

#RunClean Campaign



The Modern Athlete #RunClean campaign promotes a cleaner sport in South Africa



- Modern Athlete launched the #RunClean campaign in July 2015
- Our mission is to promote a cleaner sport to eradicate the litter problems at races and events in South Africa
- The campaign targets runners, clubs, events and regional athletics provinces
- Awareness for the campaign is driven across various marketing elements such as print media, social media platforms and on runners entry forms etc., with the objective of educating runners to *“think before they throw their water sachets”*



Western Province Athletics endorsement for #RunClean



Western Province Athletics have endorsed the campaign and promotes to:

1. Event Organisers

- Use of the #RunClean logo and branding
- Use Garbie bins correctly
- Brief race commentators

2. Clubs and runners


- Adopt the runners pledge to #RunClean on the facebook link

WPA will in time lobby for littering to become a disqualifiable offence



Event organisers request:

Event organisers submit: <http://modern-athlete.co.za/bf.php>



Please complete this form if you are an event organiser and wish to be a part of the #runclean campaign. Do not complete this if you are an individual wishing to support the campaign!

Event Name

Event Date

Organiser Name

Organizer Cell

Organizer Email

How many kilometre boards are there?

How many bins do you require at finish?

Delivery adress

I agree to demarcate the end of a water zone and the start of a #RunClean zone

I agree to carry #RunClean branding on all event material

- Event details to include:
 1. Event date, venue, contact details and address
 2. Estimated no of runners
 3. The race distance
- #RunClean campaign organisers will:
 1. Calculate the number of Garbie bins required based on the distance of the race and number of runners that have entered the race
 2. Garbie corrugated bins and bin liners will be delivered



How runners pledge to #RunClean!



Runners pledge on the #Runclean facebook page!

<https://www.facebook.com/runclean/>

Runners commit to:

- ❖ Think twice about tossing the water sachet!
- ❖ Carry own water
- ❖ Wear running kit with a pocket
- ❖ Promote a no littering rule
- ❖ Volunteer to help clean up at a water table races/events



Garbie Bins



Garbie Bins have a dual purpose :

1. Used as 'kilometre markers' on the race course
2. Runners throw their water sachets and garbage during and after the race in these bins

Garbie provides race organisers/events the following, based on the number of runners that take part in a race:

1. Corrugated boxes
2. Bin liners



Mechanics to fund and support the campaign



- Wrist bands – sold to runners for R20
- BIBFIX – sold to runners for R45
- Profits of #RunClean merchandise supports the campaign



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