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## **Standard Chartered Hong Kong Marathon 2026 releases Environmental, Social and Governance Report**

***Event hits record high of nearly HKD15 million in charity fundraising,  
generates HKD338 million in economic impact***

**Hong Kong, 22 April 2026** – The organiser of the Standard Chartered Hong Kong Marathon (SCHKM) today released its Environmental, Social and Governance (ESG) Report, demonstrating the race's commitment to its core values. The report found that the 2026 event generated an impressive economic impact<sup>1</sup> of approximately HKD338 million for Hong Kong through spending by both local and non-local runners and raised nearly HKD15 million for numerous charitable organisations. These achievements highlight how the city's largest annual international participatory mega sports event is not only injecting positive energy into the community and benefiting a wide spectrum of disadvantaged groups, but also further accelerating the growth of Hong Kong's sports tourism.

### **Event showcases ESG values**

This year, the Hong Kong, China Association of Athletics Affiliates (HKAAA) commissioned the Research and Innovation Office of The Hong Kong Polytechnic University to conduct a post-event survey for the purpose of understanding the runner experience and evaluating the event's effectiveness in various aspects of ESG. The survey garnered over 10,000 responses from participating runners, with local and non-local runners accounting for 75% and 25%, respectively. The results indicated that over 85% of respondents were satisfied with their overall SCHKM 2026 race experience. Meanwhile, this year's SCHKM demonstrated its commitment to sustainable development through a series of resource-saving, waste reduction and recycling initiatives. In addition, spending by local and non-local runners on retail, food and beverage, accommodation, entertainment activities, and local transportation generated a significant multiplier effect on the marathon economy. As an example, the "Support Small Businesses, Cheer on the City" campaign launched by the organiser supported over 700 small- and medium-sized food and beverage establishments to increase footfall. Based on the data provided by respondents, The Hong Kong Polytechnic University estimated the total economic impact of the SCHKM to be HKD338 million.

### **Nearly HKD15 million raised for local charities, scaling a new height**

The "Marathon Charity Programme 2026" once again provided a vital fundraising platform for 50 local social welfare organisations. Even with charity quotas remaining consistent, the funds raised reached nearly HKD15 million, up by approximately 36% compared to the last edition. Local social services supported by the programme encompass critical areas including "Children & Youth", "Rehabilitation & Health Care" and "Diversity & Inclusion".

**Mr Kwan Kee, Chairman of the HKAAA and Chairman of the SCHKM 2026 Organising Committee**, said, "We are delighted with the survey results, which not only show that the race's



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<sup>1</sup> *Per capita expenditure was first calculated for categories including retail, food and beverage, accommodation, entertainment activities, and local transportation, based on individual local spending data provided by surveyed runners (including both local and non-local participants). Subsequently, the direct economic impact attributed to local runners was estimated using a pre-determined economic projection formula alongside the direct and indirect economic impacts of non-local runners. This methodology allowed for a comprehensive estimation of the event's total economic impact.*

overall arrangements and various environmental initiatives were well received by runners, but also provide valuable insights for future editions. We are equally pleased that this year's 'Marathon Charity Programme' achieved a new record in donations, raising nearly HKD15 million, and effectively boosted local consumption by bringing HKD338 million in economic benefits to Hong Kong. This fully demonstrates the extensive social and economic benefits created by the Standard Chartered Hong Kong Marathon and the race's ability to maximise the potential outcomes of the mega event economy."

The SCHKM 2026 ESG Report has been uploaded to the official website. For further details, please visit: [SCHKM2026 ESG Report.pdf](#)

For high-resolution photos, please refer to the link here: <https://shorturl.at/dqENw>

	<p><u>Photo 1</u></p> <p>The SCHKM 2026 generated an economic impact of approximately HKD338 million for Hong Kong. The "Support Small Businesses, Cheer on the City" campaign of the SCHKM 2026 attracted over 700 small- and medium-sized food and beverage establishments across Hong Kong, Kowloon and the New Territories, promoting the integration of sports with tourism and consumption, and maximising the economic benefits of the mega event.</p>
	<p><u>Photo 2</u></p> <p>The "Marathon Charity Programme 2026" raised a record high of nearly HKD15 million for participating charitable organisations, marking a 36% increase over the previous edition.</p>

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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 around 74,000 local and overseas participants each year. Standard Chartered has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in six other cities globally, including Hanoi, Jersey, Kuala Lumpur, Nairobi, Stanley and Taipei as well as 10km run in Shanghai and Singapore, and a 5km run in London.

### For media enquiries

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