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▶ Setting the pace ◀

Sustainability Performance Report

Standard Chartered
Nairobi Marathon



Introduction

Our vision

Our vision is to host an events 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 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.



For Standard Chartered events, we continue to develop our established four pillars of sustainability that supports our vision. These pillars form the basis and 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 understand that we are on a journey to achieve our sustainability ambitions, and our ambition will be realised through sequential action and ongoing advocacy with our partners. In 2021, we began putting our sustainability ambition into place with the launch of our pilot sustainable event, the Standard Chartered Nairobi Marathon. We look forward to sharing the progress we have made this year.



What does it mean to be a Sustainable Marathon?

We aim to minimise the negative impacts of our events by continuing to 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 Standard Chartered Nairobi Marathon

Since its first edition in 2003, the Standard Chartered Nairobi Marathon has grown tremendously and has earned recognition from World Athletics and the Association of International Marathons and Distance Races (AIMS). Having attracted over 270,000 participants across its 19 editions, it is currently the largest single-day sporting event in Kenya and East Africa. We maintained the marathon route along the Southern Bypass that allowed great views of the Nairobi National Park and adopted a new venue, Uhuru Gardens.

This year we have continued with our efforts to measure our impact and have started to consider initiatives to improve our performance across the Standard Chartered pillars of sustainability.

Nairobi Marathon at a glance

Natural environment



Access and equality



Community and economic impact





Natural environment

In all areas where our events take place, there is a direct impact on the environment. At Standard Chartered, we believe it is our duty to minimise the impact at all our events through conscious consumption of natural resources and minimising the production of emissions and waste. Please note data is included in the water and biodiversity sections for the launch and warm up events but not for GHG emissions.

GHG emissions

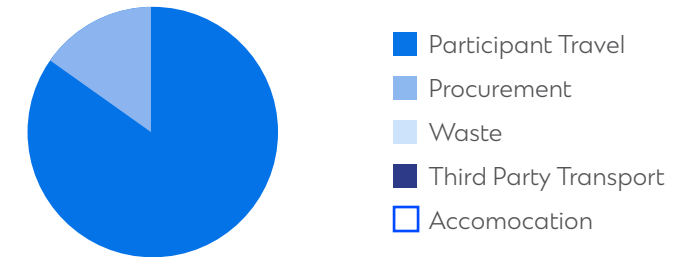
Similar to 2021, the majority of emissions produced at the Nairobi fall under the Scope 3 emissions category. Emissions have increased compared with the 2021 event, but this is due to the growth of the event, increased data capture for the 2022

event, and changes to methods for measuring participant travel emissions.

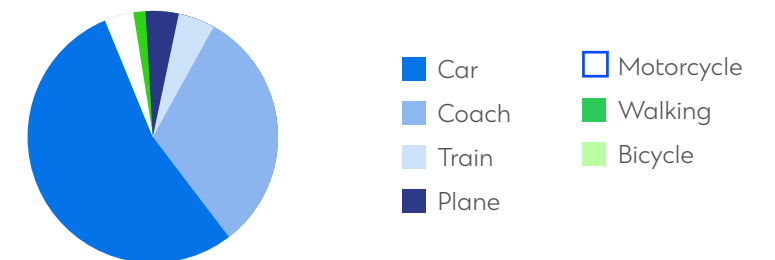
Scope 1 emissions direct greenhouse gas emissions from vehicles and generators burning fuels. The Nairobi Marathon has most control over these emissions. Scope 1 emissions included the use of generators that were used to power the stage as well as used to power the race village and the vendors within the village. Scope 1 emissions reduced from 4 tonnes CO₂e in 2021 to 3 tonnes CO₂e in 2022, a 25% reduction.

Scope 2 emissions indirect greenhouse gas emissions from purchased electricity, heat and steam.

Scope 3 emissions (tCO₂e)
Total: 1,759 tCO₂e



Travel to Standard Chartered Nairobi Marathon



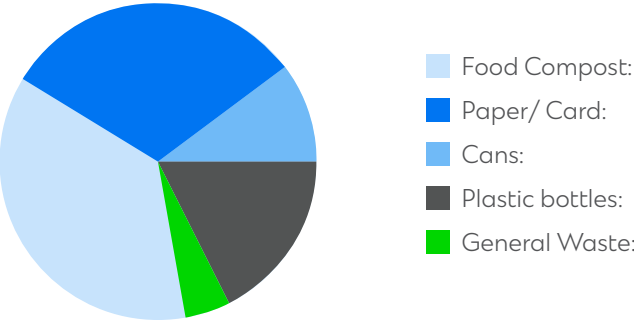
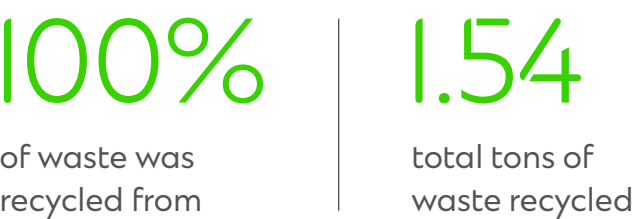
Scope 3 emissions indirect emissions from the Nairobi Marathon's value chain. This year the emissions included in the assessment included third party transport, storage, event merchandise, third party services, participant travel, and accommodation. This represents a slightly expanded boundary compared with the 2021 event as we improve our reporting efforts. As last year, participant travel is the largest contribution to the Nairobi Marathon's Scope 3 emissions, followed by procurement of goods & services.

Regarding participation travel, the Nairobi marathon welcomed 354 international participants from a variety of countries. For example, 172 participants travelled from Tanzania and other participants travelled from Europe, Asia, and the United States of America.

Waste

Waste is a hugely important area for us at all our mass participation events. Poor waste management strategies lead to pollution of our natural environment. 100% of all waste was collected and recycled from the event, continuing our strong waste management performance from last year’s event. Furthermore, although the event increased in size, we managed to reduce total waste from 1.78 tonnes in 2021 to 1.51 tonnes in 2022, a 13% reduction year-on-year.

The Standard Chartered Nairobi Marathon has partnered with Taka Taka Solutions, who are a waste management services provider. Taka Taka supported the event to measure and track the amount of waste produced by the Nairobi Marathon and recycle all materials. For example, plastics collected at the event were used to make polyester clothing and road signs.



Biodiversity

This year we continued our tree planting initiative and promoting running within the green spaces in our cities. We distributed a total of **21,860 trees seedlings** through our marathon events. This included the main event where each of the 20,000 class runners, the launch event in Nairobi Arboretum, the warm-up races at Parkland Sports Club and Karura Forest.

Additionally, we distributed trees in our satellite runs in Kisumu, Kakamega, and Mombasa.

Water

Water was provided to participants using a mixture of plastic bottles and bowzers. Plastic bottles are the most participant-friendly way to drink water while running and this year there was 14,760 litres used, while bowzers allow water to be stored in bulk, therefore producing less waste. This year the bowzers used 10,000 litres of water.

We also used 442 litres of water for our launch event and warm-up events.



Access and equality



At Standard Chartered, we believe in a fair and balanced world. We want everyone to be able to participate in our events in a safe and inclusive environment. This means continuing to encourage people of all genders, backgrounds, nationalities and disabilities to participate and enjoy our events.

This year we were delighted to have the participation of 18,818 runners in person and at least 160 officials from Athletics Kenya during the main event on the route and at the venue on the finish line to ensure credible results

for the finishers. We also partnered with the Nairobi County who provided key support in kind which included: permits and waivers, planning of the marathon, marathon facilities, financial literacy, and support for sustainability initiatives.

Encouraging people to participate

Like last year, the Nairobi marathon once again hosted a virtual event, which allowed participants to take part in the event without physically being at the marathon. This year 1,184 participants took part in the virtual marathon event, compared with 510 virtual runners in 2021. This shows a huge increase in participants taking part in the virtual event and we will continue to strive to make the virtual event as smooth a process as possible. This year 292 participants ran in the city of Mombasa, 500 participants ran in the city of Kisumu, and 300 participants ran in the city of Kakamega.

We believe virtual marathons are a vital component to make sure our marathons are accessible for all. We understand that not everyone can physically get to the marathon as easily as others can and this is not a reason for them to miss out. We will continue to strive to make sure our virtual marathon gives people the best marathon experience. We also understand that not everyone will have access to a smartphone.





Increasing inclusivity by making it possible for people with disabilities to join

We are committed to ensuring our events provide access for all. In 2022, we continued our progress from 2021 and this year 152 participants with disabilities took part in the event, compared to 86 wheelchair participants in 2021. This year we launched a six-week training program for Persons with Disabilities who were participating in the event. The program builds on the partnership with Association for the Physically Disabled of Kenya (APDK), Sight Savers and Light for the World; with renowned marathoner, Douglas Wakihuuri as the lead trainer for over 50 participants who have disabilities.

Promoting gender diversity

This year 8,240 women took part in the physical event and 394 women took part in the virtual event, making up 43% participation across the whole event. This result is a 5% increase in female participation from 2021 and we will continue to strive to increase this number further.

Volunteering

This year, we had 950 dedicated volunteers, including 400 staff from Standard Chartered Bank, that ensured the whole event was a success, nearly double the number of volunteers in 2021 due to the larger event size and lack of COVID-19 restrictions. We had 438 youth volunteers from local universities. Our volunteers are always briefed before the event to ensure they are safe. We also had 15 volunteers for the launch event (Nairobi Arboretum), 18 volunteers for the warm-up race 2 (Parklands sports club), and 19 volunteers for warm-up race 3 (Karura forest).

We would like to take this moment to thank everyone that made the event such a success- it would simply not happen without you.



Community and economic impact

Standard Chartered continues to be committed to improving the lives of 1 billion people and their communities. Through the Standard Chartered Nairobi Marathon, we continue to focus on how we can have a positive impact on communities in Kenya, still focussing on our three aspects; lifting the participation of women, people with disabilities and small business.

Sponsorships

This year AAR provided medical services, both on the marathon route and at the venue which was worth USD 10,660 (KES. 1,500,000). Furthermore, Coca Cola was a sponsor that provided hydration support in form of water and soda for the route and venue valued at USD 29,850 (KES. 4,200,000).

Charitable Partnerships

The event had a total of 20 charitable partnerships this year. Furthermore, 5,000 trees were donated by UNICAF for the main event distribution and 200 trees were donated by Kakuzi for the warm up race.



Local Economic Impact

We want the Nairobi Marathon to benefit the communities in which the event is hosted. It is estimated over USD 4,975 (KES 700,000) of revenue was generated by our event vendors and a further USD 3,553 (KES 500,000) went to the local economy through direct activities associated with the Nairobi Marathon. Furthermore, we spend around USD 1 million (KES 140,700,000.00) on the event and all this impacts the local economy directly.

Data on Job Creation

We are pleased that our marathon event created a number of jobs this year. These jobs were created due to the planning of the event and also on the day of the marathon. Please see the breakdown of jobs created below.

Type of job	Number of people employed
Project Team	3
Secretariat	9
Brand Ambassador	8
Kit Collection	15
Stores	5
Data Entry	18

Community and economic impact

Continuing our Futuremakers initiative

With our Futuremakers by Standard Chartered initiative, we are working with disadvantaged young people – especially girls and the visually impaired – to gain new skills and expertise to improve their chances of getting a job or starting their own business. In Kenya, the Standard Chartered Nairobi Marathon is a platform for promoting awareness and raising funds for Futuremakers initiatives in the communities we serve.

Case study: Rose’s story- Entrepreneurship

“Young entrepreneur inspired to follow her dreams”.

Life changing support from the Futuremakers flagship education programme has helped Rose overcome a tough start in life and become an independent young woman running her own business.

Globally we have committed to raise USD 50 million (KES 10,978,500,000.00) by 2023 to tackle inequality and increase economic inclusion for young people across our markets. In response to the Covid-19 pandemic, we committed a further USD 25 million (KES 3,517,500,000.00) to Futuremakers to support economic recovery for young people impacted the pandemic.

One of Rose’s teachers helped her restart her schooling, and life began to improve. She joined the Goal programme, which uses sport to deliver life-skills and confidence training for girls and creates employment and



entrepreneurship opportunities for young women. Supported by the Standard Chartered Foundation and NGO Women Win, NGO Vijana Amani Pamoja (VAP) delivers the Goal programme in Nairobi.

“A leader is born”

From the start, Rose demonstrated outstanding leadership skills. Supported by the Goal Programme of Employability and Entrepreneurship Fund, she took a fashion and interior design course and increased her income by designing products such as pillows and laptop bags.

Rose’s passion, commitment and voluntary work won her a further scholarship, and she is now part-way through a diploma in interior design. Her confidence has blossomed so much that she started an interior design company to give her income and serve her community.

Corporate Participants

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

Since 2019, we have invested over USD 2.8 million (KES 3,945,200,000.00) in the Kenyan community. Below is a list of current projects and impact of Futuremakers since 2019.

Market	Kenya
# Projects	5
Reach Education	21,588
Reach Employability	643
Total Reach	27,388
Reach Women	24,445
Reach PWDs	215
% Women	89%
% PWDs	1%

Influence and legacy



We aim for all our events to be a success on the day, but we also strive to leave a positive influence on the wider community and leave an inspiring legacy alongside our charitable partnerships.

Corporate Participants

This year there were 408 corporate and other community groups involved at the event. We are keen to increase the engagement with local corporates and community groups to boost the positive influence of the event.

20 sponsors were involved in the event. We want to ensure in future that all our sponsors align with our sustainability goals to allow us to collaborate to improve our own sustainability performance.

Inward investment for the Standard Chartered Nairobi Marathon Event

This year the inward investment for the event was USD 176,755 (KES 24,869,565). This was provided by a variety of companies such as Coca Cola and AAR Healthcare. We would like to thank all the companies who invest in our event and help make it a success.

Event Satisfaction

We are always keen to improve our events year on year. Therefore, we value the opportunity to hear from our participants. This year, building on the commitments in last year's report, we launched a post-event survey to capture participant feedback and other participant information necessary to monitoring our progress on sustainability.

We received 1675 responses to the survey, which provided overwhelmingly positive feedback on the event. 75% of participants were either "very likely" or "likely" to recommend the Standard Chartered Nairobi Marathon to family or friends.



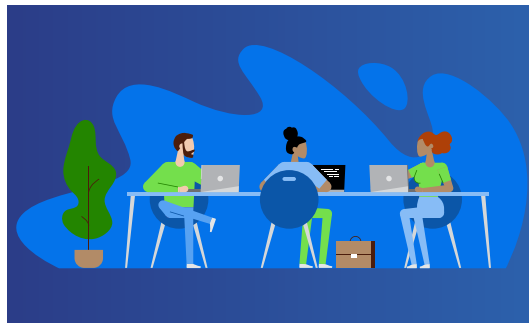
How this links in with our Standard Chartered Stands

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

Enabling events to reduce and, where possible, eliminate greenhouse gas emissions.



Lifting Participation

We want to improve the lives of host communities and focus events to improve accessibility for local SMEs, youth and people living with disabilities.



Resetting Globalisation

We are working to understand our events' supply chains and setting stringent working and environmental procurement standards.





What's next

We are proud of the positive impact the Standard Chartered Nairobi Marathon has had so far. The aim is to continue to gather and measure KPIs that will give us a good understanding of our sustainability strengths and areas where we still need improvement. We are excited to continue our journey.

Our plans to improve sustainability performance

Natural environment

We will continue to seek to minimise impacts wherever we can through initiatives such as reducing consumption of single-use plastic and working with more sustainable power sources. We are currently working with different partners, including Nairobi County Government, Hydration providers, World Athletics and Athletics Kenya to:

- Reduce single use plastics by either using paper packaging or paper cups to dispense water to all our recreational runners.
- Measure air quality on the venue and route.
- Plant trees along the marathon route to improve the air quality on the route in the long-term.
- Establish a tree nursery that will help us distribute/ plant and grow 2 million seedlings in the next five years as part of our contribution to Government agenda to plant 5 billion trees by 2032.

Access and equality

We have made huge strides this year to make our event as easy as possible for participants. We will continue to produce training plans and make our event as accessible for people with disabilities as possible. We will also continue to work to improve the diversity of participants at our event.

Community and economic impact

We will continue to understand how we can increase local employment and create even more value for the city of Nairobi. Through our different programs under FutureMakers we are working with disadvantaged young people – especially girls and the visually impaired – to gain new skills and expertise to improve their chances of getting a job or starting their own business.

Influence and Legacy

We want to continue to collaborate with sustainable initiatives with an aim to understand and communicate our sustainable aspects more clearly and regularly.

Transparency

This is our second Sustainability Performance Report for our events. We will continue to show progress and will focus on the areas we have highlighted for improvement.

