

2 0 2 LEGACY
REPORT 4

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THE 2024 LEGACY REPORT: RCS MISSION

In 2023, we embarked on an ambitious journey toward sustainability, engaging our vast ecosystem. **We charted the course, defined the strategy, and initiated this significant endeavor.**

The questions guiding our actions have remained the same: **What legacy, what enduring value do we want to create through our activities? How can we ensure that the "after" the Giro d'Italia and the Wizz Air Milano Marathon is better than the "before"?** How can we activate all stakeholders? How can we transform these events into showcases of the beauty of our country?

The start of this journey sparked great excitement, akin to the beginning of a cycling race or a marathon. In the initial moments, everything seems to move in slow motion, and the work carried out in 2023 to define the direction and path was crucial, providing everyone with a clear shared vision. This allowed us to **work in synergy, refining our strategy as the project gained momentum.**

We honored our initial commitments, progressively expanding the number of people and stakeholders involved. It was essential to **engage the entire RCS Sports & Events team to establish a new culture**, integrating a vision of regeneration and more sustainable practices into every aspect of our operations, both internally and externally.



The further we advance on this journey, the more we appreciate its beauty and significance for all stakeholders involved, while acknowledging its complexity. We increasingly feel the power of sports as a universal unifier, capable of bringing together entities that might otherwise be challenging to align. Sports and sustainability are proving to be an inseparable duo.

Now that the project is in full swing, it is becoming increasingly easier to engage individuals, institutions, and companies driven by the same ideal of innovation - an innovation that regenerates people, the environment, and the economy.

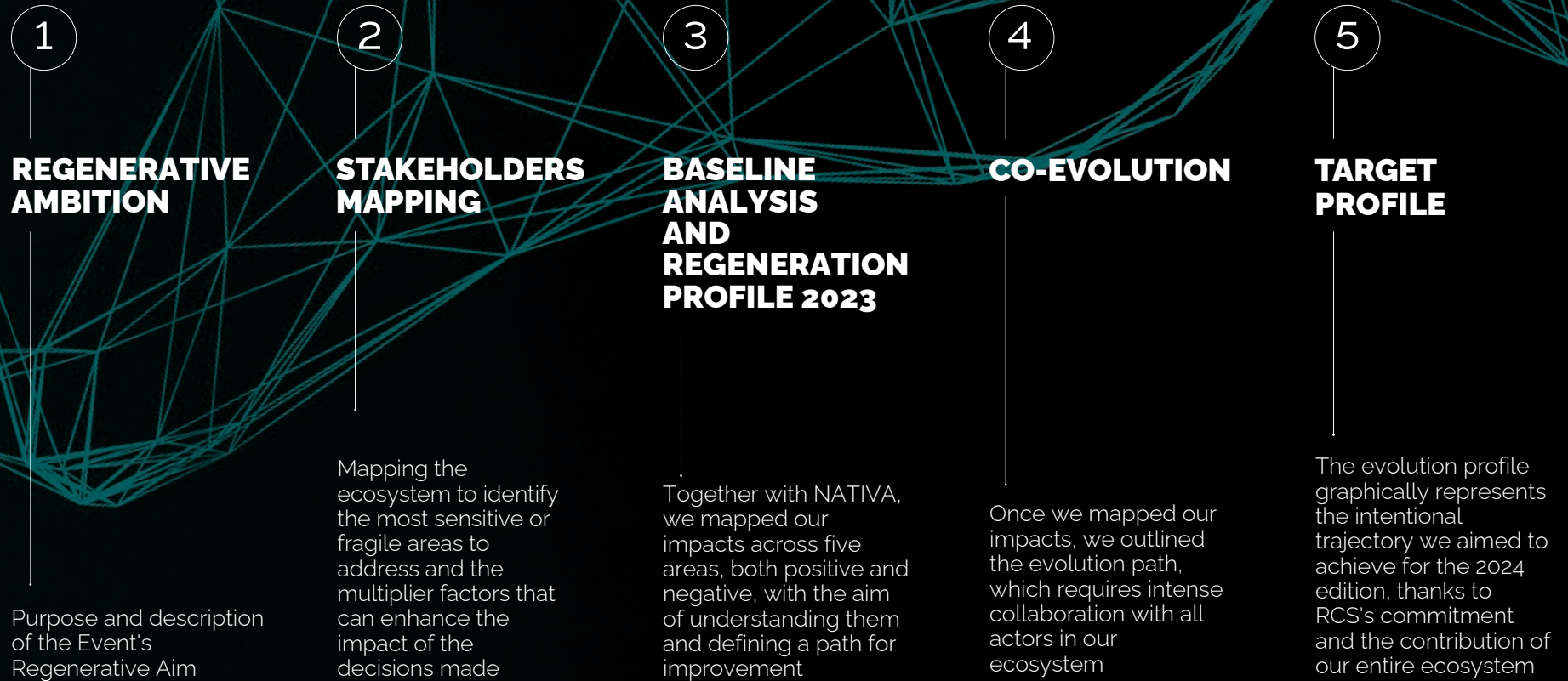
Sustainability is becoming an integral part of our corporate DNA. We have realized that, rather than a distant goal, it is a daily discipline that we want to guide our decisions and actions.

We increasingly see a clear **opportunity to innovate, grow, and leave a lasting mark of beauty in the world of sports and beyond**

Paolo Bellino
RCS Sports & Events CEO

RCS COURSE

9 KEY STAGES



6

IMPROVEMENT PLAN

Definition of specific actions that can be implemented to achieve the set objectives

7

STAKEHOLDERS ENGAGEMENT IN THE EVOLUTION

Kick-off to act together through teamwork and the participation of all key stakeholders

8

2024 REGENERATION PROFILE

The Regeneration Profile reflects the evaluation of how the event's design choices and operations align with its goals for creating a positive impact

9

2025 TARGET PROFILE

The Evolution Profile graphically represents the intentional trajectory we aim to achieve for the 2025 edition, driven by RCS's dedication and the contributions of our entire ecosystem

THE REGENERATION- TION PROFILE

This chapter will delve into the specific improvement actions undertaken in response to the commitments made, analyzing the strengths and challenges encountered along the journey. These elements are visually represented in the Regeneration Profile, which stems from the assessment of the alignment between the event's design choices and operations with its positive impact objectives.

The design principles and analytical methodologies that guided the development of our improvement plan, along with the analysis data, sources, and KPI tables, have been included in the annex for in-depth and targeted consultation.



HOW TO INTERPRET THE ANALYSIS AND THE PROFILE

In this document, we outline the systemic methodology adopted and the impact measurement areas, for each of which we specify:



KEY NUMBERS E KEY ACTIONS

The key figures and elements associated with the different areas of impact.



REGENERATIVE ACTION

The key aspect with the highest positive impact during the event.



2025 COMMITMENTS

Concrete commitments for the event next edition.



STRENGTH AREAS

Positive impact aspects that enhance the profile.



CHALLENGES AND IMPROVEMENT DIRECTIONS

Key challenges highlighted by the analysis, which often reflect industry-wide issues and define the event's maximum potential, along with the directions that can be pursued, optimized, or enhanced to achieve better results.

WIZZ AIR MILANO MARATHON

Together.

We run together with those seeking positive change.



The Wizz Air Milano Marathon aims to be a laboratory of innovation, a reference point for players working toward positive change, focusing on priorities and leverage points such as circularity, emissions, mobility, and technology.

The Wizz Air Milano Marathon is committed to collaborating with all stakeholders, particularly local institutions and sports federations, to enhance Milan's cultural identity through running and to promote civic responsibility and innovative projects with a positive impact.

The Wizz Air Milano Marathon strives to represent and celebrate the values and essence not only of running but also of sport and well-being in general, by designing an event for everyone—athletes, children, adults, and organizations who share its spirit.

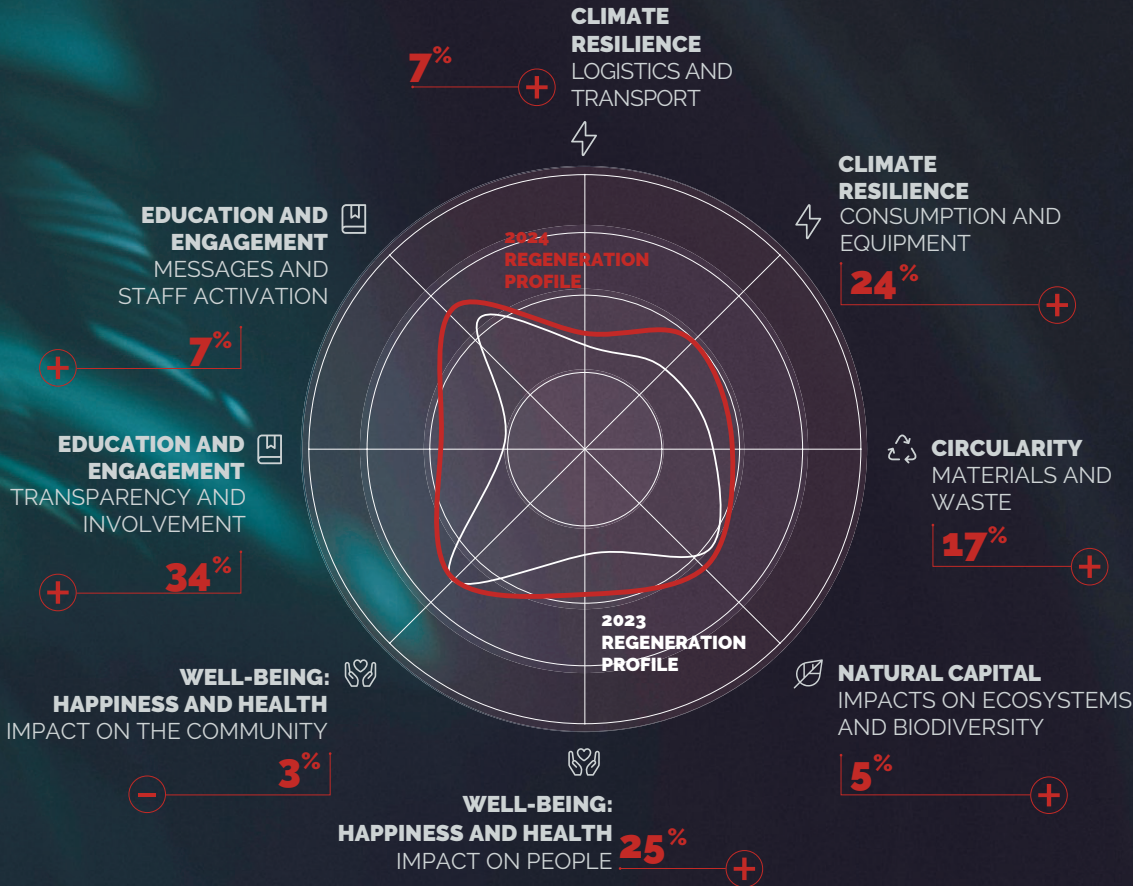
2023-2024 EVOLU- TION PROFILE

IMPROVEMENT ELEMENTS IMPLEMENTED AND CHALLENGES OVERCOME

In 2023, we established a series of commitments across various areas, which we pledged to fulfill with the support of key stakeholders in the ecosystem. The following section highlights the areas for improvement and the challenges tackled during the 2024 edition of the Wizz Air Milano Marathon, while detailed tables with the related KPIs, progress updates, and additional notes are provided in the annex.

EVOLUTION PROFILE*

2023 -202 4



CLIMATE RESILIENCE

- Allianz MiCo, the venue hosting the Running Festival, utilizes 100% renewable energy with Guarantees of Origin (GO) and has a strong sustainability policy (e.g., LEED certifications)
- Monitoring of vegetarian/vegan food offerings (>50%) and certified options (e.g., organic, approximately 40%)
- Initial monitoring of key partner travel (Levissima, Asics)



CIRCULARITY

- Waste monitoring for the Wizz Air Milano Marathon & Relay resulted in a total of 15,690 kg collected, of which 35.4% was sent for recycling. Additionally, 1,850 kg of Levissima bottles were collected, representing 91% of the bottles used during the event
- Initial monitoring of materials for gadgets/merchandising and partner packaging was conducted through the sharing of R-Intents guidelines (Levissima, Asics)



NATURAL CAPITAL

- Provision of 33 cl bottles by Levissima to minimize water waste during the race



WELL-BEING: HAPPINESS & HEALTH

- 31% increase in funds raised through the Relay Marathon
- 6% decrease in satisfaction among charities and a 30% reduction in the importance of fundraising associated with the Relay compared to the business operations of the involved charities (a collaboration and improvement pathway has already been initiated)
- Creation of a guide promoting sustainable and healthy behaviors for marathon runners



EDUCATION AND ENGAGEMENT

- Presence of a dedicated sustainability team for the event
- 100% training of workers and collaborators on the regenerative ambition
- Launch of a stakeholder engagement program to enhance the event's impact
- Definition and public sharing of qualitative improvement goals for the event's impact
- Sharing of guidelines with all suppliers, sponsors, key partners, and marathon runners (R-Intents)
- 9% increase in responses to the employee survey and a 65% increase in responses to the marathon runners' survey

*PROFILE POWERED BY NATIVA

LEGEND

- 2024 REGENERATION PROFILE
- 2023 REGENERATION PROFILE
- PREDOMINANCE OF BUSINESS AS USUAL (SCORE 1-25%)
- INITIAL INTENTIONAL ACTIONS DRIVEN BY EVENT SUSTAINABILITY (SCORE 26-50%)
- DESIGN CHOICES GUIDED BY A LONG-TERM POSITIVE IMPACT VISION (SCORE 51-75%)
- UNIQUE AND DISTINCTIVE PRACTICES THAT CREATE VALUE FOR SOCIETY AND THE ENVIRONMENT (SCORE 76-100%)

2024 REGENE- RATION PROFILE

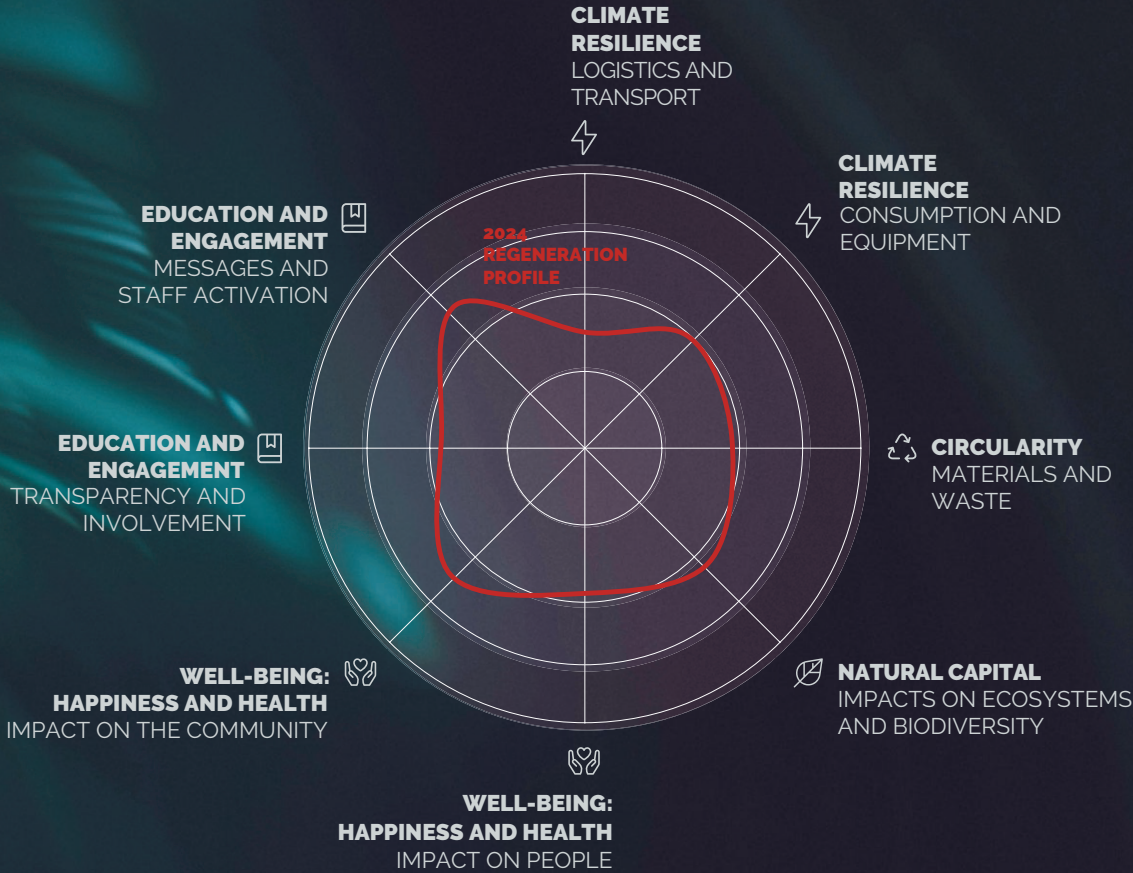
KEY ELEMENTS OF 2024 WIZZ AIR MILANO MARATHON

The Regeneration Profile graphically represents the outcome of the analysis of the economic, social, and environmental impacts specific to the Wizz Air Milano Marathon 2024¹. Below, the key elements of the 2024 Corsa Rosa are highlighted.

¹ The various events associated with the Wizz Air Milano Marathon ecosystem, such as the Family Run and the Dog Run, were considered within the model as contributing elements to the overall impact. They are part of the ecosystem and directly connected to the Wizz Air Milano Marathon or made possible by it, but they are not included within the scope of the analysis.

EVOLUTION PROFILE*

2023 -2024



CLIMATE RESILIENCE

- Allianz MiCo, the venue hosting the Running Festival, uses 100% renewable energy with Guarantees of Origin (GO) and follows a strong sustainability policy (e.g., LEED certifications)
- Monitoring of vegetarian/vegan food offerings (>50%) and certified options (e.g., organic, approximately 40%)
- Initial monitoring of key partner travel (Levissima, Asics)



CIRCULARITY

- Monitoring of waste from the Wizz Air Milano Marathon & Relay, with a total of 15,690 kg collected, of which 35.4% was sent for recycling. Additionally, 1,850 kg of Levissima bottles were collected, representing 91% of the bottles used during the event
- Initial monitoring of materials for gadgets/merchandising and partner packaging, facilitated by the sharing of R-Intents guidelines (Levissima, Asics)
- 90% of the plastic used for Levissima bottles is made from recycled material (rPET)
- 100% of the shirts provided for the Milano Marathon by Asics are made from recycled polyester (representing 27% of the total shirts provided)



NATURAL CAPITAL

- 1 biodiversity restoration project: contribution to the redevelopment of Parco Campo dei Fiori in Varese through collaboration with ClimatePartner
- Provision of 33 cl bottles by Levissima to reduce water waste during the race



WELL-BEING: HAPPINESS AND HEALTH

- 1.456.927 Euros raised by charities
- Monitoring satisfaction and happiness levels: 60% for workers and 95% for marathon participants
- 75% of charities reported being satisfied, and 91% expressed interest in participating in the next edition
- Event inclusivity, supported by side events such as the Family Run, Dog Run, and Relay Marathon
- Creation of a guide promoting sustainable and healthy behaviors for marathon runners
- Launch of a project involving 3 inmates from the Opera prison in the event



EDUCATION AND ENGAGEMENT

- Presence of a formalized and widely shared regenerative ambition
- Presence of a dedicated team responsible for the event's sustainability
- 100% training of workers and collaborators on the regenerative ambition
- 7 partner engagement meetings to improve the event's impact
- Sharing of guidelines with all event partners
- 9% increase in responses to the worker survey and 65% increase in responses to the marathon runners' survey
- 64% of marathon participants have a positive perception of the event's sustainability

LEGEND



2024 REGENERATION PROFILE



PREDOMINANCE OF BUSINESS AS USUAL (SCORE 1-25%)



INITIAL INTENTIONAL ACTIONS DRIVEN BY EVENT SUSTAINABILITY (SCORE 26-50%)



DESIGN CHOICES GUIDED BY A LONG-TERM POSITIVE IMPACT VISION (SCORE 51-75%)



UNIQUE AND DISTINCTIVE PRACTICES THAT CREATE VALUE FOR SOCIETY AND THE ENVIRONMENT (SCORE 76-100%)

*PROFILE POWERED BY NATIVA

CLIMATE RESILIENCE

The climate resilience axis assesses the measurement and management of climate-altering gas emissions.



COMMITMENTS 2025

- **Monitoring energy consumption** (e.g., generators, Allianz MiCo) and evaluation of lower-impact alternatives (e.g., HVO generators, hybrids, etc.)
- **Providing incentives** for sustainable mobility for marathon participants



REGENERATIVE ACTION

This year, the Wizz Air Milano Marathon once again collaborated with ClimatePartner to account for and offset emissions, using the GHG Protocol, the most widely adopted international tool for calculating and communicating emission inventories.



KEY NUMBERS & KEY ACTIONS

Event carbon footprint calculated by ClimatePartner according to the GHG Protocol standard: **222,542.73 kg CO₂e** (244,574.45 kg CO₂e in 2023)²

The category with the highest CO₂ emissions for the entire event was air travel of elite athletes at 36.9%, followed by heating consumption at 24.9% and Food & Beverage at 17.5%

100% of emissions (+20% safety margin) **were offset** thanks to collaboration with ClimatePartner

100% of the cars provided by Nissan were hybrid or electric (27% electric, 73% hybrid)

Guarantees of Origin for 100% of the energy used at the Allianz MiCo pavilion dedicated to the Wizz Air Milano Marathon

Giorgio Bertolini,
Managing Director of ClimatePartner Italia

"The marathon is the sport that best represents the fight against climate change and the path to reducing emissions. You can only reach the finish line one step at a time; it requires consistency, dedication, and resilience."



² Source: Report di ClimatePartner

WIZZ AIR
MILANO MARATHON



AREAS OF STRENGTH

Allianz MiCo, the venue for the Running Festival, exclusively uses 100% renewable energy, certified through Guarantees of Origin (GO), and implements a robust sustainability policy. It also holds prestigious international certifications, including LEED Gold, ISO 14001, ISO 20121, and the Healthy Venue Gold Accreditation³.

Initial monitoring of the travel activities of key event partners.



CHALLENGES AND IMPROVEMENT DIRECTIONS

Extensive engagement of sponsors and suppliers to reduce their emissions and enable comprehensive and detailed monitoring.

Refine emission estimates based on primary data and implement measures to reduce the most significant emissions of the event.

³ For more info: <https://www.micomilano.it/en/sustainability>



CIRCULARITY

The circularity axis measures the adoption of circular models for resource use (materials, waste, etc.), both during the planning and execution phases of the event.



COMMITMENTS 2025

- **Waste monitoring** extended to the Family Run and Dog Run, with involvement of hosting venues (e.g., Allianz MiCo, 2024 edition).
- Improvement of **waste management areas** to increase the recycling rate (Target: 60%).
- **Donation/recycling** of clothing and shoes from marathon participants and the community (collaboration initiated with Humana).



REGENERATIVE ACTION

Novi (Official Partner of the Family Run) decided not to use single-use packaging when distributing its products (hazelnut cream toast) at the start of the Family Run, thus avoiding the generation of unnecessary waste.

KEY NUMBERS & KEY ACTIONS

RCS Sport has begun waste monitoring: 15,690 kg of waste produced, with 35.4% sent for recycling during the Wizz Air Milano Marathon and Relay 4

90% of the plastic used for Levissima bottles is made from recycled material (rPET)

91% of Levissima bottles used during the Wizz Air Milano Marathon and Relay Marathon were collected via Levissima containers and sent for recycling (1.850 kg)

100% of the shirts for the Wizz Air Milano Marathon provided by Asics are made from recycled polyester, representing 27% of the total shirts supplied by RCS for the entire event, including the Relay Marathon and Family Run



4 Source: AMSA



AREAS OF STRENGTH

- Presence of Levissima volunteers along the route to facilitate the proper collection of Levissima bottles made from recycled plastic (rPET) in dedicated bins for recycling.
- Donation of 100% of food and beverages at the end of the event⁵
- Creation and sharing of guidelines for suppliers and sponsors on sustainable alternatives for branded materials, gadgets, and single-use packaging, with associated monitoring.



CHALLENGES AND IMPROVEMENT DIRECTIONS

- Waste monitoring extended to the Family Run and Dog Run, with corresponding goals for reducing and minimizing waste sent for disposal.
- Prioritize the supply of clothing and gadgets that favor circular and durable materials (involving 100% of partners).
- Circular use of materials (e.g., finish line clothing, TNT).

⁵ The surplus food and beverages were donated to various organizations involved in the Wizz Air Milano Marathon, such as sports teams collaborating with the event and a sports federation for organizing a summer camp in the Lombardy Region.

NATURAL CAPITAL

The natural capital axis
measures the impacts on
ecosystems and biodiversity.



COMMITMENTS 2025

- **Evaluation** of alternatives to enable water savings⁶.
- **Assessment** of partner involvement during the Relay Marathon for specific awareness activities (e.g., air quality and pollution measurement).



REGENERATIVE ACTION

Levissima (Official Mineral Water and Green Partner of the Wizz Air Milano Marathon and Title Sponsor of the Levissima Family Run) used smaller bottles produced exclusively for the marathon (33 cl) to reduce water and plastic waste during the race. Additionally, all bottles used during the event, including the new limited edition 33 cl, are made from 100% recycled plastic (R-PET). Along the race route, recycling and regeneration were made possible through Levissima bins and its volunteers, present at each of the 11 refreshment points.



KEY NUMBERS & KEY ACTIONS

1 biodiversity restoration project (contribution to the redevelopment of Parco Campo dei Fiori – Varese)



⁶ Padova Marathon. For more information, visit <https://www.acegasapsamgait/~/padova-marathon-2024/>; Bari Med Marathon 2023. For more information, visit <https://www.com.une.bari.it/~bari-med-marathon-domeni-ca-26-la-gara-plastic-free-da-domeni-eventi-e-in-conti-in-piazza-liberta-nel-villaggio-med-sport-fe-stival-Notpla-Ooho-Water-Bubbles/>; For more information, visit <https://www.notpla.com/notpla-ooho>



AREAS OF STRENGTH

Partnership with ClimatePartner to support biodiversity restoration projects. The initiative includes actions for biodiversity conservation, climate change adaptation, and enhancement of forested areas through the involvement of the private sector⁷.



CHALLENGES AND IMPROVEMENT DIRECTIONS

The efficient use of water resources represents a key focus within this axis. To address this, the 2025 commitments include the evaluation of alternatives that enable tangible water savings.



⁷ Source: ClimatePartner Report

WELL-BEING: HAPPINESS AND HEALTH

The well-being, happiness, and health axis focuses on generating well-being for all individuals involved, particularly participants, workers, and local communities.



COMMITMENTS 2025

- **Formalize processes for collecting** feedback and input from workers regarding their roles in the event.
- **Strengthen inclusivity and diversity** at the Wizz Air Milano Marathon, aiming for at least 30% female participation in the marathon.
- **Organize initiatives** that showcase and celebrate the cultural identity and unique features of the city of Milan.

- **Continuation of the improvement journey** undertaken with the charities, with the goal of increasing their level of satisfaction and engagement.



REGENERATIVE ACTION

The Wizz Air Milano Marathon continues to stand out not only as a premier sporting event but also as a powerful catalyst for social solidarity. At the heart of this initiative lies the **Charity Program**, which for over a decade has combined a passion for running with a commitment to the common good. This year, the program's impact was further amplified by a 31% increase in donations compared to the previous year. However, charity satisfaction declined by 6%, and the importance



KEY NUMBERS & KEY ACTIONS

60% satisfaction and happiness rate among workers

€1.456.927 raised for charities (+31% compared to 2023)

19.366 donors (+14% compared to 2023) supporting 104 charities

95% of marathon participants reported feeling happy and satisfied after the event

91% of charities expressed interest in participating in the next edition

75% of charities reported being satisfied with the event



WIZZ AIR
MILANO MARATHON

of Relay fundraising decreased by 30%. In response, the organization has initiated an improvement process, including two dedicated workshops, to co-create activities that will amplify the marathon's impact in the 2025 edition, strengthening the synergy between sport, solidarity, and civic engagement.



Valeria Vitali
Founder and President of Rete del Dono

The Charity Program of the Wizz Air Milano Marathon is an exciting and ambitious project that has allowed us to work alongside non-profit organizations, runners, and companies, showing that there is something greater behind the race: the opportunity to become an Ambassador for a good cause and to contribute to the realization of socially impactful projects. Promoting giving as a gesture of civic engagement and active citizenship is our mission, inspiring more and more people to play a central role in initiatives that generate impact for the territory and the community. With the motto "Every runner a fundraiser, every friend a donor," we foster a culture of participation and support. Since 2012, the program has raised over €7 million, supporting the implementation of 600 social projects and engaging 300 companies and over 100,000 donors.



**AREAS OF
STRENGTH**

- Monitoring satisfaction and happiness levels among workers and marathon participants.
- Distribution of a feedback and satisfaction survey to charities
- Presence of a manifesto for sustainable behaviors for marathon participants
- Monitoring the economic impact generated for the local community through surveys targeted at marathon participants
- Event inclusivity, supported by side events such as the Family Run, Dog Run, and Relay Marathon
- Availability of healthy and inclusive food in both marathon participant kits and hospitality areas
- Launch of a project involving three inmates from Opera prison to assist in medal distribution at the end of the marathon



**CHALLENGES AND
IMPROVEMENT
DIRECTIONS**

- Integrate intentional processes to promote the well-being of volunteers during the event.
- Collect input and feedback from volunteers through specific tools and initiatives.
- Presence of donations and investments from RCS Sport directly benefiting the community
- Evaluate the social impact of the event on the territory, involving the University of Milan
- Offer inclusive food options for those with specific dietary needs (gluten-free, lactose-free, vegan, etc.).

**KEY
NUMBERS
& KEY
ACTIONS**

6-10 hours of training provided to 100% of RCS workers involved in the event

7 individual meetings held with event partners

64% of marathon participants have a positive perception of the event's sustainability

59% response rate to the worker survey

8,552 marathon participants, 7,757 Family Run participants, and 15,358 Relay Marathon runners

3 priorities that workers believe the Wizz Air Milano Marathon should focus on next year:

1. Focus on the well-being of workers and volunteers involved in the event
2. Engagement of sponsors and partners committed to social and/or environmental sustainability issues
3. Use of more sustainable materials and minimization of single-use items

65% increase in engagement and feedback received from marathon participants regarding the improvement of the event's sustainability

Key elements identified:

- Reduce plastic usage and water waste
- Improve the presence of recycling stations for waste disposal
- Provide free public transportation tickets
- Offer useful gadgets made from sustainable

EDUCATION AND ENGAGEMENT

The education and engagement axis measures the promotion of sustainable behaviors, awareness-raising, and the activation of individual commitment.



COMMITMENTS 2025

- Definition of quantitative improvement targets in line with the regenerative ambition (e.g., achieving at least 30% female participation in the marathon, increasing the recycling rate to 60%, etc.).
- Integration of feedback and input received from marathon participants and workers into the design commitments for the 2025 event.

- Inclusion of impact terms (based on the R-Intents project guidelines⁸) in contracts with sponsors and partners.
- Creation of communication content for marathon participants and the public regarding the collection of used clothing and accessories, made possible through the partnership with Humana.
- Raise awareness of the historic role of sport in fostering development, peace, gender equality, and social integration, also through partnerships with National

and International Institutions. Additionally, on April 6, 2025, the day of the Wizz Air Milano Marathon 2025, the International Day of Sport for Development and Peace will be celebrated.

⁸ For more information: <https://www.milanomarathon.it/r-intents/>



REGENERATIVE ACTION

This year, for the first time, the **'R Intents'** project marks a decisive turning point in promoting sustainable and responsible practices for the Wizz Air Milano Marathon. At the heart of this program are the **'R Intents Guidelines'**, a public document that serves as an ethical compass for all partners and participants in the event. These guidelines are not merely a simple list of

WIZZ AIR MILANO MARATHON

rules, but a true manifesto that outlines a holistic vision of sustainability, ethics, and inclusivity. Through "R Intents", the Wizz Air Milano Marathon becomes a living laboratory of best practices, a replicable model that aspires to spark a ripple effect of positive change within the sector. This bold vision not only raises the standard of the Wizz Air Milano Marathon but also issues a constructive challenge to the entire world of sporting events: to demonstrate that sustainability is not an obstacle but a powerful catalyst for innovation, engagement, and long-term success.



AREAS OF STRENGTH

- Presence of a formalized and widely communicated regenerative ambition
- MiCo certifications: LEED Gold, ISO 14001, ISO 20121, and Healthy Venue Gold Accreditation
- Launch of a key stakeholder engagement program
- Public sharing of social and environmental performance of the event and commitments for future editions of the Legacy Report
- Monitoring of the event's sustainability perception among marathon participants
- Increased engagement of the company workforce in providing feedback and input
- Presence of a dedicated sustainability team for the event
- Comprehensive training for all workers on the event's regenerative ambition



CHALLENGES AND IMPROVEMENT DIRECTIONS

- Through collaboration with NATIVA, potential social and environmental negative impacts were identified at a high level but not explored in depth
- Define quantitative improvement goals and targets
- Select suppliers based on social and/or environmental criteria
- Position the Wizz Air Milano Marathon as a catalyst for sustainability messages, conveying the communication of event partners
- Extend the communication of sustainability-rooted messages across the entire event
- Monitor the hours dedicated to spreading sustainability messages

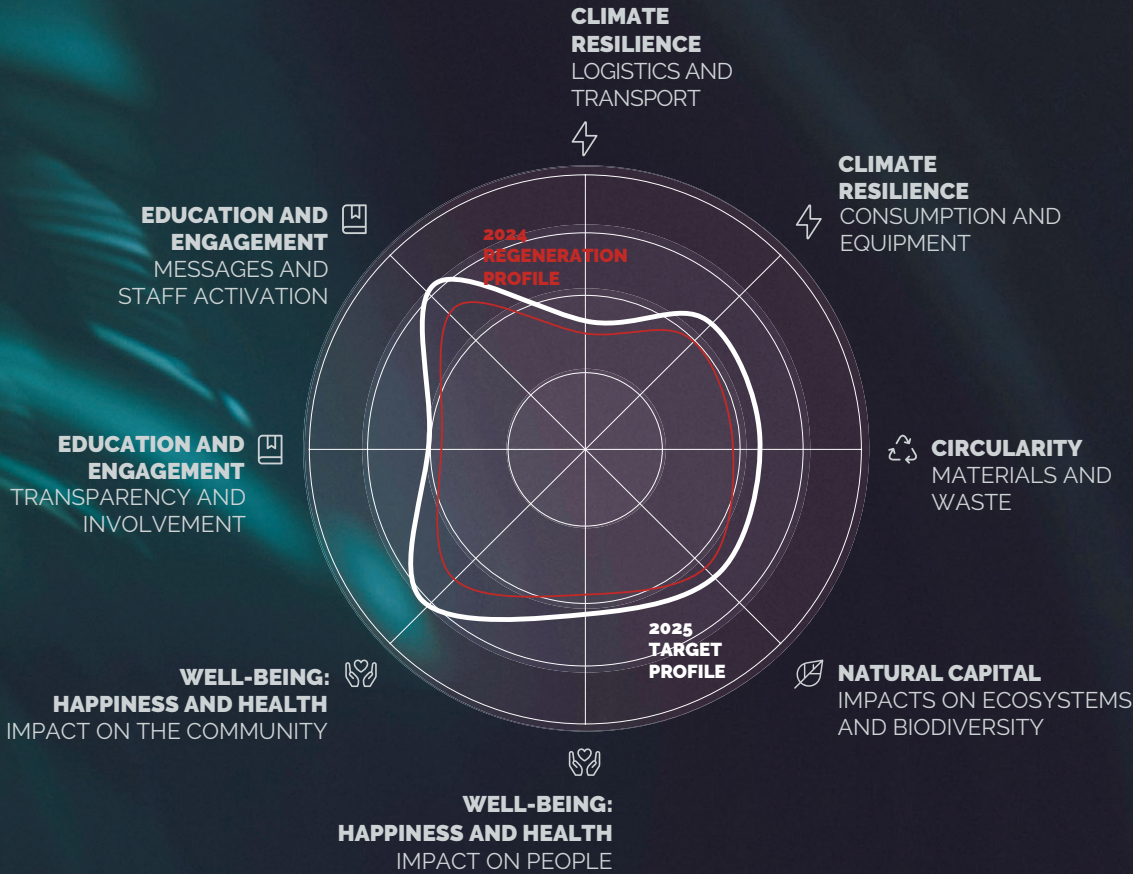


CONCLUSIONS

RCS Sports & Events, pursuing the dream of making the Wizz Air Milano Marathon an operational and cultural benchmark for the world of sports, major events, and entertainment—both for Italy and internationally—continues its commitment for the 2025 editions. It does so by defining new goals and milestones, graphically represented by the following Target Regeneration Profiles.

Thanks to each of your contributions, together we can achieve new and ambitious goals.

TARGET PROFILE*
WIZZ AIR
MILANO MARATHON
2024-2025



COMMITMENTS 2025



CLIMATE RESILIENCE

- Monitoring energy consumption (e.g., generators, Allianz MiCo) and evaluating lower-impact alternatives (e.g., HVO generators, hybrid solutions)
- Provide incentives for sustainable mobility for marathon participants



CIRCULARITY

- Waste monitoring extended to the Family Run and Dog Run, involving hosting venues (e.g., Allianz MiCo, 2024 edition)
- Improvement of waste management areas to increase the recycling rate (Target: 60%)
- Donation/recycling of clothing and shoes from marathon participants and the community (partnership activated with Humana)



NATURAL CAPITAL

- Evaluation of alternatives to enable water savings
- Assessment of partner involvement during the Relay Marathon for specific awareness activities (e.g., air quality and atmospheric pollution monitoring)



WELL-BEING: HAPPINESS AND HEALTH

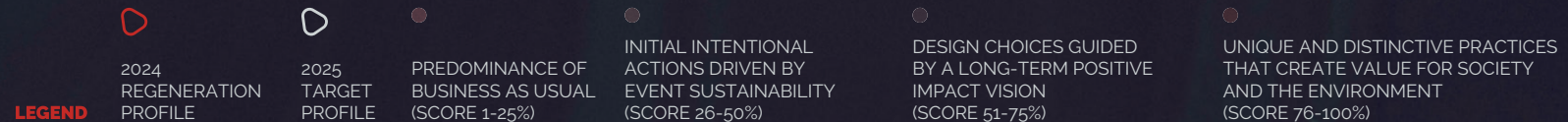
- Formalize processes for collecting feedback and input from workers regarding their roles in the event
- Strengthen inclusivity and diversity at the Wizz Air Milano Marathon, aiming to achieve at least 30% female participation in the marathon
- Organize initiatives to highlight and celebrate Milan's cultural identity and unique features
- Continue the improvement journey undertaken with charities, with the goal of increasing their satisfaction and engagement levels



EDUCATION AND ENGAGEMENT

- Define quantitative improvement targets in line with the regenerative ambition (e.g., achieve at least 30% female participation in the marathon, increase the recycling rate to 60%, etc.)
- Integrate feedback and input received from marathon participants and workers into the design commitments for the 2025 event
- Include impact terms (as outlined in the R-Intents guidelines) in contracts with sponsors and partners
- Create communication content for marathon participants and the public regarding the collection of used clothing and accessories, enabled through the partnership with Humana
- Raise awareness of the historical role of sport in promoting development, peace, gender equality, and social integration, also through partnerships with National and International Institutions. Additionally, April 6, 2025, the day of the Wizz Air Milano Marathon 2025, will mark the International Day of Sport for Development and Peace

*PROFILE POWERED BY NATIVA



ANNEX

METHODOLOGY

OUR GUIDING PRINCIPLES

ECOSYSTEM

This report views events as interdependent parts of an ecosystem, an extraordinarily vast and complex network without which they would not exist. While this concept is simple and intuitive, it requires particular attention and effort to ensure that each of these connections and relationships generates a virtuous impact, both in the present and the future.

In the following pages, we have mapped and represented the fundamental elements of the system to which we belong. This process identifies the most delicate or fragile points that need care and the "nodes of multiplication" that enable the amplification of the results from the decisions made.

LEGACY

To leave a legacy, one must start with the future. That is, asking: How do I want this event to positively contribute to the future of people and the planet? Only by defining an ambition can efforts be directed toward clear goals. In this case, everything revolves around the concept of Regeneration. To regenerate means "creating more value than is extracted", including environmental, social, cultural, and economic dimensions. It is a scientifically complex concept, the subject of increasingly detailed studies, and at the same time, a simple guiding principle that can shape all actions undertaken in the organization and management of an event.

Aware of this complexity—and driven by the desire to create more value than it extracts—the team behind the event defines its "Regenerative Ambition". This statement expresses the goals related to regeneration and serves as a guide for future actions.

WHAT WE MEASURED

To create an event that strives for regenerative effects, the first step is to measure. This means evaluating all key aspects that can create economic, social, and environmental impacts, both positive and negative, using a systemic model that considers the

connections between different elements to improve and monitor progress. It was essential to include all stakeholders—all parties with a vested interest in the event ecosystem—in this analysis.

The result of this analysis is a "Regeneration Profile", a map to understand impacts across five key areas:

Climate Resilience: management and measurement of greenhouse gas emissions

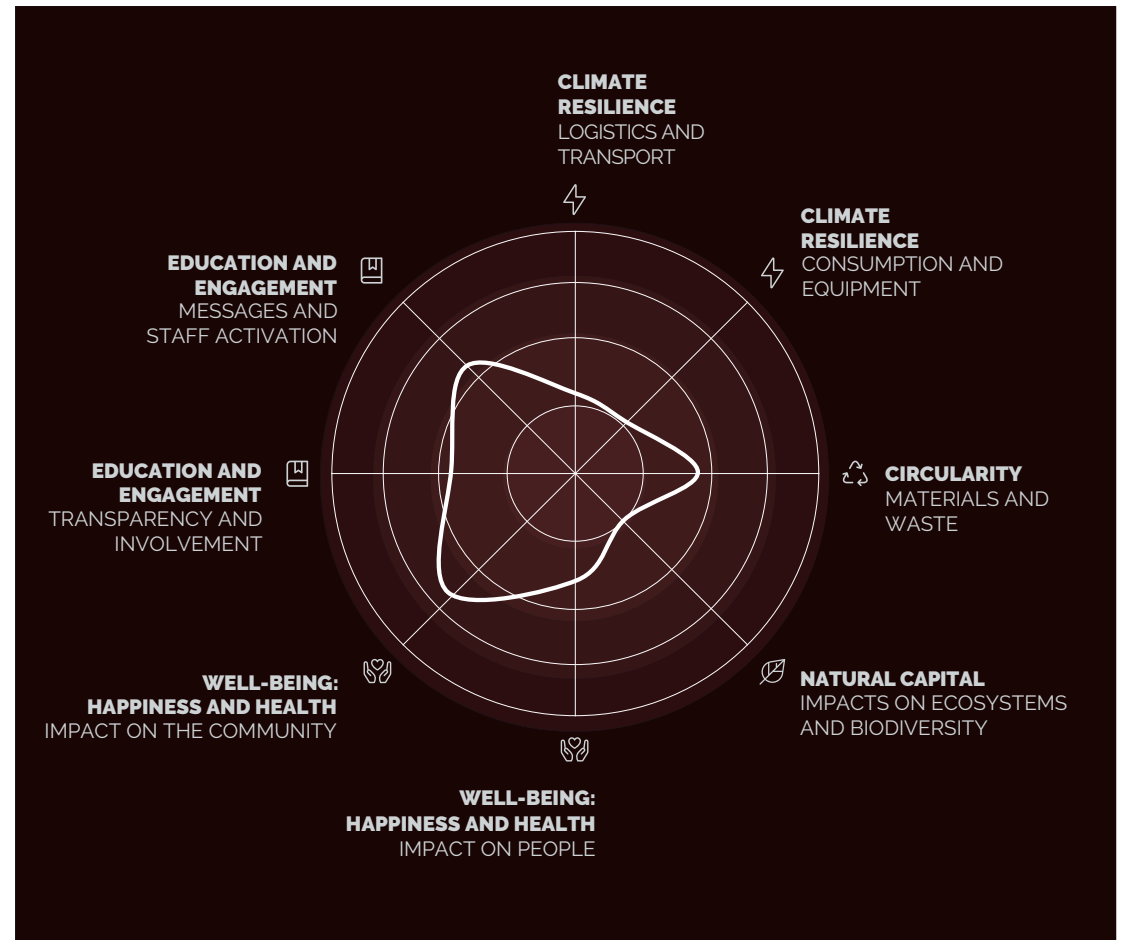
Circularity: adoption of circular resource use models (materials, waste, etc.) in all event design and operational phases

Natural Capital: impacts on ecosystems and biodiversity

Well-being: Happiness and Health: socio-economic impacts and the creation of well-being for all involved, particularly participants, workers, and local communities

Education and Engagement: promotion of sustainable behaviors, raising awareness, and activating individual commitment.

The following image, for illustrative purposes only, shows all the areas considered in the analysis model that generated the event's profile:



METHODOLOGY

HOW WE MEASURED

The analysis of events is based on a systemic, 360-degree perspective that maps all generated impacts, including the interactions between them. The result measures the alignment of event design choices and operations with positive impact objectives.

METHODOLOGY

We collected qualitative and quantitative information by engaging all key areas and functions of the organization—including suppliers, internal organization, local stakeholders, partners, and many others—responding to over 150 questions covering all analyzed areas.

The measurement model is built on over 20 years of experience applying recognized international frameworks, including:

- B Impact Assessment, a tool used by over 240,000 companies worldwide to measure their impacts
- 2030 Sustainable Development Goals of the United Nations Global Compact
- Sustainability principles from the Framework for Strategic Sustainable Development developed by The Natural Step NGO since 1989
- Fundamental human needs categorized by economist Manfred Max-Neef – Human Scale Development
- Evaluations based on the most authoritative and widely adopted social and environmental certification standards, particularly ISO 20121, and industry best practices.

ANALYSIS MODEL

The model collects qualitative and quantitative data using a methodology aligned with the PROBE Model⁹.

The structure consists of a series of questions organized according to the axes of the Regeneration Profile.

Each question is assigned a score based on responses, correlating them to scenarios that describe practices, models, and operational choices either aligned—or not aligned—with a “regenerative approach”.

A minimum score indicates a “business as usual” scenario or a lack of information for that question. **IA maximum score** represents fully regenerative practices. Intermediate scores reflect an awareness and adoption of sustainability-oriented choices, but not yet fully aligned with a regenerative vision. The model values practices aimed at minimizing negative impacts through their reduction or elimination where possible and maximizing positive impacts, rewarding approaches that build a long-term positive legacy.

The total score for each impact area determines the overall score for that axis, expressed as a percentage. This percentage indicates the current alignment of design choices and event operations with maximum positive impact scenarios for that axis.

The model, with its regeneration scenarios, serves as a measurement tool, but its greatest potential lies in applying and interpreting the results to define a path for improvement. Those using the tool gain awareness and can intentionally move toward increasingly regenerative choices and operations, involving a broader range of stakeholders.

HOW WE COLLECTED INFORMATION

- Interviews with key individuals from the event’s organizational team to cover all areas of analysis.
- Collection of public information and available quantitative data: during and after the events, we

collected consumption data, statistics, and numerical insights. We highlighted areas where data was unavailable this year, with a view to improving the quality and quantity of monitored indicators in the future.

- Interviews and meetings with partners and sponsors to gather their contributions, support them in collecting data, and collaborate to improve their event impact.
- Interviews with key representatives of host communities: We engaged in discussions with mayors, councilors, and other public representatives from host communities to collect their stories and perspectives and to support analysis and the evolution of territorial impacts.
- Anonymous surveys for workers, participants, and the audience: Surveys allowed us to gather insights on satisfaction, engagement, and alignment with sustainability and inclusion topics from these essential stakeholder groups.
- On-site monitoring during events, including site visits and inspections: These allowed us to verify collected information, document findings, and gather photographic and other input to consolidate the model’s results.

⁹ PROBE Model <https://probe-network.com/promoting-business-excellence/>
Measurement framework structured through a questionnaire where each question addresses a specific aspect of organizational practices or performance. It allows for evaluation against described scenarios, with the maximum score being associated with the best existing practices.

KPI TABLES

WIZZ AIR

MILANO MARATHON

PROGRESS TOWARDS 2023 COMMITMENTS

CLIMATE RESILIENCE		
2023 COMMITMENT	DATA	NOTES
Monitoring of travel carried out during the Wizz Air Milano Marathon and the preparation days for all vehicles managed by RCS Sport	In progress	-
Monitoring of energy consumption from the generators used	To be completed	-
Engagement of all stakeholders to monitor, communicate, and commit to reducing their emissions	In progress	Guidelines were created and shared with all main suppliers and sponsors, and through one-to-one meetings, initial key data was collected, marking progress toward the desired evolution
Encouragement for marathon participants to use low-impact transportation to reach and leave Milan	Implemented	Sharing of guidelines for runners and marathon participants, including useful suggestions regarding the choice of more sustainable means of transportation.

CIRCULARITY		
2023 COMMITMENT	DATA	NOTES
Circular event design and proper waste management to minimize waste sent for disposal	In progress	An important step forward has been made in waste management, thanks to collaboration with AMSA and other key stakeholders particularly committed to ensuring proper waste management (e.g., Levissima).
Creation and sharing of guidelines with suppliers and sponsors on sustainable alternatives for branded materials, gadgets, and single-use packaging, along with related monitoring	Implemented	-

CAPITALE NATURALE		
2023 COMMITMENT	DATA	NOTES
Implementation of a system to measure the event's impact on natural capital (e.g., water consumption).	To be completed	-

EDUCATION & ENGAGEMENT		
2023 COMMITMENT	DATA	NOTES
Training and engagement of workers, volunteers, sponsors, and suppliers on the regenerative ambition	Implemented	6 hours of training were conducted for 100% of the company workforce, with up to an additional 4 hours based on roles and involvement in the event's sustainability efforts
Involvement of suppliers and sponsors in the decision-making process regarding social and environmental performance	In progress	A workshop with key suppliers was organized, and 7 meetings were held with key sponsors and suppliers (ASICS, LEVISSIMA, AMSA, NOVI, ARCAPLANET, MICO, AE RISTORAZIONE) to improve the event's sustainability. The goal for next year is to expand the number of partners involved
Increased engagement of all key stakeholders, starting with sponsors and suppliers, to experiment with more sustainable solutions for the sports industry	In progress	7 meetings were conducted with key sponsors and suppliers (ASICS, LEVISSIMA, AMSA, NOVI, ARCAPLANET, MICO, AE RISTORAZIONE), but no solutions have yet been implemented to enhance the event's sustainability. The commitment will be pursued in the next edition

WELL-BEING: HAPPINESS AND HEALTH		
2023 COMMITMENT	DATA	NOTES
Structured training process for workers and volunteers	In progress	Training sessions were conducted with 100% of event workers, but the training program for volunteers still needs to be formalized and expanded
Collaboration with institutions to enhance the cultural identity of the territory and improve the host communities	To be completed	The commitment has been rescheduled
Monitoring the well-being of all participants to incorporate their feedback into future event planning	Implemented	Satisfaction surveys were distributed to 100% of marathon participants (Wizz Air Milano Marathon, Relay Marathon, Dog Run, and Family Run), 100% of charities in the Relay Marathon, and 100% of event workers

KPI TABLES

WIZZ AIR

MILANO MARATHON

CLIMATE RESILIENCE		
DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
Total event emissions: This number, in line with the GHG Protocol, does not include emissions generated by amateur athletes traveling to and from the marathon	222.542.73 kg CO ₂ e	ClimatePartner
Number of trees needed to offset emissions generated by transportation during the event	10221	Data estimated by NATIVA based on information from the European Environment Agency
Football fields required to accommodate the number of trees described above	17	Data estimated by NATIVA, considering the allocation of at least 10m ² per tree
Percentage impact of the major categories analyzed on the total emissions produced	36.9% Elite athletes' flights 24.9% Heating systems 17.5% Food and beverages 10.2% Waste 6% Elite athletes' accommodations 4.4% Other	ClimatePartner
Offset emissions	267.051.28 kg CO ₂ e	ClimatePartner
Vehicles used during the Wizz Air Milano Marathon	15 cars + 14 motorbikes	Data provided by RCS

CIRCULARITY		
DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
Type of material used for participant clothing	Approximately 25% of the T-shirts provided to participants were made from recycled polyester, supplied by Asics (MM)	Data estimated by NATIVA based on the number of participants in the Relay and Family Run compared to the MM
Waste produced and separated during the event	15690 kg of total waste (3090 plastic and 2440 cardboard, 35.4% sent for recycling) 1850 kg of PET bottles from Levissima	AMSA
Materials used for gadgets and promotional materials (RCS)	Approximately 7000 m of TNT advertising banners; 26 reusable inflatable arches made of PVC (MM, Family, Dog)	RCS Sport in collaboration with its reference partners
Materials used for gadgets and promotional materials (exhibitors and sponsors)	<i>Partially monitored data based on responses from Asics partners:</i> 73% of items composed of 100% recycled polyester 18% of items composed of 100% polyester 4% of items composed of 50% cotton and 50% polyester 2% of items composed of 100% cotton 2% of items made from recycled material (e.g., Gel Nimbus shoe with 75% of its upper made from recycled materials, with a carbon footprint 25% lower than the industry average)	Data collected by NATIVA, RCS Sport, and Asics
Type of packaging for gadgets (sponsors/exhibitors)	Partially monitored data based on responses from Asics partners: approximately 99% of the provided items were without single-use packaging or came with paper packaging (e.g., shoeboxes) Levissima: 90% rPET used compared to total PET input	Data collected by NATIVA, RCS Sport, and Asics
Food and beverage packaging (including refreshment pack and race pack data)	150774 Levissima plastic bottles with 90% rPET used; 21500 compostable bags for refreshment points Approximately 50% of food and beverages in race packs were provided with no packaging or made from recycled plastic and renewable-origin materials (partially)	Data collected by NATIVA, RCS Sport, Asics, and Levissima

TABELLE KPI WIZZ AIR MILANO MARATHON

NATURAL CAPITAL

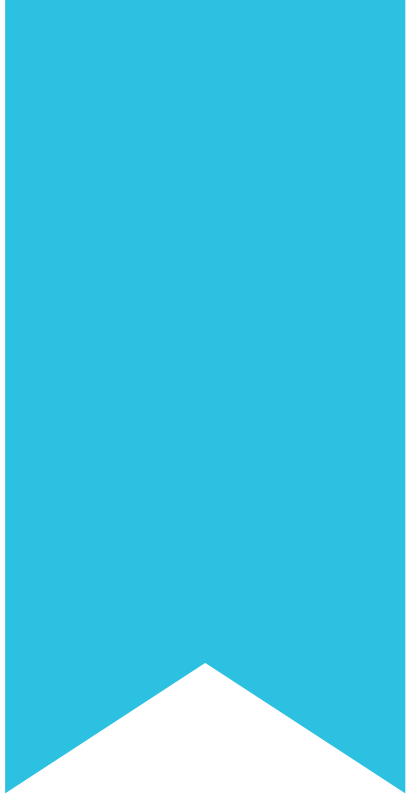
DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
Water consumption	Data not yet monitored	Data not yet monitored

EDUCATION & ENGAGEMENT

DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
Total number of participants	Marathon: 8,552 registered participants Relay: 15,358 relay runners Family Run: 7,757 runners Dog Run: 500 participants Schools: over 427 participants	RCS Sports & Events
% of responses to the survey aimed at workers	59.2%	Survey by NATIVA 106 responses out of 179 questionnaires sent 61 RCS employees, 45 external collaborators for the event
3 priorities identified by workers for the next edition of the Milano Marathon: Focus on the well-being of workers and volunteers involved in the event Activation of sponsors and partners committed to social and/or environmental sustainability Use of more sustainable materials and minimization of single-use items	55% 48% 46%	Survey by NATIVA
% of runner responses	3.3% (6.2% MM, 2.3% Relay, 1.2% Family, 1.2% Dog Run)	Survey by RCS Sport 1091 responses in total (528 from the MM, 6 Dog Run, 96 Family Run, 461 Relay)
% completion of surveys by charities involved in the Relay Marathon	54%	Survey by Rete del Dono 56 responses out of 104 surveys sent
% of runners with a positive perception of the event's social sustainability	65%	Survey by RCS Sport
% of runners with a positive perception of the event's environmental sustainability	63.5%	Survey by RCS Sport
Hours of training provided to RCS workers / number of people involved in the training	6 hours of training for 100% of the company workforce, with up to 10 hours depending on roles and involvement in the event's sustainability efforts	NATIVA
Number of meetings / hours dedicated to engaging partners (sponsors, suppliers, etc.)	7 meetings held with ASICS, LEVISSIMA, AMSA, NOVI, ARCAPLANET, MICO, AE RISTORAZIONE	NATIVA

WELL-BEING: HAPPINESS AND HEALTH

DATA AND INDICATORS		
INDICATOR	VALUE	SOURCE
% of marathon participants who feel happy and satisfied after the event	95%	Survey by RCS
Satisfaction and happiness rate of workers	60%	Survey by NATIVA
Number of charities that participated in the Relay Marathon	104	RCS
% of charities that intend to participate in next year's edition	91%	Rete del Dono Survey: 51 out of 56 charities responded positively
% of charities that consider themselves satisfied with the event	75%	Survey by Rete del Dono
Economic significance of the Wizz Air Milano Marathon for charities, compared to other fundraising events	28% consider it the most significant event 45% among the top 5 most significant events 18% among the top 10 9% selected none of the above	Survey by Rete del Dono
% of charities that implemented a recycling program at their stands	59%	Survey by Rete del Dono
Number of donors	19,336	Rete del Dono
Euros raised by charities in this edition	1,456,927	Rete del Dono



The information contained in this document has been provided by RCS Sports & Events and other partners of the initiative explicitly mentioned in the Report. These are based on the best available information for an accurate representation of performance. The estimates provided are based on the best available methodologies and are appropriately indicated.

Unless otherwise stated, this Report has been written by NATIVA.

CREDITS

Analysis and contenti

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