



# TOWARDS SUSTAINABLE DEVELOPMENT

## SUSTAINABILITY REPORT

*#AthleticsforaBetterWorld*





## FOREWORD

World Athletics has long been committed to ensuring that its athletics events held worldwide are fully aligned with the principles of sustainability, in order to make a proactive contribution to the growing environmental, economic and social challenges facing the world today.

In particular, since 2020, the International Federation has developed and published its [\*\*Sustainability Strategy 2020–2030\*\*](#), formalising its ambitious vision “to become the leading International Sports Federation in delivering high-level sustainable events”.

World Athletics defines sustainability as **“the balance between the economic, social and environmental impact of its activities, in order to ensure that the needs of the present generation are met without compromising the ability of future generations to meet their own needs.”**

In order to accelerate athletics towards a sustainable future and contribute to a better world, in March 2024 World Athletics implemented the [\*\*Athletics for a Better World Standard\*\*](#) — a comprehensive support and guidance tool for organisers of international athletics events at all levels, enabling them to measure and assess the environmental, economic and social impact of recognised sporting events.

The Standard provides **5 different levels of recognition**, based on documented actions and the corresponding score achieved:

- Platinum Event (108 points)
- Gold Event (96 points)
- Silver Event (84 points)
- Bronze Event (72 points)
- Recognised Event (40 points)



## Golden Gala 2025 – International Recognition

The **Golden Gala “Pietro Mennea” 2025** was awarded the **official “Silver Level” recognition** by World Athletics under the Athletics for a Better World Standard, achieving a total score of **87 points**.

This represents an **improvement of 61 points compared to 2024** — the highest increase ever recorded by World Athletics since the introduction of the Standard — confirming the **structural growth and organisational maturity** achieved by the event in its sustainability journey.

The **2024** edition represented the **first benchmark assessment**, a learning and alignment phase with international standards that laid the foundations for a solid and shared approach. Building on that experience, a **collective effort** grounded in methodology, measurement and cross-functional collaboration among all organisational areas, partners and stakeholders led to a true step change in 2025.

The Golden Gala now joins a select group of only **eight events worldwide** holding a recognition at Silver Level or higher, and is among just **four meetings within the Diamond League** circuit to reach this standard.

The evaluation report issued by World Athletics highlighted several **areas of excellence** that distinguish the 2025 edition:

- An integrated sustainability communication strategy capable of engaging partners, media and spectators;
- The active involvement of athletes and volunteers as ambassadors of environmental and social values, with particular reference to Nadia Battocletti and the network of eco-volunteers;
- The air quality monitoring project developed in collaboration with the Health & Science team of World Athletics;
- A dedicated accessibility service for persons with disabilities, enhancing inclusion and the overall spectator experience.

This recognition marks a new beginning. In just two years, the Golden Gala has fully integrated World Athletics’ guidelines, adopting the Athletics for a Better World Standard as its operational reference framework and transforming the voluntary initiatives of previous editions into a structured and integrated sustainable event management system.



**2026 will mark a decisive milestone, with the Athletics for a Better World Standard shifting from a voluntary framework to a mandatory requirement for all international events.**

The Golden Gala approaches this evolution with the awareness of having set the bar at a high standard, achieved through a shared journey of growth and responsibility.

With determination and ambition to keep raising — and clearing — that bar, it looks to the future with the goal of further strengthening an event model capable of generating shared value, where sport and sustainability merge into a single vision of positive impact.



We hereby certify that

**2025 GOLDEN GALA**

ROMA (ITA)

has achieved the

**ATHLETICS FOR A BETTER WORLD  
SILVER STANDARD**





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## **THE GOLDEN GALA “PIETRO MENNEA” TOWARDS SUSTAINABLE DEVELOPMENT**

Starting with the 2024 edition, the Golden Gala Pietro Mennea voluntarily decided to integrate a sustainable event management system by developing and publishing its sustainability strategy, **“Towards Sustainable Development”** in line with the guidelines of World Athletics. In doing so, the event embraced its principles and objectives while measuring its performance against the Athletics for a Better World Standard.

The objective for 2024 was **to promote the spread of a sustainability culture** by launching an awareness-raising process aimed at athletes, spectators, journalists, sponsors, institutions, and other external stakeholders, grounded in a set of shared values initially applied within the organization itself.

The reporting process on the sporting, economic, social, and environmental impacts generated by the event proved essential in developing a **Continuous Improvement Plan**. This plan laid the foundation for the 2025 edition, enabling a structured path toward long-term sustainable growth.





## **OUR SUSTAINABLE IDENTITY**

### **OUR PURPOSE: Creating Shared Value**

*Golden Gala Pietro Mennea for People, for the Planet and for Prosperity*

The **creation of shared value** stands as a defining element of the Golden Gala Pietro Mennea. It shapes our purpose and, more broadly, our reason for being.

### **OUR SUSTAINABILITY MISSION**

We listen to and engage our stakeholders in order to continuously improve our sporting, social, economic and environmental performance.

### **OUR SUSTAINABILITY VISION**

We consider sustainability as the guiding light of our activities, driving innovation and aligning with the priorities set by the United Nations 2030 Agenda.

### **OUR SUSTAINABILITY PRINCIPLES**

#### **Inclusivity**

We take into account the rights and interests of our stakeholders, ensuring the utmost commitment to meeting their expectations.

#### **Sustainable Management**

We develop and promote a sustainable management model oriented toward continuous improvement, based on people engagement and performance monitoring.

#### **Integrity**

We ensure impartial decisions and actions, in compliance with human rights, legal obligations and sporting regulations, preventing abuse, corruption and complicity.

#### **Transparency**

We ensure that information is relevant, reliable and accessible to stakeholders by adopting a structured sustainability reporting process.



## OUR COMMITMENTS FOR A MORE **SUSTAINABLE** ATHLETICS

As the Golden Gala Pietro Mennea, **we formally adhere to the World Athletics Sustainability Strategy 2020–2030**, measuring our economic, social and environmental performance through the Athletics for a Better World Standard.

Through our Sustainability Policy, we also aim to formalise our contribution to the **17 Sustainable Development Goals (SDGs)** of the United Nations 2030 Agenda. In particular, we have identified **12 SDGs** on which we believe we can focus our efforts most effectively.

Our sustainability commitments are structured around **six macro-areas** of intervention, in alignment with the World Athletics Strategic Plan:

- Sustainability leadership
- Sustainable production and consumption
- Climate change and carbon
- Local environment and air quality
- Global equality
- Diversity, accessibility and well-being

Each macro-area is articulated into **specific sustainability objectives**, for which we have launched a series of concrete actions.

All these commitments are encompassed in the **2025 Sustainability Policy**, which has involved **broad stakeholder engagement**, with particular attention to athletes, fans, partners, media and all those who contribute to the delivery of the event.

To ensure **transparent measurement oriented towards continuous improvement**, a dedicated monitoring system has been defined to guide the organisational structure in evolving the event management model, while providing effective reporting through the Athletics for a Better World platform.

This integrated approach to sustainability enabled the Golden Gala to address and demonstrate its tangible contribution to 26 criteria of the Athletics for a Better World Standard in 2024, and to reach 87 points in 2025, earning the official **“Silver Level”** recognition.



## **GOLDEN GALA 2025 STRATEGIC OBJECTIVES**

The primary objective of the 2025 edition was to **consolidate the journey towards sustainability** by using the event as a catalyst for the **development and embedding of a sustainability culture within the national Athletics movement**.

In particular, the following objectives guided the planning of activities:

- 1.** To position the Golden Gala as a national (and beyond) best practice in the concrete application of sustainability principles within major sporting events;
- 2.** Integrare le buone pratiche e i principi del Golden Gala nell'operato della FIDAL con riferimento ai processi interni, alle persone e agli eventi sportivi di carattere nazionale;
- 3.** To collect evidence useful for measuring the environmental impact of the event, while simultaneously adopting measures aimed at reducing its negative footprint;



4. To continue awareness-raising and engagement activities involving all primary stakeholders contributing to the delivery of the Golden Gala, encouraging the adoption of sustainable behaviours and practices — with particular focus on partners, athletes, clubs, registered members, fans (especially younger generations) and suppliers;
5. To contribute to the sustainable growth of Athletics worldwide through ongoing dialogue with World Athletics and the other meetings of the Diamond League circuit.

In alignment with the Athletics for a Better World Standard of World Athletics, the sustainability journey of the Golden Gala 2025 was also guided by the national regulatory and policy framework defined by the Ministero dell'Ambiente e della Sicurezza Energetica (MASE) and by the CONI.

Within the framework of the **MASE–CONI Memorandum of Understanding** and the related **call for proposals promoting environmental sustainability projects for National Sports Federations and Associated Sports Disciplines**, the Golden Gala adopted the **Minimum Environmental Criteria (CAM)** as an operational reference for the planning, management and reporting of its activities.

The CAM, together with the international standard set by World Athletics, represented complementary and converging tools: the former as a national **practical guideline** for reducing environmental impacts and promoting best practices within the sports sector; the latter as a **global governance framework** for sustainable event management.

In the process of harmonising the two frameworks, specific correspondences were mapped: across the **six macro-areas of the World Athletics Standard, 17 out of 23 contractual clauses and 7 out of 13 award criteria set out in the CAM were identified**, highlighting strong alignment between the two reference systems.

The integration of these two levels of reference enabled the development of an event model capable of translating international sustainability principles into the Italian regulatory context, contributing to the ecological transition pathway promoted by MASE and CONI for the national sports system.

**The following are the specific objectives of the 2025 Sustainability Strategy as reported in the project form submitted under the call:**

1. Formalisation of a Golden Gala Sustainability Plan aimed at identifying all measures necessary to mitigate the environmental impact of the meeting;



2. Development of an integrated Communication Plan placing sustainability at its core, both in terms of internal and external communication, across online and offline channels;
3. Establishment of monitoring and data analysis systems to accurately measure the event's actual environmental impact;
4. Improvement of performance in relation to the sustainability rating of World Athletics;
5. Strengthening dialogue with Sport e Salute, suppliers and participants in order to obtain precise parameters for measuring the environmental impact of the event;
6. Ensuring a lasting legacy for future editions of the Golden Gala and for Federazione Italiana di Atletica Leggera in the organisation of sustainable sporting events.

In line with the objectives outlined above — and further detailed within the Sustainability Policy — the activities implemented for the 2025 edition are presented below, organised across the **six macro-areas** of intervention.

In this reporting phase, the Golden Gala has chosen to integrate the **three ESG dimensions — Environmental, Social and Governance** — as a cross-cutting lens through which to interpret the actions undertaken. This approach makes it possible to immediately identify the dimension addressed by each macro-area of the Athletics for a Better World Standard and to better understand the impact generated by the activities implemented. The objective is to harmonise different standards and consolidate a working method capable of guiding the event's sustainability journey, making it more **readable, measurable and shared**.

This vision also reflects a **cultural principle**: for the Golden Gala, **Governance is the lever that makes sustainability possible**, because conscious and responsible management gives rise to actions capable of generating long-term value.

From this perspective, the three dimensions become a dynamic balance that begins with **Governance** — understood as vision and responsibility — and strengthens the Environmental and Social dimensions. In this sense, the acronym can be read not only as ESG, but as **GES**, based on the belief that sustainability, before being an outcome, is an act of leadership.

## ACTIVITIES IMPLEMENTED IN THE 2025 EDITION

# G=GOVERNANCE

## 1. SUSTAINABILITY LEADERSHIP

### Area Objectives

- To integrate sustainability into the governance and internal processes of the event.
- To engage stakeholders in the Golden Gala's sustainability journey.
- To communicate sustainability with the aim of raising awareness and encouraging positive, concrete behaviours.

### Specific activities

To implement a credible and conscious sustainability pathway, the Golden Gala adopted a **governance** model inspired by the principles of **ISO 26000**, which recognises governance as the cornerstone of social responsibility — understood as the ability to make ethical, transparent and participatory decisions oriented towards continuous improvement.

Within this framework, an **Executive Sustainability Committee** was established — a multi-stakeholder body coordinated by a **Sustainability Manager** — tasked with guiding and monitoring the integration of sustainability principles into organisational processes. The Committee translated this approach into concrete management practices, defining objectives, roles and operational actions across key areas such as organisation, procurement, mobility, inclusion and digital document management.

The Committee was responsible for drafting, formalising and publishing the **Sustainability Policy**, developed in continuity with the sustainable identity defined in 2024 and in alignment with the guidelines of World Athletics and the Athletics for a Better World Standard.

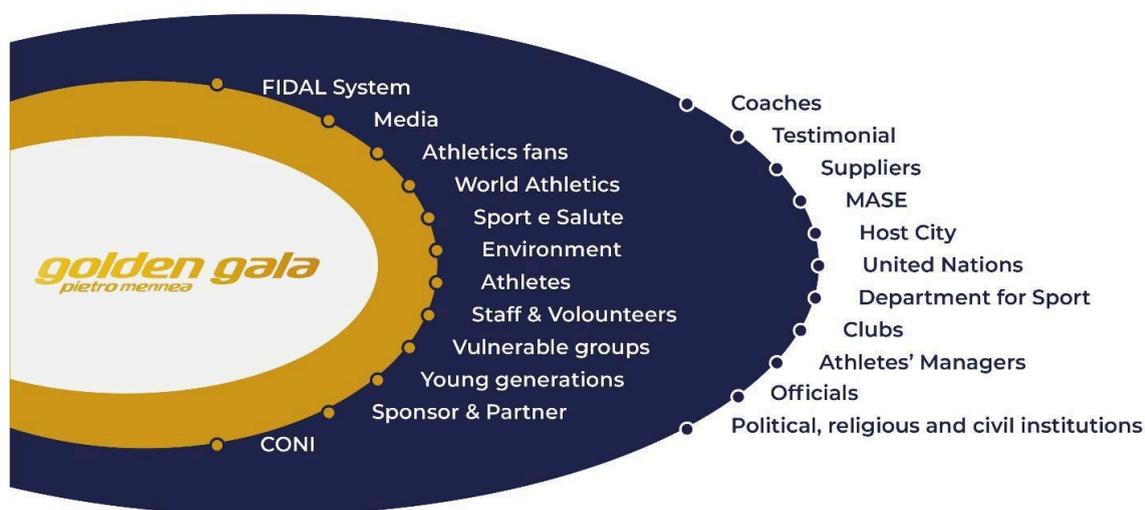
The Policy, presented at a press conference and disseminated through the official website, social media channels and media partners, was first shared internally and subsequently communicated to all key stakeholders, including institutions, sponsors, partners, athletes, spectators and the media.

## Our stakeholder

Building on the valuable stakeholder mapping work initiated in the 2024 edition, the Golden Gala 2025 consolidated the foundations for a structured dialogue and increasingly targeted engagement of stakeholders in sustainability actions. The objective was to create a participatory process capable of broadening the overall impact of the event and fostering the achievement of shared goals.

Within this framework, key stakeholders were identified and actively engaged, also in response to areas for improvement that had emerged during the previous edition. A pathway of deeper sharing of the Sustainability Policy was promoted, while recognising and enhancing those stakeholders already involved in sustainable projects and practices.

This approach enabled the planning of joint actions and the amplification of sustainability-related messages, transforming participation into a genuine driver of change and collective activation.



## A shared commitment

### **Collaboration with Sport e Salute SpA**

Along the path towards an increasingly sustainable management model for the Golden Gala, the 2025 edition marked a significant step forward in collaboration with **Sport e Salute SpA**, co-organiser of the event and manager of the Foro Italico complex.

While in the previous edition the focus had primarily been on acknowledging and enhancing the numerous environmental policies already implemented by Sport e



Salute — particularly those concerning the **Stadio Olimpico** — in 2025 the collaboration evolved into a structured and ongoing dialogue. A direct and operational exchange made it possible to explore in depth the sustainable management system of the **Parco del Foro Italico**, fully understanding the actions already in place and integrating them with the specific needs of the Golden Gala in relation to the parameters set by World Athletics.

This alignment process fostered **mutual growth**. On the one hand, the Golden Gala was able to understand, adopt and enhance the environmental best practices developed by Sport e Salute, such as circular waste management, energy efficiency measures, policies aimed at reducing the impact of food & beverage services, and the promotion of sustainable mobility. On the other hand, Sport e Salute gained a deeper understanding of the sustainability criteria and standards required by World Athletics, thereby strengthening its capacity to support internationally recognised sporting events.

The joint work made it possible to establish a more coherent system for **coordinating actions and collecting data**, resulting in more comprehensive and accurate environmental reporting compared to the previous edition and consolidating the vision of the Foro Italico as an increasingly exemplary sustainable sports infrastructure.

Within this framework also fall the redevelopment works of the Stadio dei Marmi "Pietro Mennea", announced during the Golden Gala press conference by the President of Sport e Salute, Marco Mezzaroma. The interventions include the construction of new changing rooms beneath the stands, the creation of a museum dedicated to Pietro Mennea, and the refurbishment of the track.

The venue, used as a warm-up field during the Golden Gala, offers the public a unique opportunity to observe athletes up close and experience moments of interaction within a setting of extraordinary charm and historical value.

The Sustainability Policy of the Foro Italico Park can be consulted at the following link: link: <https://www.sportesalute.eu/foroitalico/green.html>

### **The Ministry for the Environment and Energy Security (MASE) and CONI**

The **Ministero dell'Ambiente e della Sicurezza Energetica (MASE)** and the **Italian National Olympic Committee (CONI)** are key institutional stakeholders in the Golden Gala's sustainability pathway, particularly in relation to the **call for proposals promoting environmental sustainability projects for National Sports Federations**



**and Associated Sports Disciplines**, issued within the framework of the **MASE–CONI Memorandum of Understanding**.

The structured pathway based on the **international guidelines of World Athletics** for the sustainable management of sporting events provided the methodological foundation that enabled the event to fully align with the requirements of the MASE–CONI call and to secure the related funding. By identifying points of convergence between international standards and national references, the Golden Gala strengthened the coherence and overall effectiveness of its environmental management system.

The call thus acted as a **process accelerator**, offering a favourable institutional framework to consolidate and enhance the work already undertaken, positioning the Golden Gala as a practical platform for implementing national ecological transition policies within the sports sector.

### **Sustainability partners**

Partners played a **central role** in giving concrete form to the Golden Gala's commitments, supporting the event both in the organisation of activities and in raising awareness among participants:

- **Frecciarossa** (*Official Train*)  
Promoted sustainable mobility to and from the Stadio Olimpico, helping to reduce travel-related emissions and encouraging the public to choose rail as an environmentally friendly alternative.
- **Atac** (*Mobility Partner*)  
Encouraged sustainable mobility to and from the Stadio Olimpico by promoting the use of public transport and offering dedicated discounts for event attendees.
- **Uliveto** (*Water Partner*)  
Distributed exclusively 100% recyclable bottles, featuring tethered caps and produced using renewable energy from Italian solar sources, reducing waste and plastic consumption.
- **Joma** (*Partner tecnico*)  
Supplied volunteer uniforms made from recycled polyester and packaged in biodegradable materials, conveying a clear message of environmental responsibility.
- **Felicetti** (*Official Supplier*)  
Enhanced the value of Made in Italy through recyclable paper packaging sourced from responsibly managed forests (PEFC certification), combining quality and sustainability.

## Charity Partner - World Food Programme

In 2025, the partnership between the World Food Programme (WFP) and the Golden Gala was renewed, confirming a collaboration in continuous evolution. During the event, the WFP promoted the **“Sudan Hunger Emergency”** campaign through **ShareTheMeal**, the official app of the World Food Programme, which allows people to donate meals with a simple gesture from their smartphone, bringing together millions in the fight against hunger.

The campaign engaged both athletes and spectators in the #ShareTheMeal challenge — an innovative format combining **fundraising and awareness**, encouraging active participation and solidarity. As highlighted by the Head of WFP Italy, the initiative led to an increase in donations and new supporters in the period before and after the Golden Gala, as well as strong engagement from the sporting community.

**Nadia Battocletti** launched an ongoing collaboration with the WFP, becoming an official ambassador, while **Beatrice Chebet, Valarie Allman and Mattia Furlani** took part in communication initiatives linked to the event, amplifying the solidarity message across their social media channels.

This experience strengthened the campaign’s visibility and laid the groundwork for replicating the format at other events, such as the Grand Prix di Brescia, while also attracting the interest of World Athletics for potential future collaborations. The Golden Gala thus confirms its role as a catalyst for awareness and as a platform capable of generating partnerships with lasting social impact.





## **Sustainable Governance: the Role of the Committee and the Centrality of the Environment**

At the Golden Gala, sustainability translates into **concrete and measurable actions** involving athletes, spectators and partners, generating positive impacts across three key dimensions:

- **People**– education, inclusion and solidarity, with particular attention to the engagement of younger generations;
- **Planet** – emission reduction, recycling, sustainable mobility and responsible resource management;
- **Prosperity** – innovation, promotion of Made in Italy excellence and partnerships oriented towards social responsibility and sustainable development.

Within this integrated vision, the **Executive Sustainability Committee** has played a strategic steering and coordination role, ensuring alignment between the environmental, social and economic policies of the event. The Committee's work is reflected in operational and managerial decisions that embody the principles of sustainable leadership: from low-emission travel arrangements for staff and personnel, to the digitalisation of documents and internal procedures, and the publication of dedicated guides for athletes and spectators — practical tools designed to foster awareness and responsible behaviour.

Particular attention is devoted to the **environmental dimension**, which represents a strategic priority in line with the shared pathway undertaken with the **Ministero dell'Ambiente e della Sicurezza Energetica (MASE) and the CONI**. The Golden Gala aims to serve as a concrete example of the implementation of the principles promoted by CONI and MASE, adopting an approach that combines two fundamental objectives:

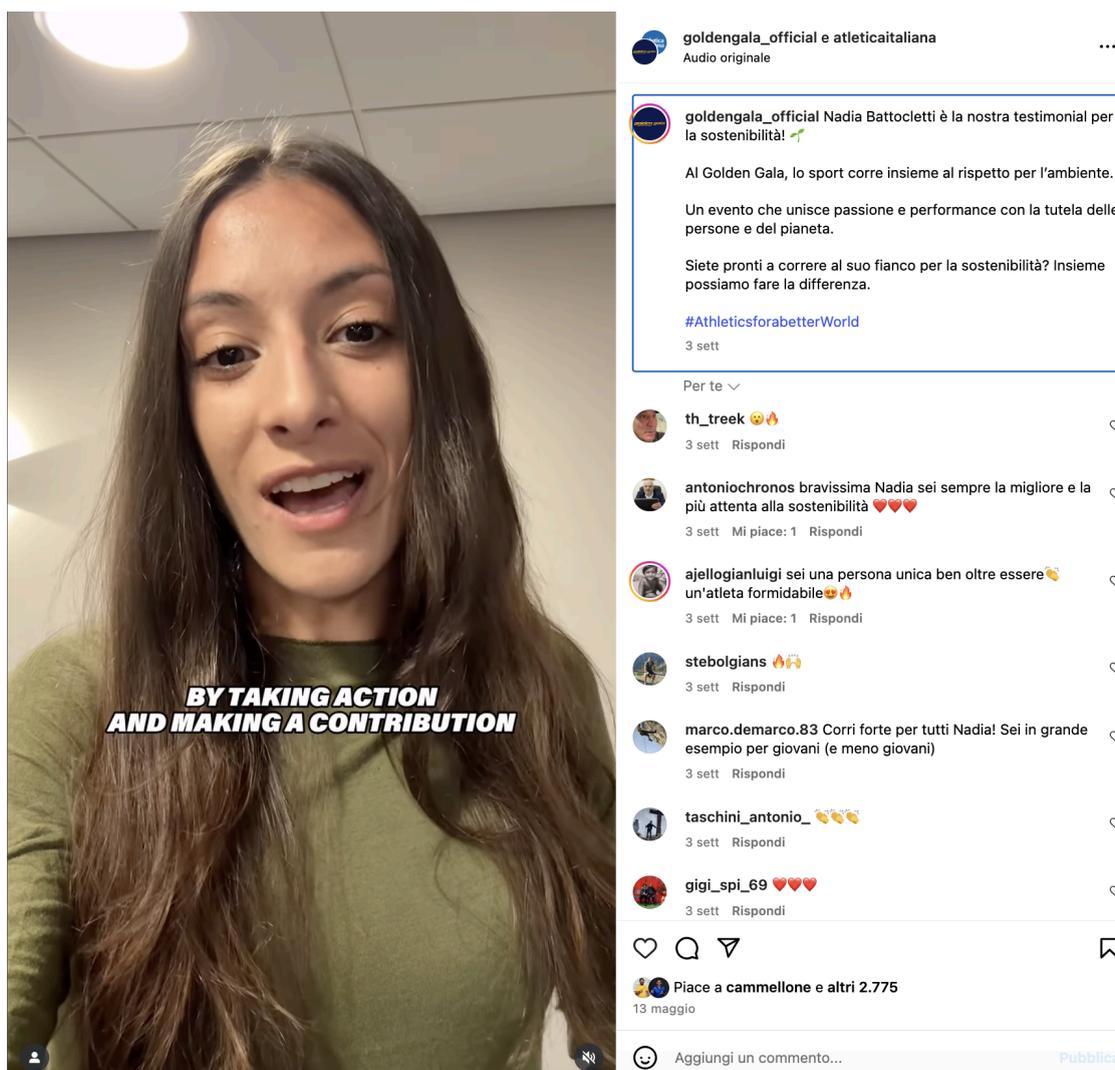
- **To tangibly reduce the environmental impact of the event** through targeted actions and sustainable partnerships;
- **To collect data and information** in order to build a **long-term environmental and managerial legacy** for the benefit of the sporting community and the local territory.

The actions and results related to environmental management will be explored in greater detail in the following thematic sections and in the dedicated **Environmental Impact Report**, which provides a comprehensive account of the impact and evolution of the Golden Gala's sustainability journey.

An Integrated **Communication Plan** was implemented to disseminate and amplify the event's sustainability objectives through:

- the official hashtag #AthleticsForABetterWorld;
- dedicated interventions during press conferences;
- digital content shared with sponsors and partners;
- dedicated venue dressing;
- messages displayed on LED boards, giant screens and through public announcements during competitions.

The campaign was further strengthened by the contribution of **Nadia Battocletti, official Sustainability Ambassador**, who actively promoted the values and initiatives of the Golden Gala, helping to extend their visibility and impact.



# **E=ENVIRONMENTAL**

## **2. SUSTAINABLE PRODUCTION AND CONSUMPTION**

### **Area Objectives**

- To measure and reduce the environmental and social impact arising from the supply and consumption of products and services procured for the event, in collaboration with Sport e Salute S.p.A.

### **Specific Activities**

The first step was the formalisation of a **Procurement Plan**, developed in compliance with the **Minimum Environmental Criteria (CAM)** for events and integrated with additional national and European standards. This document served as a guiding framework for all procurement decisions, defining specific requirements and selection criteria for suppliers.

A distinctive element was the direct involvement of supply chain partners: dedicated information meetings and monitoring activities were organised to share sustainability objectives and ensure their effective implementation.

- **34 contracted suppliers**
- **23 located within 100 km of the venue** (primarily within the Metropolitan City of Rome)
- **More than 70% of suppliers local and compliant with the event's sustainability criteria**

Particular attention was devoted to the **hospitality catering service**, designed according to sustainability principles and organised in alignment with the venue management guidelines provided by **Sport e Salute Spa**:

- Promotion of local, seasonal and organic suppliers, enhanced through partnership with the Chamber of Commerce of Frosinone and Latina;
- Finger food menu format to reduce food waste and optimise quantities based on the number of guests;
- Exclusive use of compostable materials for service and tableware;
- Wide availability of vegetarian and vegan options;



- Elimination of single-use plastic bottles, replaced with drinking water stations and reusable bottles.

In alignment with the 2025 **Sustainability Policy**, a **Waste Management Plan** was also developed and internally shared — a structured strategy designed to optimise waste separation, reduce residual waste and improve data collection for environmental reporting purposes.

- **Preliminary analysis** of waste flows (catering, spectators, technical areas, fit-outs);
- **Use of compostable and recyclable materials** to drastically reduce non-recyclable single-use items;
- **Eco-points and advanced separate waste collection** across all strategic areas of the venue;
- **Clear and multilingual signage**, supported by trained staff assisting the public;
- **Involvement of suppliers in the separate management of waste streams.**

Thanks to this structured approach, it was possible — for the first time in a systematic and traceable way — to collect accurate data on the waste flows generated by the event. These findings provide a concrete snapshot of the impact of the 2025 edition and will serve as the basis for improvement strategies in future editions, with particular focus on reducing residual waste and optimising collection and recycling processes.

The quantitative results of the 2025 Waste Management Plan were as follows:

- **1.100 kg** of plastic
- **400 kg** of glass
- **8.840 kg** of residual (non-recyclable) waste

In light of the adoption of the **Minimum Environmental Criteria (CAM)** as an operational reference, increased emphasis was placed on the full **digitalisation of informational and organisational materials**: programmes, maps, accreditations and technical documents were made available through online platforms and QR codes. For materials that required printing for operational reasons — such as passes, mandatory documents and service materials — **FSC**-certified paper was confirmed as the standard choice. At the same time, the catering and hospitality areas were made **Plastic Free**, with the complete elimination of single-use plastic tableware and containers. An additional innovation was the **distribution of compostable and plantable tags featuring QR codes** to digitally collect audience feedback, thereby avoiding paper forms.



Collaboration with partners further strengthened the **sustainable identity of the event. Joma**, the technical partner of the Golden Gala, supplied uniforms made from recycled polyester and packaged in biodegradable materials, reinforcing the commitment to circularity and environmental responsibility across the event supply chain.

Alla luce dell'adozione dei **Criteri Ambientali Minimi (CAM)** come riferimento operativo è stata accentuata l'attenzione verso la **digitalizzazione completa dei materiali informativi e organizzativi**: programmi, mappe, accreditati e documenti tecnici sono stati resi disponibili tramite piattaforme online e QR code. Per i materiali che, per esigenze operative, hanno richiesto la stampa — come pass, documenti obbligatori e supporti di servizio — è stata confermata la scelta di carta certificata **FSC**. Parallelamente, l'area catering e hospitality è stata resa **Plastic Free**, con la totale eliminazione di stoviglie e contenitori in plastica monouso. Un'innovazione aggiuntiva è stata la **distribuzione di tag compostabili e piantabili con QR code** per raccogliere digitalmente i feedback del pubblico, evitando moduli cartacei. La collaborazione con i partner ha rafforzato **l'identità sostenibile dell'evento. Joma**, technical partner of the Golden Gala, supplied technical apparel from the 2025 teamwear collection, with more than 60% of total production made from recycled polyester. All new products were delivered in **biodegradable packaging**, further reinforcing the event's commitment to sustainable sourcing and circular production models.



### 3. CLIMATE CHANGE AND CARBON

#### Area objectives

- To collect data and share sustainable venue management systems;
- To demonstrate commitment to reducing the carbon footprint generated by the event.

#### Specific activities

The Golden Gala Pietro Mennea 2025 deliberately and responsibly addressed the issue of its carbon footprint, initiating a structured process to measure emissions.

The 2025 edition strengthened the **Sustainable Mobility Plan** with the objective of **reducing emissions related to transportation**, one of the main sources of environmental impact. Low-emission shuttle services were provided for staff and volunteers, alongside concrete incentives for spectators through partnerships with Frecciarossa and ATAC: discounted tickets, benefits for Metrebus pass holders and active promotion of rail transport as an alternative to private cars.

To further encourage low-impact travel choices, the Stadio Olimpico provided supervised bicycle parking areas and dedicated spaces for car sharing, bike sharing and car pooling, clearly indicated in the **Participants' Guide**.

A key component of the sustainability strategy was the selection of Midas Roma Hotel by Barceló Group as the official hotel partner. The hotel group has adopted the Barceló ReGen strategy, an innovative regenerative tourism model centred on respect for local communities and the protection of ecosystems.

Barceló ReGen is based on three key pillars:

- **Glocal**, promoting local investment with global benefits, supporting employment and equitable development;
- **Caretaker**, integrating the United Nations' One Health vision, recognising the link between human well-being and planetary health;
- **Just**, enhancing people's value by improving working conditions and strengthening social commitment towards employees, guests and local communities.



For the first time, during the 2025 edition, a **fan mobility survey** was conducted with the aim of collecting preliminary data and stimulating new sustainable actions for future editions. The survey was carried out via a QR code printed on plantable tags distributed to spectators by the eco-volunteer team, combining digital innovation with environmental awareness.

The final sample included **253 participants**, a number providing sufficient statistical representativeness to identify meaningful indicators for analysis and strategic planning. The data showed that approximately **40% of spectators chose sustainable transport solutions** (public transport or active mobility), while private cars remained the most widely used option, mainly for reasons of convenience (65.2%) and speed (43.1%).

Although **sustainability** is recognised as an **important value by more than 73% of respondents**, environmental considerations played only a marginal role in travel choices. This highlights the need to strengthen both incentives and communication strategies in order to make sustainable mobility not only a possible option, but also the most convenient and effective one.

Taking into account energy consumption, transportation and waste management, the overall carbon footprint of the event was estimated at approximately **184 tonnes of CO<sub>2</sub> equivalent**.



## 4. LOCAL ENVIRONMENT AND AIR QUALITY

### Area objectives

- To contribute to improving local air quality;
- To inform and engage partners, suppliers and institutions in adopting measures aimed at enhancing air quality;
- To raise awareness among athletes, spectators and media about the importance of air quality issues.

### Specific activities

The Golden Gala Pietro Mennea 2025 joined the innovative **“Air Quality Project” environmental monitoring programme**, in collaboration with World Athletics. A Kunak monitoring device was installed outside the Stadio Olimpico starting from 14 May 2025 and relocated trackside, near the finish line of the 100 metres, on the day of the event.

This instrument enables real-time monitoring of key air quality parameters, including:

- PM2.5 and PM10 (fine particulate matter);
- NO<sub>2</sub> (nitrogen dioxide);
- O<sub>3</sub> (tropospheric ozone);
- CO (carbon monoxide);
- Meteorological indicators such as temperature, humidity and wind speed.

The data collected are not limited to the event itself but are integrated into the global air quality database of World Athletics — a platform designed to:

- Identify the main sources of local air pollution;
- Support institutions in defining effective public policies;
- Safeguard the health of athletes, spectators and local communities;
- Promote environmental awareness through the dissemination of accessible scientific data.

To ensure transparency and public engagement, a direct link to real-time updated data was made available:

<https://worldathletics.org/athletics-better-world/air-quality/air-quality-live>

# S=SOCIAL

## 5. GLOBAL EQUALITY

### Area objectives

- To ensure fair, transparent and inclusive competition

### Specific activities

The 2025 edition of the Golden Gala distinguished itself not only as a major international sporting event, but also as an initiative capable of generating concrete and positive impact on the local territory, communities and society at large. The organisation adopted an **integrated approach** combining sporting excellence, sustainability, inclusion and innovation, reaffirming the Golden Gala's role as a responsible and open-to-all event model.

A central element of this edition was its strong connection with local communities.

Thanks to the partnership with the **Chamber of Commerce of Frosinone and Latina**, the Golden Gala showcased local agri-food excellence while promoting conscious and sustainable consumption. Environmental commitment was also reflected in the **direct involvement of local sports clubs**: their athletes joined the volunteer team, helping to promote sustainability best practices and support the activities outlined in the event's Sustainability Policy. This approach strengthened the sense of belonging and collective responsibility.

A key chapter concerned education and skills development. The Executive Sustainability Committee participated in a dedicated **training programme focused on sustainability, inclusion and social responsibility**, with the aim of ensuring **operational coherence and cultural awareness**. Members were encouraged to internalise the content and consistently apply it within their respective areas of responsibility.

**Targeted training** was also provided to **eco-volunteers**, who received practical guidance on **overseeing key areas** and **promoting responsible behaviour** among spectators.

From an academic perspective, **the Golden Gala welcomed students from the Sport Management programme of LUISS Business School – School of Sport**, offering them first-hand experience in the organisation of a major sporting event and the opportunity to translate classroom learning into tangible, real-world application.



The Golden Gala's social commitment was expressed through its consolidated collaboration with the **World Food Programme and the "ShareTheMeal" project**, contributing to humanitarian initiatives of international relevance. At the local level, the **official mascot Romeo** engaged children and families in playful and welcoming activities, creating an inclusive and festive atmosphere that strengthened the bond between the event and the community.

The **Golden Gala 2025** placed the **inclusive dimension of sport** at its core, reaffirming the educational and social value of athletics as a space open to all ages and abilities.

Alongside world-class international competitions, the programme also featured events dedicated to different groups and age categories:

- **The Palio dei Comuni**, dedicated to younger participants;
- **Master competitions**, reserved for adult athletes;

- **Paralympic events**, fully integrated into the official programme, including the **100 metres FISPES race**.

The **Palio dei Comuni 2025** involved approximately **1,000 young athletes** from across Italy, representing **100 relay teams competing in the 12×200 metres format**. The final, scheduled within the official programme at 20:41, was broadcast **live on RAI**, offering a moment of strong visibility and collective participation.



After the race, the young participants were able to watch the international meeting from the stands, taking part in an **edutainment** activity led by **eco-volunteers**, who delivered awareness sessions on sustainability and environmental responsibility. Through games, short quizzes and direct interaction, the sporting experience became an opportunity for learning and reflection, strengthening the connection between sport, education and active citizenship.

This choice highlights the commitment to providing sporting opportunities for all, regardless of age or ability. In alignment with the standards of World Athletics, international regulations on anti-doping and fair play were disseminated and included in the [Sustainable Athlete Guide](#), alongside a “SpeakUp” reporting system accessible via QR Code, ensuring transparency and integrity.





## 6. DIVERSITY, ACCESSIBILITY AND WELL-BEING

### Area objectives

- *Zero tolerance towards any form of discrimination;*
- *To ensure accessibility and safety throughout the event;*
- *To promote sport as a tool for Health and Well-being, with particular focus on athletes and athletics enthusiasts.*

### Specific activities

The Golden Gala 2025 confirmed its role as a leading international sporting event, while further strengthening its commitment to responsible human resource management, social inclusion, safety and participant well-being.

The Golden Gala adopts and implements federal policies on gender equality and fair treatment. HR policies are structured in accordance with the National Collective Labour Agreement for Employees of National Sports Federations, stipulated by CONI — a regulatory framework ensuring clear protections for staff, collaborators, technical officials and volunteers. This model guarantees rights, fairness and respectful working conditions for all individuals involved.

The organisation adopted a formal **zero-tolerance policy against any form of discrimination**, integrated into both the Sustainable Athlete Guide and the Sustainable Participant Guide, disseminated across all communication channels, both digital and physical.

Particular attention was devoted to accessibility, with dedicated services for spectators with disabilities implemented in collaboration with **Forum Onlus** and the **Associazione Forum Interculture**. In particular:

- Assisted transport and mobility, with reserved routes and dedicated vehicles;
- Inclusive signage and venue maps, including solutions for visually impaired persons;
- Digital booking systems for reserved areas and personalised assistance at the stadium.

As required for events held at the Stadio Olimpico, safety was managed through the **Operational Security Group (GOS)**, involving the Federation, Sport e Salute, law enforcement authorities and the Italian Red Cross. Within this framework, risks were assessed, emergency procedures were planned and operational responsibilities clearly defined.

This approach was further complemented by:

- The installation of environmental monitoring systems to assess air quality;
- The preparation of dedicated emergency routes and accessible evacuation procedures;
- The dissemination of the digital Sustainable Athlete Guide via QR code, including guidance on psychological well-being, prevention of abuse and Safeguarding e-learning courses promoted by World Athletics.





## COMMUNICATION AND AWARENESS-RAISING ACTIVITIES

To promote a genuine culture of sustainability, an **integrated Communication Plan** was developed to raise awareness and engage all stakeholders of the Golden Gala “Pietro Mennea”, highlighting the numerous initiatives implemented **before, during and after the event**.

### The Sustainability Ambassador

A significant communication innovation was the introduction of **Nadia Battocletti as Sustainability Ambassador**, with an active role both during the event days and in the production of content and communication initiatives in the lead-up to the meeting. Her contribution helped enhance and disseminate the sustainable actions undertaken.

Content dedicated to her — including stories, reels and carousel posts on **Facebook and Instagram** — achieved substantial reach. During the **event week (1–8 June)**, views exceeded **3.2 million on Instagram** and **513,000 on Facebook**, with an overall reach of more than **622,000 users on Instagram** and **299,000 on Facebook**. Total interactions surpassed **140,000 on Instagram** and **nearly 20,000 on Facebook**, while profile visits linked to the content exceeded **32,000 on Instagram** and **12,000 on Facebook**.

Top-performing content included **reels**, such as the 13 May video, which generated **125,946 views on Facebook** and **67,345 on Instagram**, with more than **10,000 total call-to-actions** across the two platforms. Tagged **stories** reached up to **42,776 views** and **33,202 interactions**. Carousel posts published on 11 June also contributed significantly, generating nearly **10,000 total interactions** across both platforms.

These results highlight how the involvement of a recognised ambassador — a leading athlete of the event and Olympic silver medallist at Paris 2024 Summer Olympics in the 10 km — **fostered broad and tangible public engagement**, both before and during the event, strengthening the perception of the Golden Gala as a sustainability-conscious international meeting.

Websites:

- <https://www.ezrome.it/eventi-a-roma/sport/88919-nadia-battocletti-protagonista-del-golden-gala>
- <https://www.radioromacapitale.it/articolo/roma-attende-nadia-battocletti-a-braccia-aperte-largento-olimpico-dei-10-000-metri-portavoce-della-sostenibilita/>



- <https://www.fidal.it/content/Golden-Gala-Battocletti-per-la-sostenibilit%C3%A0/177525>
- <https://rome.diamondleague.com/golden-gala-battocletti-testimonial-per-la-sostenibilita/>

Social:

- [https://www.instagram.com/reel/DJlvYtptOIR/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJlvYtptOIR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- <https://www.instagram.com/reel/DKKa7tIIVVc/?igsh=MWRiY2xjOHRIMXA2ZQ%3D%3D>
- [https://www.instagram.com/stories/goldengala\\_official/3648416082249073290?utm\\_source=ig\\_story\\_item\\_share&igsh=MWV6ejN5MGNzbHZwOA==](https://www.instagram.com/stories/goldengala_official/3648416082249073290?utm_source=ig_story_item_share&igsh=MWV6ejN5MGNzbHZwOA==)

### Online communication activities

Website - <https://rome.diamondleague.com/>

The official website serves as the institutional reference point for the event. It centralises all information related to the programme and registration procedures. In line with the sustainability pathway undertaken, a dedicated **Sustainability section** was implemented

:<https://rome.diamondleague.com/sostenibilita/>, This section represents the main landing page for all content related to the event's sustainability initiatives. For the 2025 edition, it featured the Sustainability Policy (in both Italian and English) and the Participant Guide — a practical tool providing all relevant information for attending the event in a sustainable manner..

### ***Social media channels***

Online communication activities were further intensified, particularly across the event's social media platforms:

- Instagram page: [https://www.instagram.com/goldengala\\_official?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igsh=ZDNiZDc0MzlxNw==](https://www.instagram.com/goldengala_official?utm_source=ig_web_button_share_sheet&igsh=ZDNiZDc0MzlxNw==)
- Facebook page: <https://www.facebook.com/goldengala>

Social media activities benefited from the collaboration of event partners and the Sustainability Ambassador, Nadia Battocletti, amplifying the reach and visibility of the sustainability initiatives undertaken.



Platform	Views	User reach
Instagram	3.264.509	622.284
Facebook	513.125	299.033

### **Press review**

The Golden Gala “Pietro Mennea” 2025 once again demonstrated its ability to generate strong media attention and digital engagement, supported by an integrated communication strategy designed to highlight both sporting performances and sustainability initiatives. The event leveraged a combination of traditional **media, specialised websites, official portals and social networks**, making extensive use of ambassadors and multimedia content.

Online coverage was further strengthened by **official reports and sustainability documents** published on the platforms of the [Diamond League](#) and Federazione Italiana di Atletica Leggera, ensuring transparency in the monitoring of air quality and the management of green initiatives.

In addition to primary posts, content such as **reels, stories and carousel formats** amplified the sustainability message, generating a high number of call-to-actions and actively engaging audiences.

### **Live TV Broadcast**

The Golden Gala was broadcast live free-to-air on **RaiSport** from **20:15 to 21:00**, followed by extended coverage on **Rai 2** from **21:00 to 23:00**.

**Rai Sport** holds the exclusive broadcasting rights for the event within its athletics programming in Italy. Live streaming was also available on **RaiPlay**, ensuring real-time online access.

Internationally, the meeting was broadcast both on television and online in multiple countries, including:

- **BBC Four / BBC iPlayer** (United Kingdom)
- **FloTrack / FloSports** (United States)



- **SuperSport** (Africa), **CBC** (Canada), **Movistar** (Spain), **ZDF / Sportdeutschland.tv** (Germany), **The Diamond League YouTube channel** in selected regions, among others.

### **Live TV Broadcast**

In the lead-up to the Golden Gala “Pietro Mennea” 2025, sustainability also played a central role within the **two main presentation press conferences**, both of which featured dedicated moments focused on the topic:

- The first press conference, held on **23 May**, featured Meeting Director Marco Sicari outlining the event’s sustainability commitments in the presence of key institutional representatives: the President of Sport e Salute, the Councillor for Sport of the City of Rome, the CEO of Trenitalia — the event’s main sponsor — the President of Federazione Italiana di Atletica Leggera, and athlete Mattia Furlani. This occasion provided an opportunity to clearly reaffirm the commitment to positioning the Golden Gala as a model sporting event attentive to both environmental and social impact.
- The second press conference, dedicated to elite athletes and held on 5 June, featured Nadia Battocletti as Sustainability Ambassador. She delivered a dedicated speech on the topic, giving voice to the Golden Gala’s commitments and further strengthening the link between elite sport and environmental responsibility.





On both occasions, the Charity Partner, the **World Food Programme**, was also involved and had the opportunity to create engagement content with the athletes in attendance, further promoting its message of solidarity and the fight against global hunger.

### **On-site Awareness Activities**

During the 2025 edition of the Golden Gala “Pietro Mennea”, sustainability and social responsibility were further enhanced through a series of targeted activations designed to disseminate awareness messages to a broad and diverse audience.

A key role was played by the **eco-volunteers**, who operated both inside and outside the Stadio Olimpico to engage athletes, staff and spectators, promoting sustainable behaviours and environmental best practices. As previously highlighted, their activities also included educational entertainment moments dedicated to young participants of the Palio dei Comuni, reinforcing the experiential and educational dimension of the event and placing younger generations at the centre of awareness initiatives.

Supporting these actions, the stadium itself was dressed with sustainability-themed messaging through dedicated field branding and the **use of LED boards and giant screens**, which broadcast high-impact visual and informational content throughout the competitions. Notably, many sponsors and partners chose to use their screen time not solely for commercial purposes, but to communicate their respective sustainability commitments and projects, contributing to a shared narrative consistent with the event’s values.

At the same time, the **official event speakers** — appropriately briefed and sensitised — reinforced this narrative by regularly incorporating dedicated sustainability messages into their live commentary, ensuring a coherent and integrated communication between sporting entertainment and public awareness.

Additional value was generated through partner activations, with particular focus on the World Food Programme, Charity Partner of the event, which carried out engagement activities both in the hospitality area and in the stands, involving volunteers and creating opportunities for direct interaction with spectators.

Together, these initiatives contributed to positioning the Golden Gala 2025 not only as a world-class sporting event, but also as a platform for collective education and awareness, strengthening its image as a model of sustainability and social responsibility.



## TOWARDS THE 2026 EDITION CONTINUOUS IMPROVEMENT

The **2024** edition of the Golden Gala represented the **first structured step towards sustainability**, laying the methodological foundations for integrating the principles of the Athletics for a Better World Standard into the event's management. Through this initial approach, the Golden Gala was able to **meet the requirements of the standard for a total of 26 points**, defining its starting level and building operational knowledge of international criteria.

With the formalisation and publication of the **2025 Sustainability Policy**, the event had set a realistic objective of achieving Recognized Event status — a choice guided by **responsibility and methodological prudence**, shaped by the experience gained in the previous edition.

The 2025 edition placed particular emphasis on **sharing and coordination with Sport e Salute SpA**, identified in 2024 as a key area for improvement. This proved decisive in unlocking the Golden Gala's untapped potential, enabling more integrated data management and reporting processes.

The systematisation of coordinated and cross-cutting actions — from strengthened governance to the engagement of institutional partners and the introduction of scientific monitoring tools — **triggered a substantial leap forward**, leading to the achievement of **Silver Level recognition** from World Athletics. This result demonstrates the ability to transform constraints and complexity into a virtuous process of continuous improvement.

In line with this approach, a **2026 Continuous Improvement Plan has been formalised**, based on collected performance indicators and the analysis of results. The Executive Sustainability Committee has identified **priority areas for development** in view of the 2026 edition, reinforcing a method grounded in learning, evaluation and progressive consolidation of practices.

A first area of focus concerns the **strengthening of the environmental data baseline**, with the aim of expanding emissions measurement to a broader range of elements within Scopes 1, 2 and 3 (transport, procurement, logistics), thereby achieving an increasingly comprehensive assessment of generated impacts.

A second area relates to the emissions **offsetting strategy**, currently under discussion within the international Diamond League circuit to define a **shared global offsetting model**.

In parallel, the Golden Gala is evaluating the **development of local offset initiatives** aimed at protecting the territory and generating long-term environmental and social

benefits. The **management of food surpluses** will also be consolidated — a fully achievable and immediately impactful result that could not be completed in 2025 due to extraordinary organisational circumstances. Its full implementation is planned as a concrete action starting from the next editions.

Finally, the improvement pathway will continue through the **formalisation and enhancement of internal policies**, strengthening the focus already placed on diversity, inclusion and equal opportunities. Among the priorities are the **monitoring of gender representation** in positions of responsibility and the updating of the **operational organisational chart** in a spirit of transparency and accountability.

The Golden Gala will continue to invest in the **engagement and awareness** of partners, athletes and fans, consolidating its role as a **laboratory of sustainable innovation** and a reference model for the development of a sporting culture capable of generating shared value.





## A SHARED COMMITMENT

The journey towards sustainability is a shared pathway undertaken together with **World Athletics**, the **Wanda Diamond League** and all **Golden Gala partners** — key stakeholders in achieving our ambitious common objectives.



A specific role was undertaken by the **Ministero dell’Ambiente e della Sicurezza Energetica (MASE)** and the **CONI**, which supported the project **“Athletics for a Better World – Golden Gala Pietro Mennea per lo Sviluppo Sostenibile”**, implemented within the framework of the “Call for the Promotion of Environmental Sustainability Projects by National Sports Federations and Associated Sports Disciplines.”

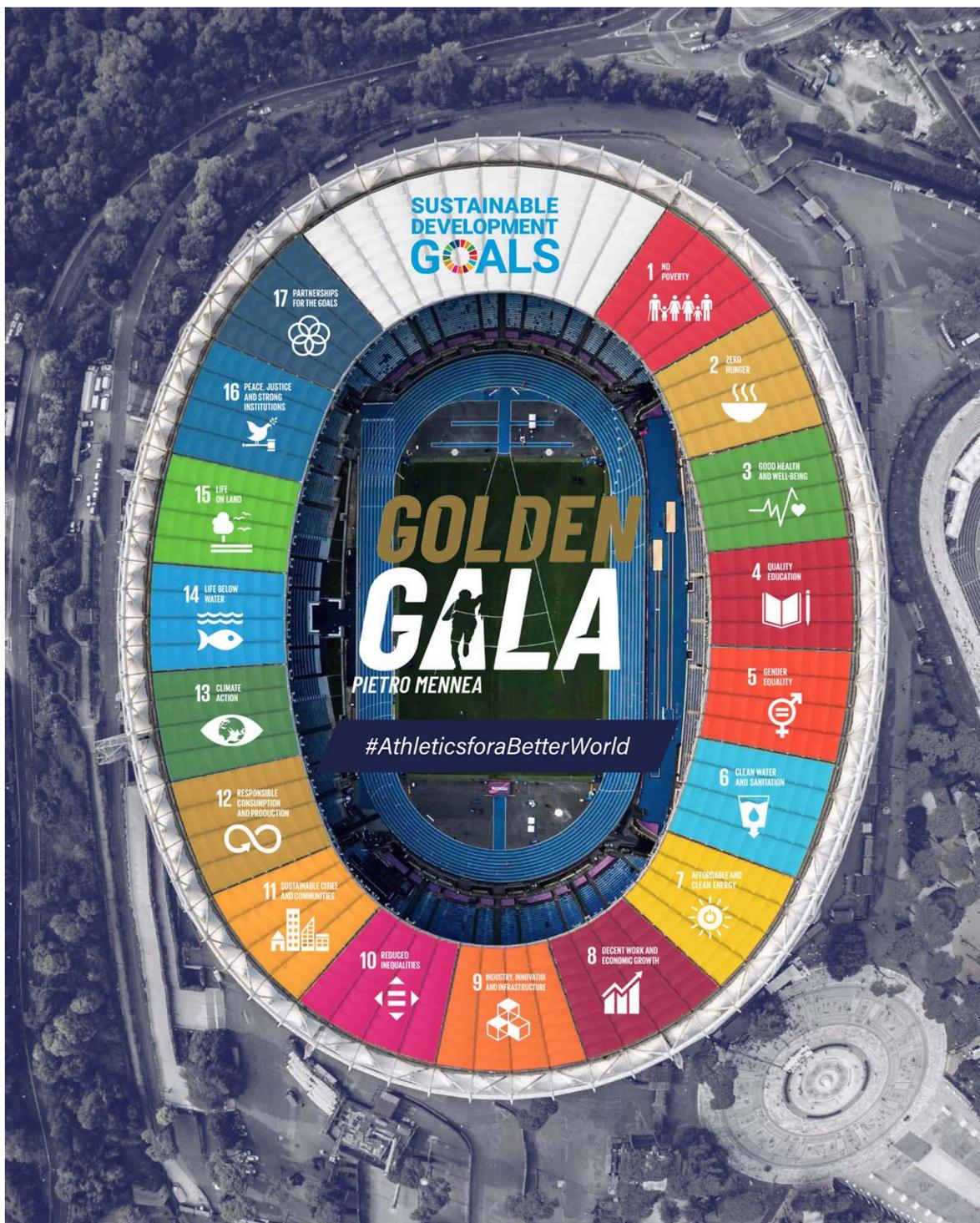


# GOLDEN GALA

PIETRO MENNEA

Run alongside us for **sustainability**

Together, we can make a **difference!**





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