



## Waste Management Programme for the 2014 **FIFA World Cup™**

The waste management programme is a collaboration between FIFA, Coca-Cola and the Local Organising Committee (LOC) and focuses on recycling in the stadiums and venues of the 2014 FIFA World Cup™. The objectives of this programme are two-fold. On the one hand, it aims to implement effective waste management in line with the Brazilian National Solid Waste Policy on controlling the appropriate handling and destination of waste, and, on the other, to raise awareness levels of recycling and waste using the event and its mascot.

Together with 19 local cooperatives across each state, over 850 waste collectors have been recruited and trained by Coca-Cola to collect and separate recyclable waste in the 12 stadiums. On matchday, as well as on the days before and after, the waste collectors work at the stadium sorting the recyclable waste accumulated. In return, they receive a salary as well as official uniforms and protective gear. Not only will this ensure successful waste management during the 2014 FIFA World Cup™, but also strengthen the cooperatives capacity to offer services to other events.

Furthermore, FIFA and the dedicated LOC Waste Management Department have planned waste management systems for other official venues such as the International Broadcast Centre, all offices and the sports complex hosting the Football for Hope Festival, thereby training volunteers to deal with waste as well as educating spectators in correct waste disposal.

The basis of the waste management programme in all venues is a two-way-bin system which divides recyclable (plastic cups, PET bottles and recyclable packaging) and non-recyclable waste (e.g. food and non-recyclable packaging). It is estimated that throughout the 64 matches, more than 320 tonnes of recyclable waste will be processed.

The second goal of the waste management programme, raising awareness levels among fans on waste, has been undertaken with the help of the appeal of Fuleco™, the official mascot of the FIFA World Cup. From March onwards, various messages about avoiding, reducing and recycling waste were delivered to Fuleco's fans through social media. In the stadiums, Fuleco has been used to provide spectators with information and instructions on how to correctly use the two-way-bin system, thereby contributing to a successful outcome of the programme.

This waste management programme is part of FIFA's Football for the Planet programme. FIFA believes that we all have a responsibility to protect, cherish and limit our impact on the environment. As an international organisation, FIFA takes this responsibility seriously and seeks to set a good example to others. We work hard to assess and limit any negative impact caused by our operations. We aim to inspire greater awareness and best practice in sustainability standards, not only with regard to FIFA World Cups, but also to FIFA as an organisation.