



# SUSTAINABILITY REPORT



## EVENT PROFILE

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Event: Skechers Performance Los Angeles Marathon  
Date: March 24, 2019  
Locations: Los Angeles, CA  
West Hollywood, CA  
Beverly Hills, CA  
Santa Monica, CA  
Participants: 24,000 Runners  
Producer: Conqur Endurance Group

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## CERTIFICATION BODY

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# Waste Diversion

*Conqur Endurance Group continues to enhance waste diversion efforts at the Start Line and the Finish Line of the LA Marathon. Through a variety of initiatives, this strategy works to divert traditional landfill waste to composting and recycling centers, thus reducing the environmental impact of the event.*

## ECO STATIONS

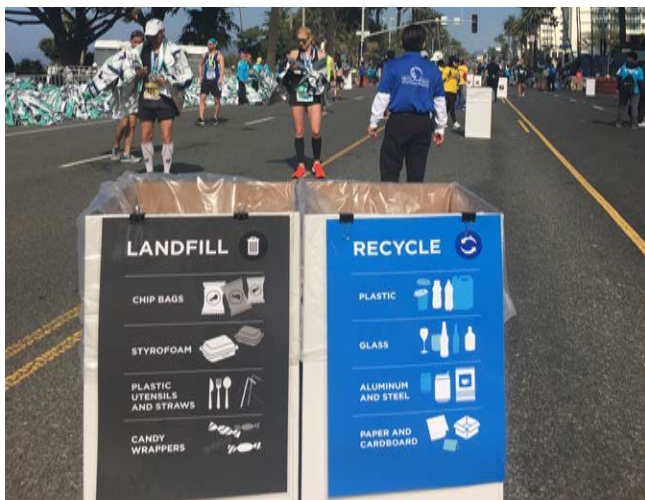
**Start Line | Dodger Stadium**  
**Finish Line | Santa Monica**

In an effort to reduce the environmental footprint of Start and Finish Line activities, a comprehensive waste diversion system was implemented to divert items from being sent to the landfill.

As part of this system, “Eco Stations” were distributed throughout the Start Line at Dodger Stadium and the Finish Line in Santa Monica to divert items to composting and recycling centers. These locations featured two types of Eco Stations: three-bin stations for compost,

recycling, and landfill collection, and two-bin stations for recycling and landfill collection. Each bin included clear labels with icons that indicated which items could be placed in which bin.

Furthermore, each three-bin Eco Station was staffed with a Green Team volunteer who served as an educational ambassador and offered guidance to attendees about how to properly dispose of their items.





The marathon's sustainability initiatives also featured specialized compost and recycling collections at the Finish Line. After completing the course, runners were given a number of items to help them recover, including bananas and bagels to replenish their energy and Heatsheets to regulate their body temperature. Green Team volunteers were activated to help tired participants divert these items from the landfill by composting their bananas and bagels and recycling their Heatsheets.



## DONATIONS TO LOCAL COMMUNITY

### Clothing – 5,825 lbs Donated

Many runners discard their excess clothing while crossing the marathon's Start Line. In an effort to divert these items from the landfill and provide them to members of the Los Angeles community who are in need, discarded clothing was collected and donated to the Hope of the Valley Rescue Mission. A total of 5,825 pounds of clothing were donated.



### Shoes – 119 Pairs Donated

At the LA Marathon Health & Fitness Expo, runners were invited to bring shoes they no longer used to donate to Goodwill. A total of 119 pairs of shoes were donated.



### Food – 2,793 lbs Donated

As runners crossed the Finish Line, they were provided food and drinks to help them recover. In order to prevent excess food from being sent to the landfill, the LA Marathon partnered with the nonprofit organization Move for Hunger to collect and donate leftover food to the Valley Food Bank. A total of 2,793 pounds of food were donated.



### Heatsheets – 1,000+ Sheets Donated

Runners were also provided with Heatsheets to help regulate their body temperature. To prevent excess Heatsheets from being sent to the landfill, the LA Marathon partnered with Move for Hunger to collect and donate over 1,000 leftover Heatsheets to the Valley Food Bank.





# Portable Water Station Pilot

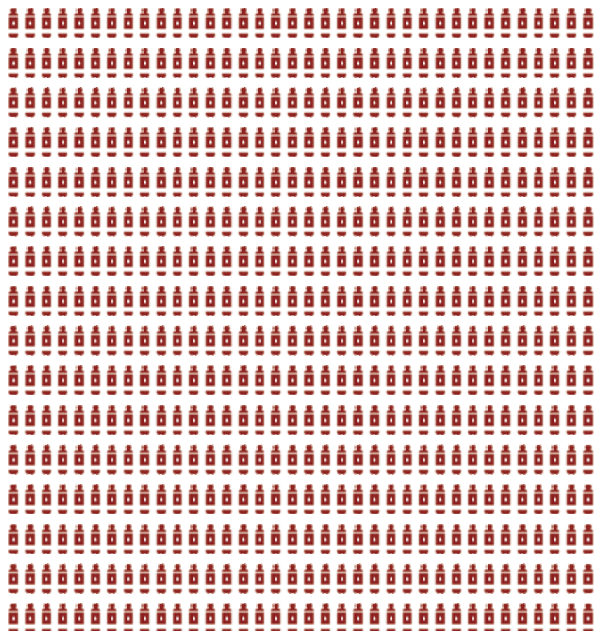
*In 2019, the LA Marathon introduced a pilot program to reduce the amount of plastic used in water distribution along the race course through the use of potable water stations, called 'Water Monsters'. The Marathon partnered with the Los Angeles Department of Water and Power to initiate the pilot and deploy the Water Monsters.*

One of the most important aspects in the production of a marathon is distributing water to runners along the race course. Runners rely on water stations to stay hydrated while completing the race. Water distribution for races typically involves volunteers pouring water from 1 gallon plastic jugs into cups, which are given to runners as they pass.

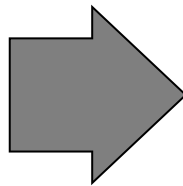
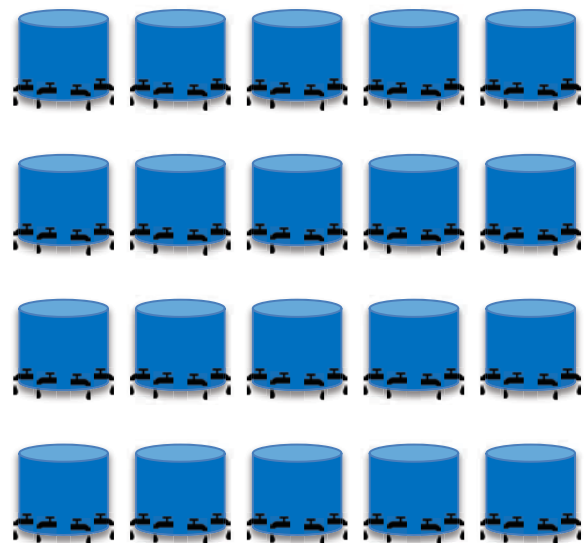
In an effort to reduce the environmental footprint of the water distribution operation, the LA Marathon partnered with the Los Angeles Department of Water and Power to develop a pilot program in which Water Monsters were deployed in lieu of plastic jugs. Water monsters are large tanks that pull tap water from hydrants or water trucks.

The pilot program successfully deployed 20 Water Monsters along the course. Through this program, the marathon was able to displace about 7,200 plastic jugs and the carbon footprint of transporting the jugs.

**7,200 Plastic Water Jugs**



**20 Reusable Water Monsters**

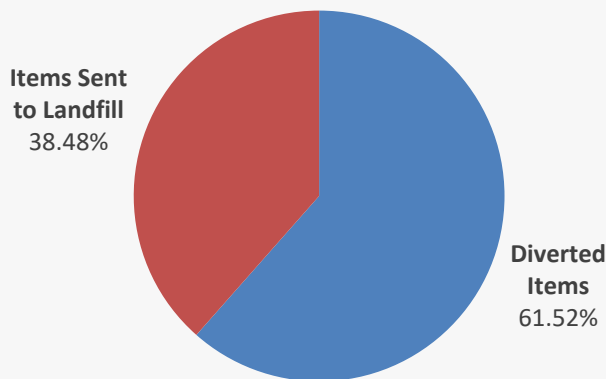




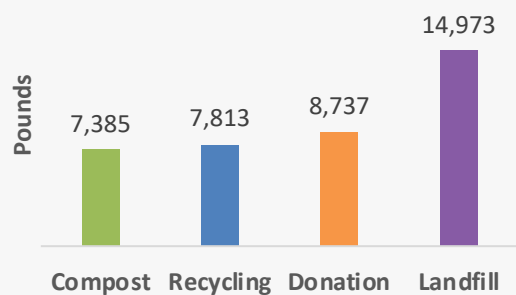
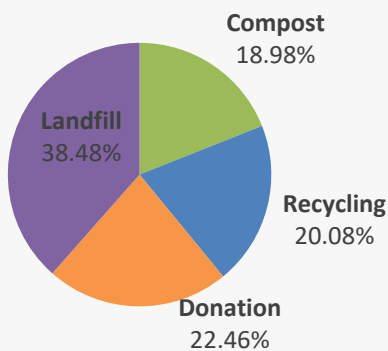
## RESULTS

As a result of the waste diversion efforts at the 2019 Skechers Performance Los Angeles Marathon, **61.52% of disposed items from the Start and Finish Lines were diverted from the landfill.\***

### LA Marathon Waste Diversion



### Waste Diversion Breakdown



\*Recycling hauls decreased from previous years due to the reduced use of plastic water jugs (which were displaced by the Water Monsters).

# Council for Responsible Sport Certification

*Conqur Endurance Group received Gold level certification from the Council for Responsible Sport in recognition of the marathon's sustainable event management practices.*



The LA Marathon received Gold level certification from the Council for Responsible Sport in recognition of the event's sustainable management practices. The Council for Responsible Sport provides independent, third-party verification of the social and environmental responsibility of sporting events.

In order to achieve certification, event organizers submitted a sustainable event management plan outlining the marathon's environmental and social initiatives. To verify the implementation of these initiatives, organizers also submitted extensive documentation showing initiative results,

including waste diversion reports, food orders, training manuals, and photo evidence of onsite sustainability measures.

Additionally, the Council for Responsible Sport completed an onsite audit to verify the marathon's sustainability initiatives. The auditor observed the event's sustainable management systems at the Start Line at Dodger Stadium, along the course, and at the Finish Line in Santa Monica.



COUNCIL *for*  
RESPONSIBLE  
SPORT





# Opportunities & Recommendations

## Compostable Cups

Throughout the marathon's course, runners were provided water to help them stay hydrated. As part of this effort, the course's 22 water stations distributed a combined 500,000 water cups. These cups were neither recyclable nor compostable in 2019 or in prior years. In the future, the marathon could procure compostable cups or cup alternatives (such as seaweed pouches) that could be recovered in local compost facilities. Because cups make up the vast majority of disposable items along the course, this would significantly decrease the amount of materials sent to landfill as a result of the event.



## Water Monsters Pilot

The 2019 LA Marathon partnered with the Los Angeles Department of Water and Power to deploy 20 water monsters along the course, reducing the use of plastic water jugs to fill water cups for runners. Because of the success of this pilot, the use of water monsters could be expanded to the rest of the course in future years.



## Participant Shuttles

Each year, the LA Marathon provides complimentary shuttles to transport runners to and from the race. While this program helps offset emissions by encouraging mass transit, it could be enhanced by sourcing zero emission buses. In future years, partnerships could be developed with bus manufacturers or local transportation authorities to utilize zero emission vehicles.





**SKECHERS PERFORMANCE**  
**LOS ANGELES**  
**MARATHON**

Join our efforts to reduce our impact on the environment and please distribute this report electronically.

If you have any questions about this report, please contact [info@threesquaresinc.com](mailto:info@threesquaresinc.com).