open day on 31/05/2022; (600)
- € 69,00 from 01/06/2022 to 31/08/2022 (400)
- € 79,00 from 01/09/2022 to 27/10/2022 (1,000)
- € 89,00 from 28/10/2022 to 04/01/2023; (8,000)
- € 99,00 from 05/01/2023 to 10/03/2023. (20,000)

Taxes and fees paid related to the event (e.g., concessions, fees, etc.):

- Permit fee €16 and 23% of total income
- Authorisation for noise pollution €200
- Authorisation of public spectacle €100
- Permit for temporary administration of food and beverages €800
- Authorisation of publicity and advertising €300

OUTCOME

• Economic value absorbed by services. TOT = €1,105,000

- Participant registration fee: €500,000
- Sponsorship and advertisers: €100,000
- Local businesses: €450,000
- Local government: €35,000
- Entertainment: €20,000

• Economic value produced (divided by type):

- Direct spending
 - Total participant spending €3,000,000
 - Sponsorship and advertising spending €100,000
 - Local business impact €1,500,000
- Total donations: €89.287
 - **Value collected (sponsorship, transfers...)**
 - **Participation registration: €1,239,600 (sum of tickets sold times its relative price).**
 - Sponsorship revenue: €850,000
 - donation and fundraising: €95,000

Economic value absorbed by employees

- Retribution total = €752,000
- Employee benefits (*in the form of merchandise*): €6,000

• Investment in any fixed assets

- Route Infrastructures: signage, barricades, cones, and mile markers, start and finish line structures €5,000
- Timing Equipment: electronic timing systems, including timing mats, bib tags, and associated technology €7,000
- Waste Management equipment: recycling bins, trash bins and waste collection systems €2,000

• Economic value generated indirectly within the Expo Village and externally for each stakeholder (e.g., organisations)

- Official Joma revenues: €50,000
- Honda vehicles revenues: €250,000
- Cisolfa Sport technical running gear revenues: €1,600
- Busforfun revenues on bus-route revenues: €50,000
- San Benedetto revenues: €3,200
- Salumificio San Vincenzo revenues: €2,150
-

• Economic value generated by guests and participants in the territory (average spending in the territory):

- Stay at Hotel in Central Rome (** or ***): €143-193 /night stay / per person.
- Hotel structures saw an increase in bookings of 20% compared to normal levels during this period of the year without events.

IMPACT

- **Incidence of charitable giving** Expanded charitable giving. The funds raised from the marathon are channeled to support the charitable causes, contributing to the betterment of society and the community
- **Incidence of economic value absorbed.** The financial commitment to organising this high quality event contributes to a positive legacy for Infront S.p.A that enhances its image, potentially attracting future support and partnerships.
- **Incidence economic value generated by the Expo Village.** The partners of the event enjoyed high brand exposure that benefits the Individual company's brand reputation As well as possibly increases their chances of a guaranteed spot in the following events indirectly depending on consumer preferences.
- **Incidence economic value apportioned to stakeholders in the area**
 - Local businesses, including restaurants, hotels, retail stores, and service providers, experienced a direct economic impact as they cater to the increased demand generated by the marathon. The incidence involves the revenue and profits gained by these businesses.
 - Musicians, entertainers, and performers contribute to the overall atmosphere of the marathon. The incidence involves the compensation they receive for their services.
 - Companies or services involved in minimizing the environmental impact of the marathon contribute to the overall incidence by ensuring sustainability and responsible event management.
 - Sponsors and advertisers supporting the marathon seek to gain visibility and marketing benefits. The incidence in this case is reflected in the exposure and branding they receive, and potentially in increased sales or brand recognition.
- **Indirect economic impact (visitors to the territory)** The successful marathon event brought economic benefits to the city of Rome in the form of increased tourism, from increased hotel bookings, local business engagement, and other revenue generating tourist activities.
- **Incidence economic value volunteering.** Volunteers who contribute their time and efforts to support the event play a crucial role. While they may not receive monetary compensation, the incidence involves the satisfaction and potential non-monetary benefits they derive from their involvement.
- **Incidence economic value generated on institutional and commercial partners and specific guests (direct and indirect in the medium to long term)** Transparent and responsible management of financial capital from Infront S.p.a, responsible for the event, fosters trust among sponsors, donors, and the community. It encourages on-going financial support and partnerships for future events.



Input: Organizational capital

OUTPUTS

Procedures and protocols defined with the territory and conventions and agreements signed:

- GHG Protocol, for direct (staff consumption) and indirect (auxiliary activities) emissions
- ISO 20121 (Event Sustainability Management System)
- “Vademecum Comportamento Sostenibile”
- Regulations and procedures indicated by the government, the scientific technical committee and the FIDAL
- Art. 13 of EU Regulation 679/2016 ("GDPR") ("Information Statement") and ex D.Lgs.196/03 as updated by D.Lgs. 101/2018

Internal meetings and subjects involved in the organisation:

- First presentation of Run Rome the Marathon, at sala della Protomoteca in Campidoglio, sede del Comune di Roma Capitale
- “Determinazione Dirigenziale RH 186 del 09/03/2023”

Meetings with other subjects and type of involvement:

- **Institutions:** First presentation of Run Rome the Marathon, at sala della Protomoteca in Campidoglio, sede del Comune di Roma Capitale
- **Suppliers:** Dole Italia, Honda Moto, FlexyMob, Nuncas
- **Associations and other Third Sector entities/projects:** “Acea Run Rome the Marathon: la Maratona corre con Sapienza”, ‘Sport come luce, vita e riscatto’, ‘Messa del Maratoneta’, ‘La cena con i poveri’.

Type of training attended (dedicated to the event) by employees and contractors, number of hours and number of subjects.

- Role of pacers: run with balloons on back stating race time remaining, help keep runners to pre-determined time running goal, give out advice, ensure safety, dictate a constant rhythm.
- Training for pacers: use of stopwatch and personal running training that meets times required for type of marathon.
- “Race Emergency Medicine Course” for healthcare professionals in providing medical assistance

Type of training followed by volunteers for the event

- 5 “Get Ready” group training meetings
- 18 “On Tour” meetings in Italy and other countries
- Training activities and workshops on specific requirements made by the organisation in order to integrate the principles of sustainability and circular economy within the organisational strategies
- Training in: first aid training, escort finishers, regulate traffic, hand out medals and other marathon gadgets, keep spectators off the course, answer questions.

Team work consolidation projects possibly activated and number of subjects involved:

- “Call for Pacer”
- “Get Ready on Tour”
- “Cena con i poveri” Project
- “Acea Run Rome the Marathon: la Maratona corre con Sapienza”
- ‘Sport come luce, vita e riscatto’
- ‘Messa del Maratoneta’

Comparisons and reports on input provided by key stakeholders and type of bilateral communications:

- Acea Reports 2021-2022
- Official Run Rome the Marathon comparison reports

OUTCOMES

- **Creation of dedicated protocols and procedures**
 - Integrated information system
 - Shared knowledge through reports and evaluations
 - Best practices that can be disseminated for the implementation of similar events
 - Technological experiments and knowledge that can be adopted in cultural contexts
- **Increasing institutional collaborations with exchange of best practices**
 - Involvement of the school system for participation in the event.
 - Introduction of school-to-work projects to ensure vocational training for local students.
 - Involvement of the Vatican.
- **Fostering knowledge and capacity among implementing and involved subjects**
 - Raised awareness about health and fitness, strengthened community connections, and enhanced organizational reputation.
- **Increased subjects adhering to the formal and informal territorial network supporting the marathon.**
 - Promotion of the local area and its cultural heritage.
 - Initiation of an urban regeneration project.
- **Group capacity and knowledge generated by the implementation of the event (internal - employees, volunteers...)**
 - Shared knowledge through reports and evaluations
- **Best practices that can be disseminated for the implementation of similar events**
 - sustainability projects such as GHG protocol, ISO 20121 and wide social advertisement
- **Increased participation in subsequent events, improved sponsor relationships, and continued community involvement.**
 - The partnerships and sponsorships created along the event generated long last relationships, which increased the general enthusiasm and ensured further collaborations for future events and projects. 15 of all the Sponsors already signed the participation contract for the next year event.
- **Technological experiments and knowledge that can be adopted in cultural context**
 - The creation of an official application exploring all the relevant subjects and organisational aspects of the event
 - The gathering of different meetings relating to the event subjects, aiming at sensitise all participants
 - The provision of free access to major Rome museums for all the participants of the event

IMPACT

- **Impact on well-being and fitness awareness among participants**
 - Long-lasting community health benefits, sustained interest in healthy lifestyles, and increased recognition and support for the marathon as a community event.
- **Creation and/or increase of formal and informal network to support the Event.** Key information related to the organisation of the event were shared among stakeholders through the use of
 - formal direct and indirect networks such as meetings, calls and electronic post, company newsletters, reports, and meetings
 - informal direct and indirect networks
 - Specific communication means such as the official website and application of the event
- **Increased know-how provided by the collection of best practices, procedures, protocols, reports and exchanges with other entities**
 - Thanks to the adoption of specific technical procedures and protocols, the organisation of the event gained the possibility to reduce time and resources waste.
 - The employees and volunteers of the event acquired knowledge from training and collected important experiences for their human and job-related formation
 - Through the close collaboration with non-profit charity organisations, key human information and experiences were exchanged, increasing the possibilities for future relationships and topic-specific knowledge
- **Impact on service costs**
 - The use of sustainability-related protocols increased efficiency and decreased waste of resources and time, which were properly transferred to other essential organisational and technical functions.
 - The collaboration with Honda and zeroCO2 enabled the reduction of electricity consumption and emissions
- **Impact on research and development (new technologies and innovative applications)**
 - Through high value donations to charity organisations, large investments were directed to research and development of new technologies and innovative application
- **Impact on related work stress of employees in the delivery of the event**
 - The creation of a positive working atmosphere increased positive community sentiment, and strengthened organizational capabilities.



Input: Natural capital

OUTPUT

Sustainable means of transportation used by employees, by users in case of specific activation:

60% hybrid or fully electric powered vehicles for event participants.

- 15 hybrid autovehicles by Honda Auto
- 20 Staff scooters SH350i and ADV350 by Honda Moto
- 30 Ecological Sustainable Transports by Busrapido and Busforfun

Buildings used for the organization:

- Palazzo dei Congressi - Expo Village
- Centro di Servizi Sportivi Sapienza Sport of Università La Sapienza di Roma, Aula Magna
- Sala della Protomoteca - Campidoglio -sede del Comune di Roma Capitale
- Palazzo Migliori
- Villa York Sporting Club
- Forum Sport Center
- Maximo Sport & Fitness
- Due Ponti Sporting Club
- Centri Dabliu

Consumption of electricity, gas or other energy dedicated to the event:

- GHG Protocol, for direct (staff consumption) and indirect (ausiliary activities) emissions
- Electricity consumption - Lighting, Sound Systems, Timing Systems, Support Facilities, Vendor Booths and Stands and other. Tot. 2,500 kWh
- Water consumption - Participant Hydration, Support Facilities, Sanitation and Cleaning, Other Operational Uses. Tot. 50,000l

OUTCOME

- **Optimization, both in qualitative and quantitative terms, of staff travel on site and for transfers to Rome.**
- **Upgrading production of level of energy dispersion compared to previous year, type of materials adopted compared to previous period**

In past editions, thanks to the active contribution of Associazione Banco Alimentare Roma ODV and the initiatives organised with Circularity and the sustainability partners

-60.000l of water and other beverages

-63 tons of food

-12.320 t-shirts and bags

-13.910 kg of waste

were recovered.

- **Upgrading production of Co2 emitted compared to previous year.**
Acea Run Rome the Marathon, in collaboration with zeroCO2 and thanks to the contribution of the members of the marathon has created, between 2022 and 2023, a forest of 6,000 trees in Guatemala that enable 3,870 tons of CO2 to be absorbed. An objective is to plant another 3,000 trees in Guatemala, in the Pèten region, with the dual purpose of absorbing CO2 emissions and supporting the economy and the nutrition of local peasant families.
- **Level of indirect consumption by users with adoption of interventions on infrastructure or means or materials and behavior.**
All participants at the time of registration can contribute to the Acea Run Rome The Marathon forest with the purchase of one or more trees to combat CO2 emissions.




IMPACT





- **Impact on energy consumption, reduction in CO2 production, and PM10.**
- **Impact on sustainable consumption.** The sustainable initiatives developed and conducted by the event organisation influenced the overall results of consumption and waste. Moreover, the correct diffusion of sustainable practices benefitted the participants of the event also.
- **Impact on sustainable mobility of the city.** The use of hybrid transportation vehicles improved the energy and time efficiency, encouraging citizens to take part of the clear energy transition.
- **Impact on waste management.** Thanks to a sustainable management system implemented at the administration level large amounts of resources have been recovered and reinvested, cutting costs and waste.
- **Impact on forests.** Through the project in collaboration with zeroCO2 a forest of 6,000 trees in Guatemala was restored and the wild area regenerated.
- **Impact on awareness of sustainability issues among participants and the event audience.**



DEFINITION OF SPECIFIC IMPACT INDICATORS

Some of the Sustainable Development Goals indicators can be adapted to the descriptive needs of the event with an appropriate measurement tool.

SDGs	Indicator	Standard Sub-indicator	Measurement instrument
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Ensure healthy lives and promote well-being for all at all ages.</p>	<p>3.d Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks</p>	<p>3.d.1 International Health Regulations (IHR) capacity and health emergency preparedness</p>
 <p>4 QUALITY EDUCATION</p>	<p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p>	<p>4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.</p>	<p>4.7.1 Extent to which (i) global citizenship education and (ii) education for sustainable development are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education and (d) student assessment</p>
 <p>5 GENDER EQUALITY</p>	<p>Achieve gender equality and empower all women and girls.</p>	<p>5.1 End all forms of discrimination against all women and girls everywhere 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.</p>	<p>Pre- and post-event health surveys assessing the participants' well-being, access to healthcare information, and the promotion of healthy lifestyles.</p> <ul style="list-style-type: none"> • Metrics: Self-reported health improvements, changes in physical activity levels. <p>Assess the incorporation of educational components in the event, such as workshops, seminars, or awareness campaigns on health, fitness, and sustainable living.</p> <ul style="list-style-type: none"> • Metrics: Number of workshops conducted, attendance, participant feedback. <p>Track and report on the gender distribution of participants, ensuring an inclusive environment and promoting gender equality in event management roles.</p> <ul style="list-style-type: none"> • Metrics: Percentage of male and female participants.

SDGs	Indicator	Standard Sub-indicator	Measurement instrument
<div data-bbox="186 339 539 679"> <p>7 AFFORDABLE AND CLEAN ENERGY</p>  </div> <div data-bbox="186 695 539 1084"> <p>8 DECENT WORK AND ECONOMIC GROWTH</p>  </div> <div data-bbox="186 1093 539 1414"> <p>10 REDUCED INEQUALITIES</p>  </div> <div data-bbox="186 1427 539 1754"> <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>  </div> <p data-bbox="559 414 1059 521">Ensure access to affordable, reliable, sustainable and modern energy for all.</p> <p data-bbox="579 784 1036 930">Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <p data-bbox="586 1215 979 1286">Reduce inequality within and among countries</p> <p data-bbox="579 1534 1059 1643">Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p data-bbox="1186 414 1972 485">7.2 By 2030, increase substantially the share of renewable energy in the global energy mix</p> <p data-bbox="1186 695 2169 876">8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.</p> <p data-bbox="1186 887 2139 996">8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</p> <p data-bbox="1186 999 2112 1108">8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment</p> <p data-bbox="1186 1230 1972 1376">10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</p> <p data-bbox="1186 1446 2185 1626">11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons</p> <p data-bbox="1186 1637 2145 1746">11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management</p>	<p data-bbox="2252 367 2472 551">7.2.1 Renewable energy share in the total final energy consumption</p> <p data-bbox="2252 1455 2558 1714">11.6.1 Proportion of municipal solid waste collected and managed in controlled facilities out of total municipal waste generated, by cities</p>	<p data-bbox="2672 352 3102 536">Track the overall energy consumption of the marathon event, including electricity usage for lighting, sound systems, and any other equipment.</p> <ul data-bbox="2685 545 3075 688" style="list-style-type: none"> • Metrics: Total energy consumption (kWh), percentage of energy from renewable sources. <p data-bbox="2635 718 3085 864">Evaluate the economic impact on local businesses, employment opportunities created, and the overall boost to the local economy</p> <ul data-bbox="2648 874 3112 945" style="list-style-type: none"> • Metrics: Number of jobs created, employment diversity. <p data-bbox="2628 1024 3135 1170">Assess the accessibility of the event for people with disabilities, ensuring that facilities and communication materials are inclusive.</p> <ul data-bbox="2642 1180 3105 1288" style="list-style-type: none"> • Metrics: Diversity of participants, community involvement in event planning. <p data-bbox="2672 1399 3085 1620">Assess the event's impact on local communities, considering factors such as increased economic activity, community engagement, and social cohesion.</p> <ul data-bbox="2685 1630 3092 1739" style="list-style-type: none"> • Metrics: Increased revenue for local businesses, economic growth indicators.

SDGs

Indicator

Standard Sub-indicator

Measurement instrument



Ensure sustainable consumption and production patterns



Take urgent action to combat climate change and its impacts



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

12.2 By 2030, achieve the sustainable management and efficient use of natural resources
 12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

12.3.1 Food loss index and food waste index

12.5.1 National recycling rate, tons of material recycled

13.3.1 Extent to which global citizenship education and education for sustainable development are mainstreamed in national education policies; curricula; teacher education; and student assessment

15.2.1 Progress towards sustainable forest management

Monitor waste management practices during the event, promoting recycling, minimizing single-use plastics, and implementing sustainable procurement for event supplies.

- Metrics: Percentage of waste recycled, reduction in single-use plastics.

Calculate the event's carbon footprint, explore options for carbon offsetting, and implement measures to reduce environmental impact, such as promoting public transportation or organizing tree-planting initiatives.

- Metrics: Total carbon emissions reduced, energy efficiency improvements.

Implement a comprehensive waste management plan to minimize litter and environmental impact.

- Metrics: Amount of waste generated, percentage of waste recycled, litter cleanup efforts.

Incorporate biodiversity conservation activities, such as tree planting initiatives or partnerships with local conservation organizations.

- Metrics: Number of trees planted, partnerships formed with conservation groups.

Run Rome the Marathon actions and activities contributing to reach some of the SDGs goals



The event has long-term impacts on health awareness and health lifestyle in the community. "Race Emergency Medicine Course" for healthcare professionals in providing medical assistance to athletes who may need it throughout the course through fixed or mobile stations, with fixed points every 5 kilometers and at the finish area.



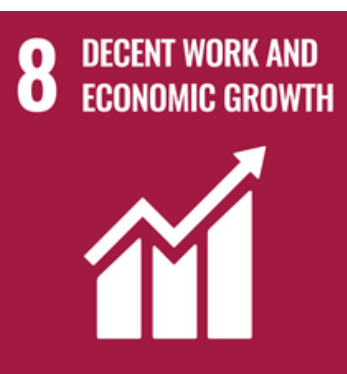
Promotion of the local area and its cultural heritage.
Involvement of the school system for participation in the event.
Initiation of an urban regeneration project.
Introduction of school-to-work projects to ensure vocational training for local students.
Free entrance to some Rome museums for participants.



No discrimination based on race, gender, religion or other in the selection of workers and collaborators.
The marathon of Rome has always loved women and sees them as protagonists, almost 3 thousand at the start in the last editions.



Rationalization of energy consumption and actions to increase the percentage of renewable energy.
Initiatives aimed at offsetting and reducing CO2.
The goal for the coming years is to achieve carbon neutrality.



Attention to the rights of internal and external employees.
Evaluating relationships with suppliers by developing and implementing partnership agreements.
The strategy and a development plan that sees the organizers of the event, together with all the stakeholders and partners involved.
No discrimination based on race, gender, religion or other in the selection of workers and collaborators.



Facilitation for participation in the race for athletes with disabilities.
Special group of pushers of disabled children participates in the marathon.
Facilitation for participation for categories at risk of social emancipation.



Optimization, both in qualitative and quantitative terms, of staff travel on site and for transfers to Rome.
Presentation of sustainable mobility proposals for event participants, implementation of the fleet of hybrid and electric vehicles.
Qualified staff to coordinate sustainability projects.



Collection, reuse, and recycling of products received from suppliers for subsequent editions
Attention to the reduction of food waste and redistribution of surpluses to local associations. Introduction of virtuous solutions to optimize the management of waste generated and facilitate its proper disposal.
Optimization in the distribution of material



Raising awareness of sustainability issues among participants and the event audience.
Directing suppliers towards sustainable choices and behaviors.
Qualified staff to coordinate sustainability projects.
Training and workshops with the aim of integrating sustainability and circular economy principles into its organizational strategy.



Between 2022 and 2023, creation of a forest of 6,000 trees in Guatemala that can absorb 3,870 tons of CO2.
Additionally, another 3,000 trees will be planted in Guatemala with the dual purpose of absorbing CO2 emissions and supporting the local farming communities' economy and food supply.

Methodology

The document is a result of a qualitative and quantitative research, involving data collection from secondary sources. All the descriptive information was gathered via observations and analysis of the documents already available on the Acea Run Rome The Marathon event. The reliability of the present information is guaranteed by certified resources provided by the official websites of the event itself, Infront, the Rome municipality and the United Nations.

The document is based on the Social Impact Assessment (SIA) framework, was developed with the aim of providing an analysis on the intended and unintended social consequences resulting from the event encompassing Input, Activities, Outputs, Outcomes, and Impacts. In order to better evaluate and enhance the impact generated by the event on the territory and identify the value creation process, the Value Chain was utilised, a tool related to the Theory of Change (ToC). Authors specify that the document in analysis displays some quantitative values, regarding the value creation process and the impact generated by the event, that are based on approximations.

Inside this document, information is provided regarding the Run Rome The Marathon's efforts towards meeting most of the Sustainable Development Goals, set by the United Nations General Assembly with the aim of addressing the most pressing global challenges. All the official materials regarding the SDGs were extracted from the certified website of the United Nations, which grants access to a general overview of the goals, the targets, indicators, progresses and other important information.

The qualitative research was based on the analysis of language, images and observations, coding and closely examining the data. Conversely, all the quantitative data gathered were provided by official articles and statistics, correctly revised by the authors.

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