



The half marathon of Chiavari (Liguria, North West of Italy)

The half marathon of Chiavari (Liguria, North West of Italy) in 2019 reached its 5th edition. The event has grown year after year thanks to a truly excellent organization that has allowed in 2019 the overall participation of over 1,200 people with 639 classified divided between the full competition, the 7km and the relay, called LaMezzainTre which foresaw precisely three athletes to take turns in a 7km circuit. When running in the summer (the event takes place at the end of June) at 8 p.m. the sunset over the sea increases the enchantment that the path offers, crossing the most panoramic spots of the city.

Along with the Chiavari half marathon other events are organized: a 7 km long “stracittadina” (an in-city race) which covers only one lap of the circuit, the relay for teams of three and the classic Family Run open to all. To refresh the runners along the way, clouds of water are prepared by the organizing committee through a nebulization station to ease the participants from heat. The highly characteristic element of the Chiavari half marathon is the very strong involvement of the city, the merchants and stakeholders from tourism. This great participation pushed the municipality and, to a lesser extent, the region to give support to the organizers, both with services and a sponsorship. The overall budget is less than 40,000 euros.

The management is very committed and performing, made up of shopkeepers which actively participate in the local production associations, although they can’t take care of the organization full time.

This situation will be a brake on the further success of the race which for the moment has decided to remain a regional event.

The Chiavari half-marathon is a typical example of how some local races can, in the space of a few years, become real national events and also, thanks to the rich tourist presence, international ones.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none"> • The enchanting landscape Regional event • Supported by the Athletics Federation • Several promotional activities, also at international level • Good cooperation with local private and public stakeholders 	<ul style="list-style-type: none"> • The local basis and the dimension of the city doesn’t allow a great increase in participants and services • The 3-lap route forces the organizers to close the city for 3 hours • Difficult to reach from outside the region.
Opportunities	Threats
<ul style="list-style-type: none"> • Event participation is on a rise • Increase of tourism and commercial links • The presence of tourism helps to promote the race 	<ul style="list-style-type: none"> • Too little marathon events in Italy • Managed by volunteers, not professional • Absence of main sponsor and media communication sponsors



- In general, an Half marathon will be even more participated than a marathon.
- Technology could increase the business
- Collateral events can increase the participation
- The characteristics of the route would require the presence of even more numerous volunteers on the route.
- Lack of sustainable green strategy