



standard  
chartered

# Setting the Pace

Sustainability Performance Report

Standard Chartered  
Nairobi Marathon





# Introduction

## Our Objective

At Standard Chartered, our heritage and values are expressed in our brand promise, Here for good. Our ambition is to embed sustainability into everything we do and, as such, our Marathon platform has set the goal to be 'The most sustainable running platform in the world'.



For Standard Chartered events we have established our vision and identified four pillars of sustainability that support this, which forms the basis for the structure of this report:

- **Natural environment:** moving towards zero negative impact on the environment, accelerating net zero, and balancing out impacts with positive activities
- **Access and equality:** promoting diversity and inclusion, lifting participation and volunteering, ensuring participant satisfaction at all our events, and introducing new people to the sport
- **Community and economic impact:** stimulating tourism, job creation, and economic development through our events
- **Influence and legacy:** improving health and encouraging healthy living, using our platform to encourage positive sustainability action, and innovating and collaborating to promote good practice

We recognise that achieving our sustainability aspirations is a marathon, not a sprint. Our ambition will be realised through sequential action and ongoing advocacy with partners. In 2021 we put this ambition into action, using the Standard Chartered Nairobi Marathon as a pilot event to measure our baseline impact and identify areas to prioritise action in future. The Performance Reporting process piloted by the Nairobi Marathon is designed to provide an objective baseline view on our sustainability performance, to understand where we sit on our journey against our four pillars of sustainability and to identify where we can make the most difference in future events.



## What Does It Mean To Be the World's Most Sustainable Marathon?

We aim to minimise the negative impacts of our events and drive positive change wherever we can. At Standard Chartered, our ambition is to create a marathon platform that delivers mass-participation sporting events that improve health and wellbeing and provide a sense of achievement to participants; that are open and inclusive and stimulate community engagement, civic engagement and local economic development; that provide a platform to inspire others to better themselves; that promote innovation, collaboration and solidarity amongst participants and spectators; and that have a positive impact on the natural environment.





## About the Nairobi Marathon

The history of the marathon dates back to 2003 when as part of the Standard Chartered Bank's 150th anniversary celebrations, the Bank launched the 'Seeing is Believing' as the Bank's flagship community initiative aiming to eradicate avoidable blindness. The marathon has been used to fundraise for the bank community initiatives, provide a platform for budding athletes and showcase Nairobi City as a tourist destination. The marathon has made great strides in last the 18 years to become the largest single-day sporting event in Kenya and since its first edition in 2003, the event has attracted over 250,000 participants in total.

In 2020, owing to the pandemic, a difficult decision to cancel the marathon was made. This time was however used to gather feedback and information on previous marathon editions, what was important for the running community and most importantly, how to navigate hosting of the marathon amidst the pandemic and its aftermath. Taking the insights gained in 2020, the 18th edition of the marathon held in 2021 saw the comeback of the marathon in a fashion not seen before. We adopted a hybrid format: a physical marathon, limited to elite runners only, and a virtual marathon open to the general running community globally. This format allowed us to appreciate the integration of technology within our athletics sector and open up the marathon for participants who traditionally could not travel for the physical marathon. Over 5,600 participants from different parts of the world registered and participated in the virtual marathon. This virtual event was tracked through the Strava app and results uploaded onto the SCNM website.

Through the virtual marathon, there were also satellite runs in various regions within the country with the biggest being hosted at Masinde Muliro University of Science and Technology with over 400 virtual runners. This was the first time in the marathon's history to host runs outside Nairobi, the capital city of Kenya.

The physical event was attended by 2,500 participants, from different parts of the world. Some of the members who joined the event were elite runners from different running clubs across the country, with the main camps featured under the Kipkeino foundation which is a Futuremakers beneficiary. International participants included runners from Uganda, Tanzania, Nigeria, Chile, and South Africa amongst other countries.



# Nairobi Marathon 2021 at a Glance

## Our Vision

Our vision is a marathon platform delivering mass-participation sporting events that improve health and wellbeing and provide a sense of achievement to participants; that are open and inclusive and stimulate community engagement, civic engagement and local economic development; that inspire others to better themselves; that promote innovation, collaboration and solidarity amongst participants and spectators; and that have a positive impact on the natural environment.

### Natural Environment

343

tCO<sub>2</sub>e GHG emissions

100%

of waste recycled

>50%

of water provided in bulk to avoid single-use plastic bottles

11,311

tree seedlings planted



### Access & Equality



86

wheelchair participants

31

nationalities participated

10

satellite events hosted across Kenya

39%

female participation

531

volunteers

### Community & Economic Impact

6,764,000

KES raised for Futuremakers



5

local charities and initiatives supported

>89 million

KES spent on SMEs

### Influence & Legacy



3

year partnership with NACCFA

3

virtual pre-marathon challenges set up within the Strava platform





# Natural Environment

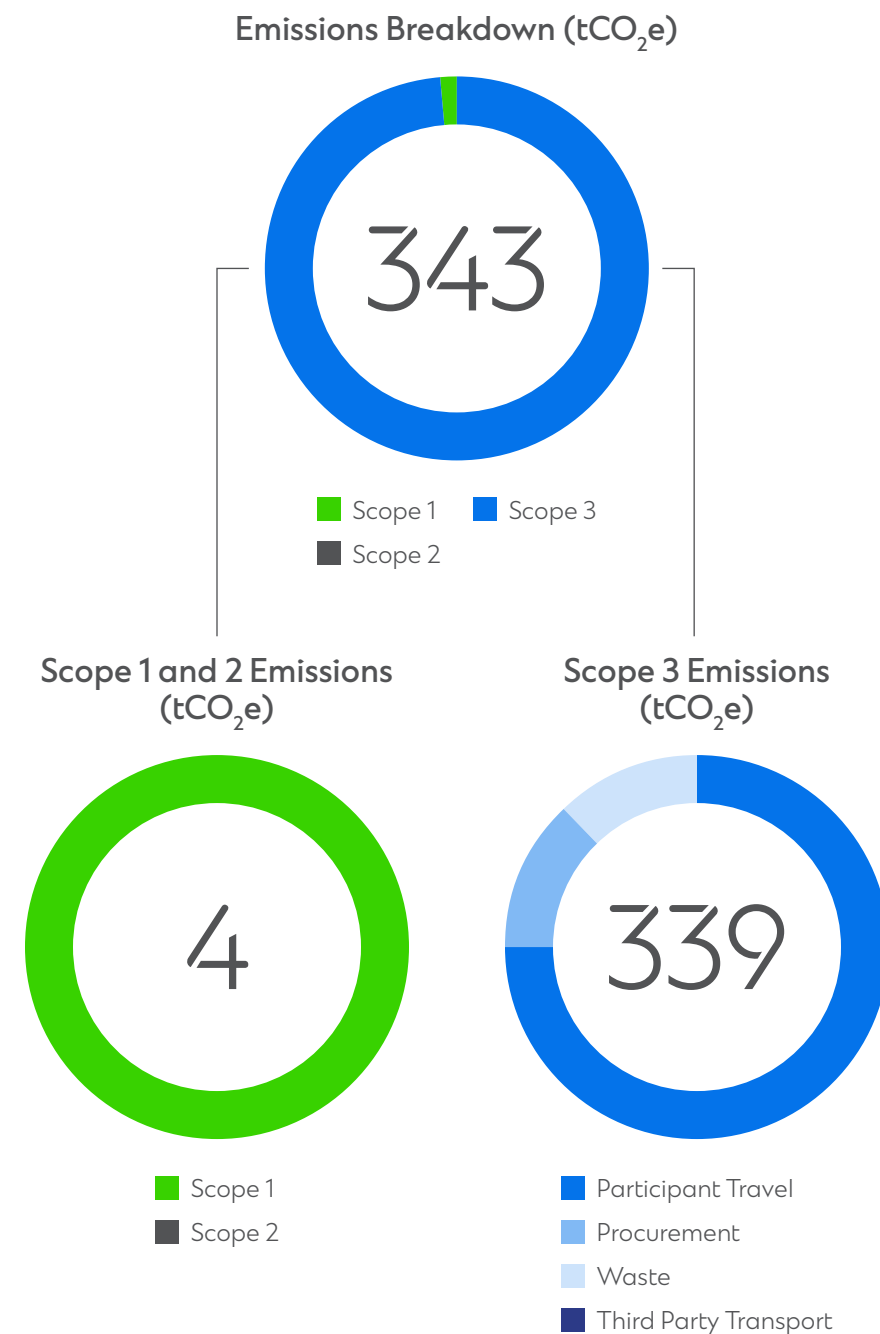
Mass participation sporting events have an impact on the natural environment through consumption of natural resources and the production of emissions and waste. However, these impacts can be managed and events also present an opportunity to have a positive impact through partnering with local organisations and promoting environmental initiatives.

## GHG Emissions

**Scope 1 emissions:** direct greenhouse gas emissions from vehicles and generators burning fuels. These are the emissions that Nairobi Marathon has most control over.

**Scope 2 emissions:** indirect greenhouse gas emissions from purchased electricity, heat and steam. This was not applicable to Nairobi Marathon because there was no festival location for the 2021 Marathon.

**Scope 3 emissions:** indirect emissions from the Nairobi Marathon's value chain. This includes third party transport and storage, participant travel and accommodation, purchased product, and waste.



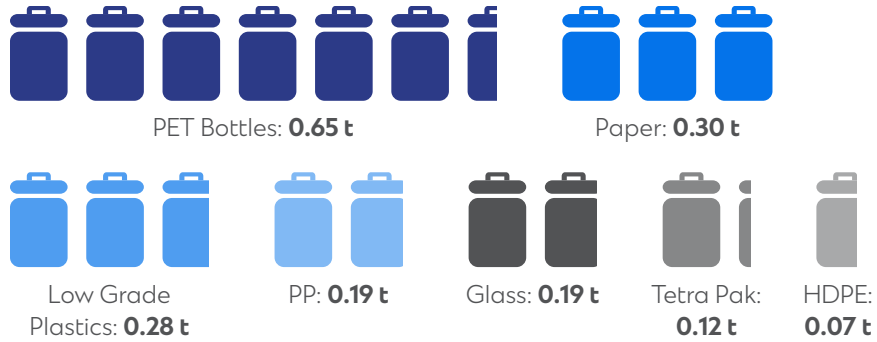


1.78

total tons of waste recycled

100%

of waste from the event was recycled



## Waste

Waste is a key focus due to the use of single-use items in mass participation events. These single-use items, the majority of which are made from plastic, have an impact on the natural environment both from their production and their end-of-life treatment. Reducing waste therefore also reduces the environmental impact of the event. 100% of waste from the event was recycled, with PET bottles being repurposed as material inputs for the production of synthetic fleece materials for clothing.

Where possible, Nairobi Marathon reuses materials. Generic elements such as mesh branding and teardrop banners have been reused over the years. Given that the marathon identity had

the edition year as part of the logo and some elements such as route directional signages and the start/finish arches are reliant on variable factors (e.g., event route, sponsors), some rebranding had to be incorporated through the years. Owing to the bank’s rebrand in 2021, however, there is the need to redo the marathon branding material in totality. The new marathon identity, being time agnostic, allows a wider range of elements to be reused.

With a more generic marathon logo, we intend to apply generic designs and colours for the marathon apparel and medals to allow for the reuse of these items in subsequent editions and avoid wastage.

Further, we will employ a sequential allocation process for the race numbers where the numbers will be allocated in an ascending order for only the number of runners registered in that year. In subsequent editions, the race numbers from the previous editions will be allocated first and new ones ordered on a need basis. These measures are being put in place to ensure reduced wastage and promotion of sustainability for the marathon.

## Water & Hydration

18,691L of hydration were provided for the event, with over 1/3 of Nairobi Marathon event waste being from PET bottles. Nairobi Marathon used a water truck to supply 10,000L of water for the event, saving the equivalent of 33,000 individual water bottles (compared with 25,650 water bottles distributed at the event). 6,000 paper cups were used for the marathon event in the place of plastic bottles.

## Biodiversity

To create awareness on importance of green spaces within our cities, we partnered with Kenya Forest Services to host Standard Chartered Nairobi Marathon launch event and Warm Races in their green spaces around the country—The Nairobi Arboretum, Karura Forest, Ngong Forest Sanctuary. We hosted a total of four events including 2 warm up races, The Homerun and the marathon launch event. Tree seedlings were distributed to every finisher during the virtual marathon week and the physical marathon event. A total of 11,311 tree seedlings were planted across the country. We also launched and officially signed a three year partnership with Nairobi Arboretum Conservancy Community Forest Association (NACCFA) to rehabilitate The Nairobi Arboretum Park and to promote urban green spaces, including the support for a 1 million seedlings nursery.



# Access & Equality

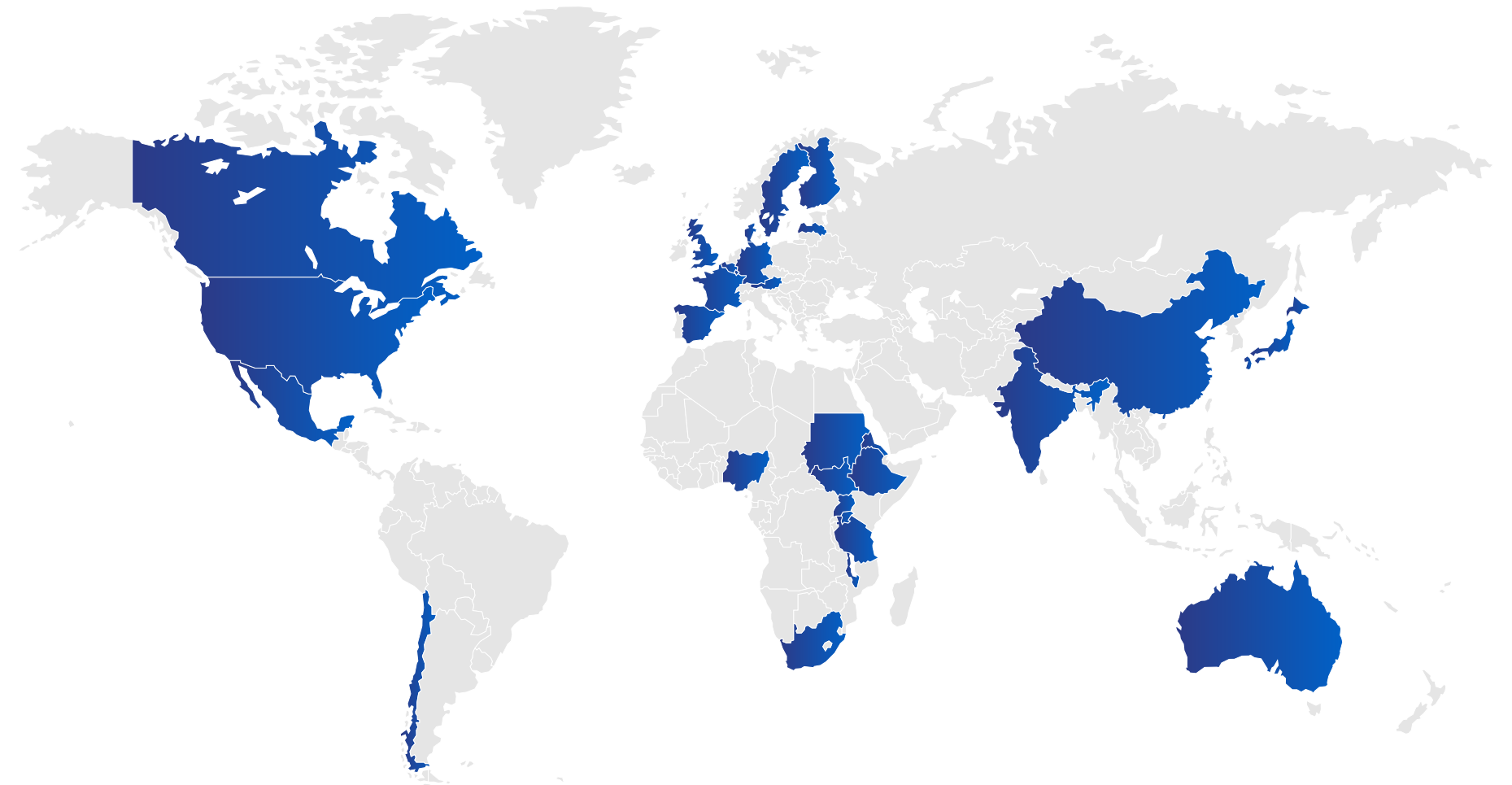
At Standard Chartered, we believe in a fair and balanced world, where everyone is welcome to participate and given the same chances. We want our events to be accessible to all and support a safe and inclusive environment. This means encouraging people of all genders, backgrounds, nationalities and disabilities to participate in and enjoy our events.

## Encouraging People to Participate, Wherever They Are

The incorporation of the virtual marathon in the 2021 marathon allowed for people to run from wherever they were and inevitably, runners were able to participate from outside Nairobi. Branches and partner organizations such as Masinde Muliro University of Science and Technology (MMUST) were supported in their virtual runs which resulted in ten supported satellite runs. Outside Nairobi, we held successful satellite races in Kisumu, Kakamega, Kitale, Eldoret, Nanyuki Mombasa and Thika. The run in Masinde Muliro University of Science and Technology organized by Kisumu and Kakamega Branch had the highest participation with 410 participants taking part in the virtual marathon. The other cities contributed another 100 participants from upcountry. In subsequent marathon editions, we intend to have supported satellite runs and warm up races hosted outside Nairobi.

The physical event brought together runners from 31 countries across 6 continents. There was twice the proportion of international participants running in the virtual event than the physical event (8% international runners in the virtual event compared with 4% international runners in the physical event), demonstrating the value of a virtual event for encouraging global participation.

Distribution of runners in the physical Nairobi Marathon event:







## Hosting an Event Open to People With Disabilities

The marathon has worked with Association for the Physically Disabled of Kenya (APDK) over many years to mobilize wheelchair race participants for the marathon. In 2021, for example, we hosted a total of 86 wheelchair race participants. APDK, together with the Diversity & Inclusion cell within the bank have assisted to verify the suitability of the routes and venues for the wheelchair participants as well as putting together the requirements of the wheelchair participants for the marathon. Incorporation of wheelchair participants allows the bank to further its agenda to support diversity and inclusion. We intend to partner with our Futuremakers implementing partners such as Light of the World and Sightsavers International to include a wider variety of people with disabilities into future marathons. With the incorporation of the warm-up races to the marathon life cycle, we also aim to have pre-marathon races targeted to train participants with disabilities.

## Welcoming Beneficiaries of Futuremakers Programme

413 runners from marginalised communities participated in the in-person Nairobi Marathon. These included 250 beneficiaries of Kipkeino Foundation COVID-19 Recovery programme where the Bank provided athletes with economic support to mitigate the impact of COVID-19 on athletes.

## Promoting Gender Diversity

600 women took part in the physical event and 750 women took part in the virtual marathon, making up 39% of participation across the whole event. We leveraged existing Futuremakers programs such as Goal Girls to recruit beneficiaries of those programs to take part in the warmup races and main marathon. Women runners receive equal prize money to the male winners.

## Volunteering as a Way of Participating

299 Standard Chartered employees and 232 individuals from the local community volunteered in various roles to support the Standard Chartered Nairobi Marathon event. This included 10 Goal Girls volunteering at water stations and 58 Futuremakers volunteering throughout the event. 50% of volunteers were women.





# Community & Economic Impact

Standard Chartered is committed to improving the lives of 1 billion people and their communities. We want to focus our impacts on communities within Kenya by lifting participation of women, people with disabilities and small businesses.

## Engaging With Local Community Initiatives & Charities

A number of community initiatives were involved in the Nairobi Marathon:

Goal Girl is an education and empowerment programme targeted at young females. In response to the COVID-19 pandemic, Standard Chartered set up Bouncing Back, which aims to reduce the rates of youth unemployment by targeting girls including



those living with disabilities. The project provides soft loans, seed grants, and psycho-social support that will enhance the development of income-generating activities for young ladies. 16 girls from the programme were involved in the Marathon. 6 girls exhibited and sold products at the event, sponsored by Bouncing Back, while another 10 volunteered by giving out water to runners.

The EmployAble programme supports university students to start their careers. 6 beneficiaries ran in the Marathon and 20 members of the programme volunteered at the event.

Responding to the COVID-19 pandemic, Standard Chartered set aside a USD 100,000 relief fund to support over 600 households in Nairobi, Mombasa, and Kilifi. This partnership with Kenya Community Development Fund will help with this with over 600 households expected to get access to community hygiene and health package initiatives, food relief packages, and cash transfers as well as resilience interventions to help individuals improve on their livelihoods. The foundation exhibited their girl empowerment programme at the Marathon event.

Over the last year through our partnership with the Kipkeino Foundation, we have been able to reach over 500 athletes from Uasin Gishu, Kericho, Kisii, Narok, Kajiado and Nyandarua Counties with literacy and entrepreneurship training. We have equipped young and upcoming athletes with knowledge on business ideation, managing and growing businesses, investment, retirement planning as well as debt management. 250 athletes supported by the Foundation participated in the Marathon.

## Raising Money for Futuremakers

With our Futuremakers by Standard Chartered initiative, we are working with disadvantaged young people—especially girls and young people with disabilities—to gain new skills and expertise to improve their chances of getting a job or starting their own business.

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# 6,764,000 KES

raised this year for the Futuremakers programme

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## Supporting Local Businesses & SMEs

We want all our events to support local businesses and SMEs to boost opportunities in the local economy. Over 89 million KES was spent on local businesses in relation to the Nairobi Marathon, representing 97% of total spend. Furthermore, around two-thirds of suppliers by procurement value were SMEs.





# Influence & Legacy

We want all our events to have a positive influence on the wider community, have long-term benefits and leave an inspiring legacy.

## Partnering With Local Organisations To Improve Biodiversity & Promote Running as an Activity

To deliver our commitment to accelerate to net zero, we launched and officially signed a three year partnership with Nairobi Arboretum Conservancy Community Forest Association (NACCFA) to rehabilitate The Nairobi Arboretum Park and to promote urban green spaces through restoration of running paths, support education and creating awareness on conservation of the environment in the community. We target to restore no less than 6km of running paths, upgrade 50 signages, label 100 trees and support a 1 million seedlings nursery. We are developing a digital app which will be used as an education tool to create awareness on conservation and climate change, and at the same time promote the park.

## Developing a Platform for a Virtual Running Community

Following feedback from previous marathons, the 2021 event was the first edition where the marathon community was engaged in pre-marathon events. There were 2 warm up races, the Marathon Launch and The Homerun, held within green spaces in Nairobi, with over 600 runners taking part, including SCB staff and running clubs.

There were also 3 virtual pre-marathon challenges set up within the Strava platform. The challenges had an average of 47,490 sign ups, with representation from over 150 countries, the highest participation being from Brazil, UK, South Africa, USA and India.

## Nurturing Local Talent

Kenya is the home of a number of worldwide famous athletes. Through the marathon we provide a launching pad to budding athletes by helping them qualify for international races.



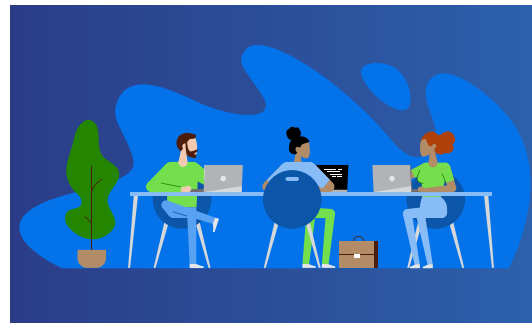
# How This Links In With Our Standard Chartered Stands

At Standard Chartered, our heritage and values are expressed in our brand promise, Here for good. We are living in an extraordinary moment in time, and have decided that it is time to take a Stand. We have set out our ambitions across three Stands.



## Accelerating Zero

This means enabling events to reduce and, where possible, eliminate greenhouse gas emissions. This Stand relates to our Natural Environment pillar.



## Lifting Participation

We want to improve the lives of host communities and focus events to improve accessibility for local SMEs, youth, people living with disabilities and women. This Stand relates to our Community & Economic Impact and Access & Equality pillars in this report.



## Resetting Globalisation

We are working to understand our events' supply chains and setting stringent working and environmental procurement standards. Performance in this area will be integrated into our Community & Economic Impact pillar in future reporting.





# Next Steps

The Standard Chartered Nairobi Marathon may be the first in Africa to measure its impacts across a broad range of sustainability impacts, despite sustainability being mentioned by a number of events across the continent. However, events are starting to investigate some of their impacts, particularly relating to waste, climate and charitable donations.

Being the first year and first event in the Standard Chartered portfolio to trial sustainability measurement and reporting, there were understandably some gaps in reporting against our vision of what it means to be the world's most sustainable marathon, but a series of actions have been put in place to avoid such gaps occurring in future. This includes working closer with partners at an earlier stage in the event planning process to identify data needs and understand what is and isn't available. In order to improve the collection of data and obtain feedback on the event, it is highly recommended that a runner / participant survey is conducted in future years. This will help to improve the accuracy of the data reported for certain metrics, such as those associated with participant and spectator travel. It will enable other metrics to be reported, such as local spend by participants and spectators, and it will be a means to solicit feedback on both the appropriateness of sustainability measures as well as the overall race experience. It is also recommended that the requirements for data collection and the need for measures to improve sustainability performance are agreed with suppliers and service providers to the event well in advance.

Following the completion of this pilot programme, the same process will be followed with the suite of Standard Chartered mass participation running events.

The intention is to develop a common process for identifying, measuring and reporting a set of core KPIs as well as additional event-specific KPIs that help to tell the story of Standard Chartered's journey towards hosting the world's most sustainable marathons. This process will provide Standard Chartered with an understanding of the current sustainability performance of the events in comparison with each other and other external comparable events in order to inspire targets and ambitions for future events.

## Our Plans To Improve Sustainability Performance

### Vision

This report has set out our vision for what it looks like to be the world's most sustainable marathon. In future we will consider how joining global event sustainability initiatives could support us in achieving our goal.

### Natural Environment

We will seek to minimise impacts wherever we can through initiatives such as reducing the procurement of items, reducing our consumption of single-use plastic (including water bottles), using more sustainable materials, continuing to reuse race signage and branding materials wherever possible, substituting fossil fuels for biofuels and using grid electricity as a power source wherever possible. Finally, where emissions cannot be avoided or reduced, we will look into opportunities to offset the emissions with carbon removals.

### Access & Equality

We aim to boost access and equality within our events by running outreach programmes to encourage participation of underrepresented communities in our marathons, providing priority places for participants from underrepresented communities, supporting new runners by publishing training programmes, and partnering with local organisations to understand how we can improve accessibility to our events for people living with disabilities.

### Community & Economic Impact

We will continue to partner with local charitable organisations to provide benefits to the communities hosting our events. We also aim to develop an approach to understanding the wider economic impacts of our events, from boosting employment, to supporting female-led SMEs, to increasing spend in the local community. We want to prioritise local procurement and employment where possible.

### Influence & Legacy

We want to increase the scope of influence and long-term legacy benefits from our events by partnering with global initiatives and sustainable events forums to share our success and learnings, to inspire others, and to use our platform to communicate about sustainability to our participants, local communities, and wider audiences.

### Transparency

This is our first Sustainability Performance Report for our events. We intend to continue to publish these reports for our marathons to communicate our progress towards our goal of hosting the world's most sustainable marathons.



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