

Sustainable Projects through Tokyo Marathon 2024

In an effort to achieve the Sustainable Development Goals (SDGs) the international community has set out to pursue, the Tokyo Marathon Foundation has been launching sustainability initiatives as part of the Tokyo Marathon events (sustainable event management) including charity projects and sports volunteering activities in cooperation with official partners.

In addition, the Tokyo Marathon Foundation Sports Legacy Project works to achieve a diverse and peaceful society. The Tokyo Marathon Foundation will continue to promote sustainability initiatives, diversity and cooperation, and create new lifestyles and a society where we can all coexist together.

○ Toray's &+[®] recycled fiber brand



In cooperation with &+[®] (And Plus), a recycled fiber brand of Toray Industries, Inc. (official partner of the Tokyo Marathon 2024), the water and sports drink bottles provided to runners for the 2021 event (held in March 2022) were recycled into fiber and reborn as volunteer wear for the 2024 event.

The PET bottles to be collected at the 2024 event will be recycled back into PET bottles.

○ Use of plant-derived synthetic fiber

The fabric of EXPO bags is made of ecodear[®], an environmentally friendly plant-derived synthetic fiber.

○ Installation of water-recirculating hand-washing stands

In order to run a safe and secure event, Kao Corporation (official partner of the Tokyo Marathon 2024) has provided advice and support for various hygiene measures ever since the 2021 event. For 2024, water-circulating hand-washing stands will be installed at the 10.7km finish area and the marathon finish area. More than 98% of the water used will be circulated on-site to reduce wastewater.

○ Using electric vehicles along the course

In conjunction with the Tokyo Metropolitan Government's zero-emission vehicle promotion activities, the fully electric Porsche Taycan sports car will be used to reduce CO₂ emissions.

○ Diversity Initiatives

The event will promote diversity in sporting events with a barrier-free cheering spot (in finish cheering area, reservation required), changing rooms for everyone (at the start, 10.7km finish, and marathon finish areas), and through universal design (UD) in communication using apps and other means.

A barrier-free spectating spot at the finish area

A barrier-free spectating spot is set up in the finish area with priority given to people with disabilities and children.

Changing rooms at the start, 10.7km finish and finish area

With advice from Pride House Tokyo on the proper information regarding sexuality, how best to share said information, and how to operate events in a way that accommodates all sexualities, we are working to improve our own operational know-how.

*The foundation has also signed an agreement with Pride House Tokyo to promote diversity in sporting events. (2019)

Universal Design of Communication

In order to communicate in various situations such as between audiovisual impairments and in multiple languages, we recommend the use of the "UD Talk" application for volunteer activities, and On the race day, announcements will be subtitled in multiple languages using "SoundUD" at the start venue.

For more details about "SoundUD", please click [here](#).

○ Clothing collection box (near start line)



Unwanted clothing and winter wear is collected for chemical recycling, thermal recycling, and reuse recycling.

○ Recycling of aid station paper cups

Runners who drink at the water stations are asked to dispose of their paper cups in a special collection box. The collected paper cups will be recycled into toilet paper.

○ Discontinuation of safety pin provision

Safety pins are not included in the athlete bib set from this year's event. Those who require safety pins are requested to pick them up at the runner registration desk (after confirming their measurement tag).

○ Upcycle of Tokyo Marathon flags



Flags produced for the Tokyo Marathon 2024 will be made into bags and sold. In support of employment for the disabled, sewing work will be outsourced to facilities that employ people with disabilities, with a portion of bag sales proceeds donated to the Tokyo Goodwill Bank (Tokyo Council of Social Welfare).

○ Reusage of course tape

Some of the course tape along the course will be replaced with reusable materials.

