

Lucion
Protecting people and planet



**EVENT
SUSTAINABILITY**







SUSTAINABILITY PARTNERSHIP

As the proud Sustainability Partner of the TTP Cambridge Half Marathon, Lucion is committed to ensuring that the event continues to evolve to include the highest possible sustainability standards set out in the Environmental, Social & Governance (ESG) statement below. This ensures that we continue to make a positive contribution to Cambridge and the wider environment.

Wasserman Mass Participation and members of the TTP Cambridge Half Marathon team are committed to taking action to ensure that the event's impact on the wider community and environment are positive, wherever possible, and minimise any potentially negative impacts.



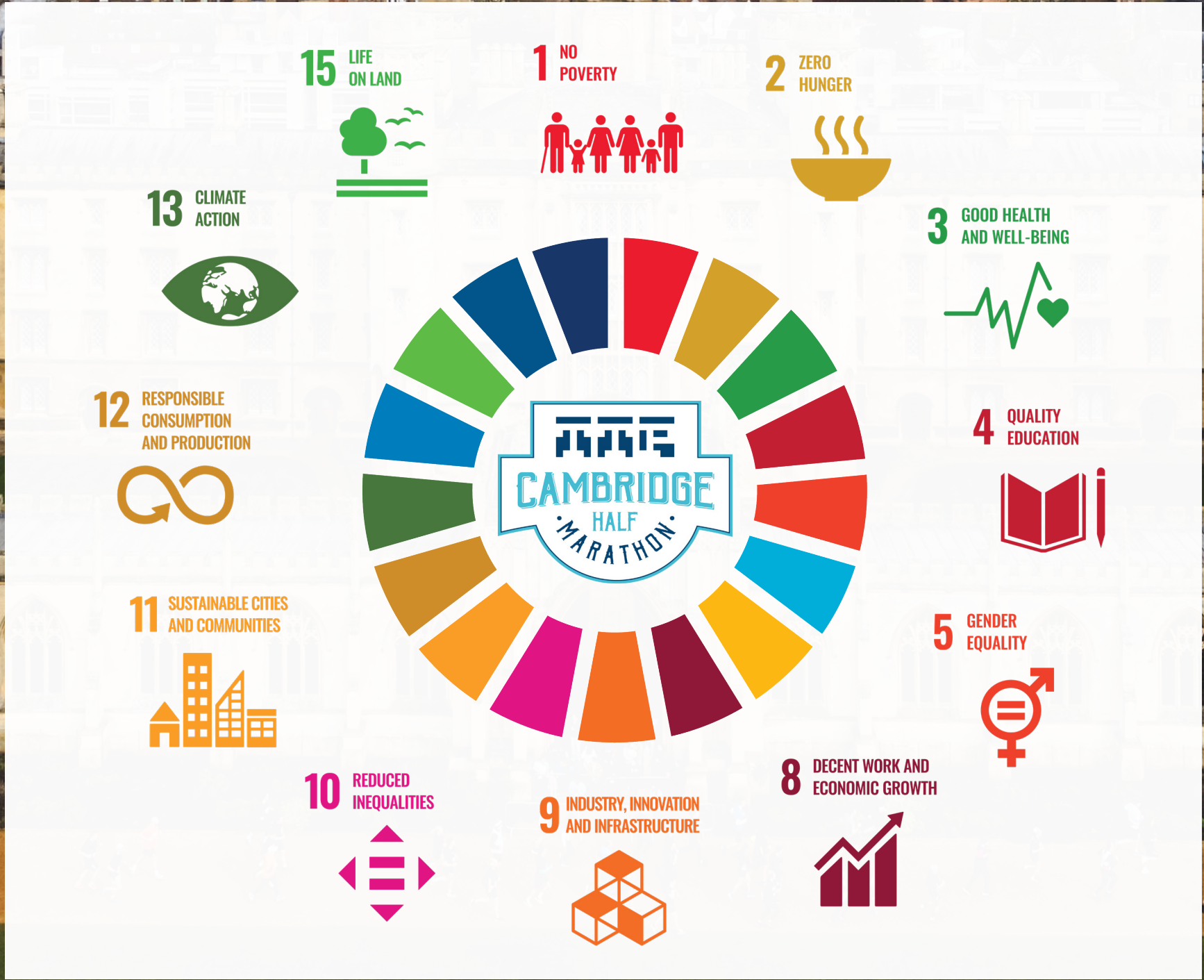
ESG STATEMENT AND SUSTAINABLE DEVELOPMENT GOALS (SDGS)



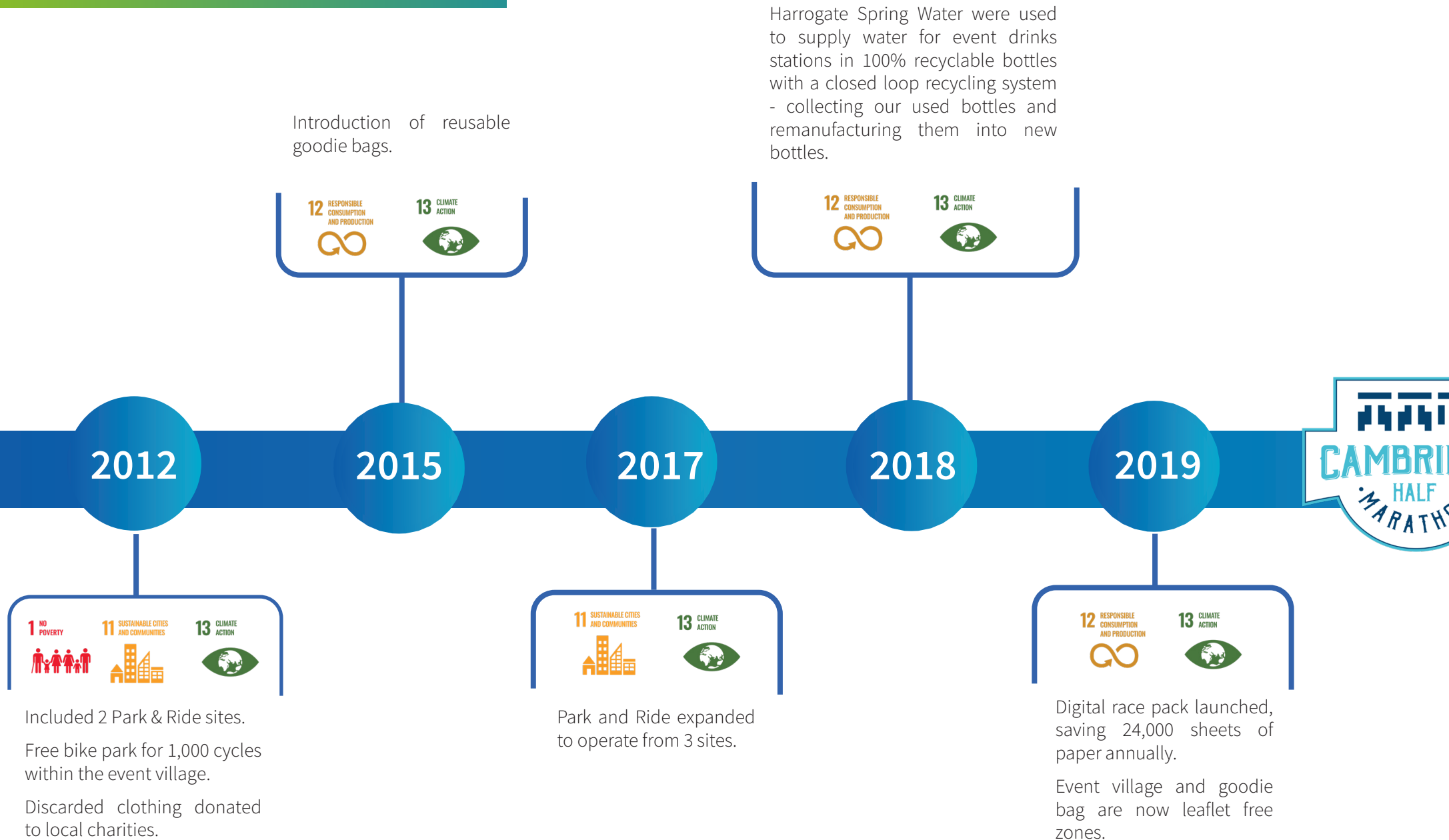
As the organiser and promoter of the TTP Cambridge Half Marathon, Wasserman Mass Participation is committed to taking action to ensure that its impacts on the community and environment are positive, wherever possible, and minimise any potentially negative impacts. The development of our ESG Strategy has been supported by our Sustainability Partner, Lucion, who specialise in environmental consultancy. This ESG Strategy aligns with The Sustainable Development Goals (SDGs) which are a set of 17 global objectives adopted by all United Nations Member States in 2015 as part of the 2030

Agenda for Sustainable Development. These goals aim to address a broad range of global challenges, including poverty, inequality, environmental sustainability, and peace, with the ultimate aim of ensuring a better and more sustainable future for all.

The SDGs to the right have been met for the 2025 event through existing and new initiatives, and the projects supported through our Community Fund donations.



ACHIEVEMENTS TO DATE



Event reusable goodie bags upgraded to reusable and recyclable jute bags.

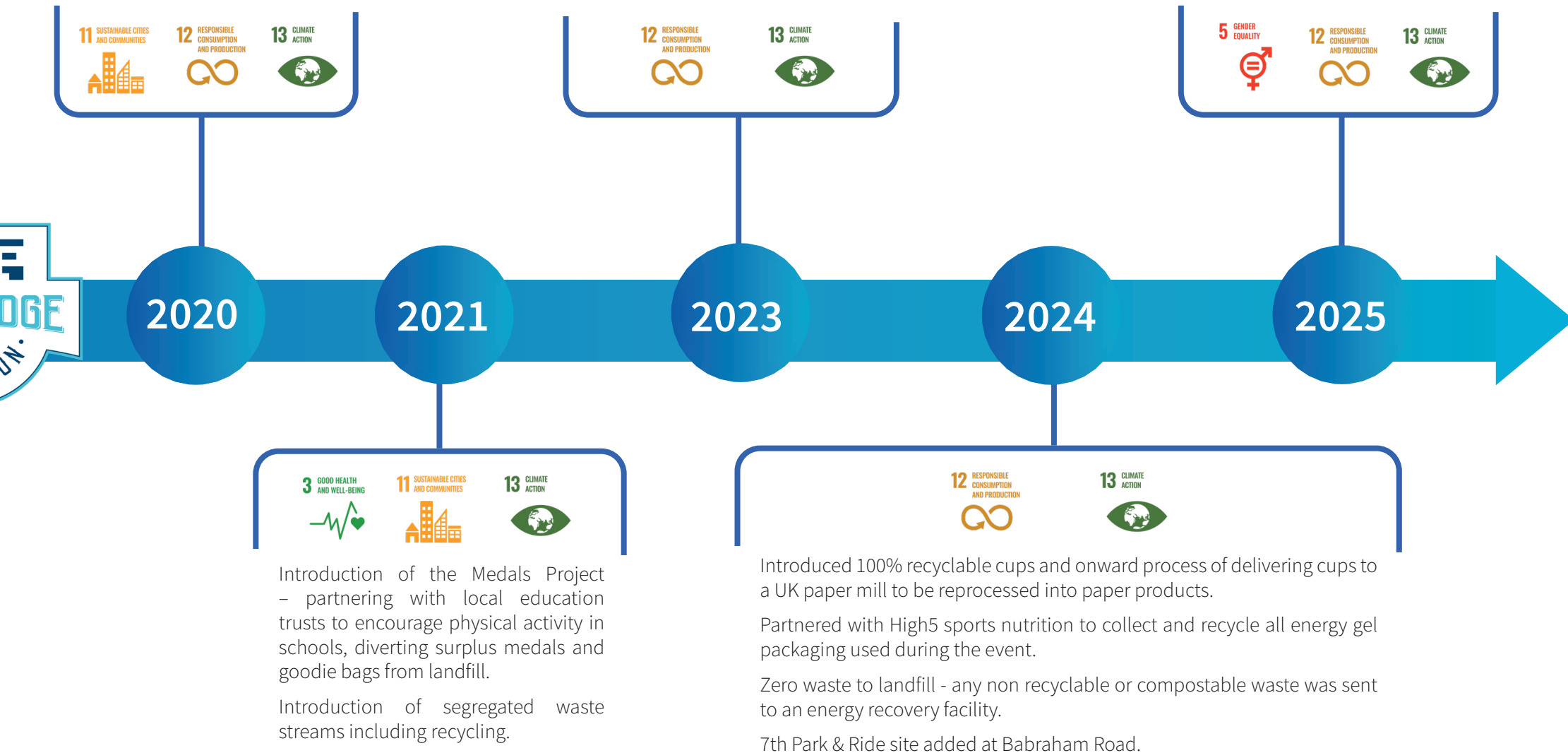
Park & Ride expanded to 6 Sites, adding St Ives and Longstanton.

Plastic bottles replaced by compostable cups. Compost produced to be used within Cambridgeshire, including at Jesus College.

Goodie bag made from recycled plastic bottles.

Introduction of Women's Inclusion Policies.

Goodie jute bags made with Recycled Cotton + rPET.



ACHIEVEMENTS TO DATE

REDUCING PLASTIC WASTE

Reducing plastic waste has long been an ambition of the TTP Cambridge Half Marathon. Previously Harrogate Spring Water was chosen to supply water for drinks stations as their bottles are 100% recyclable and are made from over 50% recycled UK sourced PET plastic. In addition, Harrogate Spring Water could offer a closed loop recycling system, meaning that the plastic bottles used at the event would be collected and fully recycled locally, producing new plastic bottles.

For a number of years this was the best solution available to the TTP Cambridge Half Marathon as the necessary commercial composting technology required to process compostable alternatives to single use plastic was not available in the surrounding region.

However, the discarding of partly full water bottles on the course by participants poses a hazard and risk of injury to other runners and therefore plastic bottles

were no longer provided by TTP Cambridge Half Marathon.

Compostable cups were introduced at the 2023 event, replacing 50,000 plastic bottles at drinks stations and within the event village, as the required commercial composting technology and the waste management contractors became available to the TTP Cambridge Half Marathon within Cambridgeshire. A number of Cambridgeshire landowners, including Kings College, make use of the resulting compost on agricultural land and landscaped grounds within the region.

While compostable cups were well received by event participants, unfortunately the waste management contractor which made the commercial composting possible in 2023 no longer operates in the East of England. Therefore, an alternative solution for the on course drinks stations was needed from 2024 onwards.



Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target 13.3 - Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.

Cups are pulped and reprocessing into other paper products

Cups are delivered to a UK paper mill

RECYCLABLE
JO

TTP Cambr
purchase



segr
or

RECYCLABLE PAPER CUPS JOURNEY

Cambridge Half Marathon
uses recyclable paper
cups



Athletes use cups
at event



Used cups are
transferred
to a Waste
Management Park
in Waterbeach



Cups are
segregated from
other waste

RECYCLABLE PAPER CUPS

A review of the range of recyclable cups available and discussions with waste management providers operating locally, identified a 100% recyclable paper cup as the best solution for the 2024 event.

The used cups placed in bins and litter picked from the course are transferred to a Waste management Park in Waterbeach where they are segregated from other event waste, baled and delivered to a UK paper mill for pulping and reprocessing other paper products, including packaging materials. The infographic to the left summarises the journey of the 76,000 recyclable cups used annually at TTP Cambridge Half Marathon.

The paper-to-paper recycling process maintains the circular economy of a valuable commodity; paper, reducing the requirement for consumption of raw materials to produce future paper products. Recyclable paper cups will be utilised again at the upcoming 2025 event.



Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

Lucion
Protecting people and planet

ACHIEVEMENTS TO DATE

Lucion
Protecting people and planet



ENERGY GEL PACKET RECYCLING

Adequate hydration and fuelling before, during and after the TTP Cambridge Half Marathon is vital for all our participants. Therefore we are delighted to continue to partner with HIGH5 sports nutrition to offer free HIGH5 energy gels at all on-course feed stations.

However, we are aware that the single-use packaging used by the sports nutrition industry is not widely recyclable through traditional waste collection and recycling facilities, and contradicts the TTP Cambridge Half Marathon ambition to be single use plastic free.

At the moment, the packaging used for sports nutrition products is the most effective way to ensure they can be manufactured, stored, transported and used without bursting or splitting or causing deterioration in the quality of the gel product.

Although HIGH5 are exploring alternative packaging materials, such as their refill packs and pouches, these are not currently a viable option for a mass participation event such as TTP Cambridge Half Marathon.

Therefore, TTP Cambridge Half Marathon is pleased to partner with the HIGH5 Sports Nutrition Programme which collects all brands of gel packets from the event and recycles them into new products such as benches and play equipment.

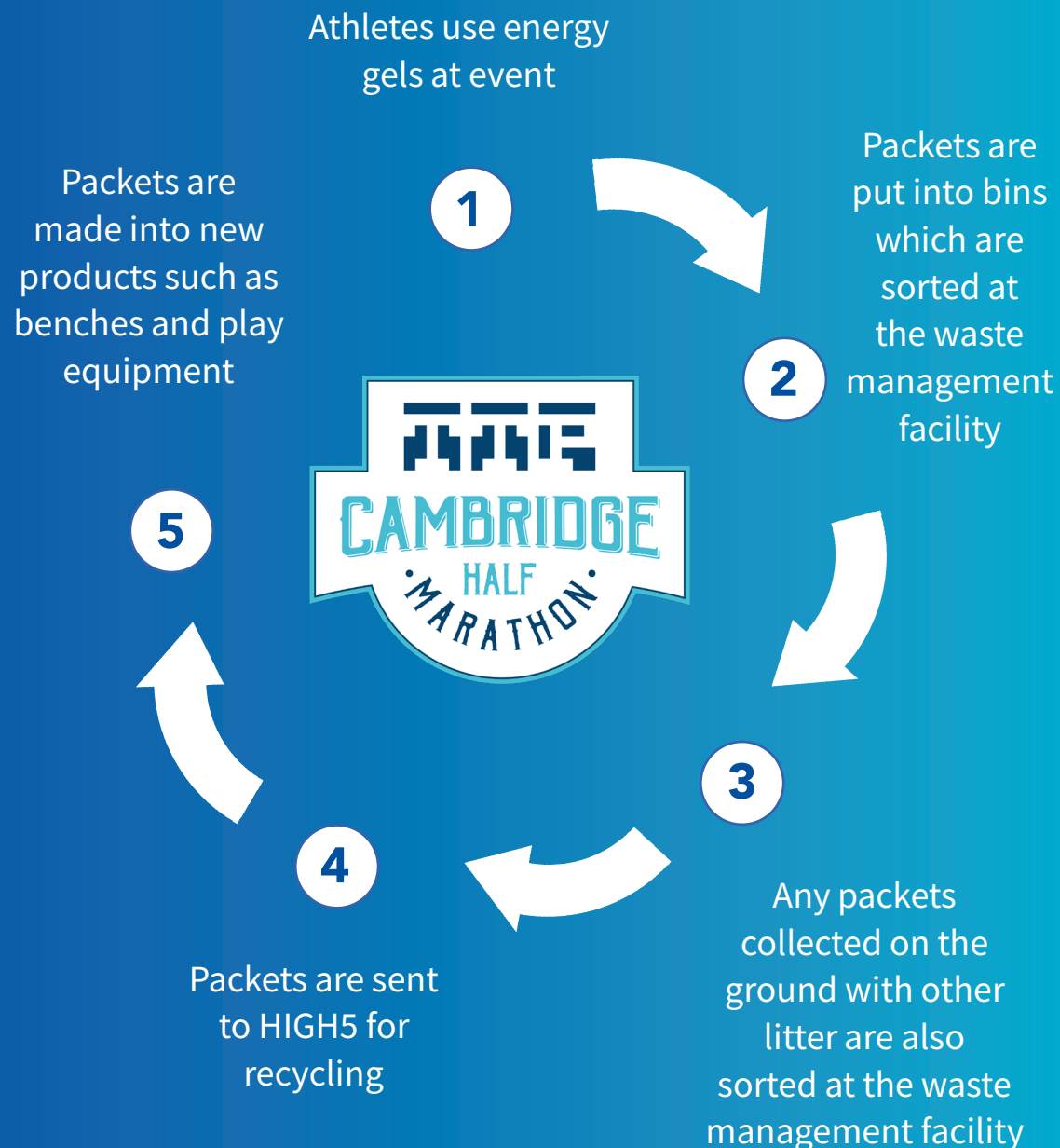


Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target 13.3 - Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.

ENERGY GEL PACKET JOURNEY



ACHIEVEMENTS TO DATE

GOODIE BAGS

Participant goodie bags have also been on a sustainability journey since the first TTP Cambridge Half Marathon event in 2012. Reusable plastic goodie bags were introduced in 2015, replacing previous single use carrier bags. From 2019 the goodie bag has been leaflet free, reducing waste and paper consumption.

In 2020 the event goodie bags were further upgraded to a more sustainable reusable and recycleable bag made of jute. Surplus event goodie bags are also donated to local events.

The 2023 TTP Cambridge Half Marathon goodie bags continued along the theme of sustainability and plastics, and were made from certified rPET formed from recycled plastic bottles. By popular demand, the jute bags returned in 2024, and for 2025 will be made from Recycled Cotton + rPET.



Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target 13.3 - Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.



MATERIAL USAGE

Printed race information was replaced with digital race information in 2019, saving over 24,000 sheets of paper annually. From 2019, the goodie bag has been leaflet free, reducing waste and paper consumption.

Since 2021, surplus event medals have been used in partnership with a local education trust and Cambridge City Council to encourage local primary school children to participate in physical activity. The project encourages children to earn a half marathon medal by running 1km every day for 21 days.

This scheme continues with surplus medals and goodie bags from the event, reducing waste and

encouraging local children to participate in physical activity. So far over 3,000 surplus medals have been donated, avoiding disposal to landfill.

Further initiatives to avoid landfill disposal have also included:

- Surplus event T-shirts are available for purchase at discounted rates – zero T-shirts are sent to landfill;
- Surplus energy gels retained and reused at other Wasserman Mass Participation events; and
- Surplus food from the event village donated to local charities.



Target 2.1 - By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.



Target 3.4 - By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

Target 3.d - Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks.



Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target 13.3 - Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.



ACHIEVEMENTS TO DATE



WASTE MANAGEMENT - ZERO WASTE TO LANDFILL

Following participant feedback, TTP Cambridge Half Marathon has improved the signage identifying the bins within the event village. Bin signage is raised above head height so the locations of the bins are more visible, and the distribution of bins within the event village has been amended in response to participant feedback.

Segregation of waste is necessary to allow it to be recycled, especially where difficult to recycle waste streams such as gel packets need specific treatment. We ask all participants and spectators to use the correct bins for the type of waste in the event village. Participants are asked to separate water cups and gel packets into the correct bin on course, however we appreciate that trying to do this while on the move makes it more difficult.

Therefore to help with this, all on course feed stations have a bank of cup and gel bins spread along the following 50m of the course. There is also a secondary litter zone located between 500m and 1000m after the feed station where participants are allowed to drop litter on the course. However, please do not drop litter outside of these zones and use the bins where possible.

After the event, all ground litter will be collected, and along with event bins which will be sorted at a Cambridgeshire waste management facility.

From the waste sorting centre, the segregated recyclable wastes will travel onwards through specific recycling processes to be formed into new usable products including transforming used cups into new paperboard, gel packets into plastic construction materials and products such as benches, and food waste transformed into biogas (utilised to generate power or heat) and digestate (utilised as organic fertiliser).

Following waste segregation, the amount of remaining non-recycle waste from the event is relatively small. To avoid sending waste to landfill, non-recyclable waste is taken to an energy recovery facility in Milton Keynes to produce Bottom Ash (used within the aggregate industry) and Syngas (utilised to generate electricity through steam).

As with 2024, the upcoming 2025 TTP Cambridge Half Marathon will be zero waste to landfill.

Please help us to recycle as much waste as possible by using the appropriate bins.



Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.



Target 13.3 - Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.



ACHIEVEMENTS TO DATE



Lucion
Protecting people and planet



SUSTAINABLE TRAVEL

The event focuses on local participants and Cambridge postcode residents have exclusive entry for the first 24 hours of places going on sale, with generally 50-70% of entrants being Cambridgeshire based. This enables TTP Cambridge Half Marathon to promote walking and cycling as sustainable travel options for attendees.

The TTP Cambridge Half Marathon event village includes a bike park providing 1,000 free and secure bicycle parking spaces. Wasserman Mass Participation partners with the County Council and Stagecoach to provide 3,000 [Park and Ride](#) (P&R) spaces operating from 7 sites around Cambridge. In 2023, approximately 25% of participants (approximately 2,500 people) used the P&R to travel to the event, avoiding at least 1,250 car journeys into the City Centre on race day. For the upcoming 2025 event, 25% of the Stagecoach P&R services will be powered by electric vehicles.

Lucion has produced an event travel heatmap based on 2024 participant data. This can be viewed [here](#).



Target 11.2 - By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older person.

Target 11.6 - By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



Target 13.2 - Integrate climate change measures into national policies, strategies, and planning.

Target 13.3 - Improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning.



NEW INITIATIVES FOR 2025

WOMEN'S INCLUSION POLICIES

TTP Cambridge Half Marathon is dedicated to making the event as inclusive as possible by committing to providing support and ensuring inclusive treatment for women. While some practices will be newly introduced, others have long been part of the TTP Cambridge Half Marathon.

TTP Cambridge Half Marathon recognises the challenges of returning to training postpartum, which is why TTP Cambridge Half Marathon will offer women who become pregnant before the race the option to defer their participation to a later race for up to 3 years for free, until the withdrawal deadline. TTP Cambridge Half Marathon would also like to extend this offer to any women who are going through IVF treatment.

TTP Cambridge Half Marathon will supply each aid station with sanitary products for anyone who may need them. Additionally, there will be specific porta-loos designated for female use on the event site and along the route.

TTP Cambridge Half Marathon will be creating a specific area within our event site for breastfeeding with a baby-changing area.

TTP Cambridge Half Marathon's 'Race Buddy' scheme will be offered to all women competing in the race. This will include a pre-race live zoom session to answer any questions or worries, along with a Saturday walk-through of the

event site, with a briefing of the starting sequence and a further opportunity for joining in a 5km shake-out run with the Official Coaching Partner Coopah.

The finish line will close 3.5 hours after the last participant crosses the start line, equating to a pace of approximately 16 minutes per mile. TTP Cambridge Half Marathon hopes this timeframe allows many of the event's athletes of any gender to reach the finish line.

The new finisher t-shirts are offered in a choice of men's or women's cut and both are available in a wide range of sizes, to ensure a comfortable and stylish fit. Made from a highly technical fabric, these t-shirts are ideal for your post-race training. The t-shirt sizing guide will be available to athletes when entering the race. Furthermore, those who wish to opt out of receiving a t-shirt can choose to plant a tree through the Trees Not Tees project instead.

To give leading women more space at the start of the race and to ensure leading female athletes also receive recognition, TTP Cambridge Half Marathon invites women who believe they are contenders to be in the top Female finishers to contact us. If you would like to be included in this advanced starting wave, please reach out to TTP Cambridge Half Marathon with your predicted finish time at info@cambridgehalfmarathon.com.



Target 5.c - Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.



Target 15.2 - By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.



Lucion
Protecting people and planet

SOCIAL IMPACT

Lucion
Protecting people and planet





COMMUNITY FUND

TTP Cambridge Half Marathon has an established Community Fund which provides financial support of up to £1,500 per year for community projects. Community projects supported recently include:

- Donation towards the playground improvement scheme at Milton Country Park;
- Donation to Cambridge Rugby Club to help launch their women's division;
- Donation to Milton Colts FC to sponsor one of their junior teams;
- Donations to Grantchester Parish to help with river walk infrastructure, including the installation of a drinking water tap; and
- Donations to Raise the Roof for Rowan (Rowan Humberstone).



Target 3.4 - Reduce by one-third premature mortality from non-communicable diseases (NCDs) through prevention and treatment and promote mental health and well-being.



Target 4.5 - By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

Target 4.a - Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.



Target 10.2 - By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.



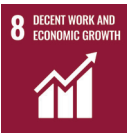
Target 11.7 - By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.



SOCIAL IMPACT

LOCAL ECONOMY

An independent economic survey by University of Surrey found that over £860,000 was spent in the local area as a result of the 2020 TTP Cambridge Half Marathon event. The event continues to encourage participants and supporters to make use of local food retailers on event day via “Unlock Cambridge” scheme co-ordinated by Cambridge Bid.



Target 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

CLOTHING DONATIONS

Many runners discard clothing at the start of the event; clothing collection bins for discarded clothing have been placed in the start pens since the first event in 2012. Approximately eight tonne bags of clothing have been collected from the TTP Cambridge Half Marathon events and donated to homelessness charities each year. Since the inception of the event, this clothing has helped the homeless through Winter Comfort and supporting refugees in Calais. In addition to Winter Comfort, more recently clothing has been donated to Emmaus Cambridge, a local charity who support people who have experienced homelessness, providing a home, support and meaningful work for as long as someone needs it.



Target 1.3 - Implement nationally appropriate social protection systems and measures for all, including floors, and ensure that the poor and vulnerable have equal rights to economic resources, as well as access to basic services, ownership, and control over land and other forms of property.



Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.





Lucion
Protecting people and planet

SOCIAL IMPACT



CHARITABLE IMPACT

Each year the TTP Cambridge Half Marathon supports a number of official charity partners who have large teams of runners competing in the race to raise funds for their cause. The 2025 official charity partners are; headline charity partner Alzheimers Research UK; national charity partners: Cancer Research UK, Macmillan Cancer Support, Kidney Care UK, Cardic Risk in the Young, and Addenbrooke's Charitable Trust.

The TTP Cambridge Half Marathon is also supporting local charity partners Cambridge Rape Crisis Centre, Mind CPSL, RSPCA, Something To Look Forward To, Arthur Rank Hospice Charity, Cambridge Community Foundation, Jimmy's Cambridge and over 50 Gold Bond charities. More details can be found [here](#).

Participants can also choose to donate to the TTP Cambridge Half Marathon headline charity partner, Alzheimer's Research UK when purchasing merchandise online through the event shop.

Since 2021, a total of over £2.3 million was raised for charity partners from annual TTP Cambridge Half Marathon events. For the upcoming 2025 event, the goal is to raise a total of £1 million!

- 2021: Raised over £436,000
- 2022: Raised over £325,000
- 2023: Raised over £650,000
- 2024: Raised over £940,000
- **2025: Fundraising goal of £1 million!**

**ALZHEIMER'S
RESEARCH UK** **FOR A
CURE**

 **mind** CPSL


Cambridge Rape Crisis Centre

 **CANCER
RESEARCH
UK**

**MACMILLAN
CANCER SUPPORT**


Addenbrooke's
Charitable Trust
Registered charity number 1170101

 **Kidney
Care UK**



Targets 1.2 - Reduce at least by half the proportion of men, women, and children of all ages living in poverty in all its dimensions.

Target 1.3 - Implement nationally appropriate social protection systems and measures for all.



Target 3.4 - Reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

Target 3.5 - Strengthen the prevention and treatment of substance abuse.



Target 5.2 - Eliminate all forms of violence against women and girls in public and private spheres.

Target 5.3 - Eliminate all harmful practices, such as child, early, and forced marriage, and female genital mutilation.



Target 9.5 - Enhance scientific research, upgrade the technological capabilities of industrial sectors, and encourage innovation.



Target 10.3 - Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies, and practices.



Target 15.7 - Take urgent action to reduce the degradation of natural habitats, halt the loss of biodiversity, and protect and prevent the extinction of threatened species.

GET INVOLVED

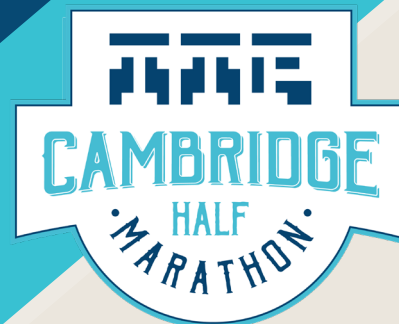


Lucion
Protecting people and planet

GET INVOLVED!

Help us make the most of our initiatives by getting involved!

- Support local businesses when attending the event.
- Take advantage of our Woman's Inclusion Policies by reaching out to us at info@cambridgehalfmarathon.com.
- Take part in our Travel Survey! Your response provides valuable insights to help us make informed decisions on how to reduce the associated environmental impact and encourage more sustainable travel options.
- Avoid using a car to travel to the event by taking advantage of our free secure bicycle storage spaces and Park and Ride sites as shown on the special bus service map to the right.
- Help us to recycle as much waste as possible by please using the appropriate bins.
- To support the recycling of all gel packaging used at the TTP Cambridge Half Marathon, please put your empty wrappers in the identified gel waste bins on the course and in the HIGH5 return boxes in the finish area.



SPECIAL BUS SERVICE MAP



Lucion

CONTACT:

ROBERT DADZIE

Sustainability Associate

E: robert.dadzie@luciongroup.com

T: +44 (0)7900 261 279

GENERAL ENQUIRIES

E: info@luciongroup.com

T: +44 (0)345 5040 303

www.luciongroup.com



[Scan to discover more](#)