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Ministro per lo Sport e i Giovani



MINISTERO DELL'AMBIENTE
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Regione Umbria



CON IL PATROCINIO DI

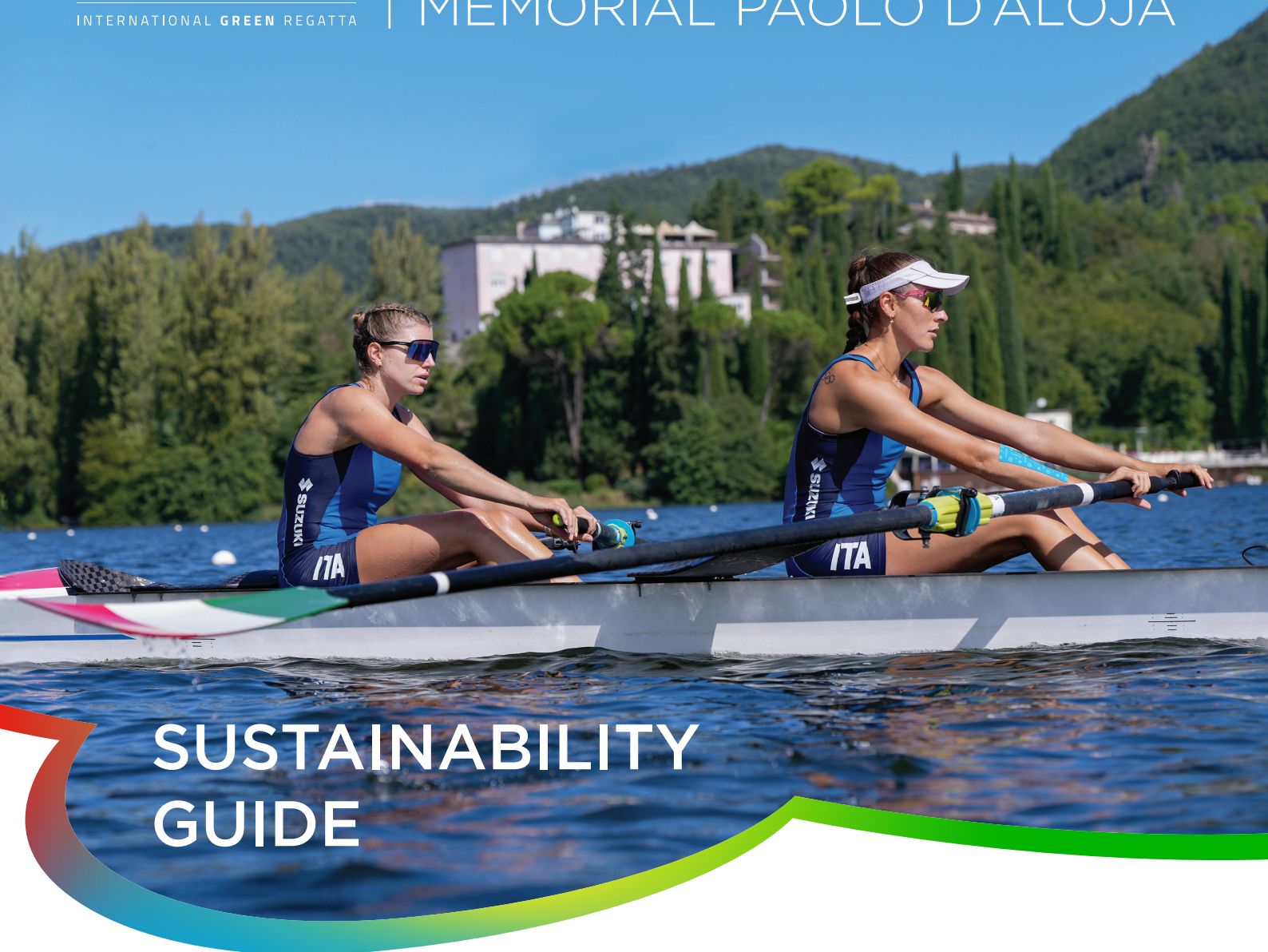


COMITATO ITALIANO PARALIMPICO
ITALIAN PARALYMPIC COMMITTEE



MEMORIAL
PAOLO
D'ALOJA
INTERNATIONAL GREEN REGATTA

PIEDILUCO, 18 - 19 OTTOBRE 2025
39th INTERNATIONAL
GREEN REGATTA
MEMORIAL PAOLO D'ALOJA



SUSTAINABILITY
GUIDE

CON IL PATROCINIO
DEL WWF ITALIA - ETS



SUSTAINABILITY PARTNER



SPONSOR FEDERAZIONE ITALIANA CANOTTAGGIO



THE EVENT

The Memorial Paolo D'Aloja is one of the most important rowing competitions at both national and international levels. The regatta was established in memory of Paolo D'Aloja, President of the Italian Rowing Federation (FIC) during the 1970s and 1980s. Since its early editions, the meeting has stood out for its high technical and competitive level, thanks to the participation of numerous Olympic and World champions who have always considered it an important testing ground at the start of the international rowing season.

The event attracts elite athletes and coaches from around the world, generating a significant impact on the lake ecosystem and local resources. Therefore, it is essential to adopt a strategy aimed at reducing the event's environmental footprint while ensuring a high-quality sporting experience and making it a replicable model for other regattas of national and international significance.



A NEW SUSTAINABLE IDENTITY

Starting this year, the event takes on a new sustainable identity, beginning with the inclusion of the word Green in the official name of the competition: **International Green Regatta Memorial Paolo D'Aloja**. This is a symbolic yet concrete step, immediately communicating the organization's commitment to integrating principles of environmental and social responsibility into every aspect of the event.

In line with this vision, the new logo of the rowing event also reflects its commitment to sustainability, celebrating the breathtaking landscape of Lake Piediluco. Its design captures the lake's profile in a single continuous line, evoking the beauty and serenity of the setting. The use of the Olympic colors highlights the event's international resonance and the unity among athletes from all over the world, embodying the spirit of fair competition, sporting excellence, and respect for the environment that the "Green" concept seeks to represent.



M E M O R I A L
P A O L O
D ' A L O J A

INTERNATIONAL GREEN REGATTA

THE “YEAR ZERO” SUSTAINABILITY PLAN

For the 39th edition of the Memorial, a sustainability plan has been developed as a starting point, a first formal and concrete commitment to reducing the event’s environmental impact while making it more inclusive and accessible. This is, in every sense, a “year zero” plan that will serve as the foundation upon which to build and refine increasingly effective actions for future editions, in a perspective of continuous improvement.

In line with the definition contained in the **Brundtland Report (1987)**, which states that development is sustainable when it “meets the needs of the present without compromising the ability of future generations to meet their own needs,” and with that of the **United Nations Environment Programme (UNEP, 2009)**, according to which an event is sustainable when it is “designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community and all involved,” the Memorial Paolo D’Aloja has identified the following **sustainability mission**: to integrate a culture of sustainability throughout the entire organization of the Memorial, actively engaging all stakeholders in order to maximize positive impacts, reduce and mitigate negative ones, and generate a lasting legacy benefiting the territory, the community of Piediluco, and future generations.

CONTEXT OVERVIEW

The sustainability plan has been developed based on national and international reference frameworks. Among the national ones, the most significant is the **Protocollo d’intesa** signed in 2019 and renewed on **April 17, 2024**, between the **Italian Ministry of the Environment and Energy Security, CONI**, and **Sport e Salute S.p.A.**, expressing their shared commitment to collaborate on initiatives aimed at environmental protection and the promotion of sustainable lifestyles, with particular attention to reducing plastic use.



Another national framework is represented by the **Criteri Ambientali Minimi (CAM)** for the organization and delivery of events — a key milestone under **Reform 3.1 of the Italian NRRP** within the Cultural and Creative Industry 4.0 component. The CAM are environmental requirements defined by the Ministry of the Environment and Energy Security through **Ministerial Decree No. 459 of October 19, 2022**, ensuring that public products, services, and works are carried out according to sustainability principles.

Lastly, the strategy draws inspiration from the **Linee guida per eventi sportive sostenibili**, published by the **Department for Sport of the Presidency of the Council of Ministers** on June 8, 2023.

The most important international reference for the strategy is the **United Nations 2030 Agenda for Sustainable Development**, a global action plan for people, planet, and prosperity, signed by 193 countries in 2015. The Agenda identifies **17 Sustainable Development Goals (SDGs)** and **169 targets** to be achieved by 2030 to free the world from major challenges such as poverty (SDG 1), hunger (SDG 2), and climate change (SDG 13), among others.

Although sport is not explicitly mentioned in any of the SDGs, **paragraph 37** of the Agenda defines it as an important enabler of sustainable development, recognizing: its growing contribution to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.

While other important documents had already acknowledged sport's potential contribution to sustainable development, the **2030 Agenda** is the first global development policy to include such a comprehensive statement regarding sport. This conviction has been consistently reaffirmed by the **United Nations** over time through numerous resolutions adopted by the **General Assembly**, the most recent of which was in **November 2024**.



SUSTAINABLE DEVELOPMENT GOALS



The second international framework of reference is the sustainability strategy developed by the **International Rowing Federation (World Rowing)**, focused on pursuing **11 SDGs** and identifying **six key principles** on which the organization intends to concentrate its efforts and attention in implementing its policy: (1) Healthy Waters; (2) Biodiversity; (3) Responsible consumption; (4) Climate action; (5) Diversity, inclusion, fair and equitable treatment; (6) Partnerships, education and grassroots activism. The **Healthy Waters Alliance** is also worth mentioning, a strategic collaboration launched in 2011 between **World Rowing** and the **World Wide Fund for Nature (WWF)**, the largest and most respected independent conservation organization. The alliance aims to protect and restore freshwater and coastal ecosystems by engaging national rowing federations, event organizing committees, clubs, athletes, WWF offices and supporters. It represents a genuine platform for promoting awareness, concrete actions, and collaborations between the rowing community and the world of environmental conservation.

The **third international framework** of reference is the **Plastic Game Plan for Sport**, developed by the **International Olympic Committee (IOC)** in collaboration with **UNEP** and the **International Sailing Federation (World Sailing)**. Finally, the strategy has been aligned as closely as possible with the principles and guidelines contained in the **international standard ISO 20121**, which defines how to organize events sustainably, emphasizing social responsibility and resource efficiency.

THE SDGS OF MEMORIAL PAOLO D'ALOJA

3 Good health
and well-being

4 Quality
education

10 Reduce
inequalities

12 Responsible
consumption
and production

13 Climate
action

14 Life
below water

16 Peace,
justice and
strong intuition

17 Partnerships
for the goals

THE SUSTAINABILITY GOALS OF THE MEMORIAL

While acknowledging the importance of all **17 United Nations Sustainable Development Goals**, the **Memorial D'Aloja** has decided to focus its efforts on **eight key SDGs**, believing that—given the available resources—this choice allows for a more credible, concrete, and effective impact. The selected SDGs are listed below:



The Memorial has chosen to translate these **eight SDGs** into **four operational objectives**, allowing the commitment to become more precise, concrete, and measurable, while ensuring responsible organization and a truly more sustainable event. The four objectives are as follows:

- **Objective No. 1** – Ensure responsible and transparent governance.
- **Objective No. 2** – Reduce the environmental impact of the event.
- **Objective No. 3** – Guarantee accessibility, inclusion, and equity.
- **Objective No. 4** – Communicate initiatives and raise stakeholder awareness.

The organization wishes everyone an enjoyable experience both on and off the water and invites all participants to follow the **four tips contained in this guide** and to adopt a lifestyle that is more mindful of individual impacts and more responsible in everyday actions. Even a small change can make a difference and contribute to achieving genuine sustainable development.

GO GREEN IN 4 EASY STEPS!

STEP 1: RESPECT EVERYONE, ON AND OFF THE WATER

Rowing is a sport built on teamwork and respect — for teammates, for opponents, and for the environment that hosts us. During the event, you will meet people from different countries, with cultures, habits, and opinions that may differ from your own. It is precisely this diversity that makes the experience unique!

Treat everyone with kindness, sportsmanship, and openness, keeping in mind that every smile and act of cooperation helps create a positive atmosphere both on and off the racecourse. Please avoid discussions on political or religious topics that could create tension: the goal is to celebrate what unites us, not what divides us.

If any problem arises, please contact our volunteers. They will be more than happy to assist you and ensure that everyone enjoys the event in the best possible way.



STEP 2: USE YOUR WATER BOTTLE

Clean water is essential for all forms of life on our planet and it is a fundamental requirement for the sport of rowing. Each year, millions of tons of plastic end up in rivers, lakes, seas, and oceans, threatening marine life and the balance of ecosystems. Even the plastic we use for just a few minutes can remain in the environment for hundreds of years.

Each of us can make a difference! In your welcome kit, you will find a reusable bottle made from sustainable materials. Bring it with you and refill it at the drinking water stations located around the venue. Avoiding single-use bottles is a simple yet powerful gesture to protect the water that allows us to train, compete, and enjoy our sport.



STEP 3: DISPOSE OF WASTE CAREFULLY

International sporting events generate a large amount of waste which, if not properly managed, can cause serious harm to the local ecosystem. Fortunately, each of us can make a difference!

Take a few extra seconds to dispose of what you don't need correctly, paying attention to the colors and symbols on the bins placed around the venue.

Remember: any item thrown into the wrong container can compromise recycling, while waste left on the ground could end up in the water — where it would take years to decompose. As people whose passion revolves around water, we know how important it is to keep it clean.

If you're unsure where to throw something away, feel free to ask our eco-volunteers!



STEP 4: HELP US SPREAD THE CULTURE OF SUSTAINABILITY

In July 2025, the United Nations released a report revealing how much still needs to be done to achieve the 17 Sustainable Development Goals by 2030. Of the 139 targets reviewed, only 18% are on track and 17% are progressing at a moderate pace; 31% show minimal progress, 17% show no progress at all, and 18% have even worsened compared to 2015.

The Memorial D'Aloja is doing its part, but our efforts alone are not enough — we need your support! Share what you see at the event with your friends, family, and community: photos, stories, and sustainable behaviors. Every post, every shared action can inspire others to act more responsibly and directly contribute to a more sustainable future for our planet.

Help us strengthen the culture of sustainability — both on and off the water.

USE THE HASHTAG #DALOJAGREEN



www.canottaggio.org
www.memorialdaloja.org

Go green in 4 easy steps!

