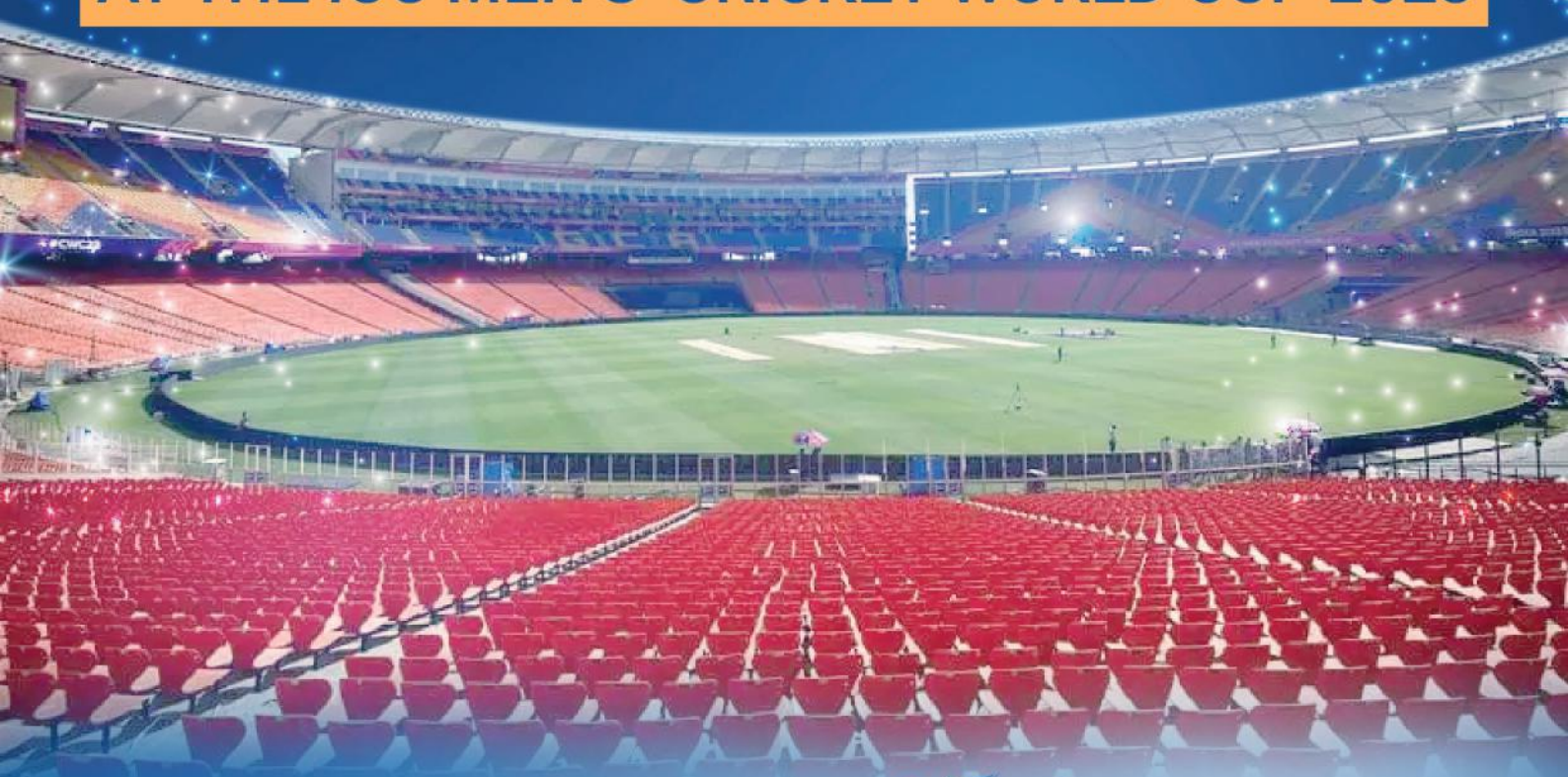


REPORT ON

WASTE MANAGEMENT CAMPAIGN

AT THE ICC MEN'S CRICKET WORLD CUP 2023



Supported by





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Operating Instructions

Step 1	Step 2	Step 3	Step 4

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EXECUTIVE SUMMARY

INTRODUCTION

The ICC Men's Cricket World Cup 2023 marked a paradigm shift in sports event management, addressing environmental concerns and championing sustainability. Recognizing the impact of large-scale gatherings, the United Way Mumbai, with support from Coca Cola India Foundation, initiated a waste management campaign. This report comprehensively evaluates the strategies, challenges, and overall impact of the campaign, aiming to set a new benchmark for responsible event management in the world of sport



BACKGROUND OF THE CAMPAIGN

The campaign aimed to minimize the environmental footprint of the World Cup by enhancing waste management capabilities. It focused on infrastructure improvement, housekeeping staff training, and public awareness through Information, Education, and Communication (IEC) materials. The ultimate goal was to contribute to global efforts promoting sustainable practices in large-scale events.

CAMPAIGN INITIATIVES



Need Assessment

Detailed assessments of stadiums were conducted to understand existing waste management practices, identifying areas for improvement.



Training of Housekeeping Staff

Approximately **150-200** staff per stadium received training on effective waste collection and sorting.



Engagement of Volunteers & IEC Materials

Student volunteers educated spectators on waste management during matches, utilizing IEC materials for awareness.



Circular Economy Initiatives

Reflective jackets and benches made from recycled plastic were donated, promoting a circular economy.



DATA ANALYSIS

The waste management statistics revealed both successes and challenges

01 Total Waste Collected 3,60,175 kg across **10** stadiums during **48** matches.

02 Recycling Success States with established waste management strategies and interventions, such as **Lucknow, Delhi, Ahmedabad, & Bangalore**, successfully recycled approximately **45%** of their collected dry waste.

03 Composting Efforts **39%** of wet waste composted out of total wet waste collected from **5** stadiums

04 Rejected Waste **35%** of total collected waste, with Kolkata having the highest rejection rate at **77%**.



CONCLUSION

The waste management initiative demonstrated positive outcomes through collaboration among various stakeholders. While successes were evident, areas for improvement were identified, providing a roadmap for future enhancements. This report serves not only as a retrospective analysis but also as a guiding compass for future endeavors.

KEY POINT INDICATORS AND IMPACT

Sl. No.	Activity	Proposed KPIs	Impact achieved
1	Need Assessment and consultations with the stadium authorities (involves visit/s to the stadium, coordination with various relevant stakeholders and vendors, etc.)	Detailed recce of all the 10 venues to understand the current state of waste management practices and develop SOPs for responsible waste management.	A detailed questionnaire was developed. Recce was conducted for all the 10 stadiums before the first match to understand the current practices and preparation for the WC for each stadium in terms of waste management.
2	Stakeholder meetings to explain to them the aim and objectives of the campaign, expectation setting with the stakeholders	One-on-one or joint meetings with all the key stakeholders including; stadium management, housekeeping agency, F & B vendors, local district administration, etc. (10 venues)	Joint meetings were conducted with all the key stakeholders and the campaign was introduced to them. In coordination with all these stakeholders, each stadium's implementation plan was prepared.
3	Develop & share guidelines with the concerned stakeholders encouraging them to work towards responsible waste management during and post the events	Waste management guidelines created for all event venues: 10 Training of F & B vendors: 10 sessions (one per venue) Training of housekeeping staff: 10 sessions (one per venue)	Guidelines were created and shared with stakeholders, and total 10 training sessions and up to 150 staff were trained across all the stadiums.
4	Capacity building of the stakeholders for responsible waste management during the events	- Training of F & B vendors, - Training of housekeeping staff (10 trainings across 10 venues)	Total 10 trainings across 10 venues were conducted with housekeeping staff and supervisors

Sl. No.	Activity	Proposed KPIs	Impact achieved
5	Overseeing waste management activities at the stadiums during the matches and document the impact in terms of waste generated, collected (category wise) and the quantity of waste sent for recycling and other disposal mechanisms.	Place UWM team members at the event venues during the matches to oversee the waste management activities and to weigh the quantities of the waste collected and sent for recycling (48 matches) The following data points that will be monitored: 1.Number of stakeholders trained 2.Total waste generated (as there was no baseline, this will help set up a baseline for future) 3.Total waste generated - dry, wet & mixed 4. Total waste recycled - dry & wet	200-250 stakeholders trained The total waste collected across 10 stadiums during 48 matches: 360,175 kg. 162,974 kg of dry waste 72,193 kg of wet waste, and 124,898 kg of rejected waste. A total of 92,285.05 kg of waste was recycled from six stadiums (Ahmedabad, Bangalore, Chennai, Delhi, Lucknow, and Kolkata). 28,056.27 kg of wet waste composted from the five stadiums (Ahmedabad, Bangalore, Chennai, Delhi, and Lucknow).
6	Awareness generation and sensitisation of the audience to encourage responsible waste disposal practices	Design & placement of customised placards/ signage's & other IEC materials at strategic locations across all the 10 venues - Mobilization and training of volunteers to be placed at waste disposal stations for sensitising the audience (200 volunteers) - Sensitize the audience and encourage them to dispose of their waste as per the type of waste: Approx. 100000 persons (roughly 500 persons to be sensitised by each of the marshals)	Customized placards, signage, and IEC materials were strategically placed across all 10 venues. A total of 220 volunteers from local colleges were mobilized and trained to sensitize the audience, reaching around one lakh people and encouraging proper waste disposal based on waste type.
7	Awareness generation and sensitisation of the audience to encourage responsible waste disposal practices	12000 reflective jackets made from R-PET procured and used during the events. 12,00,000 individuals educated about the value of waste segregation and recycling. (Assuming at least 1000 people see one reflective jacket)	7650 reflective jackets made from R-PET procured and donated to the Municipal corporation for the city's cleaning workers.
8	Donation of recycled infrastructure (Dustbins, furniture, benches, planters etc.) for public convenience	Furniture made from recycled plastic is installed at public places : 100 furniture across 10 cities Education of individuals about the waste recycling process and the value of it : approx. 100000 persons	Donations of 100 benches, each crafted from 50kg of recycled plastic , were distributed across 10 cities eaching approximately 100,000 individuals.



01 INTRODUCTION



In an era marked by growing environmental concerns and a heightened awareness of climate change, the imperative to transform sports events into sustainable spectacles has gained unprecedented significance. Large-scale gatherings, such as sports events, music concerts, and weddings each generate substantial waste and environmental impact, demanding a conscientious approach to mitigate their ecological footprint.

The amalgamation of thousands of enthusiastic spectators, coupled with the logistical demands hosting such events, underscores the need for strategic waste management. A sustainable approach not only addresses the immediate environmental challenges posed by waste but also contributes to the broader goal of fostering eco-friendly practices within the sports industry. Beyond the stadiums, these initiatives set a powerful example for a global audience emphasizing the responsibility of major sporting events to be standard-bearers in the pursuit of environmental sustainability. As the world grapples with the consequences of climate change, the integration of effective waste management becomes an integral component in the broader mission to transform sports into a platform for sustainability, leaving a positive and lasting impact on the planet.

Underlining this commitment, the United Way Mumbai's initiative with the support of Coca Cola India Foundation, embarked on a comprehensive waste management campaign at the ICC Men's Cricket World Cup 2023. This pioneering project aimed to enhance the waste management capabilities of the stadium, with a focus on capacity building for the housekeeping staff and creating awareness among spectators through Information, Education, and Communication (IEC) materials.

The initiative was conceived with the overarching goal of minimizing the environmental footprint of the event, aligning with global efforts to promote sustainable practices in large-scale gatherings. By addressing waste management from multiple angles, including infrastructure improvement, workforce training, and public awareness, UWM at the ICC Men's Cricket World Cup 2023 sought to set a new benchmark for responsible event management in the world of sports. This report provides an in-depth analysis and evaluation of the strategies employed, challenges faced, and the overall impact of the waste management campaign, shedding light on its implications for future sporting events and sustainability initiatives.



02 BACKGROUND OF THE CAMPAIGN

AIM

To strengthen the existing waste management processes at all the stadiums, building capacity of the housekeeping staff to maximise at source segregation to achieve effective waste management and sensitize the audience during the matches using IEC materials.

Campaign Initiatives

- To conduct Need assessments of all the stadiums to understand the current practices regarding waste management and provide suggestions to improve the existing implementation plan for the World Cup matches.
- To engage key stakeholders in training and capacity building of the housekeeping staff for effective waste management during all the matches.
- To create awareness using IEC materials amongst the spectators by engaging student volunteers during every match at all the stadiums.
- To donate reflective jackets and benches made using recycled plastic to promote a circular economy.



03 NEED ASSESSMENT OF THE STADIUMS

To understand the existing practices, a detailed need assessment was conducted by the team using a questionnaire. The questionnaire included questions like the capacity of the stadiums, existing waste management practices, availability of SOPs for the vendors to ensure, cleaning process of the stadium after the event, details on eco-friendly initiatives taken by the stadium authority etc.



IMPACT

A total of **10 meetings** were conducted prior to the first match across all the venues, engaging approximately **50 key stakeholders** across all the **10 cities**.



Seating Capacity & Crowd Dynamics

The average seating capacity of around 41,000 people indicates a substantial audience, potentially leading to a considerable amount of wastegeneration during matches. The presence of a floating crowd suggests the need for a flexible wastemanagement strategy to accommodate varying crowd sizes.



Water Stations

Water stations are a positive aspect, providing hydration options for spectators. The decision to vary the number of water stations based on the tournament indicates a dynamic approach to resource allocation.



Food Facilities

With 70% of the stadiums having in-house canteens or facilities for 30 to 200 food stalls, there is a significant potential for food-related waste.

Proper waste management planning should consider the volume of food-waste generated and the facilities for its storage, distribution, or disposal.



Excess Food Handling

The fact that only 3 out of 10 stadiums have a plan for handling excess food indicates a potential area for improvement in maximizing food waste reduction efforts.



Dustbins and Waste Categorization

While 70% of stadiums have common dustbins, the lack of appropriate colored dustbins for waste categorization is a notable concern.

The absence of category-wise dustbins may hinder effective waste segregation.



Waste Management Strategies

A significant majority (8 out of 10) of stadiums lack detailed waste management strategies & appropriately labeled dustbins.

The absence of clear waste separation instructions and recycling promotion indicates a gap in encouraging sustainable practices among spectators.



Waste Generation

The average waste generation of approximately 1000kg per match highlights the magnitude of the waste management challenge.

Strategies to reduce, reuse, and recycle should be explored to minimize the environmental impact.



Vendor/Appointed Agencies

Having vendors/agencies appointed for waste collection and stadium cleaning is a positive step, ensuring professional management of waste pre and post matches.

Collaboration with these entities should emphasize sustainable waste management practices.

04 STAKEHOLDER'S MEETING



Result: These meetings established effective communication channels at each venue, facilitating the successful implementation of awareness activities.

During the needs assessment, we convened meetings with crucial stakeholders, including Stadium Coordination Authorities (SCAs), general and hospitality area Housekeeping (HK) agencies, waste collection vendors' post-matches, stadium management, and others.



05 DEVELOPMENT OF THE SOP FOR ALL THE STADIUM



After conducting a needs assessment, it became evident that while the stadiums hosting the ICC Men's Cricket World Cup 2023 demonstrate positive aspects in waste management, there are notable areas that require improvement. To enhance the overall waste management practices during these significant sporting events, we identified the need for improved waste categorization, increased recycling initiatives & more robust communication regarding waste separation. In response to these findings, a comprehensive set of Standard Operating Procedures (SOPs) was meticulously curated for better implementation.



IMPACT

A comprehensive Standard Operating Procedure (SOP) was developed, encompassing guidelines for effective waste management during large-scale events at stadiums. This document was submitted to all State Cricket Associations (SCAs) prior to the commencement of the first match in each city.



06 TRAINING OF HOUSEKEEPING STAFF

In each stadium, two distinct housekeeping agencies were primarily designated for general and hospitality stands. On average, approximately 150-200 housekeeping staff members were enlisted for waste collection before, during, and after each match. During the initial needs assessment, it became apparent that these housekeeping staff members had not received any prior training on effective waste collection and category-wise waste sorting. In response, the UWM team conducted brief training sessions before every match, enlightening the staff on the significance of waste collection, instructing them on efficient waste collection practices, and providing a clear understanding of how their efforts contribute to making the World Cup 2023 a sustainable event.



IMPACT

Over **180 housekeeping staff members** were trained and sensitised on good practices of waste segregation, importance of waste recycling, etc.



07 AWARENESS GENERATION & SENSITISATION OF THE AUDIENCE TO ENCOURAGE RESPONSIBLE WASTE DISPOSAL PRACTICES

Recognizing the pivotal role of behavioural change in making a meaningful impact and raising awareness about the cause, especially given the allure and enthusiasm of cricket enthusiasts, it was imperative to anticipate high footfalls in all stadiums. The audience plays a crucial role in maintaining the cleanliness of the stadium and working towards a common goal of sustainability. To facilitate this, volunteers were mobilized to guide spectators in implementing source segregation during matches and to educate them on effective waste management practices.



On average, 20-25 volunteers from local colleges were deployed in each city and trained to communicate with and encourage the audience to keep the stadium clean.



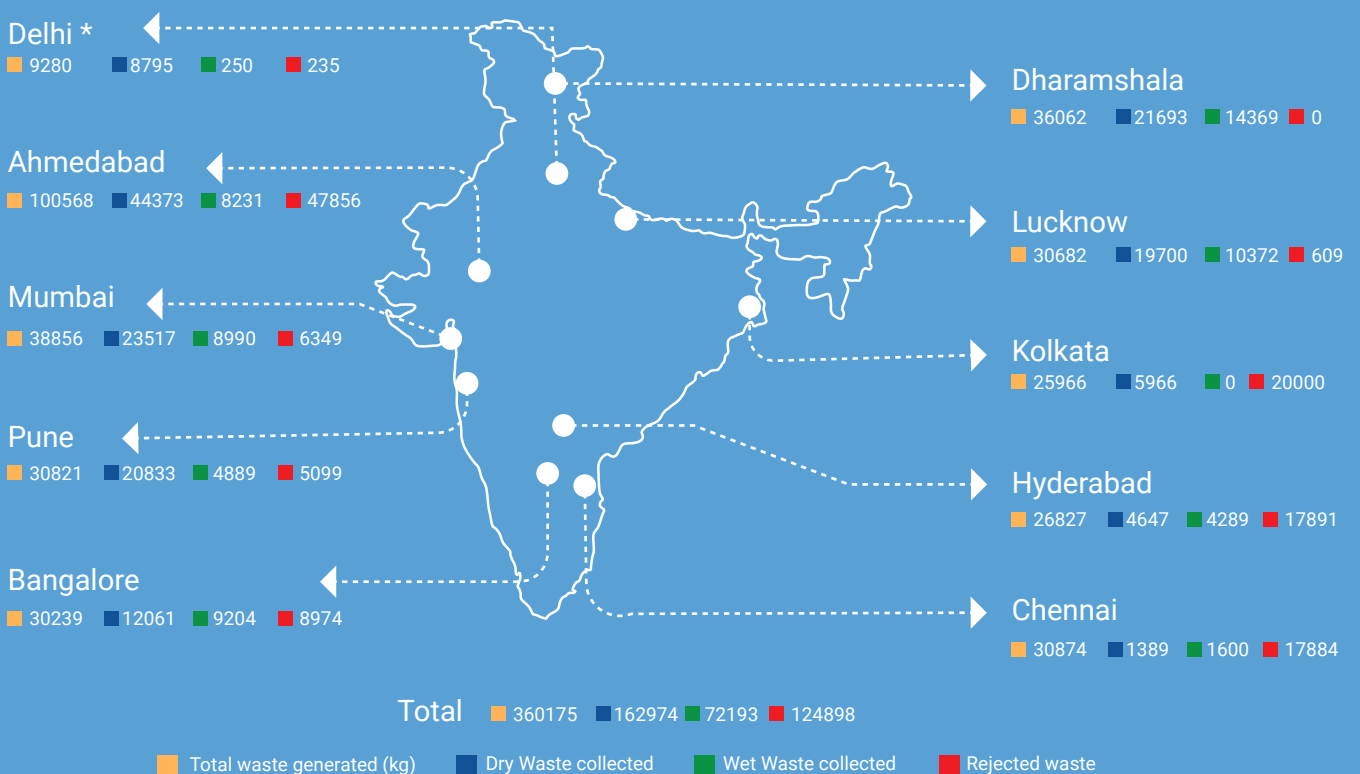
IMPACT

Customized placards, signage, and IEC materials were strategically placed across across all 10 venues. A total of 220 volunteers from local colleges were mobilized and trained to sensitize the audience, reaching around one lakh people and encouraging proper waste disposal based on waste type. Each marshal sensitized approximately 450-500 individuals during all the matches.



08 OVERSEEING WASTE MANAGEMENT ACTIVITIES DURING THE MATCHES

Total Waste Collected

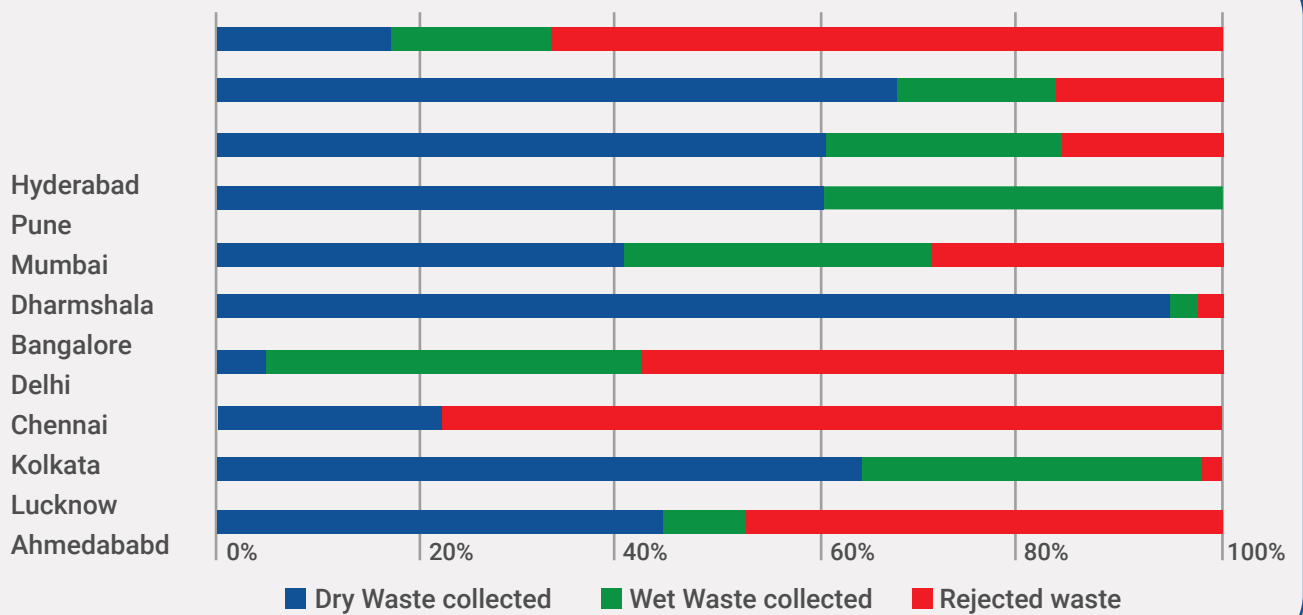


Data collection for each city was conducted through various channels, including direct communication with SCAs, vendors appointed by HK agencies, as well as HK agencies and the Local Municipal Corporation.

In certain cities, obtaining precise total waste collection data proved challenging due to the lack of maintenance by local HK agencies.



Overview of the city wise waste collection



A graph on total waste collected across all the stadiums



Recycling Success

A notable achievement was the recycling of 92,285.05 kg, constituting 57% of the total dry waste collected from all 10 stadiums. Whereas 6 stadiums could manage to recycle 100% of the dry waste they could segregate.



Composting Efforts

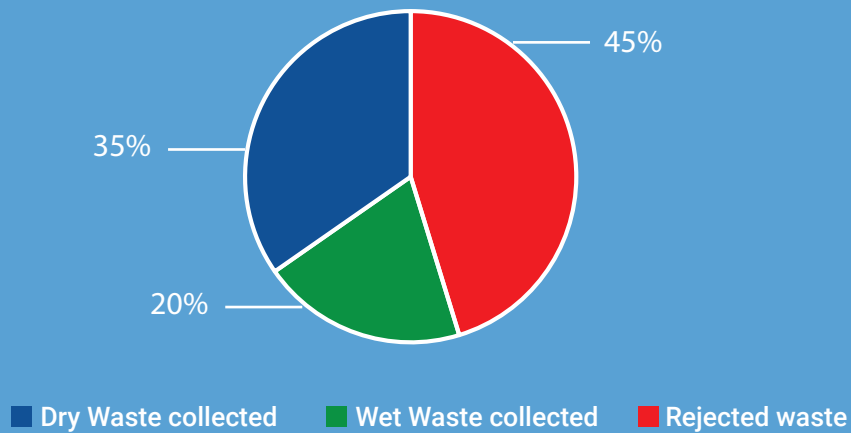
The composting of waste was significant, with 39,656.27kg (more than 7 full-grown elephants of 5500kg), representing 55% of the total wet waste collected from all the ten stadiums.



Rejected Waste

Approximately 35% of the total collected waste, totalling 1,24,897.6 kg, was classified as rejected waste from all stadiums. Kolkata 77% waste was rejected, followed by Hyderabad (67%).

Overview of the city wise waste collection





Highest Waste Generating Stadium & Per Person Waste Generation

Even though Ahmedabad has generated highest waste, producing a total of 10,05,68 kg in five matches, averaging 20,113.6 kg (equivalent to more than 20 bikes of 1000 cc) per day, however that can be attributed to the highest sitting capacity of the stadium. Average per person per match waste wise Hyderabad tops the chart with every individual who attended any of the matches at the stadium has generated 700g of waste whereas the average of all the cities is around only 300 g.



Spectator Footfall

Ahmedabad led in terms of average footfall per day, followed by Kolkata and Bangalore stadiums.



Impact of Interventions

Stadiums with established waste management strategies & interventions, such as Lucknow, Delhi, Ahmedabad, and Bangalore, successfully recycled approximately 45% of their collected dry waste.



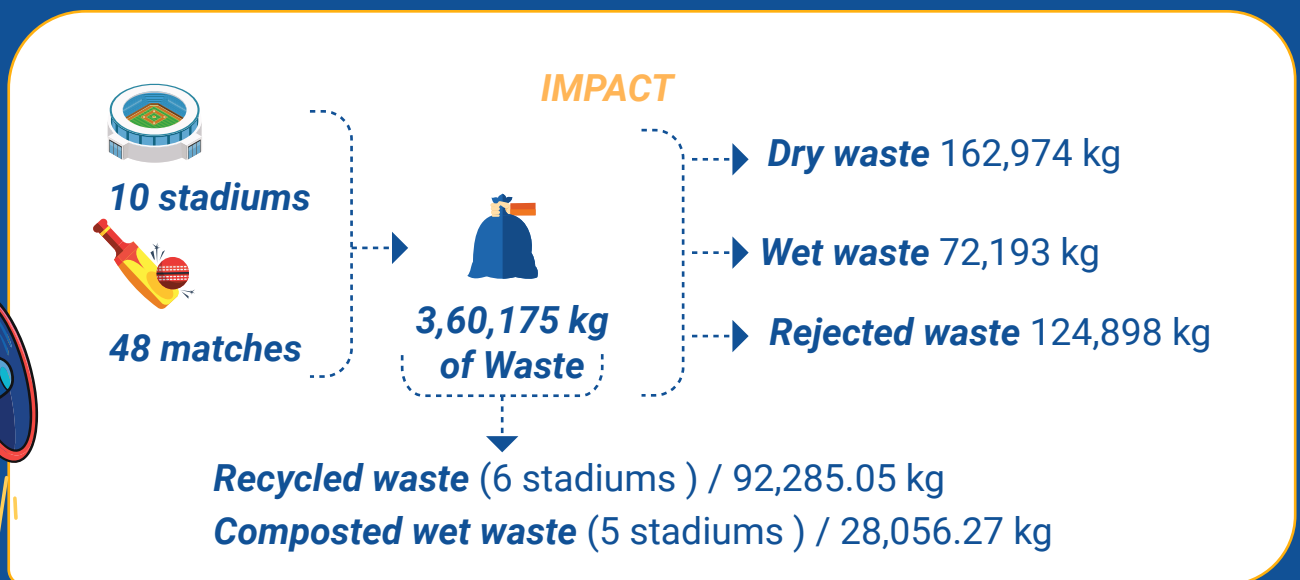
Efficiency of Waste Collection Location Mapping

Hyderabad, Mumbai, and Pune experienced inefficiencies in waste collection location mapping.



Effectiveness of Separate Collection

Stadiums implementing separate waste collection strategies, such as Lucknow, Delhi, Chennai, and Mumbai, showed success in recycling the majority (at least 45%) of their waste.



09 DONATION OF REFLECTIVE JACKETS AND BENCHES MADE USING RECYCLED PLASTIC TO PROMOTE A CIRCULAR ECONOMY



In an effort to promote circularity and raise awareness about effective waste management during large-scale events, we have undertaken initiatives with significant positive environmental impacts and the promotion of a circular economy.

As part of this initiative, we have donated 7650 reflective jackets made from recycled PET (R-PET) to the Municipal Corporation for the city's cleaning workers and stadium housekeeping staff across all the 10 cities. Notably, each jacket is crafted from 10 PET bottles.

Furthermore, in our commitment to enhancing the city's aesthetics and fostering awareness among its citizens, we have also donated 10 recycled plastic benches to each city's municipal corporation. Each recycled bench, weighing 50 kg, was created through the support of this project, amounting to a total donation of 100 benches strategically placed in public areas such as parks and schools in proximity to the stadium locations.



IMPACT



A total of **7650 reflective jackets** made from recycled PET (R-PET) donated to the Municipal Corporation for the **city's cleaning workers and stadium housekeeping staff** across all the **10 cities**.



A total of **100 benches** were donated across all the **10 cities** made from recycled plastic.



10 KEY HIGHLIGHTS

- A comprehensive guide for effective waste management was submitted, adopted by SCAs for ICC WC 2023 and beyond.
- 2 lakh+ individuals were educated on waste management; Mumbai Cricket Association appointed a new waste management agency.
- Additional bins were arranged in Ahmedabad, Dharamshala & Pune stadiums after the first match.
- More volunteers were approved in Ahmedabad stadium by BCCI, boosting audience impact.
- Detailed waste collection data was documented for all 48 matches with support from SCAs and municipal corporations.
- Kolkata stadium established segregation areas following our recommendations; CAB supported implementation.
- Municipal corporations acknowledged efforts with donations of reflective jackets and recycled benches in Lucknow, Ahmedabad, Dharamshala, Kolkata, and Delhi.



Thank you Lunch

Recognizing the indispensable contribution of the housekeeping staff is essential for the successful implementation of waste management strategies during a large-scale international event. Through their unwavering dedication, they are instrumental in upholding cleanliness standards and efficiently handling waste. To express gratitude for their tireless efforts, we organized Thank You Lunches across all ten cities after each match, aimed at honoring the safai sathis. Representatives from the State Cricket Association (SCA), the Board of Control for Cricket in India (BCCI), Coca-Cola India were invited to these events for acknowledging the hard work of the housekeeping staff. Their speeches not only served as a gesture of appreciation but also shed light on the crucial role played by the safai sathis in maintaining the cleanliness and sustainability of the event venues.



11 CHALLENGES AND LEARNING



Preparation and Planning

- Coordination and meetings essential for successful waste management.
- Deployment of staff is crucial before gates open to spectators.



Staffing and Training

- SOP integration vital for effective source segregation.
- Volunteer training pivotal for monitoring food stalls and bins.



Infrastructure Challenges

- Adoption of two-bin system addresses initial bin shortage.
- Lack of dedicated staff and inadequate equipment pose challenges.



Source Segregation and Challenges

- Inconsistent practices hinder efforts despite guidance.
- Limited accreditation impedes effective bin management.



Weightment and Data Collection

- Alignment issues with vendors delay the weightment process.
- Volunteer involvement is crucial for timely bin emptying.



Education and Awareness

- Staff education gaps underscore need for continuous awareness efforts.
- Waste mixing highlights the importance of education on segregation.



Infrastructure Relocation Challenges

- Absence of bin placement plan leads to relocation issues.
- Limited space exacerbates problems with signage.



Audience Engagement Challenges

- Spectator knowledge gaps contribute to littering.
- Insufficient volunteers hinder segregation efforts.



Premium Area Challenges

- Lack of awareness and accessibility hampers waste traceability.
- Signage display issues affect premium area waste management.



Food Court Area Challenges

- Insufficient bins and color coding errors require frequent interventions.
- Ad hoc placement impacts waste clearance in food court areas.

12 CONCLUSION

The progress made in promoting sustainability and responsible waste practices through this initiative is clearly evident. The collaboration among our team, State Cricket Associations (SCAs), housekeeping agencies, and waste collection vendors has led to positive outcomes while also highlighting areas for ongoing improvement. In conclusion, the impact report not only provides a retrospective analysis of achievements and challenges but also acts as a guiding compass for the journey ahead. . This transformative journey extends beyond mere waste management; it embodies the endeavour to instigate positive change, one stadium at a time, leaving behind a lasting legacy of sustainability for generations to come.



ABOUT UNITED WAY MUMBAI

United Way Mumbai is a non-profit organization working in urban and rural communities across India to identify and implement the most impactful solutions to community problems. As a leader in the Indian development sector, UWM works closely with a network of 500+ NGOs and a large number of corporates for their CSR programmes, employee giving campaigns and community impact projects. This includes designing CSR policy and strategies, due diligence of NGO partners, programme implementation, employee volunteering, impact assessments and financial and programmatic reporting. Over the past 20 years, the organization has partnered with 300+ companies and 100,000+ individual donors, investing INR 648 crore for community development projects. UWM's expertise lies in identifying, designing & implementing high impact projects in the areas of Education, Health, Income, Environment, & Public Safety. UWM is part of a 130+ year old international network spread across 41 countries.





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