



LEAVING THE RIGHT IMPRESSION

Environmental Report 2019

LONDON MARATHON
EVENTS

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Our objective

**To inspire and deliver innovation in
mass participation event sustainability**

LONDON MARATHON
EVENTS

Foreword

London Marathon Events (LME) organises 13 world-class mass participation events each year in running, cycling and swimming. Its flagship events are the London Marathon, the world's greatest marathon which celebrates its 40th race in 2020, and RideLondon, the Mayor of London's record-breaking festival of cycling.

LME has led the world in showing the power of mass participation sport as a force for good. We are very proud of the hugely positive impacts our events have had on millions of people since the first London Marathon in 1981: inspiring activity, improving health (physical and mental), bringing communities together, raising more than £1 billion for charities and supporting local businesses.

Now we want to ensure we inspire and deliver innovation in mass participation event sustainability and this has become one of the eight company pillars that guide everything we do.

We are passionate about and fully committed to reducing our environmental impact. We want to protect our natural environment and ensure our events leave as small an environmental footprint as possible.

We know that many of our participants share our passion and want us to take action. It is a huge challenge, as we must balance providing proper welfare for our participants with reducing our environmental impact.

In the past year, we have invested in research, innovation and resources to minimise our environmental impact and have already launched initiatives that have the potential to change profoundly the delivery of mass participation events worldwide.

We are sharing good practice and ideas with our fellow Abbott World Marathon Majors races and are collaborating with other UK major event organisers on environmental sustainability. We have also signed up to the United Nations Sport for Climate Action Framework, which creates a platform for sporting

organisations from around the globe to share knowledge and learnings and drive climate awareness.

This is our first annual Environmental Report and we are proud of all we have achieved in 2019 and excited about the progress we have made. We thank everyone who has helped along the way.

We know there is still much more to do and this work will continue long into the future.

Hugh Brasher
Event Director
London Marathon Events



About London Marathon Events

LME is one of the world's leading organisers of mass participation sports events. It is the policy of the Directors of LME to gift LME's trading surplus every year to its parent charity, The London Marathon Charitable Trust, which makes grants to projects and organisations in London, Surrey and across the UK.

Both organisations share a vision of Inspiring Activity and a mission to inspire and enable people of all ages

and abilities to become and remain active. Since The Trust was founded in 1981, more than £88 million has been awarded to more than 1,400 different projects, providing sport and recreation facilities and opportunities to hundreds of communities.

Each year our team delivers 13 world-class mass participation events that involve more than 200,000 participants, see below.

- **The Vitality Big Half, The Little Half and The Vitality Big Mile**
- **Virgin Money London Marathon (including the Virgin Money Giving Mini London Marathon)**
- **Vitality Westminster Mile**
- **Vitality London 10,000**
- **Standard Chartered Great City Race**
- **Prudential RideLondon FreeCycle**
- **Prudential RideLondon-Surrey 100**
- **Prudential RideLondon-Surrey 46**
- **Prudential RideLondon-Surrey 19**

(LME owns 75 per cent of the London & Surrey Cycling Partnership LLP, which organises the event on behalf of the Mayor of London and his agencies)

- **Children with Cancer UK Swim Serpentine**

LME is the acknowledged world leader in maximising revenue for charities through iconic mass participation sports events. Since the first London Marathon was held in 1981, events organised by the company have raised more than £1.1 billion,

benefiting thousands of charities.

We employ around 80 staff at our head office in London and thousands of casual staff, contractors and volunteers help to deliver our events every year.

LONDON MARATHON
EVENTS



Introduction

In order to achieve our objective to inspire and deliver innovation in mass participation event sustainability, we have adopted our Environmental Policy with five clear strategies.

1.

Identify, understand, measure, monitor and continuously review our environmental impact

4.

Reduce energy consumption and improve efficiency; seek to utilise energy from renewable sources where possible

Our commitment to the welfare of our participants drives our purchasing and operational decisions. We recognise that this can present significant challenges as we work to balance participant needs, other stakeholder requirements and impacts on the environment.

We want to be transparent about where we currently are in our work and what

2.

Eliminate, reduce, reuse and recycle all waste; ensure zero waste from LME activities is sent to landfill

5.

Publish an annual environmental report

we still need to accomplish.

The report covers activities over which we have direct control, such as event branding and printed material, direct emissions from event vehicles and generators, and event waste. It doesn't currently cover activities over which we don't have direct control, such as spectator waste and participant travel.

3.

Develop and implement a responsible procurement framework

We are planning detailed research in those areas during 2020 (subject to large mass participation events going ahead), with the aim of introducing mitigation measures in 2021.



Progress to date

We have made significant progress with our five strategies in the past year.

1. Identify, understand, measure, monitor and continuously review our environmental impact.

Since 2018 we have focused on better understanding our environmental impacts and which are most significant.

In September 2018, we partnered with the world-leading environmental consultancy Environmental Resources Management Ltd (ERM) to help us develop an Environmental Management System (EMS) as a robust method for collecting data

and tracking performance. The EMS ensures we plan our activities in accordance with our Environmental Policy and other relevant standards, and that we effectively manage our environmental impacts.

We created a detailed Impacts Register as part of our EMS, which captured all our environmental impacts and ranked them according to the significance of

the impact. The impacts with the highest significance ratings, as well as impacts deemed most material to the organisation, were used as a starting point for measuring our environmental impacts.

Environmental impacts

WASTE

Plastic bottles
Compostable cups
Paper and card
Wood
Metal
Scrim
Textiles (discarded participant clothing)
General waste

PRODUCT

Kit bags
Recovery items
Event clothing
Printed materials
Catering (may also feature in event waste statistics)

EMISSIONS

Event vehicles (scope 1)
Generators (scope 1)
Marathon House energy (scope 2)
Warehouse energy (scope 2)
Elite athlete travel (scope 3)
Participant travel (scope 3)
Staff travel (scope 3)
Contractor travel (scope 3)

Product is items given out to participants, staff, contractors and volunteers as part of the event, but not generally disposed of within the event itself so it does not count as direct event waste.

Scope 1 emissions: direct emissions from owned or controlled sources

Scope 2 emissions: indirect emissions from purchased energy

Scope 3 emissions: indirect emissions, such as participant travel or supply chain



Progress to date

The Impacts Register also enabled us to prioritise the actions we took in 2019 while the data capture and monitoring process was ongoing.

By December 2019 we had a defined framework for data collection and monitoring (see following page) that reports and records the waste and emissions from all our events and enables us to benchmark ourselves for future analysis. The data collection and monitoring process will continue in 2020 to ensure that we track and

measure our progress and that the actions we are taking are having the right impact.

Data sharing will now be incorporated within the contracting process with suppliers and partners. While we hope our existing suppliers and partners are willing and able to supply this data, we will consider new suppliers if necessary.

We are committed to ensuring that our benchmark data is as accurate as possible, but it is a major challenge to

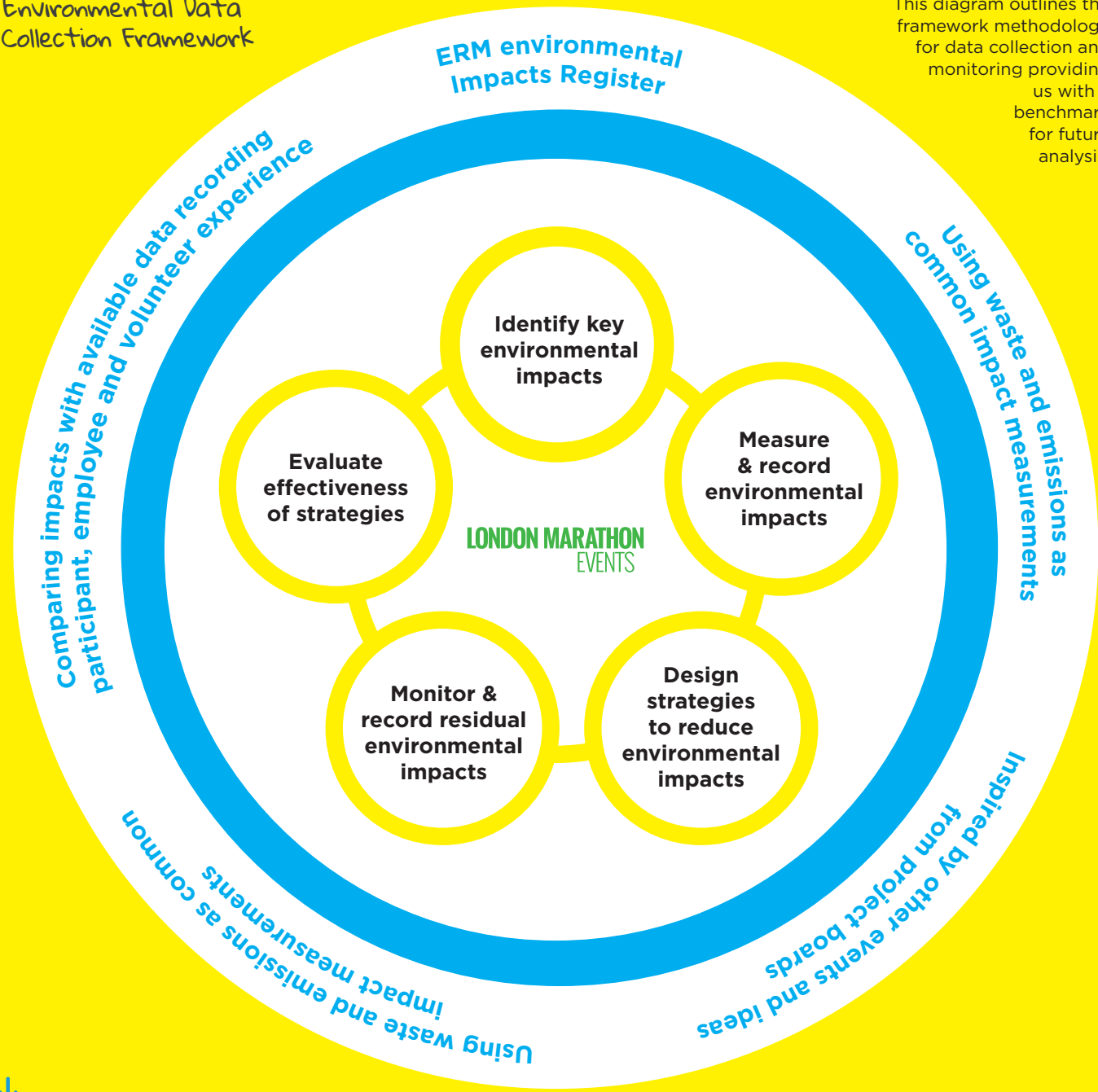
collect accurate data on this scale.

We acknowledge that we were not able to capture all data in 2019 and our data may show an increase in our total waste and emissions impacts in the short term as some data gaps are filled, especially around spectator waste.



Environmental Data
Collection Framework

This diagram outlines the
framework methodology
for data collection and
monitoring providing
us with a
benchmark
for future
analysis.



Progress to date

2. Eliminate, reduce, reuse and recycle all waste; ensure zero waste from LME activities is sent to landfill.

One of our major environmental impacts stems from the amount of waste generated by participants in our events and visitors to our festivals and shows. We do not have direct control over how spectator waste is disposed of and collected, but we are working to influence this.

The data collection framework has enabled us to have a greater understanding of the waste we are

producing and the steps we can take to eliminate, reduce, reuse and recycle it.

In 2019 we introduced a range of innovative new initiatives, such as closed loop recycling, where used plastic bottles made from recycled plastic were collected and sent back to the manufacturers (Buxton and Lucozade Sport) for recycling. We commissioned the design and manufacture of a bottle belt made

from 90 per cent recycled material that was trialled in the Virgin Money London Marathon and reduced the number of plastic bottles used. More details can be found in the Events section.

We achieved our target of sending no waste to landfill as our non-recyclable waste was sent for incineration to produce heat and energy. In 2020 we will be working to reduce the quantity of non-recyclable waste we produce.

3. Develop and implement a responsible procurement framework.

Our purchasing decisions have a big impact – we need to buy in a lot of consumables for our events, everything from cable ties to medals, and the choices we make can have a big difference in terms of environmental impact, particularly relating to waste.

We are initially focusing our efforts on tackling the biggest impacts that are

under our control, but we are talking to our suppliers, sponsors and partners to encourage them to support what we are doing.

We have appointed a Head of Procurement and Sustainability and our key focus is working collaboratively with our suppliers to encourage the sharing of data to further our understanding of the

impacts of our supply chain. We have signed up to a responsible sourcing platform and are seeking to implement an internal procurement toolkit to encourage responsible sourcing considerations when engaging third-party providers.



Progress to date

4.

Reduce energy consumption and improve efficiency; seek to utilise energy from renewable sources where possible.

The data collection and monitoring framework has enabled us to understand much better the amount of energy we use and where we are using it.

We gathered data on the number of miles driven by our event vehicles and requested data from our suppliers on how many litres of fuel are used by the generators that we hire for our events. Once we have baseline figures in place,

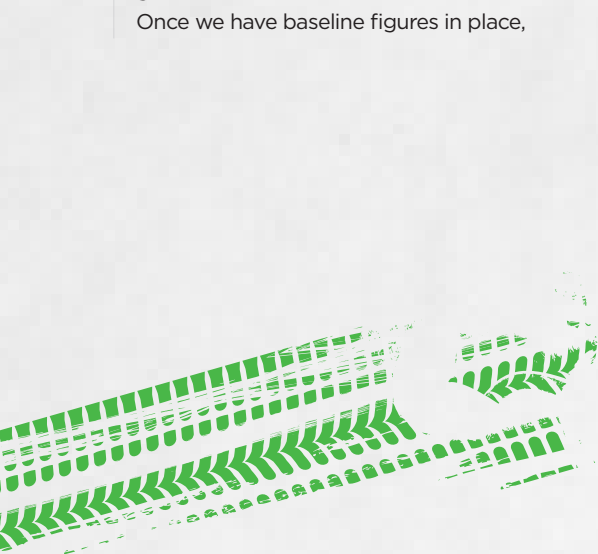
we can set targets for reducing miles and fuel used.

In 2019 we reduced the number of generators used at our events and introduced low-energy hybrid tower lights.

5.

Publish an annual environmental report.

We will be publishing an annual environmental report to update on our progress and this is the first of these reports. Our event websites all have a sustainability page with details of what we are doing to manage our environmental impacts.



our events

LONDON MARATHON
EVENTS

The Vitality Big Half

Date:	10 March 2019
Distance:	13.1 miles from Tower Bridge to Greenwich
Number of participants:	13,353 finishers in the half marathon
Total waste:	9.41 tonnes
Total emissions (scope 1):	4.33 tonnes CO ₂ e



10,000 Oohos



In the largest trial of its kind in the world, **Lucozade Sport** was distributed to runners in **10,000** Lucozade Sport **Oohos** and compostable cups, reducing plastic bottles used

DRINK. DRAIN. DROP.

Runners encouraged to drink, drain and drop their bottles in dedicated drop zones on the route



Clothing discarded at the Start collected to be **REUSED** or **RECYCLED**



**REUSABLE SIGNS
WITHOUT
THE EVENT YEAR
- STICKERS USED
TO UPDATE SIGNS
WHERE
THE DATE IS
REQUIRED**



The Vitality Big Half

Successes & learnings

- The success of the Lucozade Sport Ooho trial led us to use 36,000 of these at the Virgin Money London Marathon. Lucozade Sport Oohos are innovative pods that are 100 per cent edible, made from seaweed extract and filled with Lucozade Sport Orange.
- Learning from changes made to water stations informed what we did at the Virgin Money London Marathon.
- Unfortunately, because of the wet weather, the clothing collected at the Start was too wet to be recycled (instead it was incinerated to produce energy). We are looking into how we can improve the clothing collection system to avoid this happening in the future.

WASTE

End-of-life treatment	Weight (t)	% of total
Energy recovery	5.08	54%
Recycled	3.82	41%
Unknown	0.39	4%
Composted	0.12	1%
Landfill	0	0%
TOTAL	9.41	

EMISSIONS (SCOPE 1)

Source	CO ₂ e: (t)	% of total
Vehicle fleet	0.80	19%
Generators	3.52	81%
TOTAL	4.32	

Scope 1 emissions: direct emissions from owned or controlled sources

CO₂: a unit of measurement of greenhouse gas emissions that represents all greenhouse gases in terms of the global warming potential of carbon dioxide (CO₂). For example, methane is 25 times

more potent as a greenhouse gas than carbon dioxide, so 1kg of methane = 25kg CO₂e.



The Virgin Money London Marathon



Date: 28 April 2019
Distance: 26.2 miles from Blackheath to The Mall
Number of participants: 42,906 finishers
Total waste: 118.86 tonnes
Total emissions (scope 1): 20.42 tonnes CO₂e

700

runners trialed new bottle belts, designed and commissioned by LME, made from 90% recycled materials that were collected for cleaning and reuse



Clothing discarded at the Start collected to be **REUSED** or **RECYCLED**



Plastic bottles collected in drop zones for recycling including a unique **closed loop recycling** system for plastic bottles in Tower Hamlets, Greenwich, Southwark and Canary Wharf



REDUCED NUMBER OF WATER STATIONS BY SEVEN AND 215,000 FEWER BOTTLES ON THE COURSE



3,858 runners had their **race numbers printed on demand** in a trial at the Virgin Money London Marathon Running Show



36,000

Lucozade Sport Oohos and compostable cups used at three Lucozade Sport stations



Used **LOW ENERGY** hybrid tower lights to reduce the amount of energy used and emissions



Final instructions sent by **EMAIL** rather than printed

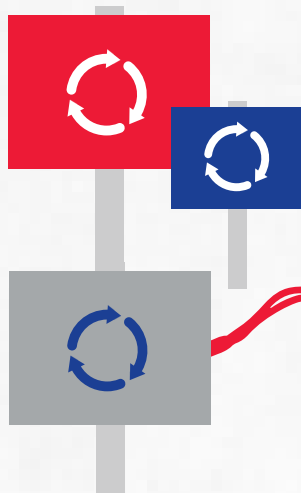


BUXTON WATER BOTTLES MADE FROM 50% RECYCLED PLASTIC AND FULLY RECYCLABLE





All Lucozade Sport bottles made from **100% RECYCLED** plastic and fully recyclable



REUSABLE SIGNS WITHOUT THE EVENT YEAR
- STICKERS USED TO UPDATE SIGNS WHERE THE DATE IS REQUIRED

Banner roll – more than 30 kilometres

of it – collected and reused or

recycled into industrial rags

RECOVERY BAGS GIVEN TO RUNNERS AT THE FINISH MADE FROM 90% RECYCLED PLASTIC AND FREE FROM UNNECESSARY LEAFLETS AND GIVEAWAYS



Successes & learnings

- Following the successful bottle belt trial (on average a runner with a belt used 5.92 bottles, compared to 10.2 bottles for a runner without a belt, a reduction of more than 40 per cent) we will be increasing their use across our running events in 2020. A number of runners reported that using a bottle belt had a positive effect on their performance as they had access to more convenient and regular hydration.
- The closed-loop recycling provided good data and information on how we manage waste at water stations and will be repeated in 2020.
- Drop zones helped us to collect and send more plastic bottles for recycling, but there is still work to be done to meet the challenge of collecting waste over a 26-mile course. Our experience led us to

use tonne bags rather than bins at the Vitality London 10,000. The operation and signage for the drop zones will be further improved for 2020.

- We received a positive response from participants about Lucozade Sport Oohos in post-event surveys, with 83 per cent of the respondents who tried them rating them as good or excellent.
- Participants reported that they find compostable cups difficult to drink from. We will review their use, as initial lifecycle assessments suggested that with the recycling locations available to us they might not have a reduced carbon footprint compared to plastic bottles.
- As a result of printing on demand, nearly 1,000 fewer of the 4,770 Green Start numbers were printed than if we had printed in advance. The distribution process was also quicker than for

pre-printed packs. Printing on demand will be introduced for all numbers and kit bag labels in 2020. This will result in printing 10,000 fewer numbers, 22,500 fewer labels and saving nearly 48,000 envelopes not required to make runner packs.

- We trialled the use of capes with 500 participants to reduce discarded clothing and the number of kit bags to be transported. Following analysis of the trial, we have decided not to continue with their use for a number of reasons. It is more sustainable to encourage people to retain their clothing and use the baggage lorries than to produce a cape that needs washing after use and has to be reused an unrealistic number of times to mitigate the environmental impact of its production. We are investigating more sustainable solutions for kit bags across our events, such as bags made of sugarcane.

WASTE (including from Virgin Money London Marathon Running Show)

End-of-life treatment	Weight (t)	% of total
Energy recovery	58.66	49%
Recycled	56.71	48%
Reused	2.78	2.5%
Composted	0.51	0.5%
Landfill	0	0%
TOTAL	118.66	

EMISSIONS (SCOPE 1)

Source	CO ₂ e: (t)	% of total
Vehicle fleet	7.60	38%
Generators	12.33	62%
TOTAL	19.93	

Scope 1 emissions: direct emissions from owned or controlled sources

CO₂: a unit of measurement of greenhouse gas emissions that represents all greenhouse gases in terms of the global warming potential of carbon dioxide (CO₂). For example, methane is 25 times

more potent as a greenhouse gas than carbon dioxide, so 1kg of methane = 25kg CO₂e.



Vitality Westminster Mile & Vitality London 10,000

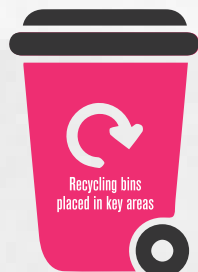
Date:	26-27 May 2019
Distance:	1 mile around St James's Park; 10km from St James's Park to the City and back
Number of participants:	9,198 finishers in Mile, 19,465 finishers in 10,000
Total waste:	5.27 tonnes
Total emissions (scope 1):	4.22 tonnes CO ₂ e



**BUXTON WATER BOTTLES MADE
FROM 50% RECYCLED
PLASTIC AND FULLY RECYCLABLE**



Recycling
volunteers
at drinks
stations



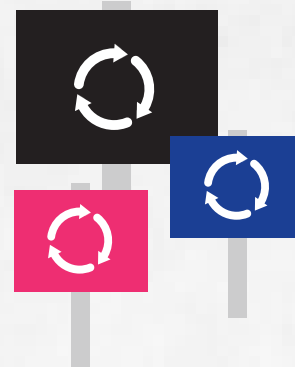
Final instructions sent
by **EMAIL** rather than printed



Staff and spectators encouraged to
use refillable water bottles



Lucozade Sport bottles made from
100% RECYCLED plastic and
fully recyclable



**REUSABLE SIGNS
WITHOUT
THE EVENT YEAR
- STICKERS USED
TO UPDATE SIGNS
WHERE
THE DATE IS
REQUIRED**

**DRINK.
DRAIN.
DROP.**

Runners encouraged
to drink, drain and
drop their bottles in
dedicated drop zones
on the route



Branding material collected and
REUSED or **RECYCLED** into
industrial rags



Successes & learnings

- A new bottle collection system was trialled with tonne bags used at specific drop zones on the race route. 'Drink, drain, drop' signage and instructions reinforced the messaging to runners and resulted in successfully recovering and recycling most bottles from the route. We plan to refine and repeat this model at our running events in 2020.
- We will review waste collection and introduce more separation of waste for future Vitality Westminster Mile and Vitality London 10,000 events.

WASTE

End-of-life treatment	Weight (t)	% of total
Energy recovery	3.10	59%
Recycled	2.17	41%
Landfill	0	0%
TOTAL	5.27	

EMISSIONS (SCOPE 1)

Source	CO ₂ e: (t)	% of total
Vehicle fleet	0.96	74%
Generators	0.33	26%
TOTAL	1.29	

Scope 1 emissions: direct emissions from owned or controlled sources

CO₂: a unit of measurement of greenhouse gas emissions that represents all greenhouse gases in terms of the global warming potential of carbon dioxide (CO₂). For example, methane is 25 times

more potent as a greenhouse gas than carbon dioxide, so 1kg of methane = 25kg CO₂e.



Standard Chartered Great City Race



Standard Chartered
Great City Race
2019

Date:	16 July 2019
Distance:	5km in the City
Number of participants:	5,592 finishers
Total waste:	1.68 tonnes
Total emissions (scope 1):	0.15 tonnes CO ₂ e

START

Created two **WASTE SEPARATION** zones in the **Start/Finish** area for **100%** on-site waste separation



Final instructions sent by **EMAIL** rather than printed



Branding material collected and **REUSED** or **RECYCLED** into industrial rags



EMISSIONS REDUCED at Fullers bar due to no taps powered by generators



REUSABLE SIGNS WITHOUT THE EVENT YEAR - STICKERS USED TO UPDATE SIGNS WHERE THE DATE IS REQUIRED



REPLACED SINGLE-USE PLASTIC CUPS AT FULLERS BAR WITH 100% RECYCLABLE ALUMINIUM CANS AND GLASS BOTTLES



Successes & learnings

- Waste separation zones led to a much better level of waste separation and recycling and this will be introduced to other LME events where possible.

WASTE

End-of-life treatment	Weight (t)	% of total
Recycled	1.13	67%
Energy Recovery	0.55	33%
Landfill	0	0%

TOTAL

1.68

EMISSIONS (SCOPE 1)

Source	CO ₂ e: (t)	% of total
Vehicle fleet	0.12	80%
Generators	0.03	20%

TOTAL

0.15

Scope 1 emissions: direct emissions from owned or controlled sources

CO₂: a unit of measurement of greenhouse gas emissions that represents all greenhouse gases in terms of the global warming potential of carbon dioxide (CO₂). For example, methane is 25 times

more potent as a greenhouse gas than carbon dioxide, so 1kg of methane = 25kg CO₂e.



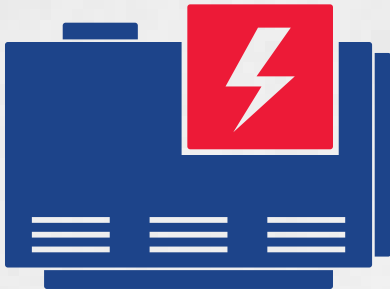
Prudential RideLondon



Date:	3-4 August 2019
Distance:	100, 46 and 19 miles in London and Surrey
Number of participants:	More than 100,000 across event weekend
Total waste:	19.72 tonnes
Total emissions (scope 1):	20.41 tonnes CO ₂ e



**No single-use plastics
used in catering**



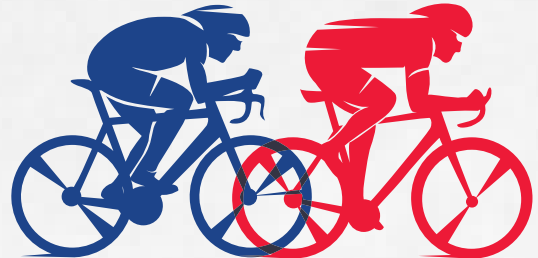
No plastic goody bags
were distributed –
instead participants
could choose from a
selection of
recovery items

**HALVED THE
NUMBERS
OF GENERATORS
FROM THE START**



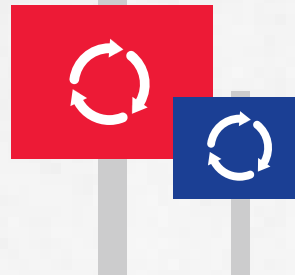
No single-use
plastic bottles
on route or at
the cycling show
– water supplied
in **BOWSERS** on
the route and from
**THAMES WATER
TAPS** at FreeCycle

**Reduction in giveaways at
the CYCLING SHOW**



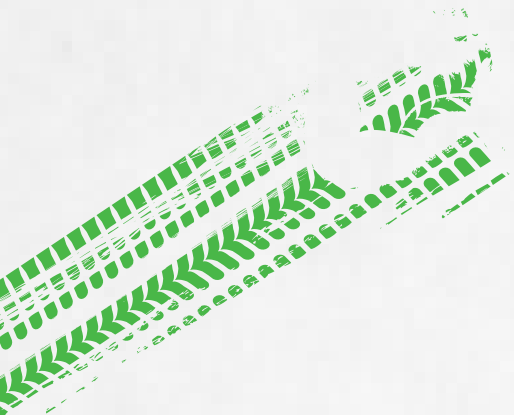
Used **LOW ENERGY** hybrid tower
lights to reduce the amount of energy
used and emissions

Final instructions sent
by **EMAIL** rather than printed



**REUSABLE SIGNS WITHOUT
THE EVENT YEAR
– STICKERS USED TO
UPDATE SIGNS WHERE
THE DATE IS REQUIRED**





We work closely with The Royal Parks, the National Trust and Natural England to ensure our events don't damage or disturb the fragile habitats found along the routes, particularly in protected

areas such as Richmond Park and Box Hill. Our 'Love Where You Ride' campaign encourages all participants to respect the environment and dispose of their litter responsibly – by using the

bins provided and hanging on to their gel wrappers and other waste until they reach a suitable place to dispose of it.

Successes & learnings

- Studies showed closing roads for the event reduces air pollution levels by 90 per cent around the route on event day.
- Enhanced data collection has provided us with a better understanding of the quantity of hydration and nutrition items required for participants.

However, there are challenges in gathering this data across a 100-mile route and learnings from 2019 will allow us to improve further for 2020.

- We used leftover non-perishable food items at Children with Cancer UK Swim Serpentine.

- Learnings from the Prudential RideLondon Cycling Show will be taken forward to the 2020 Virgin Money London Marathon Running Show.



WASTE <small>(including from Prudential RideLondon Cycling Show)</small>		
End-of-life treatment	Weight (t)	% of total
Recycled	10.26	52%
Energy recovery	9.41	48%
Landfill	0	0
TOTAL	19.67	

EMISSIONS (SCOPE 1)		
Source	CO ₂ e: (t)	% of total
Vehicle fleet	6.67	34%
Generators	12.94	66%
TOTAL	19.61	

Scope 1 emissions: direct emissions from owned or controlled sources

CO₂: a unit of measurement of greenhouse gas emissions that represents all greenhouse gases in terms of the global warming potential of carbon dioxide (CO₂). For example, methane is 25 times

more potent as a greenhouse gas than carbon dioxide, so 1kg of methane = 25kg CO₂e.



Children with Cancer UK Swim Serpentine

Date:	21 September 2019
Distance:	½, 1 and 2 miles in the Serpentine, Hyde Park
Number of participants:	4,810 finishers
Total waste:	8.86 tonnes
Total emissions (scope 1):	2.26 tonnes CO ₂ e



REUSABLE SIGNS WITHOUT THE EVENT YEAR – STICKERS USED TO UPDATE SIGNS WHERE THE DATE IS REQUIRED



Successes & learnings

- We will review waste collection and introduce more separation of waste for future Children with Cancer UK Swim Serpentine events.
- We will review whether or not kit bags are required for Children with Cancer UK Swim Serpentine participants.



WASTE

End-of-life treatment	Weight (t)	% of total
Recycled	5.70	64%
Energy recovery	3.16	36%
Landfill	0	0%
TOTAL	8.86	

EMISSIONS (SCOPE 1)

Source	CO ₂ e: (t)	% of total
Vehicle fleet	0.05	3%
Generators	1.94	97%
TOTAL	1.99	

Scope 1 emissions: direct emissions from owned or controlled sources

CO₂: a unit of measurement of greenhouse gas emissions that represents all greenhouse gases in terms of the global warming potential of carbon dioxide (CO₂). For example, methane is 25 times

more potent as a greenhouse gas than carbon dioxide, so 1kg of methane = 25kg CO₂e.



Marathon House & LME Warehouse

As well as looking at the sustainability of our events, we have assessed operations at our London headquarters and identified areas of focus.

2019 initiatives

- Continued to provide every member of staff with a reusable drinks bottle
- Removed bottled water from meeting rooms
- Improved signage on bins and introduced collection of food waste
- Adjusted the Marathon House thermostat to save energy
- Warehouse powered by renewable energy
- Held a sustainability awareness week for staff
- Held an all-staff sustainability ideas generating session
- House plants in the office to improve the environment

Plans for 2020

- Move to a renewable energy tariff at Marathon House
- Improve tracking of staff travel emissions
- Review waste collection system at warehouse as cannot be reliably measured at present
- Encourage further energy-saving habits among staff
- Install timers in showers to encourage water saving
- Sustainability awareness day for all staff

WASTE

End-of-life treatment	Weight (t)	% of total
Energy recovery	7.21	44%
Recycled	5.58	34%
Anaerobic digestion	3.53	22%
Landfill	0	0%
TOTAL	16.32	

EMISSIONS (SCOPE 2)

Source	CO ₂ e: (t)	% of total
Vehicle fleet	69.54	100%
Generators	0	
TOTAL	69.54	

Scope 2 emissions: indirect emissions from purchased energy



Overall statistics

Total waste produced in 2019

BREAKDOWN BY TREATMENT			BREAKDOWN BY EVENT		
End-of-life treatment	Weight (t)	% of total	Event	Weight (t)	% of total
Energy recovery	90.75	50.39%	The Vitality Big Half	9.41	5.22%
Recycled	82.03	45.54%	Virgin Money London Marathon	118.86	65.99%
Reuse	3.53	1.96%	Vitality Westminster Mile & London 10,000	5.27	2.93%
Anaerobic digestion	2.78	1.55%	Standard Chartered Great City Race	1.68	0.93%
Compost	0.63	0.35%	Prudential RideLondon	19.72	10.95%
Unknown	0.39	0.22%	Children with Cancer UK Swim Serpentine	8.86	4.92%
			Marathon House & LME warehouse	16.32	9.06%
TOTAL	180.12		TOTAL	180.12	

Total scope 1 emissions in 2019

BREAKDOWN BY SOURCE			BREAKDOWN BY EVENT		
Source	CO ₂ e: (t)	% of total	Event	CO ₂ e: (t)	% of total
Vehicles	17.73	34.23%	The Vitality Big Half	4.33	8.35%
Generators	34.06	65.77%	Virgin Money London Marathon	20.42	39.48%
			Vitality Westminster Mile & London 10,000	4.22	8.06%
			Standard Chartered Great City Race	0.15	0.29%
			Prudential RideLondon	20.41	39.44%
			Children with Cancer UK Swim Serpentine	2.26	4.37%
TOTAL	51.79		TOTAL	51.79	





What's
next?

LONDON MARATHON
EVENTS

What's next?

Our focus in 2019 was on data collection, understanding our overall environmental footprint and testing a number of different initiatives to reduce our impacts.

We will now build on this work in 2020 and over the next five years, including expanding the successful 2019 initiatives and continuing to improve our data collection, particularly around scope 3 emissions such as participant and spectator travel.

We have worked with experts to set ourselves stretching targets that are aligned with our objective to inspire and deliver innovation in mass participation event sustainability.



WASTE



EMISSIONS



PRODUCT



SUPPLY
CHAIN

2020 targets

We want to reduce our environmental impacts in all our operations and activities across our 13 events. In 2020 we will focus on four key areas: waste, emissions, product and supply chain.

We have set ourselves company-wide and event-specific targets which will be reviewed and refined each year as more information and data is collected and as we continue to learn.

The targets and the actions that sit under them were developed and agreed internally before the world was faced with the unprecedented ramifications of the global Covid-19 pandemic. At the time of writing this has led to the postponement of the Virgin Money London Marathon, the Vitality London 10,000 and the Vitality Westminster Mile. However, our commitment to ensuring we minimise our environmental impacts remains.

Our 2020 events may not take place in the format they were intended at the start of the year, but we will endeavour to achieve the targets we have set and corresponding actions as best we can. We have already achieved one of our targets and implemented many of the actions at The Vitality Big Half in March 2020. We will update you on our progress in our 2020 environmental report.



Waste

Target: Increase our overall recycling rate to above 60 per cent (from 2019 levels of 45 per cent)

1.

Encourage our participants to 'drink, drain, drop' within the specific signposted drop zones to ensure bottles are recycled and we keep the streets clean

3.

Separate waste at source at the majority of our venues and festival sites

2.

Use bottles made of 100 per cent recycled and recyclable materials

4.

Improve our understanding of what happens to our waste, including conducting full waste audits of the Virgin Money London Marathon Running Show and Prudential RideLondon Cycling Show

Subject to change as a result of the ramifications of the global Covid-19 pandemic



Emissions

Targets:

Reduce scope 2 purchased energy emissions by 100 per cent from current levels to zero by switching to a renewable energy provider

This has already been achieved in March 2020

Achieve a net zero carbon footprint across our scope 1 emissions (event vehicles and generators) and elite athlete travel

1.

We have moved to a green energy provision across our estate

2.

Offset the emissions from event vehicles and generators while we transition to alternatives by investing in verified tree-planting projects

3.

Offset the travel of elite athletes competing in our events by investing in verified tree-planting projects

4.

Introduce electric vehicles

5.

Encourage participants to take public transport to our events

Subject to change as a result of the ramifications of the global Covid-19 pandemic



Product

Target:

Eliminate at least three tonnes of excess product across our events

1.

Eliminate plastic recovery bags across all our events

2.

Remove unnecessary recovery items

3.

Increase use of bottle belts by participants to reduce the number of plastic bottles used

4.

Continue to provide Lucozade Sport Oohos and compostable cups, reducing wastage of product and plastic bottles used

5.

Print all running numbers on demand for the Virgin Money London Marathon

6.

Introduce new kit bags made from sugarcane that have a lower carbon footprint and emissions associated with production

7.

Reduce packaging on finisher T-shirts

8.

Increase the amount of reusable banner roll at our events

Subject to change as a result of the ramifications of the global Covid-19 pandemic



Supply chain

Target:

Introduce a responsible procurement toolkit to educate and inform our buying practices, encouraging the use of sustainably and ethically sourced materials

1.

Engage early with our suppliers to work with them to increase and improve the level of data they provide

2.

Work with our suppliers to increase understanding of their supply chain and environmental impact, including our scope 3 emissions

3.

Incorporate environmental and sustainability considerations into supplier agreements

Subject to change as a result of the ramifications of the global Covid-19 pandemic



Conclusion

This report has focused on the environmental footprint of our own operations and activities, but we recognise that our footprint is broader.

We want to deliver our events and run our company in a responsible way that has positive social, environmental and economic impacts and inspires other mass participation event organisers to do the same.

Our commitment to inspire and deliver innovation in mass participation event sustainability is embedded as a key pillar of our organisation and we take that responsibility very seriously.

We will review the latest technology advancements and seek expert advice as we decarbonise our operations. We will also continue to listen to feedback from our participants.

We recognise that LME alone is not able to effect significant change across the industry. This is a collective responsibility and needs innovative collaboration to succeed.

We will be working closely with other mass participation event organisers in the UK and internationally, through the Abbott World Marathon Majors and UN Sport for Climate Action Framework, to inspire a wider adoption of measures to address sustainability issues.

We owe this to future generations and our planet.

Acknowledgements

This report builds on the analysis of large amounts of data collected across our events and was developed with the support of several experts.

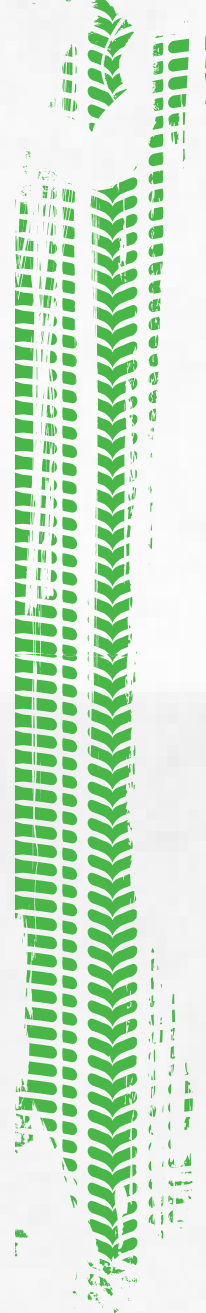
We would especially like to thank Environmental Resources Management Ltd, which has provided valuable input across the data collection and compilation of this report.

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Very special thanks go to our sponsors, partners and official suppliers whose cooperation and data provision has facilitated several of our initiatives.

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Finally, we would like to say a huge thank you to our participants, staff and volunteers. Without their feedback and support with our initiatives, this report and the work accomplished in 2019 would not have been possible.





We hope we have made
the right impression on you