



# OLD MUTUAL TWO OCEANS MARATHON

Cape Town 2018

the world's most beautiful marathon



## WESTERN CAPE GOVERNMENT WATER CRISIS





# THE 2018 OMTOM



Practices need to become the new norm

Do things differently and lead by example!

Socially and environmentally responsible events

- Economic Impact Study

# RUN4CHANGE LEGACY PROGRAM

## SUSTAINABILITY



# RUN4CHANGE

## Legacy program



Africa is our home, this is our race – It's Cape Town, must run it!

# RUN4CHANGE LEGACY PROGRAM

## SUSTAINABILITY : RUNGREEN

### TAKE ACTION

- ❑ REDUCE – REUSE - RECYCLE
- ❑ DO NOT LITTER
- ❑ MEASURE AND OFF-SET YOUR TRAVEL “CARBON” FOOTPRINT
- ❑ SHARE THE WORD & #CHALLENGEOTHERS
- ❑ CLEAN-UP



# #GOGREEN





# #GOGREEN

## Sustainability and Zero Waste





# #GOGREEN

## Sustainability and Zero Waste



# THE WATER CRISIS

*Ensuring business continuity, how are our events responding*

- Pre-planning on all aspects associated with water and review of our obligations as set out by the federation
  - Source water from outside the affected areas – maintain the eco system
  - Water crisis workshop with WGC
- Identify areas where water is used & reduce where possible
  - Toilets
  - Showers
  - VIP / Catering
  - Sachets and other alternatives
  - Cooling stations
- Purification, health and safety priority
- Water source (geolocation)
- Water type potable or non-potable water
- Working with sponsors, partners & service providers





# THE WATER CRISIS

*Ensuring business continuity, how are our events responding*

- Route
  - Water tables (number of stations along with what is available on them)
  - Number of sachets per athlete per water station
  - Alternative options
- Briefings to feeding station crew
- The OMTOM have requested runners to indicate if they will run with a hydration pack – over 6000 positive (plastics reduction)
- Reduction of water and plastics on SANParks land
- Disaster management – fire risk (low pressure)



# THE WATER CRISIS

*Ensuring business continuity, how are our events responding*

- Finish
  - Water usage at finish
- Post Race
  - Disposal of water sachets (that were not used)
  - Review with WPA re: requirements for water (number of water sachets per station, volume of water in sachet)
- Pre communication and education
  - Targeted comms to runners (specifically outside WC)
  - Campaign on all platforms from January 2018
  - Hotels, accommodation and other establishments
  - Highlight crisis at Expo/registration



**THANK YOU**

