

*Beirut Marathon Association*

**GCNL**  
**April 2019**



## A WORD FROM THE CEO

*When we first joined the Global Compact Network, we were seeking to become more consciously responsible towards both a local market and a global one. Creating a positive impact on our stakeholders is our motto, committing to become better citizens is our objective, and creating inclusive events is one of our principles.*

*However, joining a like-minded network generates a sense of universal alignment across common values that can be spread and in which we can be actively involved. We look at our partaking as a valuable way to become better citizens of the world, and our implementation plan will succeed in doing so on an internal and external front.*

*We are learning from the best practices around us, and we look forward to having tangible measured results supporting this positive global oriented engagement.*

*Peter Mouracade*

# WHO WE ARE

2018  
START



CISF

REGISTERED UNDER NUMBER 103/SH.R  
THE BEIRUT MARATHON ASSOCIATION  
(BMA) IS A LEBANESE NON-GOVERNMENTAL  
NON-PROFIT ORGANIZATION, INDEPENDENT  
OF ALL POLITICAL AND RELIGIOUS  
AFFILIATIONS, REGISTERED UNDER THE  
MINISTRY OF YOUTH AND SPORTS.





## **CORE PURPOSE**

**TO MOVE & UNITE  
LEBANESE PEOPLE  
THROUGH RUNNING**

# STRATEGIC GOALS

1

TO CREATE A WHOLE **NEW GENERATION** OF LONG DISTANCE RUNNERS, & PARA-ATHLETES IN LEBANON

2

TO BECOME THE LARGEST **FUNDRAISING & AWARENESS PLATFORM** FOR NGOS IN LEBANON

3

TO ENCOURAGE & PROMOTE **HEALTHY LIVING & WELLNESS** THROUGH RUNNING

4

TO PUT **LEBANON ON THE INTERNATIONAL MAP** BY ATTRACTING RUNNING ENTHUSIASTS WORLDWIDE, AND BY INVOLVING THE LEBANESE DIASPORA



# OUR CORE VALUES



## **PROGRESS**

WE WILL CONSTANTLY & ACTIVELY  
SEEK IMPROVEMENT



## **POSITIVITY**

POSITIVITY IS WHAT WE WAKE UP  
FOR IN THE MORNING



## **PREPAREDNESS**

ALWAYS COME  
PREPARED!



## **FAIR-PLAY**

THE GAME IS NOT WORTH PLAYING  
IF IT'S NOT PLAYED FAIR



## **PEOPLE-DRIVEN**

BY THE PEOPLE  
AND FOR THE PEOPLE



# RACES

- 1** **BLOM BANK BEIRUT MARATHON** (SINCE 2003)  
 16 EDITIONS  
 IAAF SILVER LABELED EVENT (8 YEARS)  
 48,000 PARTICIPANTS  
 3,200+ INTERNATIONALS  
 11 RACE STARTS



- 2** **SARADAR BANK WOMEN RACE** (SINCE 2014)  
 5 EDITIONS  
 RAISING WOMEN EMPOWERMENT  
 5,000+ RUNNERS  
 6 RACE STARTS



- 3** **BANKMED YOUTH RACE** (SINCE 2015)  
 4 EDITIONS  
 DISCOVERING NEW TALENTS  
 7,000+ RUNNERS  
 3 RACE STARTS



- 4** **RACE MANAGEMENT SERVICES**  
 CONSULTING & RACE IMPLEMENTATION  
 10+ LOCAL RACES INCLUDING "MY SCHOOL PULSE"  
 4 PROSPECT INTERNATIONAL RACES



# PROGRAMS

- 1** **542 PROGRAM** (SINCE 2014)  
 5 EDITIONS  
 5 MONTHS FREE TRAINING TO RUN 42 KM  
 500+ GRADUATES  
 720 REGISTERED PARTICIPANTS IN 2018  
 4 REGIONS: BEIRUT, JOUNIEH, SAIDA, BROUMANA



- 2** **ABILITY PROGRAM** (SINCE 2016)  
 3 EDITIONS  
 3 MONTHS FREE TRAINING TO RUN 42 KM  
 22 PARA-ATHLETES  
 22 DONATED HANDCYCLES



- 3** **510 PROGRAM** (SINCE 2017)  
 2 EDITIONS  
 5 WEEKS FREE TRAINING TO RUN 10 KM  
 DEDICATED TO WOMEN  
 150 PARTICIPANTS  
 BEIRUT



- 4** **R2R RIGHT TO RUN** (SINCE 2018)  
 UNDERPRIVILEGED YOUTH PROGRAM  
 1. DONATE YOUR RUNNING SHOES  
 2. ADOPT A TEAM



# STAKEHOLDERS

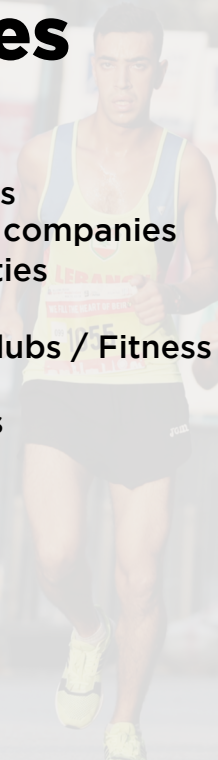
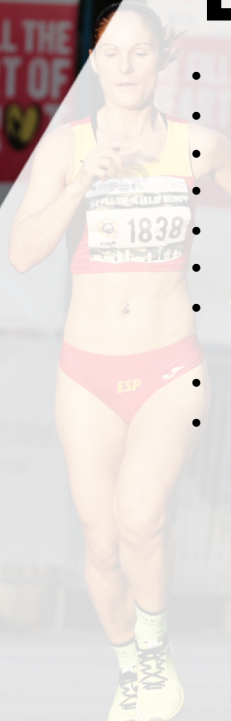


## Entities

- NGOs
- Schools
- Universities
- Corporate companies
- Municipalities
- Ministries
- Running Clubs / Fitness centers
- Syndicates
- Media

## Individuals

- Staff members
- Volunteers
- Project Managers
- Runners /participants
- Suppliers
- Donors
- Celebrities & influencers







# ***RATIONALE***

*Today, more than ever, Lebanon is facing various challenges in its consciousness about what can be done on an individual or a collective level.*

*As a big scale national events organizer, BMA has, today, the duty to serve as a role model for its stakeholders. Therefore, it has taken a solemn oath to spread the culture of long distance running amongst its population. This comes out of the belief that it requires discipline, perseverance, and commitment to inevitably create responsible behavior and a healthy lifestyle.*





## ***SDG #3: HEALTH & WELLBEING***

*Focusing on running and sports as a direct impact on healthy lifestyles and maintaining a healthy working environment within the association's premises*



# Externally

Objective	Action	KPI	MOS
<b>Training Programs</b>	Increasing the number of 510 runners	# of 510 participants	200 participants
		% of 510 finishers	60% of 510 finishers
	Increasing the number of 542 runners	# of 542 participants	500 participants
		% of 542 finishers	40% of 542 finishers
	Maintaining the Ability Program	# of AP participants	22 participants
		% of AP finishers	100% AP finishers
<b>Races</b>	Increasing the number of serious runners in the Women's Race	% of increase in female runners	10% increase in female participation
	Breaking the Record time in the WR	YES/NO	YES
	Increasing the number of serious runners in the Beirut Marathon	% increase in 8 KM	10% increase in 8 KM
		% of increase in 21 KM	5% increase in 21 KM
		% of increase in 42 KM	3% increase in 42 KM
<b>Programs</b>	Implementing the Right 2 Run (R2R)	# of participants in total	1000 participants

# Internally

Objective	Action	KPI	MOS
<b>Healthy Environment</b>	Implementing the BMA boot camp	% of attendance	100% attendance
	Ethics Jar (1000 every time someone yells, curses, arrives late - proceeds go to an NGO)	Amount in the Jar	Less than 100,000LL in the jar
	Tidying and cleaning	% of smiling faces a month	95% of smiling faces



## **SDG #12: RESPONSIBLE CONSUMPTION & PRODUCTION**

*Becoming more environmentally conscious in the production, reusing, and recycling of material used in BMA events and for internal usage*



# Externally

Objective	Action	KPI	MOS
<b>Raising Awareness</b>	Change the email signature to promote responsible consumption	YES/NO	YES
<b>BMA recycling and reusing</b>	Implementing the DYRS program	# of shoes distributed	1000 shoes distributed
		# of shoes recycled	200 shoes recycled
	Decreasing the number of paper	% decrease of paper usage	10% decrease of paper usage
	Increasing the percentage of permanent/reusable branding	% of generic permanent flex/branding	10% branding is generic
	Increasing the percentage of upcycled Flex + branding	% of up-cycled flex/branding	10% flex upcycled
	Decrease the margin of leftover T-shirts	% of T-shirts that remain	8% T-shirts remain
	Reduce # of produced Plastic bags	% of plastic bags reduced	10% reduction of plastic bags
	Recycling race day plastic bottles for Beirut Marathon	% of bottles recycled	90% of bottles recycled
	Recycling race day plastic bottles for Women's Race	% of bottles recycled	90% of bottles recycled
	Replacing a percentage of plastic bottles with personal water bottles in the training programs	% of personal bottles used	20% of personal bottles

# Internally

Objective	Action	KPI	MOS
<b>Reduce printing consumption</b>	Reduce # of papers used	# of papers ordered	150,000 papers ordered
	lessen mistakes	% decrease in average of printed mistakes	10% decrease in average of printed mistakes
	Reuse printed paper	% decrease in average of print-outs	16% decrease in average of print-outs
	reduce printing of proofs	% decrease in average of printing proofs	10% decrease in average of printing proofs
<b>Reduce plastic consumption</b>	Removing the water bottles for staff	YES/NO	YES
	Using glass cups for guests	% Decrease of plastic bottle usage with guests	90% decrease of plastic bottle usage with guests
	Elimination of carton coffee/juice/tea cups	YES/NO	YES
<b>Develop BMA recycling</b>	Training on procedure for recycling bins	YES/NO	YES
	Implementing procedure for recycling bins	% of implementation	100% implementation
	Creating a new bin for glass + tin	YES/NO	YES

**THANK YOU**