



GREEN LEAGUE
Sport Alliance for the Environment

Case Studies Collection

Good Practices on Sport and Environment Protection- Italy



Acknowledgments

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SPORT & ENVIRONMENT INITIATIVES IN ITALY



CASE 1

KEEP CLEAN AND RUN - PLOGGING

<p>AIM</p> <p>The aim is to run and pick up garbage on the way.</p>	<p>TARGET GROUP</p> <p>Runner, organizations operating in the field of environment, young people, anyone that practice sports and love nature</p>
<p>GEOGRAPHICAL AREA</p> <p>Italy</p> <p>1st stage: Isola d’Elba: Cavo – Marciana Marina</p> <p>2nd stage Castagneto Carducci – Pomaia</p> <p>3rd stage Orciano Pisano – Pontedera</p> <p>4th stage Revet S.p.A. – Capannori</p> <p>5th stage Olbia – Calangianus</p> <p>6th stage Bortigiadas – Chiaramonti</p> <p>7th stage Cargeghe – Stintino</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Walking, Running</p>
<p>WEBSITE REFERENCES</p> <p>https://keepcleanandrun.com</p> <p>https://www.gazzetta.it/running/11-04-2022/keep-clean-and-run-for-peace-2022-elba-sardegna.shtml</p> <p>https://tg24.sky.it/cagliari/2022/05/07/eco-maratona-al-traguardo-con-373-kg-di-rifiuti-raccolti</p>	<p>STAKEHOLDERS & PARTNERS</p> <p>The initiative is promoted by Roberto Cavallo, CEO Società Cooperativa ERICA (https://www.cooperica.it/) that since 1996 promotes environmental awareness, and it aims to broaden the sport professionals interested in environmental issues.</p> <p>Other stakeholders are the ministry ecological transition, Unicredit bank and the municipalities touched by the stops.</p> <p>The beneficiary of the practice is the whole community where the activity takes place.</p>
<p>SHORT DESCRIPTION</p> <p>The initiative started in 2015 with the first edition of the <i>plogging race</i> (races that also involve picking up trash). Since then, every year, a plogging event has been organized in different parts of Italy.</p> <p>The last event was during the spring 2022 and it is described as the “longest plogging race in the world”.</p> <p>This eco-trail wants to focus on littering, spreading the message that this practice has a huge impact on the sea’s health, and it must be counteracted in its places of origin, the inland.</p> <p>The objective is to raise awareness about the environmental situation, encouraging people to take care of nature.</p> <p>The methodology is the <i>plogging</i>, the practice of combining sport and litter picking.</p> <p>The initiative was sponsored and documented over the years and local administration and local community have been engaged at each run stage, encouraging them to join the cleaning.</p>	

CHALLENGES

The organisation of such events requires a huge effort, both during the preparation phase and during the event itself. This difficulty can be reduced by involving schools and public administration to support the organisation and promotion.

IMPACT

The last edition involved more than 300 people in cleaning activities. This implies that people are more aware about the importance of taking care of the environment.

SUSTAINABILITY

Schools and institutions, as well as sport trainers could promote events regularly to increase awareness. It is not necessary to have a big budget for that, and the benefits will be much higher than the costs.

REPLICABILITY

The practice can be replicated on a large scale. It can be made in any environment with different characteristics (in the city, in the countryside, in the sea, rivers...) and it does not require a high cost to be implemented.

LESSONS LEARNT

The good practice is noteworthy and easily adapted to different context

Rossano Ercolini, professor, ecological activist and now director of ZeroWaste Italy, has no doubts stating that *"[to have an impact] it is necessary to promote the participation and involvement of the people. They must feel protagonists"* (Rossano ercolini)

This case study shows that people actually care about the environment if others do. It is a process that can require some time, but it is thanks to these kinds of initiatives that people become aware about the importance of safeguarding the place they live in.

Therefore, it was fundamental to engage students to prevent bad behaviour in the future.

CASE 2

PLASTIC HUNTING - CACCIA ALLA PLASTICA

AIM

The aim is to pick-up plastic while swimming

TARGET GROUP

The target is the local community as a whole

GEOGRAPHICAL AREA

Italy Protect area of Gaiolo, Naples, Campania

SPORT or PHYSICAL ACTIVITY INVOLVED

Swimming, Walking

STAKEHOLDERS & PARTNERS

The initiative is organized by N'Sea Yet in collaboration with UISP NAPOLI, in agreement with the Marine Protected Area Parco Sommerso di Gaiola, and with the participation of the associations Let's do it Italy, Cleanap, Round Table, CSI Gaiola Onlus FAI and the Boys of the Juvenile Penal Institute of Nisida

Other supporters of the event are: the olympic swimming champion Massimiliano Rosolino, the singer Malika Ayane, the councilors of the Municipality of Naples Emanuela Ferrante, Paolo Mancuso, Vincenzo Santagada and Luca Trapanese.

The beneficiaries of the initiative are the local community and the minors from the Juvenile Penal institute.

It is an opportunity to draw attention to the importance of the cooperation and the shared results: to win it is essential that everyone gives a contribution.

WEBSITE REFERENCES

<https://www.reamarinaprotettagaiola.it/single-post/presentazione-evento-caccia-alla-plastica-swimming-edition-2022>

<https://www.uisp.it/napoli/pagina/caccia-alla-plastica-swimming-edition-ii>

<https://www.ilroma.net/curiosita/liniziativa-solidale/caccia-alla-plastica-swimming-edition-sport-tutela-dellambiente-e>

<https://www.fondalicanpania.com/napoli-caccia-alla-plastica-2-km-di-nuoto-a-sostegno-dellambiente/>

<https://www.dalsociale24.it/3-luglio-caccia-alla-plastica/>

<https://www.facebook.com/events/1185319862231393>

<https://www.youtube.com/watch?v=yD6gsgyhxWg>

SHORT DESCRIPTION

The first event was in 2020, but it's at its second edition.

A few years ago, the N 'Sea Yet association launched "Prendi 3 - Get 3" in Naples. The idea was to recover three pieces of plastic from the beach, the sea, the road to help making the world cleaner. From three the pieces of plastic collected have increased. Thus, the association has organized various awareness raising and collection activities. One of the most successful ones was Plastic



hunting. On the 3rd July the initiative was revived. This time in another location, between Nisida and Gaiola. A day dedicated to safeguarding the sea, freeing it as much as possible from plastic.

The teams consist of 4 people (1 professional swimmer and 3 hunters). The hunters will have to collect as much plastic as possible along the entire Posillipo coast while the swimmer will have to complete the race course (from Nisida to Gaiola) in the shortest possible time. For each kilo collected by the hunters, 1 second will be discounted on the swimmer's race time.

The team with the swimmer who has the lowest time will win.

Another option is to join the initiative also as a kayak guide.

The competition in the sea is reserved only for Uisp competitive swimmers, while all the other participants, together with the associations and children of the Nisida juvenile prison, will compete in the land team, simultaneously with the swimmers.

CHALLENGES

Engaging people and young people often requires a great effort, especially if the activity requires cleaning and collecting rubbish.

IMPACT

The initiative involved many people and many organisations that have given relevance to the problem of plastic in the seas. 70 kg of plastic were collected, focusing on the consumption and incorrect disposal of plastic. Following the demonstration, a petition was created, on change.org, to contrast the construction of a sewer drain near the protected area.

SUSTAINABILITY

A large investment of funds is not compulsory for the realisation of this initiative. However, it is necessary to involve local realities. A great organisational and communicative effort is necessary.

REPLICABILITY

The initiative can be extended easily to other areas by seas, rivers and lakes. It is also possible to adapt the methodology to other sports, for example running. This would make it possible to extend the practice widely.

LESSONS LEARNT

In conclusion it is possible to say that the good practice is replicable and engaging, both as regards the local community and for the stakeholders involved. In fact, the issue of environmental protection is a deeply felt issue at national level.

"Gaiola, as a protected area, has been committed to these issues for 20 years" explains Maurizio Simeone, director of the Submerged Park of Gaiola and adds: "we have welcomed this second edition of the initiative to support the awareness of environmental and marine protection issues that we have in common with enthusiasm and joy also for the union with sporting activity".

"Gaiola, the coast of Posillipo and Bagnoli risk a further opening of the sewer drain with a doubling of the system near Cala Badessa, which constitutes a further danger of environmental pollution" says Francesca Zazzera, a volunteer of GreenPeace Naples and continues: "On Change.org we launched a petition to ask for the cancellation of this project". the people. They must feel protagonists"

CASE 3

PLASTIC FREE RIDE

AIM

This case study wants to show that everyone can make a difference by making small actions.

TARGET GROUP

Organisations operating in the field of environment, young people, anyone that is interested in acting for the environment, trainers, stakeholders.

GEOGRAPHICAL AREA

Different part of Italy and Europe, in different years (2019-2022)

SPORT or PHYSICAL ACTIVITY INVOLVED

Cycling

STAKEHOLDERS & PARTNERS

The project is supported by:

- <https://www.scott-sports.com/it/it/>
- <https://www.scott-sports.com/it/it/news/bike/scott-italia-progetto-plastic-free-ride>
- <https://www.bergamont.com/it/it/>
- <https://www.rudyproject.com/>
- <https://www.the-lab.it/>

It is possible to consider the whole community. Willing people can join the practice and can share the cleaning practice, understand better the value of a clean environment.

WEBSITE REFERENCES

There is a dedicated website <https://www.plasticfreeride.it/> that the 2 riders use to communicate the news and the planned trips. The website also collects the articles and the magazine that reports the news.

<https://www.ildolomiti.it/societa/2022/da-arco-a-budapest-in-bici-per-ripulire-piu-di-mille-chilometri-dai-rifiuti-la-coppia-plastic-free-ride-ancora-troppe-mascherine-e-bottiglie-di-plastica-lasciate-per-terra>

<https://www.ladige.it/territori/riva-arco/2022/06/27/in-bicicletta-da-arco-a-budapest-a-caccia-di-rifiuti-di-plastica-da-raccogliere-1.3248972>

<https://www.facebook.com/479026179096759/posts/pfbid0CKRvXEFcRpCMX3NWbro1DeX1ozLETfA1wTyGgKPNwZFKrEpstdPkhs1KvQYnTKCbI/?d=n>

<https://pedaling.it/2022/03/30/plasticfreeride/>

<https://www.qdpnews.it/comuni/pederobba/pulire-le-strade-pedalando-armati-di-pinze-e-cestini-plastic-free-ride-sbarca-a-pederobba-grazie-a-wamii-maggio-onorati-di-averli-qui/>

<https://ebiketavel.it/plastic-free-ride-uniniziativa-green-su-due-ruote/>

<https://www.vitadueruote.it/soluzioni-sostenibili-bike-plogging-a-impatto-meno-uno-e-suonare-con-strumenti-musicali-riciclati/>

SHORT DESCRIPTION

The project is carried out by two riders who love to travel by bike, away from pollution. They ride with everything they need to clean the environment of waste with the aim of doing something concrete to tell people about and to do their part in defending natural environments.



PlasticFreeRide was born in 2019 from a dream, and it grows every day, every time someone shares a piece of the road with these 2 riders, and who believes in the project.

The approach this practice uses is very simple: you plan a bike ride and, in slow motion, you stop to clean up the route of the trash you encounter and take the opportunity to talk to people you meet along the way and carry out.

CHALLENGES

The challenge is to engage people in adopting sustainable behaviours. It is not always easy to do and it takes time and good communication.

The riders, promoters of the initiative, had to look for some sponsors to provide the necessary tools: clamps, bike cart... they found support in some sports stores that promote a healthy and sustainable lifestyle.

IMPACT

The good practice obviously has an impact on the local area, which is cleared of trash, but also on the local community that the bike ride passes through. People realise the importance of contributing to environmental protection.

SUSTAINABILITY

It is easy to replicate since there is no need for funds to support this initiative and it is possible to find cycle paths in every city and Country.

REPLICABILITY

The good practice can be replicated in different cities and countries. It would be necessary to engage people interested in the topic and the initiative might be replicated everywhere, at local, national and international level.

LESSONS LEARNT

It is possible to state that the good practice has a relevant impact in the site it is implemented.

"I am a staunch environmentalist" Raffaele states, "I decided to undertake this project as I believe that in our own small way, we can do a lot. Of course, maybe it will not change the fate of the planet, but it can be a signal. A signal for change. Or maybe a stimulus. For others as well. If only I do it, nothing changes. But if we start being many people then maybe something starts to change."

Plastic free ride is a lifestyle and people can get inspiration from them just observing them.

The most important lesson to be learned from this practice is the fact that even small spontaneous gestures can make a difference and bring about a small change

CASE 4

ECO TREKKING - TUTTO È PARTITO DAL CIEL

AIM Combining sport and astronomy in a memorable event of hiking and star observation.	TARGET GROUP Sport organisations, associations.
GEOGRAPHICAL AREA Monte San Giovanni in Sabina, Rieti, Lazio, Italy	SPORT or PHYSICAL ACTIVITY INVOLVED Walking, Hiking

STAKEHOLDERS & PARTNERS

The initiative was promoted by Open Sky with the patronage of the Lazio Region and the Municipality of Rieti.

The environmental hiking guide Mauro Cappelletti and experts from the Astronomical association (National Network of Astronomical Tourism, which certifies the ideal locations for astro tourism and the most beautiful skies in Italy, where you can gaze at the stars and stay) participated.

The path, very simple and open to all for free, allowed anyone who wanted to take part in the event.

WEBSITE REFERENCES

The practice has been shared in many channels and local newspapers, as well as the stakeholders' websites.

https://www.virgilio.it/italia/monte-san-giovanni-in-sabina/eventi/tutto-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-alla-scoperta-di-monte-san-giovanni-in-sabina_8062149_6

<https://lifefactorymag.com/2022/08/26/tutto-e-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-a-monte-san-giovanni-in-sabina/>

<https://www.gazzettadiroma.it/tutto-e-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-a-monte-san-giovanni-in-sabina/>

https://www.ilmessaggero.it/rieti/rieti_eco_trekking_monte_tancia_natura_evento-6885494.html

<https://www.italiansnews.it/tutto-e-partito-dal-cielo/>

<https://www.openskynoprofit.org/tutto-e-partito-dal-cielo/>

<https://www.zarabaza.it/2022/08/09/tutto-e-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-a-monte-san-giovanni-in-sabina/>

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<https://pedaling.it/2022/03/30/plasticfreeride/>

<https://www.qdpnews.it/comuni/pederobba/pulire-le-strade-pedalando-armati-di-pinze-e-cestini-plastic-free-ride-sbarca-a-pederobba-grazie-a-wamii-maggio-onorati-di-averli-qui/>

<https://ebiketavel.it/plastic-free-ride-uniniziativa-green-su-due-ruote/>

SHORT DESCRIPTION

The initiative aims to make living an experience of environmental and cultural awareness in a joyful way, in an evocative and little-known area where sport, food, music and science meet, respecting nature.

The event lasts one evening but the aim is to make the area known, enhancing its potential.

The activity begins with a moment of internalisation guided by a meditation teacher and continues with eco-trekking. The route includes a walk for everyone, through a path of great naturalistic value. Hikers are advised to bring gloves and bags to collect any waste encountered on the way. Returning from the walk, participants will be explained the route, what eco-trekking is, the ethics of the hiker and how to limit the environmental impact of an excursion.

The experts of the Astronomical association (National Astronomical Tourism Network, which certifies the ideal locations for astro tourism and the most beautiful skies in Italy, where you can gaze at the stars and stay), will illustrate the theme of light pollution and will make available their powerful telescopes, helping the participants in the discovery of planets and constellations, the public will be able to participate in a real astronomical observation.

CHALLENGES

The biggest effort was related to the organization. The idea of putting together different aspects has been, without any doubt, very challenging. Exploring and communicating different aspects regarding environmental sustainability needed to have a strong connection between all elements

IMPACT

The impact of this practice was a higher awareness of the importance of taking care of the environment in all its shapes. Not just plastic and air pollution, but also light pollution.

SUSTAINABILITY

Thanks to the stakeholders and organisers it was possible to implement the initiative. To replicate an experience such as this one, it is necessary to have professionals and experts that can guide the audience, and that own the technical tools to do so.

REPLICABILITY

There is a good chance to be able to replicate the initiative since it is engaging and, with the right partners, not so difficult to implement. Other organisations, in different places, could get inspiration from it. It is a good opportunity to engage the local community outside the cities.

LESSONS LEARNT

In conclusion, it can be said that the good practice turned out to be very interesting and useful in bringing people closer to different environmental pollution problems. It involved many stakeholders and people with different backgrounds. The most interesting element is definitely the concatenation of several disciplines: trekking, astronomy, and civic sense.

The practice promoted environmental and climate education in many aspects. Giving the possibility to touch with hands, and eyes, the environmental issues that sometimes people don't have the chance to notice.



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