



For Immediate Release

Standard Chartered Hong Kong Marathon 2025 to Champion ESG for a More Environmentally Friendly Race

“Support Small Businesses, Cheer On The City” Initiative Eyes Opportunity to Promote Hong Kong’s Economic Development via Sports Events

Hong Kong, 13 January 2025 – The Standard Chartered Hong Kong Marathon 2025 (SCHKM) is set to take place on 9 February (Sunday). With the hotly anticipated event less than a month away, participants are dreaming big and gearing up in preparation for this prestigious competition. Being a World Athletics Gold Label Road Race, SCHKM not only plays a key role in attracting international elite runners to Hong Kong, but has been spearheading sustainable development of the sports sector by implementing various environmental and CSR measures – embodying the event spirit of “Together, We Run Further”.

Mr. Kwan Kee, Chairman of the Hong Kong, China Association of Athletics Affiliates, said “We are a strong advocate of green sport and practise what we believe. The series of measures we have implemented will not only minimize the environmental impact of the event, but also drive the sustainable development in the sports sector. With our actions, we strive to not only advance the development of athletics, but also enhance inclusivity and encourage compassion, allowing for a more cohesive and supportive community.”

Ms. Mary Huen, Chief Executive Officer, Hong Kong and Greater China & North Asia, Standard Chartered Bank said, “This year, in partnership with HKAAA, we are elevating the Standard Chartered Hong Kong Marathon into a platform that engages an even wider spectrum of the community. Through the ‘Support Small Businesses, Cheer On The City’ initiative, local small shops along the race route are invited to participate in the marathon in diverse, creative ways. They will be cheering the runners on during race day and drumming up city-wide excitement, while also benefiting from increased foot traffic and consumer spending generated by the event. The initiative aims to broaden the positive impact of the mega-event economy, supporting local SMEs navigating through economic transition.”

Introducing The Conservancy Association as green partner and multiple green measures

To promote sustainable development of the event, the organiser has invited The Conservancy Association to serve as the Hong Kong Marathon’s official green partner, offering professional advice on environmental initiatives. Subsequently, a range of eco-friendly measures have been implemented before, during, and after the event to conserve energy and resources as well as reduce waste.

In preparing for the event, the organiser has adopted several environmentally friendly technologies and materials, such as baggage bags made from recycled plastic and water-soluble eco-friendly recycled bags. Additionally, The Conservancy Association collaborated with “Mil Mill”, a local pulp mill and education centre that recycle beverage cartons, to recycle paper cups, beverage cartons, and other paper products used during the event.

To ensure the best use of resources, a recycling counter will be set up during runner’s pack distribution and on the race day to encourage participants to donate unused souvenirs. Food items which are not distributed on race day, such as bananas, pears, chocolates and energy bars, will be donated to Food Angel, a food rescue charity foundation, to combat food wastage while assisting those in need.

Strengthening the economy through sports

As the city’s largest annual participatory sporting event, a newly launched initiative “Support Small Businesses, Cheer On The City” will kick off this year and help support hundreds of local shops along the race route by empowering them to participate in various ways, including displaying promotional posters in



stores, turning shopfronts into SCHKM-themed photo walls, and distributing branded headscarves to customers starting 7 February. On race day, participating shops can also join in to cheer on runners as they race past, sharing in the excitement and turning the event into a citywide carnival to further promote sports tourism. The initiative, under which participating shops will receive subsidies, generates both economic and social benefits, while fostering the long-term development of Hong Kong's mega-event economy.

Expanded charity programme and age groups to strengthen community bonds

Over the years, SCHKM has been actively fostering social cohesion, inclusivity, and compassion through its "Marathon Charity Programme" by supporting charitable organisations across diverse service sectors. SCHKM will take its efforts a step further by expanding the number of beneficiaries to close to 50 organisations, doubling the previous number. This enables more runners and charity organisations to leverage this meaningful fundraising platform with an aim to ultimately enhance social cohesion and foster a caring community together. Additionally, the 2025 edition has increased the number of age groups from 8 to 20 (10 each for men's and women's divisions), enhancing not only the competitiveness of the race, but also encouraging participants from a broader range of age groups to take part.



For high-resolution photos, please refer to the link here: <https://bit.ly/3DSSB2h>



Photos 1 & 2

SCHKM incorporates environmentally friendly technologies and materials in the race preparations, such as baggage bags made from recycled plastic and water-soluble eco-friendly recycle bags.



Photo 3

The organiser has introduced the “Support Small Businesses, Cheer On The City” initiative this year to engage hundreds of small shops along the race route.

Starting today, some shopfronts have been decorated with marathon-themed designs, inviting the public to visit and take photos, as well as cheer the runners on during race day.



Photos 4 & 5

As of now, some shopfronts have been transformed with SCHKM-themed decorations, encouraging the public to support local businesses, take photos for memories, and cheer on the runners. Spectators can look forward to a carnival-like atmosphere during the event.

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About the Standard Chartered Hong Kong Marathon

The Standard Chartered Hong Kong Marathon, organised by the Hong Kong, China Association of Athletics Affiliates, is Hong Kong’s largest participatory annual sporting event attracting over 78,000 local and overseas participants each year previously. Standard Chartered has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in seven other cities globally including Taipei, Singapore, Nairobi, Kuala Lumpur, Stanley, Jersey and Hanoi, as well as a 10km run in Shanghai and 5km run in London.