

Cambridge Half Marathon ESG Statement

OSB, as the organiser and promoter of the Saucony Cambridge Half Marathon, recognises that all of its activities have an impact, both on the community around the event and on the environment. OSB accepts this responsibility and is committed to taking action to ensure that these impacts are positive, wherever that is possible, and to minimise any potentially negative impacts.

OSB is working with Delta-Simons, as a specialist environmental consultant, to develop an Environment and Social Governance (ESG) Strategy for the Cambridge Half Marathon to ensure that the event continues to evolve to include the highest possible ESG standards and to make a positive contribution to Cambridge and to the wider environment.

At the heart of the ESG Strategy will be the 17 Sustainability Development Goals set by the United Nations and accepted by Member States as part of the 2030 Agenda for Sustainable Development. OSB will be seeking to identify those goals which embody the vision for the event for future measurement and reporting.



Commitments to date work towards goals that embody:

1: No Poverty; 3: Good Health & Wellbeing; 11: Sustainable Cities & Communities; 12: Responsible Consumption & Production; 15: Life on Land & 17: Partnerships for the Goals.

Achievements to Date

A number of ESG elements have already been introduced to the event by OSB:

- ▲ **Sustainable travel:** the event focusses on local participants, with over 65% of entrants being Cambridgeshire based, which enables OSB to put a strong emphasis on cycling to the event, providing free and secure cycle parking for 1,500 bikes. In addition, OSB partners with the County Council and Stagecoach to provide 3,000 park and ride spaces.
- ▲ **Materials Usage:** printed race booklets are no longer provided, saving over 24,000 sheets of paper annually. 'Goodie bags' no longer contain printed materials and the bags themselves are reusable recyclable Jute bags, replacing plastic.
- ▲ **Social Impact:** many runners discard clothing at the start of the event. This is collected and redistributed to homeless charities in the city and overseas.

- ▲ **Volunteer Reusable Cups:** those volunteers who attended a number of OSB events through 2019 were issued reusable cups and encouraged to bring them along to every event and to use them day to day.

In addition, at previous events OSB has been trialling alternative options to replace single use plastic water bottles, whilst balancing the essential need of ensuring that runners are properly hydrated. This initiative continues.

Initiatives for 2020

OSB continues to take action on ESG, trialling new initiatives in 2020:

- ▲ **Single Use Plastics:** runners need water, and currently a significant number of single use water bottles are used at the event. However, following extensive research and liaison with the local council and other parties, in 2020 OSB is trialling a plastic cup which can be fully recycled in a Circular Economy style 'closed loop' as well as providing water tanks for those who want to refill their own reusable bottles.
- ▲ **Zero Littering:** whilst the vast majority of runners take great care to dispose of litter appropriately, there are exceptions. In 2020, OSB will be paying particular attention to littering, informing competitors and providing more than adequate disposal points. If this doesn't result in zero litter, a disqualification policy (as is common in road cycling events) will be introduced.

Future Commitments

OSB is partnering with Delta-Simons and will continue to focus on ESG to build on the already strong foundations and further develop initiatives that meet and embody the 17 UN SDGs. Plans include:

- ▲ **Partner Engagement:** over the course of 2020, OSB and Delta-Simons will be contacting all of the event partners to understand their ESG aspirations, seeking to align the event to the partners and to share ideas and inspiration.
- ▲ **Social Impact:** the existing clothing reuse scheme will; be reviewed, with the intention being to extend this to encourage runners to donate further items for charities as part of a targeted effort to support key worthy causes.
- ▲ **'Unlock' Cambridge:** opportunities to work with local businesses are being explored to seek to use the Cambridge Half Marathon as a focus which brings people to the city to spend time after the race enjoying the local facilities and supporting local businesses.
- ▲ **Youth Charities:** OSB is exploring an opportunity to launch a joint initiative with a local charity focussed on supporting vulnerable young people by providing them all of the resources they need to achieve a significant goal...completing the Cambridge Half Marathon. More to come on this!

Finally, and very importantly, OSB and Delta-Simons welcome feedback and ideas, we are happy to trial new initiatives and we are happy to share them with the wider industry. **If you've got a great idea then let us know, the route to exemplary ESG is a journey that we are all on together.**

