



**Standard Chartered Nairobi Marathon 2024  
Sustainability Performance Report**

# Introduction

## Our Objective

At Standard Chartered Bank Kenya, our enduring promise Here for good continues to guide our commitment to building a more inclusive and sustainable future for Kenya. In 2024, we embraced the belief that from here, possibilities are everywhere, a message that inspired new ambitions and connections across communities.

In 2025, we carry that spirit forward with a renewed focus: Together, we run further. Through the Standard Chartered Nairobi Marathon, we reaffirm our goal to be the most sustainable running platform in the world, while driving meaningful impact across Kenya's social, environmental, and economic landscape uniting people through purpose, progress, and partnership.



We have structured our sustainability efforts around four strategic pillars, through which we aim to embed sustainability in every aspect of our Marathon initiatives and community partnerships:

- **Natural Environment**  
We aim to minimize our environmental impact, work toward net zero emissions, and support conservation and eco-friendly practices across all Marathon events.
- **Access and Equality**  
We're committed to inclusive participation by promoting diversity, engaging underrepresented groups, and enhancing the experience for all participants and volunteers.
- **Community and Economic Impact**  
Our events stimulate local economies by supporting tourism, creating jobs, and empowering entrepreneurs for broader economic development.
- **Influence and Legacy**  
We promote healthy living and sustainable behaviors, using our platform to inspire long-term positive change through innovation and collaboration.

We understand that achieving these goals is a **long-term journey**, not a one-time effort. Since **2021**, when we began measuring sustainability impact through the **Standard Chartered Nairobi Marathon**, we have used insights to refine our approach. In 2025, we continue to **build on this foundation**, using **performance data** and **stakeholder feedback** to improve and align each event more closely with our vision of a **sustainable, inclusive, and impactful future** for all Kenyans.



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

Standard Chartered Bank Kenya aims to set the global benchmark for sustainable marathons by:

1. Minimising environmental impact and promoting eco-conscious practices.
2. Enhancing health, wellbeing, and inclusivity through mass-participation events.
3. Driving community engagement and supporting local economic growth.
4. Inspiring positive change, collaboration, and innovation among all stakeholders.
5. Leaving a lasting, positive legacy for people and the planet.

# About the Standard Chartered Nairobi Marathon

Launched in **2003** as part of Standard Chartered Bank's **150th anniversary** and the **'Seeing is Believing'** initiative to fight avoidable blindness, the **Standard Chartered Nairobi Marathon** has grown into **Kenya's largest single-day sporting event**.

Over the past 18+ years, it has:

- **Raised funds** for impactful community initiatives,
- Provided a **launchpad for emerging athletes**, and
- Showcased **Nairobi as a world-class tourist and sporting destination**.

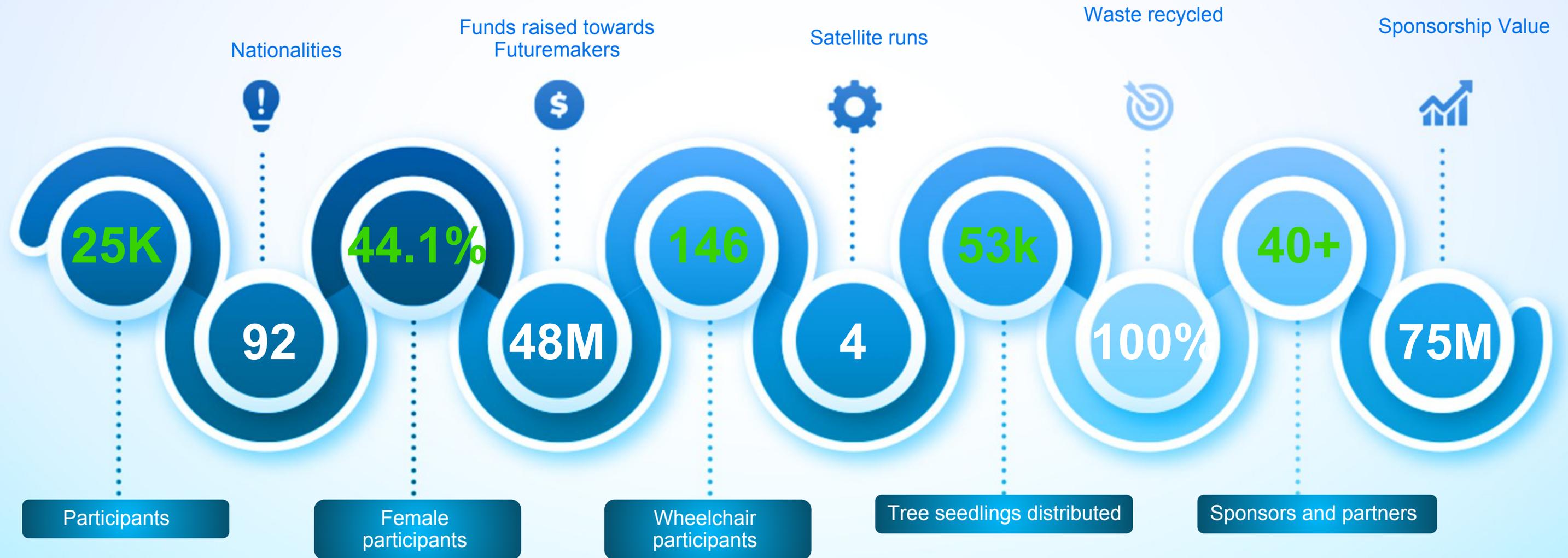
Since its inception, the event has attracted **over 315,000 participants**, solidifying its place as a premier event in Kenya's sporting calendar and a powerful platform for social change. Following the pause in **2020 due to the pandemic**, the Standard Chartered Nairobi Marathon used the time to engage with the running community and reimagine its format. In **2021**, the 18th edition introduced a **hybrid model**, a physical marathon for elite athletes and a **virtual race** for global participants. Tracked via the **Strava app**, the virtual event attracted **over 5,600 runners**, expanding the marathon's accessibility and integrating technology into Kenya's athletics scene.

By **2024**, the marathon had grown significantly, with the **21st edition** hosting a **record 25,000 participants**. The event included multiple race categories, **42km, 21km, 10km, wheelchair race, CEO challenge**, and a **5km Family Fun Run**, primarily held along the **Southern Bypass in Nairobi**, offering scenic views of the **Nairobi National Park**.

To further broaden reach and inclusivity, **satellite runs** were introduced in **Kisumu, Kakamega, and Mombasa**. The 2024 marathon underscored Standard Chartered's commitment to **innovation, community engagement**, and youth empowerment through the **Futuremakers initiative**, solidifying its position as a **premier global running event**.



# Standard Chartered Nairobi Marathon 2024 **Key at a glance**





# Natural Environment

Mass participation sporting events like the Standard Chartered Nairobi Marathon inevitably impact the **natural environment** through the consumption of resources, emissions, and waste generation. However, **2024** saw a renewed focus on **managing** these impacts responsibly. We are committed to minimizing our environmental footprint by adopting sustainable practices across all stages of the event. This includes reducing waste, optimizing resource use, and promoting carbon offset initiatives.

Standard Chartered Kenya places sustainability at the heart of its operations through its "Natural Environment" pillar, a strategic framework that guides the Bank's efforts to achieve a zero negative environmental impact. This includes aligning with Standard Chartered PLC's global goal to reach net zero emissions from its operations by 2025 and from its financing activities by 2050. For high-impact events like the Nairobi Marathon, the Bank implements emission reduction initiatives under its "Accelerating Zero" approach, which prioritizes the reduction and eventual elimination of greenhouse gas emissions.

A key component of this strategy is responsible waste management and circularity. During the 2024 Standard Chartered Nairobi Marathon, efforts were made to divert a significant percentage of waste from landfills, notably through partnerships with organizations like TakaTaka for PET bottle recycling. Additionally, the Bank supports enhanced recycling within its daily operations. In terms of biodiversity, Standard Chartered Kenya collaborates with the Nairobi Arboretum Conservancy Community Forest Association (NACCFA) to rehabilitate the Arboretum, promoting urban green spaces and environmental education through a multi-year commitment.

Further reinforcing its environmental efforts, the Bank engages in water stewardship and fosters community-driven environmental action. Initiatives include supporting sustainable water use in operations and mobilizing communities for tree planting and clean-up activities led by employees. These positive environmental activities serve to balance any unavoidable impacts from operations and events, underscoring Standard Chartered Kenya's commitment to making a measurable difference in environmental sustainability.

# Air quality report

DATE: 26/10/2024 -27/10/ 2024

DATE	TIME units	H <sub>2</sub> S ppb	SO <sub>2</sub> ppb	NO ppb	NO <sub>2</sub> ppb	NO <sub>x</sub> ppb	NH <sub>3</sub> ppb	VOC'S ppb	PM <sub>2.5</sub> µg/m <sup>3</sup>	PM <sub>10</sub> µg/m <sup>3</sup>	CO ppm	CO <sub>2</sub> ppm	O <sub>3</sub> ppb
26/10/2024	1500	0.308	-0.922	-65.01	342.70	308.05	328.85	0.011	1.7	2.3	0.74	0.84	23.758
26/10/2024	2100	2.254	-0.897	-1.16	3.95	2.79	6.09	0.030	7.2	5.9	1.24	0.85	14.142
27/10/ 2024	0300	1.212	0.898	7.93	3.72	11.65	-2.32	0.010	3.3	3.1	1.05	0.83	15.698
27/10/ 2024	0900	0.821	-1.073	-28.50	-6.59	-35.09	-0.61	0.009	2.9	3.1	1.10	0.84	18.597
27/10/ 2024	1500	0.084	-1.370	52.58	-60.58	-8.00	9.67	0.010	1.1	2.3	1.10	0.81	17.213
27/10/ 2024	2100	2.561	0.393	1.56	-12.86	-14.67	-10.29	0.087	4.3	4.2	1.53	0.83	4.478
28/10/ 2024	0300	0.956	-0.801	36.85	-23.59	11.68	-4.58	0.017	2.7	1.9	1.01	0.81	14.628
28/10/ 2024	0900	2.083	0.150	16.58	-3.43	13.58	27.45	0.054	6.4	5.3	1.36	0.81	12.721

WORDS: **PM** -Particulate Matter

**NO**-Nitric Oxide

**H<sub>2</sub>S**-Hydrogen Sulphide

**VOC'S**-Volatile Organic Compounds

**CO**- Carbon Monoxide

**SO<sub>2</sub>** - Sulfur Dioxide

**NO<sub>2</sub>**- Nitrogen Dioxide

**NO<sub>x</sub>** - Nitrogen Oxides

**NH<sub>3</sub>** - Ammonia

**O<sub>3</sub>** - Ozone

**CO<sub>2</sub>** - Carbon Dioxide

The air quality report for the Standard Chartered Nairobi Marathon, recorded between **26th and 28th October 2024**, provides a detailed snapshot of atmospheric conditions across eight-time intervals. Key pollutants monitored include **particulate matter (PM<sub>2.5</sub> and PM<sub>10</sub>)**, **nitrogen oxides (NO, NO<sub>2</sub>, NO<sub>x</sub>)**, **carbon monoxide (CO)**, **carbon dioxide (CO<sub>2</sub>)**, **ozone (O<sub>3</sub>)**, and **other gases** such as **hydrogen sulphide (H<sub>2</sub>S)**, **sulfur dioxide (SO<sub>2</sub>)**, **ammonia (NH<sub>3</sub>)**, and **volatile organic compounds (VOCs)**. The highest PM<sub>2.5</sub> levels (7.2 µg/m<sup>3</sup>) were recorded on **26th October at 2100h**, which, while elevated, remain within globally accepted safety thresholds for short-term exposure. Nitric oxide (NO) levels fluctuated significantly, peaking at **342.70 ppb** on **26th October at 1500h**, likely due to vehicular activity or local emissions.

Encouragingly, **carbon dioxide (CO<sub>2</sub>)** and **carbon monoxide (CO)** remained consistently low throughout the sampling period, suggesting minimal air quality disruption from event logistics. The ozone (O<sub>3</sub>) concentration peaked at **23.758 ppb** during the first reading on **26th October**, reflecting moderate air oxidation conditions but well within safe exposure levels. VOCs, a marker of chemical emissions, remained consistently low, while the data also show effective mitigation of pollutants such as NH<sub>3</sub> and SO<sub>2</sub>. This comprehensive monitoring highlights SCNM's proactive approach to environmental stewardship, reinforcing its commitment to sustainability and public health during mass participation events.

# Environmental Impact

Environmental stewardship remained a core pillar of the 2024 Standard Chartered Nairobi Marathon, with significant strides made toward achieving its vision of becoming the most sustainable running platform in the world. A total of **2,461 kg of waste** was collected during the event, with **93.01%** successfully diverted from landfill through effective waste segregation and recycling partnerships.

Through these efforts, the event mitigated an estimated **2,134 kg of CO<sub>2</sub> emissions**, equivalent to **6,114 kilometers** driven by an average car a powerful indicator of the marathon's growing environmental impact. Of the total waste, **274 kg of plastic** and **53 kg of glass** were collected and sent to certified recyclers, contributing directly to the reduction of greenhouse gas emissions and resource conservation.

These achievements reflect SCNM's long-term commitment to environmental sustainability, with a strong emphasis on circular economy practices.



## Water & Hydration

At the 2024 Standard Chartered Nairobi Marathon, a total of **177,251 litres of hydration** were provided to participants. To reduce plastic waste, the event distributed **52,312 Tetra Top bottles**, a more sustainable alternative to traditional PET bottles. These efforts reflect the marathon's continued commitment to minimizing environmental impact while ensuring participants stay hydrated.



## Biodiversity

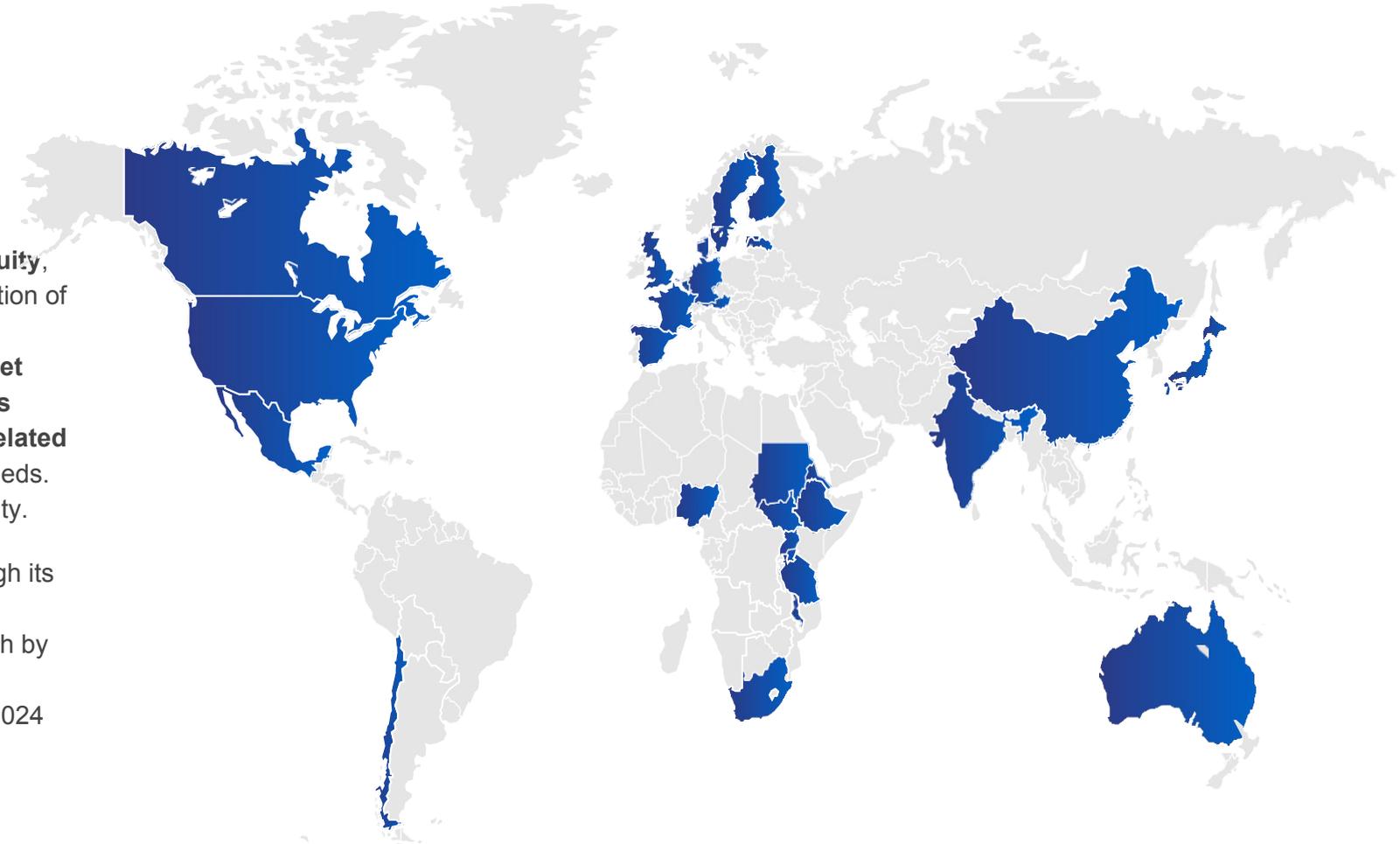
To promote biodiversity and highlight the critical role of green spaces in urban environments, Standard Chartered partnered with the Kenya Forest Service to integrate nature-focused activities into the Nairobi Marathon experience. As part of this initiative, three warm-up races, the Tatu City Run, Parklands Run, and Karura Warm-Up Race, were held in protected green areas, emphasizing the connection between fitness and nature conservation. During the main marathon event, tree seedlings were gifted to every finisher as a symbol of environmental stewardship. In total, **over 53,000 indigenous tree seedlings** were distributed across various regions in Kenya, contributing directly to national reforestation goals and enhancing urban biodiversity.

# Access & Equality

At **Standard Chartered**, we are committed to fostering a **fair and inclusive world**, where everyone, regardless of gender, background, nationality, or ability, has the opportunity to participate and thrive. Our focus remains on ensuring that our events are **accessible** to all, providing a safe and supportive environment for participants from diverse communities. We actively encourage **people of all genders, backgrounds, nationalities, and disabilities** to take part in and enjoy the marathon, fostering a sense of belonging and equality in every aspect of the event.

The 2024 Standard Chartered Nairobi Marathon saw a record 25,000 participants, highlighting the strong focus on both local engagement and international appeal. The event featured a main physical race in Nairobi, complemented by satellite runs in Kisumu, Kakamega, and Mombasa, further broadening participation across Kenya. With runners from 92 nationalities, the marathon continues to attract global interest while emphasizing local involvement.

Distribution of runners in the physical Nairobi Marathon event:



## Encouraging People to Participate, Wherever They Are

In 2024, the Standard Chartered Nairobi Marathon made significant strides in promoting **inclusivity and equity**, transforming the event into a truly accessible platform for all. A standout feature was the continued prioritisation of the **wheelchair race category**, reaffirming the marathon's commitment to persons with disabilities (PWDs). Organisers worked closely with partners to ensure **accessible infrastructure**, including the provision of **quiet rooms for sensory-sensitive participants, designated mother's rooms, and sign language interpreters** across key event areas. For the first time, the marathon also introduced a mechanism to collect **disability-related data during registration**, enabling better planning and tailored support services for runners with specific needs. These inclusive measures ensured that all participants regardless of ability could engage fully and with dignity.

Beyond the race itself, the marathon's broader efforts reflected a deep commitment to **social equity**. Through its alignment with the **Futuremakers initiative**, proceeds from the marathon were channelled into empowering young people from underserved communities to learn, earn, and grow. The marathon also extended its reach by organising **satellite races in Mombasa, Kisumu, and Kakamega**, making the experience more regionally inclusive. With a strong emphasis on equitable access, inclusive facilities, and regional representation, the 2024 edition of the Standard Chartered Nairobi Marathon reaffirmed its role as more than just a sporting event it became a platform for inclusive progress and social transformation.



## Hosting an Event Open to People With Disabilities

The 2024 Standard Chartered Nairobi Marathon continued its commitment to diversity and inclusion by featuring a 42km wheelchair race for both men and women. The event built on a long-standing partnership with the Association for the Physically Disabled of Kenya (APDK) to mobilize wheelchair race participants, ensuring accessibility and suitability of routes. This collaboration, alongside the Diversity & Inclusion team, supports the bank's commitment to inclusivity. Looking ahead, the marathon aims to strengthen partnerships with organizations like Light of the World and Sightsavers International to include more people with disabilities and introduce pre-marathon warm-up races for disabled participants.

## Welcoming Beneficiaries of Future makers Programme

The 2024 Standard Chartered Nairobi Marathon continued its strong support for the 'Futuremakers' initiative, focusing on empowering disadvantaged youth, particularly girls and those with disabilities, through education, employability, and entrepreneurship. While specific participant figures for Futuremakers runners were not provided, the marathon has consistently served as a key platform for their involvement. All proceeds from the 2024 event were directed towards the Futuremakers programme, reinforcing Standard Chartered Kenya's commitment to empowering the nation's youth.

## Promoting Gender Diversity

Standard Chartered Kenya remains dedicated to promoting gender diversity through the Nairobi Marathon. In the 2024 event, 45.94% of participants were women, with 11,498 female runners taking part in the marathon. Upholding its long-standing commitment to equality, the Bank ensured women runners received equal prize money to the male winners across all main race categories. The marathon continues to encourage robust female participation and supports the Bank's Futuremakers initiative, which includes programmes aimed at empowering young women and girls, creating opportunities, and fostering their involvement in sports and community activities.

## Volunteering as a Way of Participating

In 2024, the Standard Chartered Nairobi Marathon was supported by 1,470 volunteers, including 370 Standard Chartered employees and 1,100 community members. Half of all volunteers were women, reflecting a strong commitment to gender balance. Volunteers contributed across various areas, including water stations and Futuremakers activities, playing a vital role in the event's success.



# Community & Economic Impact

Standard Chartered Kenya aligns with the Bank's global goal to support 1 billion people by focusing on local priorities, empowering women, including people with disabilities, and supporting small businesses. These efforts aim to boost participation and drive economic and social development across Kenyan communities.



## Raising Money for Futuremakers

Standard Chartered Kenya empowers disadvantaged youth through the *Futuremakers* initiative by providing skills for employment and entrepreneurship. Funding comes from the Nairobi Marathon, the Bank's CSR budget, employee fundraising, and partner contributions, helping more young Kenyans build brighter futures.

**49,000,000 KES**

raised 2024 for the Futuremakers programme

## Engaging With Local Community Initiatives & Charities

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

Standard Chartered Kenya's community engagement is driven by the Futuremakers initiative, which supports young people especially girls and those with disabilities through education, skills training, and entrepreneurship programmes delivered in partnership with local NGOs.

The Nairobi Marathon serves as a key fundraising and awareness platform for Futuremakers, enabling beneficiary participation and highlighting the programme's impact on economic inclusion.

Beyond Futuremakers, the Bank supports environmental sustainability, health awareness, and disaster relief, including a new 2025 reforestation partnership to protect local ecosystems.

Employee volunteering is central to community outreach, with staff contributing time and expertise to local initiatives, such as school refurbishments and environmental cleanups.

# 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

Standard Chartered Kenya is advancing its commitment to sustainability through a three-year partnership with the Nairobi Arboretum Conservancy Community Forest Association (NACCFA), valued at KES 21 million. The partnership focuses on rehabilitating the Nairobi Arboretum Park, promoting urban green spaces, and supporting environmental education. Key achievements by the end of 2024 include the restoration of over 3km of running paths, installation of 20 information signages, and labeling of 50 trees. The community nursery has propagated over 200,000 seedlings, and a digital app promoting conservation is set to launch in 2025. Standard Chartered employees are actively involved in tree planting and other activities, contributing to the park's transformation and reinforcing the bank's commitment to environmental and community well-being.

## Developing a Platform for a Virtual Running Community

Standard Chartered is enhancing its support for the virtual running community by building a global digital platform. Drawing from past events like the successful 2021 hybrid Standard Chartered Nairobi Marathon, which included a significant virtual component tracked via Strava, the bank is now focusing on creating a unified virtual running ecosystem. The new platform aims to engage runners year-round with virtual challenges, personalized training content, and community forums. It will integrate with popular fitness trackers and use AI for tailored experiences, fostering global connectivity among participants. Scheduled for phased rollout in the third quarter of 2025, this initiative reflects the bank's commitment to expanding access to running and promoting healthy lifestyles.



# Social Economic Impact

## Socio-Economic Impact of the 2024 Standard Chartered Nairobi Marathon

The 2024 Standard Chartered Nairobi Marathon generated significant socio-economic impact through direct and indirect contributions. Standard Chartered Bank invested KES 187.7 million, with sponsors contributing an additional KES 75.8 million in cash and in-kind support. Registration fees from participants brought in KES 46 million, reflecting widespread community engagement. Beyond sponsorship fees, sponsors activated on-site with experiential setups, like Prudential's 5K finish feature and Coca-Cola's food court, spending an estimated KES 22.5 million. Corporate participants also added value through event-day activations, averaging KES 382,500 per setup and contributing an estimated total of KES 4.95 million.

Participant and spectator spending further stimulated the local economy. International participants, 1,262 in number, spent an estimated total of KES 28.8 million on accommodation, transport, and other logistics, with an average spend of KES 22,823 per person. Local participants, numbering 23,769, contributed KES 17.68 million through expenses like transport and food, averaging KES 743.50 each. Even spectators played a role, contributing KES 25,000. Altogether, the marathon proved to be a major economic driver, supporting businesses, hospitality, logistics, and community engagement across multiple sectors.

In summary, the 2024 Standard Chartered Nairobi Marathon injected an impressive **KES 383.5 million** into Kenya's economy, underlining its value as not only a premier athletic event but also a strategic driver of economic activity across multiple sectors. Almost **49%** of this impact came from the Bank's direct investments, while sponsors added another **19.77%**, demonstrating strong corporate confidence in the marathon's platform. Registration revenue alone contributed **12%**, reinforcing the marathon's widespread public engagement.

Further, the marathon catalyzed spending from international participants (7.51%) and local runners (4.61%), directly benefiting the tourism, transport, and retail sectors. Sponsors and corporates activated branded experiences and chill zones, contributing nearly **7.2%** combined, a sign of growing B2B and experiential marketing relevance. With these contributions spanning hospitality, logistics, advertising, and small business vending, SCNM 2024 proved to be a high-return ecosystem builder, supporting livelihoods and reinforcing Nairobi's reputation as a regional hub for inclusive, large-scale events.



# Athlete Welfare and Safety

## Prioritizing Participant Health, Hydration, and Security for a World-Class Race Experience

The 2024 Standard Chartered Nairobi Marathon placed a strong emphasis on the health and safety of its participants, delivering a comprehensive medical support system. Led by AAR, in partnership with Médecins Sans Frontières (Doctors Without Borders), Aga Khan, and AMREF, the plan featured well-equipped medical stations along the route, a central medical tent at the finish line, multiple ambulances, and roaming paramedics. This setup ensured swift response to medical needs, with most incidents effectively managed on-site. In addition, all registered runners were covered by group personal accident insurance, enhancing overall athlete protection.

Critical on-course support was also prioritized. Hydration stations were positioned at regular intervals, offering water, Oral Rehydration Salts (ORS), and Reload to maintain hydration and electrolyte balance. The entire marathon route, especially along the Southern Bypass, was secured through the coordinated efforts of G4S, the National Police Service (NPS), the National Youth Service (NYS), and the Kenya Defence Forces (KDF). Clear signage and dedicated route marshals ensured a seamless and safe race environment for all runners.

From pre-race health advisories to post-race recovery care, every aspect of the event demonstrated a deep commitment to athlete welfare. The meticulous planning and coordination across medical, hydration, and security services helped deliver a world-class marathon experience for over 25,000 participants, reinforcing the event's reputation for safety and excellence.

# 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 focusing on reducing greenhouse gas emissions through sustainable practices at events, aligning with its commitment to achieving net zero environmental impact.



## Lifting Participation

We want to enhance accessibility and opportunities for local SMEs, youth, people with disabilities, and women, driving social inclusion and local economic development through its events like the Nairobi Marathon.



## Resetting Globalisation

Ensuring responsible, ethical, and sustainable procurement practices for events like the Nairobi Marathon, prioritizing fair labor conditions and environmental standards to enhance community and economic impact.



# Next Steps

The Standard Chartered Nairobi Marathon is leading sustainability efforts in Africa by measuring its impacts across areas like waste management, climate action, and charity, with its 2024 edition taking significant steps toward becoming one of the most sustainable marathons globally.

The Standard Chartered Nairobi Marathon is focusing on improving sustainability reporting for future editions by collaborating more closely with partners from the start and conducting participant surveys. These actions aim to enhance the accuracy of data collection, particularly in areas such as sustainability measures and race experience feedback, which will help refine future assessments.

In addition to environmental efforts, the marathon contributes to social and economic development through its Futuremakers initiative. This program supports disadvantaged youth, especially girls and individuals with disabilities, by providing them with valuable skills and opportunities for employment or entrepreneurship, aligning with the event's focus on "Access & Equality" and "Community & Economic Impact."

Looking ahead, the marathon intends to establish a standardized process for measuring and reporting sustainability across all Standard Chartered events. This will include setting core KPIs and event-specific metrics to track progress, benchmark against global events, and inspire continuous improvement in the sustainability practices of mass participation sports events.

In conclusion, the Standard Chartered Nairobi Marathon is setting a precedent for sustainability in sporting events in Africa. Through its comprehensive approach to environmental, social, and economic impacts, the marathon is not only enhancing the participant experience but also making meaningful contributions to community development and environmental stewardship.

## Our Plans To Improve Sustainability Performance

### Vision

To become a leading force in sustainability by measuring and improving their environmental and social impacts, fostering community development, promoting inclusivity, and driving economic growth, with a focus on supporting disadvantaged groups and contributing to a sustainable future.

### Natural Environment

Standard Chartered Kenya's sustainability efforts, especially through the Nairobi Marathon, focus on enhancing the natural environment by improving waste management, reducing carbon footprints, and promoting climate action. They restore green spaces, plant indigenous trees, and boost biodiversity at locations like the Nairobi Arboretum, while raising environmental awareness. Moving forward, they plan to track and reduce environmental impact through data collection and set specific sustainability goals.

### 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.

**THANK YOU**