



2023

**SUSTAINABILITY
REPORT**

TABLE OF CONTENTS

- **OUR COMMITMENT**..... **3**
- **PROCUREMENT**..... **5**
- **COMMUNITY IMPACT**..... **6**
 - **Giv'er Charity Challenge**..... **6**
 - **Local Doctors Nova Scotia Youth Runs**..... **7**
- **WASTE MANAGEMENT**..... **8**
- **WATER MANAGEMENT**..... **11**
- **CARBON FOOTPRINT**..... **12**
- **ACCESS AND EQUITY**..... **13**
 - **Race Entries**..... **13**
 - **Communications**..... **14**

OUR COMMITMENT

Since inception, the Emera Blue Nose Marathon has been mindful of its impact on the environment and greater community. One of our core values is sustainability:



We honour the land on which we operate and respect the resources that we use to ensure we are responsible to leave the community better than we found it.

Continuing this commitment to sustainability, the Emera Blue Nose Marathon has completed third-party certification with the Council for Responsible Sport. The 20th annual event was awarded gold status after demonstrating, measuring, and managing its social, economic and environmental responsibility. This certification makes the Blue Nose Marathon the first responsible sporting event in Atlantic Canada to earn such recognition.



The Council for Responsible Sport awards official certification to:

EMERA BLUE NOSE MARATHON

Held May 21, 2023 in Halifax, Nova Scotia, Canada. This event has met the standards for responsible sport to achieve gold level certification.

CERTIFICATION CREDITS EARNED: 48 CREDITS

Handwritten signature of Michelle Sandquist in black ink.

Michelle Sandquist – Interim Executive Director
Council for Responsible Sport

Handwritten signature of Rico Tesio in black ink.

Rico Tesio – Board President
Council for Responsible Sport

PROCUREMENT

The Emera Blue Nose Marathon makes every effort to purchase locally grown and sustainably produced food and beverages. Blue Nose is also proud to work with many local suppliers for products and services to help support the community and minimize our carbon footprint.

95%

LOCAL SUPPLIERS



COMMUNITY IMPACT

2023 Giv'er Charity Challenge

61 Charity
Partners

\$256,147.84
Raised



407

Fundraisers





COMMUNITY IMPACT

Doctors
Nova Scotia



Local Doctors Nova Scotia Youth Runs bring Blue Nose across the province. They are a great opportunity for communities where distance prevents youth from attending the in-person event to get involved and celebrate physical activity and the great outdoors. Communities are welcome to organize a Local Youth Run, and Blue Nose Marathon supports the events by having staff attend and bring a finish line gantry, shirts, medals, refreshments, paint for blue noses, and their beloved mascot, Myles. This year, five communities hosted a Local Youth Run.

 Pleasant Bay (Cape Breton)

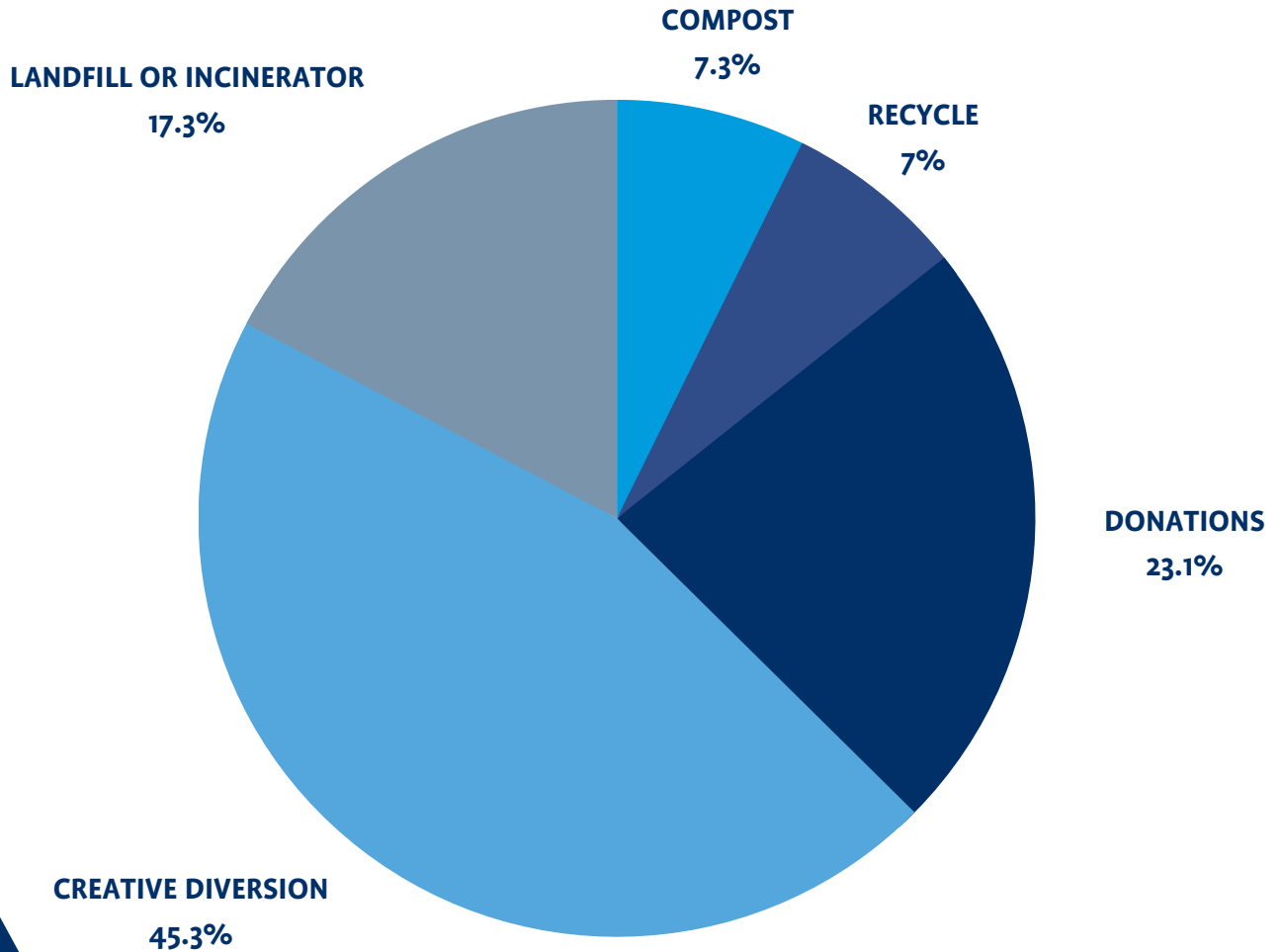
 Taylors Head (Sheet Harbour)

 Debert

 Boys and Girls Club (Dartmouth)

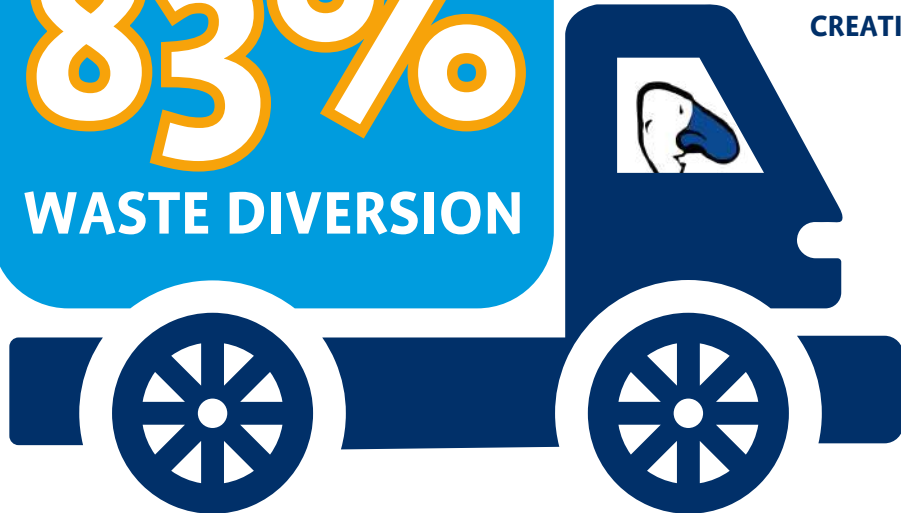
 Meadowfields (Yarmouth)

WASTE MANAGEMENT



83%

WASTE DIVERSION



WASTE MANAGEMENT



Shoe Mountain. Each year, participants and community members are encouraged to bring their gently used footwear to Expo. All shoes are then donated to those in need through partnering organizations, such as Souls Harbour Rescue Mission.



Leftover & left-behinds. Like most events, despite best efforts, there are usually foods, drinks and personal items leftover and left behind. These items are donated to Souls Harbour Rescue Mission to ensure they go into the hearts and hands of people in need in Nova Scotia, not landfills.



Participant shirts. Remaining participant shirts are upcycled by Prescott Group and converted into reusable bags, repurposed for other Blue Nose organized events. This initiative ensures leftover shirts can live on for daily use and stay out of landfills.

WASTE MANAGEMENT



Medals. Remaining medals are melted down, diverting them from a landfill.



SIGNAGE

Signage. The organization reuses signage year over year to reduce the amount of printed material on site. Signs that are no longer relevant are repurposed as stacking boards for water stations.

WATER MANAGEMENT



Bottle-free since 2017. Thanks to Halifax Water, the Emera Blue Nose Marathon is able to use the hydrants throughout the City for hydration stations.

Flow meters are installed on the hydrants to record the amount of water consumed at each water station. These measurements allow us to record water consumption and management.



Total water consumed:

67,934 litres



CARBON FOOTPRINT

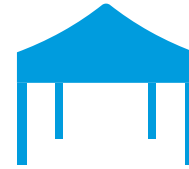
The Emera Blue Nose Marathon tracked emission in the months leading up to and including event weekend. We were able to measure our carbon footprint through tracking the following emission categories:



**EVENT
OPERATIONS**



**PARTICIPANT
& VOLUNTEER
TRAVEL**



**VENDOR
EMISSIONS**



ELECTRICITY



Reducing carbon footprint. Thanks to Halifax Transit, Blue Nose offers complimentary transit services to their participants and volunteers on race weekend. In 2023, the event also introduced a Bike Valet with the help of Halifax Cycling Coalition.

ACCESS AND EQUITY

Race Entries

This year, the Emera Blue Nose Marathon connected with more than 16 community groups to explore barriers to race participation. 200 race entries were provided by Emera to invite guests to come experience Blue Nose weekend.



Along with the Emera invitations, Blue Nose Marathon also partnered with Atlantic Chip Sport Timing, providing an additional 200 entries to bring youth to the Doctors Nova Scotia Youth Run start line.

ACCESS AND EQUITY

Communications

Blue Nose recognizes that a welcoming environment starts well before race day, and begins with the first point of communication, which is why we have been working to make our website, registration page and communications more inclusive.



Gender Inclusion.

Blue Nose registration has four categories for gender identity, and we have worked to remove gender labeling in participant shirts listed in the registration process (e.g., straight fit versus male shirt).



Translation.

In 2023, Blue Nose translated the registration page and promotional materials to French. We have also worked with members of the Mi'kmaw and French community to develop cheer signs for participants in three languages. We hope to grow this initiative to be more representative of 'Blue Nose Nation'.