



PROTOCOL FOR QUALIFYING TRAILS

PRECONDITIONS

In order to run as qualifying trail for **World Plogging Championship**, the candidate must:

- ❖ Be **trail running** distances.
- ❖ Be at least **11km long** (6.8 miles) and a positive altitude of at least **300 meters**.
- ❖ Have had at least **100 athletes** in previous editions.
- ❖ Have had athletes coming from at least **3 different States** in previous editions.
- ❖ Be held between **1st March and 31st August 2023**.
- ❖ Autonomy in the organization and in the management of the event, thanks to volunteers or organizers. Specifically, in relation to sensibilization procedures, registration of the athletes, delivery of the materials and collection of the waste bags.

It is possible to candidate more distances of the same event, but they need to respect all the preconditions.

Criteria for the selection of qualifying races will take into account the provenance of the athletes, the level of internationality of the applicant race, and the number of participating athletes. The final selection of qualifying races will be issued at the sole discretion of the Plogging Internationale Committee.

HOW TO SUBMIT A CANDIDATURE

If your trail respect all the preconditions, you can submit a candidature by sending an email to info@worldploggingchampionship.com.

The deadline is set for **Friday 24th March 2023 at noon**.

WHAT A QUALIFYING TRAIL SHOULD DO

- ❖ Promotion of the Championship on the official website, with logo of the event and the link to WPC official website.



- ✦ Sharing on social network at least 2 posts regarding WPC.
- ✦ Sending at least 2 newsletters to the mailing list of potential athletes (if any) to promote the registration to the World Championship.
- ✦ Hosting the official WPC stand (3x3 meters) at the departure/arrival zone of the trail.
- ✦ Delivery of wild cards dedicated to the WPC organizers as testimonials.
- ✦ Hosting 2 official branded roll-ups and a branded trash bin close to the arrival of the trail.
- ✦ Welcome athletes registered at WPC at the arrival, inviting them to leave their trash bags in the bin.
- ✦ Inclusion of plogging (gloves, trash bags, face masks) and WPC communicative materials in the starter package of the registered athletes.
- ✦ Personalization of the trash bags (given by WPC organization) with the bib number of the registered athletes with a stamp or with a permanent marker.
- ✦ Wild cards for the WPC organization to participate to the trail as plogging testimonials.
- ✦ If WPC organizers cannot attend the trail, taking pictures of trash bags delivery at the arrival of the trail, and then sending them to the WPC organization (i.e. attached picture).
- ✦ If WPC organizers cannot attend the trail, opening of the trash bags delivered by athletes, sorting the collected waste, taking pictures, and then sending them to the WPC organization (i.e. attached picture).
- ✦ Sharing of the list of names of the athletes registered to WPC, along with their bib number and their personal data (i.e. attached privacy policy document to be signed).
- ✦ If you already have a privacy policy document, we ask you to implement the following sentences:

If you have registered at the qualification phase for WPC "World Plogging Championship", your personal data, including your mail address, will be



communicated to WPC organizers, who will contact you regarding your participation.

WPC organizers are:

a) E.R.I.C.A. soc. coop., Alba (CN) – Italy, Via Santa Margherita 26, tax code and VAT number 02511250041, www.cooperica.it;

b) A.I.C.A., Alba (CN) – Italy, Via Santa Margherita 26, tax code 90035970046 and VAT number 02977060041, www.envi.info.

- ✚ Provide meals to WPC organizers who might attend the event.
- ✚ (Optional) Provide hotel/dormitory rooms for WPC organizers who might attend the event.

MATERIALS PROVIDED BY WPC ORGANIZATION

- ✚ Communicative materials for social networks, website and newsletters: press releases, infographics, photos and videos about plogging, WPC and WPC23.
- ✚ Bags and gloves for the registered athletes.
- ✚ Materials for the stand.
- ✚ Privacy policy for athletes.

BENEFITS

- ✚ Inclusion of your logo in WPC official website.
- ✚ Inclusion of your logo on communicative material realized for the Championship.
- ✚ Mention on the official press releases.
- ✚ Mention during presentations, press conferences and side events.
- ✚ Inclusion in an international network of trails.
- ✚ Presentation of the trail to sponsors and partners of World Plogging Championship.
- ✚ Communicative materials for social networks, website and newsletters: press releases, infographics, photos and videos about plogging, WPC and WPC23.
- ✚ Registration to the European campaign “Let’s Clean Up Europe” (www.ewwr.eu/take-part/#LCUE).



- ✦ Publication on WPC social pages of at least one reminder close to the registration deadline of the qualifying trail.
- ✦ Possibility to publish a video interview on WPC social pages.
- ✦ Opportunity to provide communicative materials to WPC organizers, in order to be spread during the other qualifying races.
- ✦ Opportunity to have a stand/exposition area during the finals of World Plogging Championship

For further information, contact us at info@worldploggingchampionship.com.



ACKNOWLEDGEMENT AND ACCEPTANCE

As organizers of the trail run named, we declare the acknowledgment of this protocol with the regulations on qualifying races of World Plogging Championship.

We confirm our interest in your proposal and we candidate our trail named as qualifying race for World Plogging Championship. Eventually, we declare that we will follow these rules.

Date and signature