

SUSTAINABILITY REPORT



**MARINECORPS
MARATHON**



COUNCIL *for*
RESPONSIBLE
SPORT
CHAMPIONS FOR A HEALTHIER WORLD

PLANNING

The Marine Corps Marathon Organization (MCMO) organizes and administers four distinct running events, and one health and fitness expo over the course of three days during the last weekend in October. The Marine Corps Marathon (MCM), MCM10K, and MCM50K are held on Sunday, while the MCM Kids Run takes place on the day prior. The MCM Health & Fitness Expo happens Friday and Saturday.

The MCM is historically one of the top ten marathons in the country. It is especially popular with first-time runners. A qualifying time isn't required, nor are cash prizes offered, but more importantly, special emphasis is placed on the accomplishments of each athlete and their personal motivations. With the help of our local hospital partner, MedStar Sports Medicine, runners had access to educational workshops, as well as training sessions and practice runs.

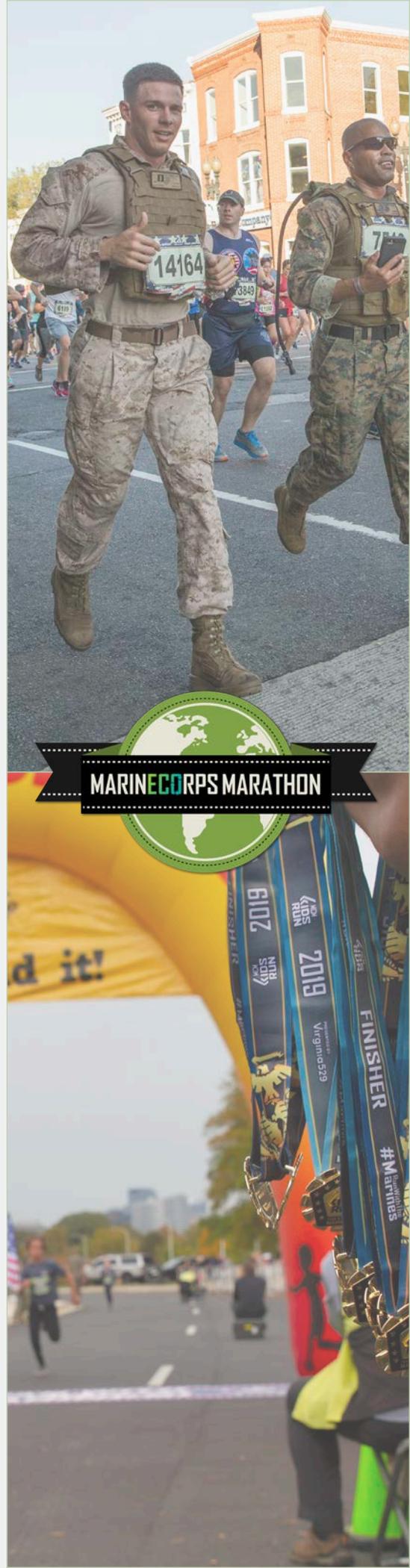
During the yearly registration process, the MCMO selects an early registration block of active duty and reserve military, offering limited and discounted entries. There are also several registration categories for wheelchair, hand cycle, and duo participants. Lastly, the MCMO administers global satellite events, called MCM Forward, allowing deployed military, and those living aboard, to participate in the marathon.

The Health & Fitness Expo, held at the Gaylord National Resort and Convention Center kicks off the event weekend on Friday by welcoming nearly 140,000 runners and spectators, and more than 100 vendors, exhibitors, and charity partners. While at the Expo runners pick up their official bib, event shirt and commemorative race patch.

Nearly 3,600 youth participants descend on the North Pentagon parking lot on Saturday to run the one-mile-just-for-fun run. The school with the most registered students is recognized with a Healthy School Award presented by MCMO and Sodexo.

The MCMO has a long standing relationship with the Special Olympics and supports approximately 50 athletes who participate in the MCM or MCM10K each year. Special Olympics athletes are recognized in a ceremony prior to the MCM10K and a post-event awards ceremony.

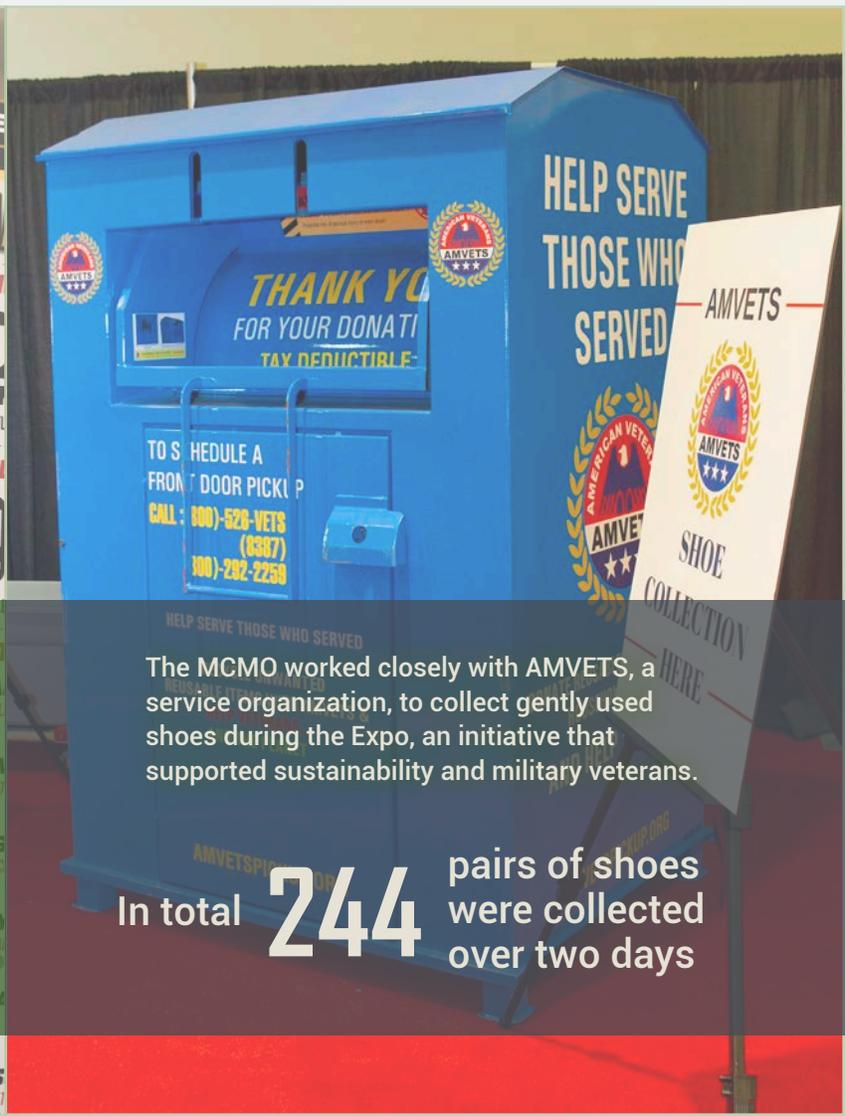
While coordinating multiple, simultaneous events MCMO is committed to diminishing the environmental impact of its events through communication initiatives and detailed planning efforts.



COMMUNICATION

While planning for the 2019 events, the MCMO communicated its sustainability initiatives and efforts with influential stakeholders and communities in person and through a letter campaign.

During the promotion and registration phases, the MCM website featured a "green" page that was mirrored throughout MCM's digital and print media platforms. Messages conveyed across these platforms included a 100% online registration process, including e-confirmations, and e-bib assignments using e-cards. Runners also received multiple e-newsletters throughout the year that highlighted MCM's sustainability efforts. Accompanying social media campaigns and blog promoted MCMO's efforts to green the course, recycle, reduce emissions and compost.



The MCMO worked closely with AMVETS, a service organization, to collect gently used shoes during the Expo, an initiative that supported sustainability and military veterans.

In total **244** pairs of shoes were collected over two days

RESOURCE MANAGEMENT

Tweet activity

Impressions	8,579
Total engagements	79
Link clicks	31
Likes	17
Profile clicks	16
Detail expands	8
Retweets	6
Replies	1

The Marine Corps Marathon Organization strives for continual improvement of its sustainability efforts, to include sharing critical statistics with participants and encouraging green behaviors at its events.

Facilities

The Gaylord National Resort and Convention Center was also used as the MCMO headquarters throughout event weekend. The Gaylord is a green hotel and convention center that proudly provides green meeting and event spaces. The facility offers ecofriendly water service, meeting room recycling, linen-free buffet tables and paperless billing. Its combined heat and power system consists of three 2000 kW natural gas generators that produce approximately 90% of the electricity used on site. Waste heat from generators is used for domestic water and space heating. The Cogen plant contributes about 75% of the total electricity consumed. Additionally, the Gaylord provides several, clearly labeled recycling stations throughout the property.



Carbon Footprint

Race Programs: The official race program, Salute, was available in digital format, reducing the need for printed products.

The MCMO proudly supports reseeded the grounds of the Marine Corps War Memorial by funding this effort annually.



23,627 riders during the early opening



6,239 riders on free shuttle service



Bibs were mailed out eliminating runners driving to the expo.



For the first time, the MCMO used an electric vehicle, provided by Urban Adventures, to transport media around the race course.



The MCMO partnered with the Bike Valet to invite runners to establish a free bike drop-off station near the start line for convenience. Bike Valet is a green company that uses recyclable bike seat covers and an app for pick up to eliminate paper waste.

Race programs were produced by a printer that uses:



100% wind-powered energy



FSC Certification



UV-based Inks including soy



Heat dryers on presses – eliminating spray powder method



chemicals only used per sq meter with plate-making processor



Significant reduction of ink waste due to state-of-the-art inking system



Every form of waste in the Plant is recycled



Multi-choice of recycled papers from recycled Mills

RECYCLING EFFORTS

In an effort to reduce the environmental footprint at the start and finish lines and on course, MCMO partnered with Arlington County's Economic and Development Agency to implement a comprehensive waste reduction system.

Composting

A food station offered oranges to runners. Veteran Compost collected, sorted, mixed and placed oranges and bananas into compost resulting in 3.2 yards of orange waste composted. In partnership with Fyffes, the MCM offered composting receptacles at the MCM Finish Festival located in Rosslyn, VA.

A total of 2,550 lbs. of compostable material was collected and transformed into all natural compost in eight weeks. The nutrient-dense product will be used by local farmers, gardeners and landscapers to grow and fertilize new plants.

Arlington County Composting Pilot Program: There are 13 water points along the marathon course, plus an additional water point on the MCM50K route, all of which distribute water in cups. In the past, these cups were not recyclable. This year, Arlington County proposed a pilot program with a new composter that allows composting of the cups. A total of 1.4 tons of cups were recycled.

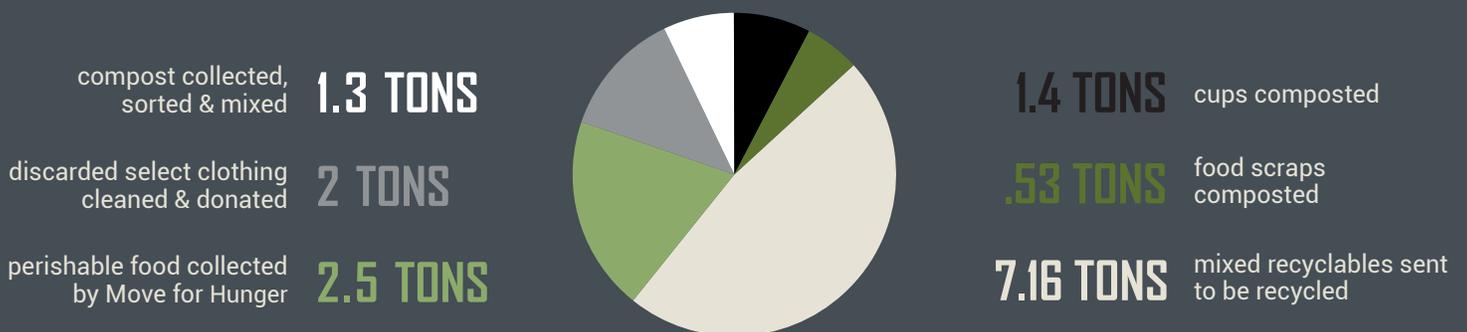
Clothing Collection

A majority of runners discard their excess clothing near, or once across the start line. This clothing was donated to local homeless services and shelters to be cleaned and distributed to those in need within Washington D.C., Maryland and Virginia.

Perishable Food

On course and finish line nourishment consisted of oranges, bananas and other perishable food items. Unused perishable food was collected through the nonprofit organization, Move for Hunger, and donated to the Capital Foodbank.

Move For Hunger also gathered unused perishable food items at the Health & Fitness Expo. Move For Hunger is a national non-profit organization that has created a sustainable way to reduce food waste and fight hunger by mobilizing leaders of the moving, relocation and multi-family industries to provide their customers, clients and residents with the opportunity to donate their food when they move.



Water Monster

In support of National Park Service regulations, and to cut down on water-pollution, MCM organizers decided to place cup-less water stations, known as Water Monsters, at select locations on the course. This 125 gallon dispenser offered multiple spigots for runners to fill personal water bottles. Cups were not dispensed at this location. Adding this self-serve water station supports MCM green initiatives and helps runners through a stretch of the course that had previously been without water from mile marker 19 to just in front of mile 22 and through the portion of the MCM50K course addition. Using Water Monster reduces the environmental footprint of the water distribution operations by eliminating water jugs and cups. Additionally, Arlington County installed two water stations in the Finish Festival on the corners of Meade Street/Arlington Blvd. and Fort Myer Drive/Wilson Blvd. making it convenient for runners to refill water bottles.

Adopt-a-Mile

The MCMO annually recruits dedicated volunteer groups for the 'Adopt-a-Mile' program. This volunteer assignment includes augmenting clean-up efforts along the marathon course. Groups provide a minimum of 18 volunteers (minimum age of 10) to clean the grass and roadways of any event-generated debris along an assigned mile of the MCM course. Each group participating in the Adopt-a-Mile program receives a monetary stipend for their support of the runners and U.S. Marines.

A contingent of the Adopt-a-Mile ensures that none of the event-generated debris on Rock Creek Parkway, miles six through nine, contaminates the water of Rock Creek, a stream that runs along the course.

Other volunteer groups from running clubs and the Office of Legislature provided extra support manning and cleaning up water points and food stations.

Fair Labor

The MCMO has established a sustainable procurement policy and follows the federal government's guidelines for sustainable sourcing. The Marine Corps Marathon Organization collaborates with more than 140 contractors, 15 of which are local. There are several minority owned businesses.

Reusing Supplies

MCMO reuses most of the banners from year to year. After the conclusion of MCM Weekend, leftover water provided by WalMart, as well as unused finisher items, are stored for reuse at future events hosted by the MCMO. Finishers are provided a reusable recovery jacket, greatly reducing the amount of trash generated by other forms of post-run wraps.



Source zero emission shuttle buses



Develop partnerships with scooter providers for easy access to the start line and finish festival



Source data from the post event survey specific to sustainability behaviors



- Compost
- Donation
- Recycling
- Landfill

As a result of the waste diversion efforts for the 2019 Marine Corps Marathon races, **25%** of disposed items from the start, course, and finish line were diverted from landfills

UNITED NATION CLIMATE ACTION

The Council for Responsible Sport announced that the Marine Corps Marathon was an early signatory to the United Nations Framework Convention on Climate Change (UNFCCC) "Sports for Climate Action Initiative."

The "Sports for Climate Action Initiative" invites sport event hosts to declare their recognition of "the critical need for cities, regions, companies and investors from around the globe to help implement the Paris Climate Agreement and accelerate the transformative change needed to reach greenhouse gas (GHG) emission neutrality in the second half of the twenty-first century." It offers five principles to guide forward action that leverages the global popularity of sport to help make a real difference in the battle against climate change, as well as help minimize the environmental footprint of sporting events.

CONTRIBUTIONS

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CERTIFICATION

Council for Responsible Sports

