



A. Premise

Littering – the abandonment of small and very small waste – is a universally widespread phenomenon. It contributes to at least 75% of waste accumulation in water bodies, especially in the sea. One of the priorities of global authorities and the European Union is to combat the phenomenon of littering. Specifically, the European Union has designated May 10 as European Clean Up Day. Among sports events, running combined with the collection of litter on the ground is a particularly effective practice, especially from a communication standpoint.

In 2020, AICA (International Environmental Communication Association), in collaboration with ERICA soc. coop., launched the pilot edition of the World Plogging Championship, followed by the first official edition, held in Val Pellice (TO) from October 1 to 3, 2021. The second edition was held from September 30 to October 2, 2022, in the Olympic Valleys of Torino 2006, and the third took place in Genoa in 2023. During the 2023 WPC, the pilot edition of Urban Plogging also took place.

B. Organization

The International Plogging Committee, consisting of the International Environmental Communication Association (AICA), ERICA soc. coop., ACEA Pinerolese Industriale, Carlo Degiovanni, Erik Ahlström, the PLOGGA association, and Sandro Fioravanti, organizes the World Plogging Championship (WPC) and all the events within it (Plogging Child, Trail, and Urban Plogging). Urban Plogging takes place within the WPC framework and is always held on Sunday morning.

C. Description

Urban Plogging takes place entirely on paved roads in urban environments; the organizers will select a suitable area based on specific needs to carry out the activity.

A maximum of 50 athletes will participate, selected through a specific challenge that will be held in the months preceding the event.

Detailed instructions will be provided to the athletes during the technical briefing on the day of the race. In summary:

- a. The start and finish lines will be located at the same point, equipped with an arch and the necessary timing equipment.
- b. The maximum time allowed is 90 minutes, with the possibility of finishing earlier, resulting in a proportional reduction of the score (1 point = 1 minute).
- c. Five minutes before and five minutes after the set finish time, the timing will be considered the same.





d. A mandatory checkpoint will be in place, and its location will be revealed during the technical briefing.

e. Each participant will be given 6 bags corresponding to the 6 waste categories that must be collected separately:

- Paper (boxes, pizza containers, newspapers, TetraPak®, etc., as long as they are clean)
- Plastic (packaging: bottles, fruit nets, yogurt cups, utensils, etc.)
- Metals (cans, tins, metallic fragments, etc.)
- Glass (bottles, jars, glasses, fragments, etc.)
- General waste (cigarette butts, scraps, latex, etc.)
- Batteries and small e-waste (including light bulbs).

f. Bags may contain mixed materials during the race, but athletes must cross the finish line with bags separated by the 6 categories. A maximum of 2 bags per waste category is allowed.

g. Each athlete can carry a maximum of 2 items outside the bags, provided they are in direct contact with the athlete. Failure to separate items will result in them being treated as general waste when calculating the score.

h. The score for Urban Plogging, as with all WPC races, is calculated using a specific algorithm (owned by ERICA soc. coop.) that relates the type of waste collected to its environmental value. This result is then added to the value of the athlete's performance (distance covered).

The scoring system, which assigns 1 point for every gram of CO₂ saved, will be determined by the technical office of ERICA soc. coop. by converting the weight of each piece of waste collected and delivered at the end of the race (using the official bags provided at the start) into equivalent CO₂. CO₂ does not coincide with weight but depends on the type of material. The weights will be reported by the National Committee, divided into the 6 materials:

- Paper
- Plastic
- Metals (steel and aluminum)
- Glass
- General waste
- Small e-waste, batteries.

Items carried by the athletes outside the bags will be counted individually based on their size.

The score will be calculated in real time and completed within 1 hour after the competition ends, allowing for the awards ceremony to take place on the same day.

i. The route is open, but athletes must remain within the defined race area, which





will be communicated during the technical briefing.

j. There will be a mandatory checkpoint within the race area, where athletes must pass and have their passage marked on their bib (done by the organizers). The athlete must ensure their passage is properly recorded; failure to do so will result in disqualification. The location of this checkpoint will be revealed during the technical briefing. Athletes can request additional bags at the checkpoint, with a maximum of 1 additional bag per waste type.

k. It is mandatory to download one of the apps chosen by the organizing committee to track the route. The recommended app is Wikiloc, through which the organizers will be able to view the completed route and the distance covered. At the end of the race, athletes must submit their GPS track to the organizers for verification.

D. Participation Requirements

To participate, the following requirements are necessary:

- Qualification through Plogging Challenges or a wild card from the organizing committee;
- Good physical condition for athletic performance;
- Attendance at the technical briefing on race day;
- Acceptance of the present regulations in their entirety, and submission of the signed waiver and privacy policy at least the day before the race;
- Registration with a sports club, or alternatively, appropriate insurance coverage (e.g., Runcard), to be provided no later than the day before the race.

E. Qualifications and Registration Fee

Registration for Urban Plogging is free.

The qualifications took place during 2024 through dedicated Plogging sessions uploaded to the platform ploggingchallenge.com.

At the end of the period specified by the committee (communicated through social media and the official website), the list of qualified athletes was published. To confirm their registration, athletes must complete the designated form sent by the organizers via email.

F. Number of Qualified Participants





The maximum number of athletes for the 2024 edition is 50, divided as follows:

- 40 qualified through virtual Plogging Challenges, ensuring gender balance;
- 10 wild cards, reserved for standout athletes selected at the organizers' discretion, including those invited by event sponsors.

G. Waiver and Medical Certificate

Waiver

Each runner must sign a waiver stating that they are aware of the nature of the race and commit to carrying all the necessary equipment to safely complete the course. They must also consent to being photographed and filmed, and acknowledge that they have read and accept the regulations.

The waiver form was sent to each athlete by email, and must be completed online no later than the day before the race.

Medical Certificate

To participate, athletes must be in good physical condition, as confirmed by self-certification (by accepting the regulations) or a non-competitive sports medical certificate (optional). During the accreditation phase, athletes will be required to fill out a health declaration form.

H. Bibs

Bibs will be distributed only to the registered athlete upon presentation of a valid photo ID. The bib must always be visible on the chest or abdomen to make the athlete easily recognizable.

I. Self-Sufficiency and Course Characteristics

Athletes will have access to refreshments at the end of the competition. For the rest of the race, they must be self-sufficient.

As the event takes place in an urban setting, athletes must strictly adhere to traffic regulations. When collecting waste, participants must be aware of the risks associated with handling discarded items.





J. Equipment

Each runner must carry the necessary equipment to safely complete the course, regardless of weather conditions.

K. Required Materials

During the bib distribution (on Friday afternoon or Sunday morning), each participant will be given the necessary materials for the race, including:

- Official event bags, labeled with the athlete's bib number and the waste category (provided by the organizers);
- Gloves (one pair provided in the athlete's bag by the organizers).

Athletes must collect their materials in person, presenting their ID, and their mobile number will be verified.

L. Mandatory Materials

Athletes must carry the following items for the entire duration of the race:

- A cup or container suitable for drinking at refreshment points – no disposable items are provided;
- A mobile phone (with the event's safety numbers saved, number visibility unblocked, and fully charged battery);
- A photo ID and health card (or similar);
- Food reserves;
- Water reserves (minimum 1 liter);
- GPS navigator with a map of the area;
- Maps of the race area (provided during the briefing);
- Official event bags (provided by the organizers);
- Cut-resistant gloves (one pair provided by the organizers).

M. Safety and Medical Assistance

A basic medical kit, managed by volunteer staff connected via phone with the race direction, will be available at the checkpoint. Another medical kit will be present at the start/finish line.





In case of emergency, the official 118 emergency services will be called, and they will take over operations. Any athlete requesting medical assistance must comply with the decisions of the medical staff.

Medical assistance is only guaranteed for significant medical issues. Athletes must ensure they have their own supplies for minor injuries or foot care.

N. Health Coverage

Medical expenses in Italy are not free. The costs of helicopter rescue and urgent healthcare services are covered only if the athlete has the proper documentation.

- **Italian citizens:** Health card/tax code;
- **European citizens (including Switzerland, Liechtenstein, UK):** European Health Insurance Card;
- **Non-European citizens:** Payment guarantee letter with the address for the insurance company to send the bill.

Athletes without valid public or private health insurance must pay the full cost of medical services, even in emergencies.

Non-urgent medical costs are entirely the athlete's responsibility.

O. Helicopter Rescue

Helicopter rescue is strictly for patients with legitimate medical needs and cannot be used as transport for those abandoning the race.

If the runner is foreign or not covered by national health insurance, the full cost of the rescue is the responsibility of the passenger(s), even if they are enrolled in the National Health Service.

P. Insurance

The organizers will provide civil liability insurance for the entire race. Participation is at the athlete's own risk, and athletes waive any claims against the organizers for damages or consequences arising during the event. Each runner is advised to take out personal accident insurance.





Q. Assistance During the Race

Assistance is prohibited throughout the course, including at refreshment points, except for para-athletes whose disability category requires it. Athletes receiving external help (e.g., bag transportation) will be immediately disqualified.

R. Accompaniment

Accompaniment along the course is prohibited, except for para-athletes whose disability category requires accompaniment. Violators will be disqualified.

S. Rest and Showers

At the end of the race, a changing area with showers will be set up near the finish line.

T. Abandonments and Withdrawals

In case of withdrawal, the participant must contact the SOS number provided during the briefing and go to the nearest checkpoint to record their withdrawal. The organization will arrange transportation back to the start/finish area.

U. Maximum Authorized Time

The maximum time allowed to complete Urban Plogging is 90 minutes. Athletes exceeding this time will be disqualified. There are no time barriers.

In the 10 minutes surrounding the maximum time (5 minutes before and 5 minutes after), the timing will be considered the same.

Athletes should allow extra time to ensure they have correctly sorted waste into the 6 categories.

V. Race Modifications or Cancellation

The organizers reserve the right to modify the race area at any time. Final boundaries will be communicated during the technical briefing on race day.





In case of adverse weather (e.g., heavy rain or snow at high altitude, high thunderstorm risk), the start and/or finish times may be adjusted, or the race duration shortened. Only in extreme emergencies or by official authority will the race be canceled.

W. Maps and GPS Tracks

The race boundaries will be communicated during the technical briefing. Athletes will be given a map or a GPX track with the course boundaries. GPS use is allowed for navigation. At the end of the race, athletes must submit their GPS track to verify the distance covered and ensure they stayed within the race boundaries.

X. Disqualifications and DNF (Did Not Finish)

Race Commissioners will be present along the course to monitor rule compliance. Any irregularities reported to the Race Director may result in disqualification.

Disqualifiable offenses include:

- Refusal to be checked;
- Failure to assist another runner in difficulty;
- Refusal to comply with instructions from the Race Director, Commissioners, or medical staff;
- Failing to pass a checkpoint;
- Use of transportation;
- Misconduct during the race;
- Bib swapping;
- Failure to follow road rules;
- Receiving external assistance;
- Abandoning waste;
- Mistreatment of animals or damage to the environment.

Runners who commit these infractions will be immediately disqualified and must stop the race.

Non-finishers include those who exit the race area or cross the finish line without any waste or with more waste outside the bags than allowed.

Y. Complaints





Only written and documented complaints, not anonymous ones, will be accepted. Complaints must be submitted before the award ceremony by registered athletes.

Z. Jury

The jury consists of:

- 1 Race Director;
- 1 member appointed by the Race Director from the organizing committee.

The jury will deliberate as quickly as possible, and decisions are final.

AA. Rankings and Prizes

The winner is the athlete who accumulates the most points by combining the distance covered and the value of the waste collected (calculated in CO2 equivalent), subtracting any time less than the maximum 90 minutes allowed.

The top male and female athletes will be declared the World Urban Plogging Champions. Separate rankings for men and women will be published. The top three male and female finishers will receive awards. The jury reserves the right to assign additional special prizes during the event.

BB. Image Rights

Each competitor expressly waives their image rights, authorizing the organization and its partners to use photos or videos of them during the event without limits or compensation. It is expressly forbidden to commercially distribute images (video or photo) taken during the event without written authorization from the organizers.

CC. Trademark

"World Plogging Championship" and related terms in different languages are trademarks owned or exclusively used by ERICA soc. coop. All communications about the event or the use of related images must comply with the event's name and trademarks, following agreements with the organizers.





DD. Privacy

By registering for the WPC and its qualifications, the athlete declares acceptance of all points in these regulations and the Privacy Policy available on ploggingchallenge.com.

EE. Acceptance of Regulations and Race Ethics

Participation in the Plogging Challenges and WPC (including Urban Plogging) implies unconditional acceptance of these race regulations and the ethics of the race, available on ploggingchallenge.com.

IMPORTANT: The original document is drafted in Italian and English. In case of discrepancies between versions, the Italian version prevails.

FF. Contacts

For info, contact: info@worldploggingchampionship.com

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