

Sustainability Concept Gornergrat Zermatt Marathon

1 Initial situation

The Gornergrat Zermatt Marathon event offers the participants an unforgettable running experience surrounded by an impressive mountain scenery and by 29 four-thousand-meter peaks. It is one of the most beautiful and demanding mountain runs in Europe.

Runners can choose between the following distances:

- **Marathon** (42.195km):
 - o Start in St. Niklaus at 1,116m above sea level, finish at Riffelberg at 2,582m above sea level
 - o Total incline of 1,944m / total descent of 444m
- **Ultra Marathon** (45.595km):
 - o Start in St. Niklaus at 1,116m above sea level, finish at Gornergrat at 3,089m above sea level
 - o Total incline of 2,458m / total descent of 444m
- **Half Marathon** (21.0975km):
 - o Start in Zermatt at 1,616m above sea level, finish at Riffelberg at 2,582m above sea level
 - o Total incline of approx. 1'336 m
- **Relay-race** (each 21.1km):
 - o Start 1st runner in St. Niklaus at 1,116m above sea level, handing over in Zermatt at 1,616m above sea level, finish 2nd runner at Riffelberg at 2,582m above sea level
 - o Incline on 1st course: approx. 608 m / incline on 2nd course approx. 1'336 m



Figure 1: race profile

The number of participants is approx. 2,500 runners and they come from more than 50 different nations in total.

As far as the number of visitors is concerned, 1.5 accompanying persons are normally counted per runner, which would mean that a total of around 3,750 visitors would be counted during the event.

The large number of runners and visitors has various consequences: Thanks to the presence of international media representatives and national team coaches, the event is attracting international attention that is important for tourism on the one hand, and on the other it leads to an increase in traffic, more waste and an even greater impact on the environment.

Due to this fact, the topic of sustainability is becoming more and more important. The Gornergrat Zermatt Marathon assumes a great responsibility in this respect by promoting sustainable social, ecological and economic development.

2 Organisation

In the implementation of the sustainability measures personnel, time and financial resources play an important role. An important prerequisite to successfully implement a large number of defined measures is the support of the organization committee (see *Annex: Organisation chart*). Each head of the 26 departments in total takes responsibility for his or her area of activity in relation to the environment, society and the economy. This applies to the preparation, during and after the event.


3 Goals and measures

According to the event profile of Swiss Olympic "clean event" (status 1.3.2018) the Gornergrat Zermatt Marathon is already exemplary with 81/100 Eco-points in the field of sustainability.



The sustainability concept is based on the three dimensions of ecological, economic and social sustainability. To each of the three dimensions the implemented measures will be noted.

3.1 Ecological sustainability

	<p>Main Goal: To take care of the environment - ecologically responsible!</p> <ul style="list-style-type: none">! Setting ecological standards! Strengthen environmental awareness! Positioning as ecologically responsible
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3.1.1 Waste and littering

- In the finish area on Riffelberg there are enough waste and recycling bins (clearly visible at a distance of 25m).
- Waste separation according to PET, cardboard / paper, glass, residual waste: multilingual labeling, good positioning.
- From 2019: In the Pasta Tent Zermatt drinks will be given with a deposit of CHF 2.
- In the Pasta Tent Zermatt mustard, mayonnaise and ketchup are given from a dispenser.
- The distribution of printed material (flyers, free samples) from the sponsors on a large scale will be dispensed with.
- Refreshments/aid posts: cups/waste thrown away by runners are immediately picked up by volunteers and collected in waste bins.
- From 2020: In the Pasta Tent Zermatt reusable crockery will be used.

3.1.2 Traffic and transport

- Free public transport ride on the race weekend with the bib number on the lines Brig-St.Niklaus-Zermatt (MGBahn), St.Niklaus-Grächen (Postbus), Zermatt-Gornergrat (GGB) and Zermatt-Sunnegga (funicular Zermatt Bergbahnen).
- 2 additional trains on the line Brig-Täsch/Zermatt which are coordinated with the start in St. Niklaus.
- Public parking lots in Täsch are at ones' expense.
- In cooperation with the MGBahn, the GGB and Sunnegga funicular railway, a 1- or 2-day pass will be offered for accompanying persons and spectators, which is valid for unlimited journeys on the above-mentioned routes. Children, Half-Fare travelcard subscribers and locals from the canton of Valais also benefit from a 50% discount.
- With a special MGB train, the "fahrende Tribüne", spectators and accompanying persons experience the racing atmosphere from St. Niklaus to Zermatt up close. This offer only requires a reservation, otherwise it is free of charge.
- Luggage transport from the start area to the finish area on Riffelberg.
- Information on the GZM-website and in the race magazine.

3.1.3 Energy and infrastructure

- Existing buildings, parking lots, routes and trails will be used as a part of the event.
Exceptions:
 - o Pasta Tent on the train square in Zermatt (delivery from a local provider).
 - o Mobile refreshment/aid stations in the start and finish area and along the running course.
- All event locations are plugged in. For the hot showers on Riffelberg a generator is used.
- Sufficient toilets are available. The waste water from the sanitary facilities is disposed of in the waste water treatment plants via sewers or tankers.
- All infrastructure (grandstands, start/finish area, parking lots, mobile sanitary facilities, etc.) is on sealed ground.
- Providers from the region are taken into account in order to keep the transport distances for rented or purchased material short. The material is transported from Visp to Zermatt by train.
- Runners and spectators will be accommodated in local nearby accommodation (hotels in Zermatt and Täsch, package deals Grächen, runner hotels and apartments in Grächen).

3.1.4 Nature and Landscape

- As a mountain running event, the route clearly runs in the open nature, which means that the flora and fauna cannot always be fully protected. However, great importance is attached to taking this into account, which is why the route runs mainly along existing hiking trails and is clearly marked.
- Official permits are collected annually in writing:
 - o at the affected municipalities St. Niklaus, Randa, Herbriggen, Täsch and Zermatt concerning road closure
 - o special permit from the landowner to cross a meadow in Herbriggen
- Waste is collected directly by volunteers during the event in order not to pollute nature and the landscape.

3.1.5 Food

- An open and regular exchange with the municipal councils from Zermatt and the surrounding area is maintained in order to be able to represent common regional interests.
- Local companies with products from the region are preferred: Zermatt Beer, Rivella AG, Valser Water from Rothrist and the winegrower Olivier Mounier from "Cave du Rhodan" from Salgesch.
- In the Pasta Tent Zermatt vegetarian meals are offered (Pasta Pomodoro, Raclette).

3.1.6 Noise

- Excessive noise disturbances are avoided.
- Speeches, musical interludes etc. take place in an entertaining sound system.

- The festivities in the tent in Zermatt are limited in time and have an official end at 23 o'clock.
- Residents in the affected municipalities are informed about the type and duration of the event.
- Set-up and take-down work doesn't take place between 22 o'clock and 7 o'clock.

3.2 Economic sustainability



Main Goal: Boosting the economy - economically productive!

- ! Increase regional value added
- ! Promotion of positive location marketing

3.2.1 Infrastructure

- SBB, Postauto, mountain railways, local restaurants, shops etc. profit from the event and boost the economy.
- We work together with local accommodations (Zermatt/Grächen). On the GZM website those hotels are listed, that provide their rooms at special rates during the marathon weekend and package deals from Grächen are published.
- Non-resident volunteers are accommodated in a central hotel in Zermatt on their work days in order to keep the access route as short as possible and to optimize their readiness for deployment.

3.2.2 Tourism

- International events: runners are from more than 25 different nations.
- A lot of runners stay additional days in the region.
- Thanks to the sporting event, the destination of Zermatt, together with the surrounded municipalities, is positioning itself in the longer term as an attractive holiday destination with plenty of potential for sporting activities.

3.3 Social Sustainability



Main Goal: Promoting social aspects - socially acceptable!

- ! Promoting acceptance and tolerance
- ! Setting positive impulses
- ! Promotion of popular sports

3.3.1 Health and safety

- A person responsible for safety is appointed and a safety concept exists.
- A race director including a plan in case of a race abort is determined.
- We cooperate with the local fire department and cantonal police.
- Doping tests can be carried out by the Swiss Anti-Doping Foundation.

- Smoke-free areas are marked as such.
- Information are published on the GZM-website as well as in the RACE-magazine (personal accident assurance necessary, instructions from race doctors and track attendants must be followed).
- Ultra runners will get a thermal protection film at the finish on Gornergrat, that protects against hypothermia.
- Sufficient paramedics are available along the running course.

3.3.2 Sponsoring and merchandising

- Support is provided by numerous local and regional partners:
 - o Presenting partner (Gornergrat Bahn)
 - o Official partners (Matterhorn Gotthard Bahn, Zermatt Tourism)
 - o Partner (Valais Tourism, Erlebnisbank Raiffeisen Mischabel-Matterhorn)
 - o Catering partner (Powerbar)
 - o Sport partner (Lonza)
 - o Equipment partner (Bayard Sport)
 - o Media partner (rro – Radio Rottu Oberwallis)
 - o Num. product and service partners
- In order to prevent unnecessary paper consumption, the sponsors generally refrained from giving giveaways in print form.

3.3.3 Volunteers

- Over 900 volunteers, mostly from local associations e.g. SVKT St. Niklaus, Sportteam St. Niklaus, Kirchenchor Herbriggen, Sportgruppe Matterhorn Gotthard Bahn, Skiklub Eisten, Skiklub Ergisch, Samaritervereine St. Niklaus, Grächen, Embd, Zermatt, SAC Saas, etc., help at the event.

4 Success monitoring

The implementation of the defined sustainability goals is individually analysed and evaluated each year following the event. It is recorded what can still be improved and what can be maintained.

5 Annex