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## WORLD PLOGGING CHAMPIONSHIP 2023: RUNNERS FROM ALL OVER THE WORLD COLLECTED ALMOST 3.000 KG OF WASTE IN GENOA

RUN AND ENVIRONMENTAL AWARENESS: SATURDAY, 30<sup>TH</sup> SEPTEMBER WAS HELD THE THIRD EDITION OF THE WORLD PLOGGING CHAMPIONSHIP. SPAIN GOT THE TOP STEP OF THE MEN'S PODIUM WITH **MANUEL JESÚS ORTEGA GARCÍA**. THE WOMAN CHAMPION OF THE FIRST EDITION, **ELENA CANUTO**, WON THE TITLE BACK. THE EVENT ENDED ON SUNDAY 1<sup>ST</sup> OCTOBER WITH THE URBAN PLOGGING ACROSS THE HISTORIC STREETS OF GENOA.

*Genoa, Sunday 1<sup>st</sup> october* – With the awarding ceremony of the world plogging champions, the third edition of WPC ended in **Genoa**, Italy. Over **80 athletes** from **16 countries** took the challenge, running and collecting the waste they found on the way, surrounded by mountains and the sea.

During the opening ceremony, a special parade started the event with flag bearers from **Italy, Algeria, Argentina, Ghana, Japan, Greece, Mexico, The Netherlands, Portugal, United Kingdom, Senegal, Serbia, Spain, Sweden, and Uruguay**. Running through the paths of the Ligurian main city, the participants made an impressive success, bonding together joy and environmental awareness.

The social and ecological value of the World Plogging Championship is well demonstrated by the concrete impact generated. Precisely, around **3.000 kg of abandoned waste** were collected, more than **2.000 kg** (71% of the total amount) of it has been **recycled**; the athletes run **1.318 km** in 6 hours. Numbers that are even more impressive, as we can tell that on average 2,2 kg of waste per km was collected. **6 million g of CO<sub>2</sub>** not emitted in atmosphere thanks to the proper recycling process of the waste – this equals **60.000 km travelled by a car** or **50 flights Milan-Rome**.





During the awarding ceremony, the final ranking displayed the winners for different categories. As usual, the individual scores are calculated by three parameters: **distance**, **height difference**, and the **quality/quantity of collected waste**, transformed into CO<sub>2</sub> equivalent not transmitted in the atmosphere.

*«The runners managed to surprise us, once again, working hard from the athletic and the environmental point of view; it is astonishing! The quantity of collected waste is triplicated since the last edition – **Roberto Cavallo**, WPC director, states – We thank the Municipality of Genoa for the extraordinary support and all the territorial partners that consented us to realize the event in a new context, where we had the opportunity to test with success and to spread the plogging movement through the streets of the historic city centre».*

The organization of the World Plogging Championship got the strong support of the Senator Claudio Barbaro of the Italian Ministry of the Environment and the Energetic Security. At the awarding ceremony, it was present the director of the institutional communication, **Domenico Repetto**, who highlights how: *«Environmental protection and the promotion of sport activities represent an extremely relevant binomial for the pursue of the ecological transition goals and for the affirmation of the circular economy processes. In this sense, the plogging discipline is a real excellence in Italy that we want to promote and sustain».*

## **AWARDING RESULTS**

**Paolo Austoni**, with 37,56 km and 3.944 m of altitude difference, is the winner of the men's athletic ranking, whereas **Lara Maiolo** distinguished herself among the women, with 25,25 km and 1.893 m of altitude difference.

From Andalusia, at the top step of the men's podium, the **World Plogging Champion 2023** is **Manuel Jesús Ortega García** with 368.328 points. Spain got the second place too, thanks to **José Luis Lamela** with 256.707 points, and the third one was won by the Italian **Giovanni Porro** with 250.931 total points.





Among the women, the **World Plogging Champion** of the first edition won the title back – that is the Italian **Elena Canuto**, with 115.409 points. At the second position, another Italian **Maria Grazia Celi**, with 110.657 points, whereas the third returns in Spain to **Vanesa Perea Mediavilla**, who got 98.521 points.

All the runners were awarded with special medals – unique pieces made by the artist and architect **Andrea Sarzi Braga**, created reusing waste from electric and electronic devices. Two special prizes to the Serbian **Miloš Stanojević** for having collected the largest quantity of WEEE items, and to the Italian **Tommaso Barbi** for the largest number of batteries.

A special **fair play award** to the Swedish **Ellinor Härlin** and the Italian **Silvia Ines Canavero**, while the **paralympic award** was assigned to **Lino Ciancioffo**.

The closing ceremony of the Championship, presented by **Michele Corti** and **Roberto Giordano**, was held at the end of the pilot edition of the **urban plogging**, in collaboration with the energy partner AXPO – this competition happened in the historic city centre, and it consented the collection of 258 kg of waste. The stage floor welcomed **Domenico Repetto** from the Ministry of the Environment and the Energetic Security, the president of AMIU Genoa **Giovan Battista Raggi**, the WPC director **Roberto Cavallo**, and the inventor of the term *plogging* **Erik Ahlström**.

The World Plogging Championship is organized by **AICA** – *International Association for the Environmental Protection*, **E.R.I.C.A. soc. coop.**, **ATS Valle dello Sport**, **AMIU Genova**. The event gets the support of **Ministero dell'Ambiente e della Sicurezza Energetica**, **Regione Liguria**, **Comune di Genova**, **RAI per la sostenibilità ESG e Rai Liguria**. Main sponsors **Fondazione Compagnia di San Paolo**, gold sponsors Montura and SCARPA, energy partner AXPO, partners Consorzio Riecrea Acciaio, Vietti, Montecolino and Coop Liguria, technical partners Art&Award, Centro di Coordinamento RAEE, Latte Tigullio, PEFC, Eurografica, Volchem, Fondazione Edoardo Garrone, Morato Pane, Carlsberg, Helan, wedosport.

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More info on the website [www.worldploggingchampionship.com](http://www.worldploggingchampionship.com) and the social media [@worldploggingchampionship](https://www.instagram.com/worldploggingchampionship).

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