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IF Sustainability Project  
**RECYCLING PROJECT FOR  
THE PRELIMINARY DRAW OF  
THE 2018 FIFA WORLD CUP**





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## IF SUSTAINABILITY PROJECT

The world faces important challenges across a wide spectrum of economic, social and environmental issues, and the sport community is not immune from their impacts. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC conducted the International Federation (IF) Sustainability Project throughout 2016. The IOC carried out the project with three objectives: obtaining an overview of IFs’ sustainability initiatives; identifying common topics, good practices and shared challenges; and sharing information among the IFs. As part of this project, the IOC collaborated with the IFs to compile a series of case studies reflecting how IFs are contributing towards a more sustainable world.

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites;

sourcing & resource management; mobility; workforce; and climate. These focus areas were selected through an extensive stakeholder engagement process, taking into consideration today’s key sustainability challenges and the manner in which the IOC believes the Olympic Movement can most significantly contribute to addressing them.

The case studies are also aligned with the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs). This framework is pivotal for the Olympic Movement: in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

*“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”*  
Paragraph 37, UN 2030 Agenda for Sustainable Development



# FIFA HAS ESTABLISHED A MAJOR RECYCLING INITIATIVE AS PART OF ITS SUSTAINABILITY PROGRAMME FOR THE 2018 FIFA WORLD CUP IN RUSSIA.



Despite increasing environmental awareness among citizens, no fully-fledged system of separate waste collection currently exists in Russia. It is said that waste disposal sites in Russia currently occupy around 30,000 square miles, and waste processing facilities in Moscow are close to full capacity. It has become increasingly important for Russia to take action in addressing and solving its waste management problem.

As part of FIFA's sustainability initiatives for the 2018 FIFA World Cup in Russia, approximately 20 per cent of all waste collected during the hosting of the Preliminary Draw in Saint Petersburg was recycled through a system put in place by the LOC. The project was part of the Sustainability Strategy developed by FIFA and the LOC.

More than ten voluntary organisations and businesses from Saint Petersburg took part in the waste management and recycling process. These Non-Government Organisations (NGOs) were chosen for their experience with waste

management and their willingness to support the project on a pro bono basis. The NGOs provided more than 75 trained volunteers, who were responsible for processing recyclables.

More than 1,000 people attended the events across the various venues, at which over two tons of recyclable waste was collected in over 300 containers. In total, 655kg of polyethylene packaging, 790kg of cardboard and paper, 350kg of glass, 107kg of plastic bottles, 77kg of organic waste and 6kg of batteries were sent for recycling, and more than three tons of decorations created for the Preliminary Draw will be reused for upcoming civic events.

As a supporting initiative, 200 children aged 12-16 were given the opportunity to attend two one-hour lectures on the benefits of separating and processing collected waste. The objectives were to raise awareness and encourage younger generations to take a more responsible attitude towards nature and the environment.

## OBJECTIVES

The FIFA World Cup Preliminary Draw is an official event at which participating national teams are randomly drawn into regional qualifying groups for the FIFA World Cup. Supplementary events such as banquets and official press conferences are normally held during the same week. The waste management procedures set in place for the Preliminary Draw, which was staged in July 2015, were designed to raise awareness about recycling in Russia; to start the recycling project for the 2018 FIFA World Cup; and to create learning and experience opportunities for the cleaning and waste management team of the Local Organising Committee (LOC).



Each project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's SDGs:



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## TIME & PERSONNEL

The LOC had one full-time staff member on the project, who was employed two months before the Preliminary Draw. He was supported by the NGOs, which were engaged from one month before the event.

## COMMUNICATION

A press release was issued on the FIFA website before and after the Preliminary Draw, complemented by posts on FIFA's social media channels. A short video was produced after the event and was shared with the public via FIFA's communication channels. The project also featured in FIFA's weekly magazine, which is sent worldwide to media contacts.

## EVALUATION

In an internal operational evaluation conducted by the LOC relating to the hosting of the Preliminary Draw, the cleaning and waste team received the highest marks of all the functional

areas, and their work was said to have contributed towards a change in attitudes to waste management among those working on the 2018 FIFA World Cup. The recycling programme will be replicated at the FIFA Confederations Cup Draw in Kazan, Russia in December 2016, and similar operations are planned for the FIFA World Cup Final Draw in December 2017, the FIFA Confederations Cup in 2017 and the FIFA World Cup Final Tournament in 2018.

