

DESERT VIPERS

PLASTIC IMPACT REPORT

SEASON 2



In Partnership with Bluewater Group
Sustainability Impact Partner



OVERVIEW



COMMENTS FROM THE CEO, PHIL OLIVER

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Over the last 18 months we have made tremendous strides when it comes to acting more sustainably as an organisation. This is no more evident than when it comes to plastic pollution, which is such a pressing issue, both in the UAE and across the world. In Season 2, we became the first cricket organisation in the world to successfully eradicate single-use plastic water bottles from our team environment, through the fantastic partnership with Bluewater, setting an example for how cricket teams can address this problem. This report highlights that partnership and the other plethora of ways in which Desert Vipers are having a positive impact, through reducing our own impact and championing sustainability.

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COMMENTS FROM THE SUSTAINABILITY LEAD, BEN HARDY-JONES

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Plastic pollution is one of the greatest environmental challenges of our time, and one that needs a collective effort to solve. This report transparently shows Desert Vipers' plastic impact from Season 2, in what I believe may be the first report of its kind. By laying bare the impact that we have as an organisation, we can address the challenges positively, working with organisations to help find solutions. One such example of a successful partnership is with Bluewater, which this report shows had a phenomenally positive impact by allowing us to eliminate single-use plastic water bottles from our team environment. We have only just begun with our journey, but we are ready and excited to see what comes next in continuing to drive action forward to solve the issue of plastic pollution.

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INTRODUCTION



Plastic pollution represents one of the most pressing challenges to today's society. A typical UAE resident uses an average of 450 plastic water bottles in a single year, and has the fourth-highest annual level of bottled water consumption. According to statistics from the UAE's Ministry of Environment and Water, 11 billion plastic bags are used annually, and each UAE resident generates an overall waste of 913 kg per year.

While the scale of the problem is enormous, the UAE is committed to addressing this issue. Single-use plastic shopping bags were prohibited from 1st January 2024. Furthermore, in Dubai from the 1st January 2026, the import, production, or circulation of most other single-use plastic products will also be prohibited, with items such as soft-drink cups and caps, spoons, forks, knives, chopsticks, plates, straws, stirrers, food containers, and boxes made of plastic all affected. Styrofoam products have also recently been banned in Abu Dhabi, as of 1st June 2024.

Sport has an intimate relationship with plastic, with most food and drink in stadiums being packaged in plastic, and virtually all sports kit being made from polyester – most of it virgin polyester. Plastic by itself isn't necessarily a bad thing, as it is light, cheap, and has many applications. However, the status quo is negatively impacting people and the planet.

This first Plastic Impact Report aims to highlight the impact that the Desert Vipers cricket franchise has on the environment through its plastic consumption. It begins by laying out our own impact, before focussing on key areas of reduction, commitment, recycling, reuse, and education. Our hope is that, by being transparent and identifying opportunities for change, we can make the necessary changes within our own organisation to lower our environmental impact, and we can encourage and inspire others to come on the journey with us.

#FANGSOUT

SEASON 2 IMPACT

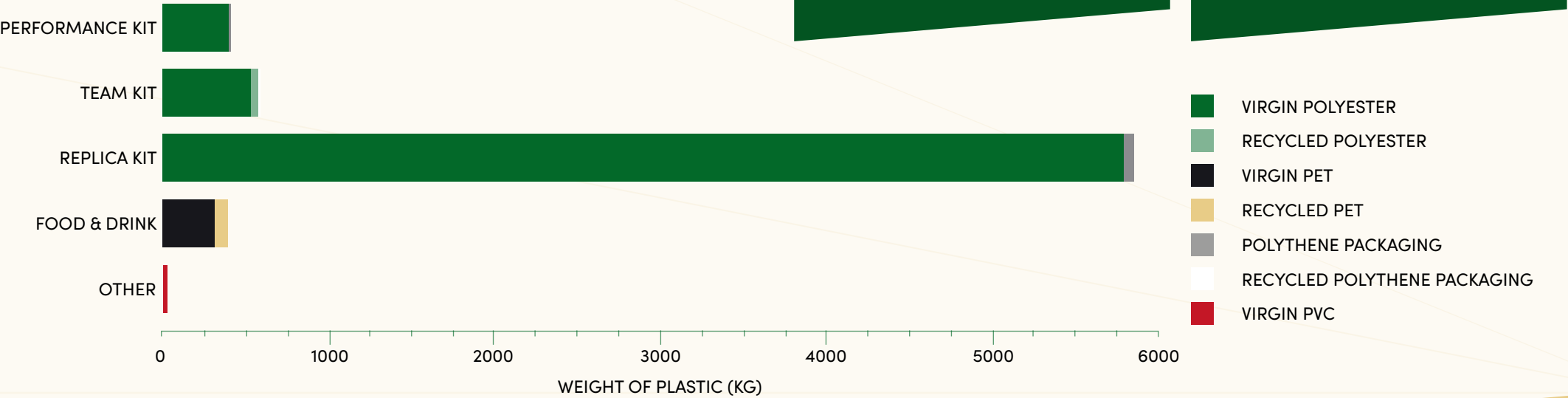
SCOPE OF FOOTPRINT

This report looks at all the plastic products purchased by Desert Vipers. It is important to note that some elements are not included. For example, with the Vipers being a franchise team, finding out the number of plastic bottles sold at the stadium is not straightforward, so this is not included. In addition, information on plastic used in our

team hotel, either for food packaging or drinks, is not included, as it is currently not available. As we progress through our sustainability journey, we will be transparent in detailing what is included and why, as well as highlight what is missing and how we can find that information out in future seasons.

PLASTIC FOOTPRINT - SEASON 2

The total plastic footprint of Desert Vipers for Season 2 of DP World ILT20 was 7,262 kg (or 7.26 tonnes). Virgin plastic accounted for 98% of this, with 2% of it coming from recycled plastic. Of the recycled plastic, 35% was from kit, with 65% from Food & Drink. The footprint per fan was: 0.17 kg per fan who watched in person, and 0.08 g per fan reached.



SEASON 2 IMPACT

KIT

Kit accounted for the vast majority (94%) of the footprint, weighing 6,851 kg in total. 5,855 kg of this figure came from Replica Kit, which was the single-largest source of plastic by some margin. Most sports organisations do not identify the impact of their Replica Kit on the planet, so this finding is novel and shows plainly the area with the biggest potential for change.

Team Kit had a footprint of 585 kg; however, this had the highest percentage of recycled plastic, with 8% being recycled plastic. This recycled kit was provided as part of the Desert Vipers' partnership with Umbro, with Desert Vipers sporting their Undyed range, which proved a popular hit with the players.

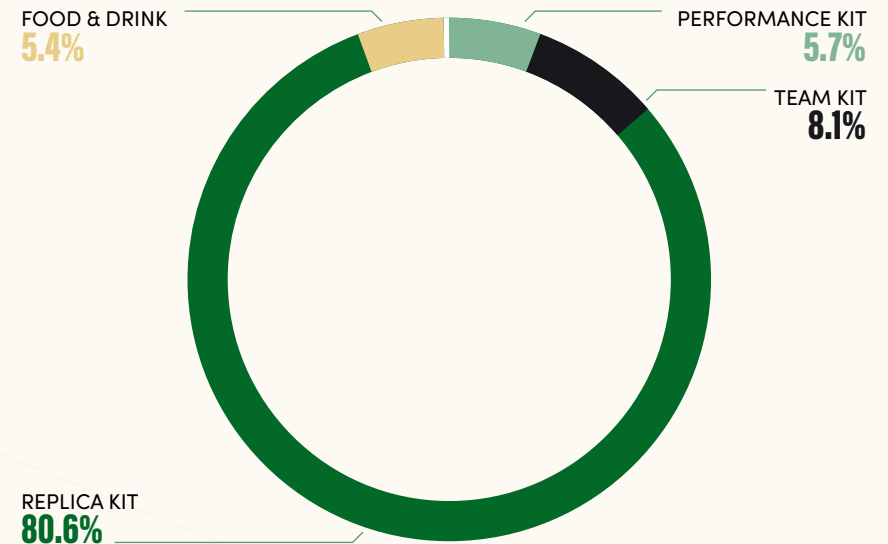
Performance Kit was the lowest contributor to the kit section, with this being 411 kg of plastic. Kit orders also produced a significant amount of (mainly virgin) polyethylene packaging, totalling 78 kg in total (of which, 75 kg was virgin polyethylene). However, this figure is unusually low for the amount of kit, as Desert Vipers requested that 21,685 items of Replica Kit were loosely packaged, which saved over 108 kg of polyethylene packaging from being produced - lowering the packaging weight by 59%!

FOOD & DRINK

Food & Drink had a footprint of 391 kg of plastic, with 23% of this coming from recycled plastic. The majority (284 kg) of this came from water bottles provided as part of League guidelines; however, this value was significantly lower than in Season One (where it was 538 kg), as a result of Desert Vipers' decision to partner with Bluewater. This partnership resulted in a reduction of Desert Vipers' plastic water bottle consumption by 14,400 (216 kg), and the further 38 kg in reduction (around 2,500 bottles) came through the League altering their guidelines and requiring franchises to buy fewer bottles. Stadium cutlery (13 kg) and stadium cups (4 kg) together accounted for 17 kg of virgin PET.

OTHER

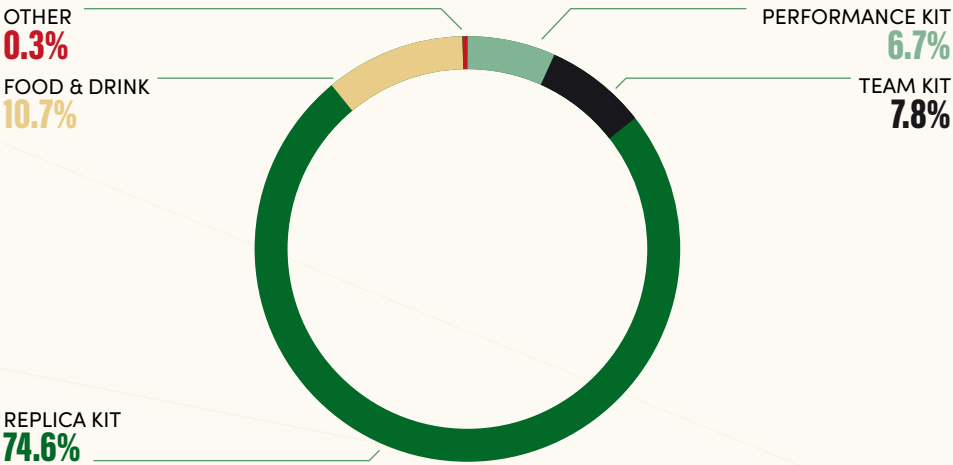
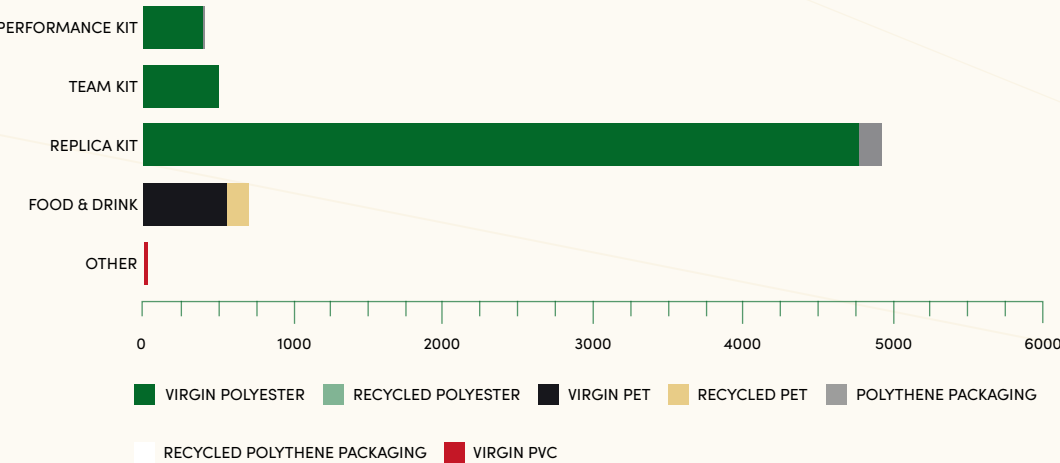
Desert Vipers' team bus branding accounted for around 19 kg of virgin PVC plastic.



COMPARISONS WITH SEASON 1

SEASON 1

The total footprint in Season 1 was 6,651 kg, 8% lower than Season 2's footprint. The main reason for this was due to less Replica Kit in Season 1, with 15% less Replica Kit ordered. Attendance at matches in Season 1 was much lower than Season 2, meaning less Replica Kit was needed. However, Desert Vipers must now recognise that growth of the franchise may result in a larger footprint, and identifying this will enable us to put strategies in place to decouple growth from environmental impact.



REDUCTION SPOTLIGHT

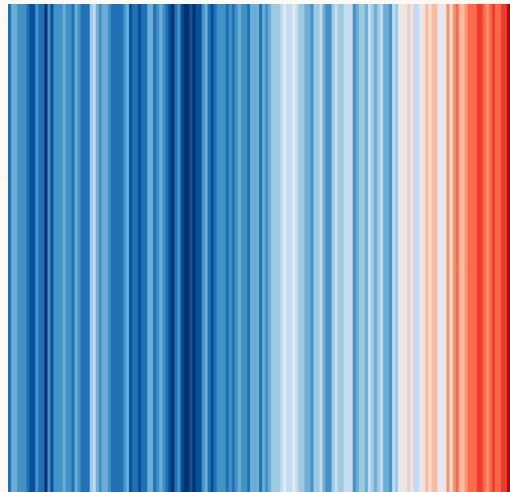
BLUEWATER & REUSABLE WATER BOTTLES

With Bluewater as Desert Vipers' Official Hydration Partner, the Vipers managed to achieve the goal of eliminating single-use plastic water bottles from our team environment. This was a huge win for us and the planet, as it prevented the use of 14,400 single-use plastic water bottles.

In order to achieve this, state-of-the-art Bluewater filtration units were installed at the three ILT20 grounds, and players were provided with thermally-insulated water bottles to refill at the dugout.

Water machines (with reusable 5L water drums) were also installed at the ICC Academy (where we train) and in the Team Room and Treatment Room, so this initiative extended beyond match days. It was encouraging to see that players were really quick to change their habits and quickly got used to the idea of refilling their bottles, rather than simply getting a new one every time, showing that rapid change is possible if solutions are implemented properly.

The Bluewater filtration units featured warming stripes that visualise the rise in global temperatures since 1850. Professor Ed Hawkins, a Professor of Climate Science at Reading University in the United Kingdom, who conceptualised the stripes, emphasised that: "The world is warming, mainly due to burning fossil fuels. The warming stripes highlight the rapid change in global temperatures and will help start important conversations about the risks from climate change amongst cricket fans across the world." Within our own community and beyond, we hope that the stripes strike a chord with people and get them talking about the climate crisis.



REDUCTION SPOTLIGHT

HOW BLUEWATER WORKS

While a fantastic solution to reduce single-use plastic, Bluewater units also benefit human health and performance, as their units provide the highest quality, filtered water. Here’s how the units work:

1. PURIFY

The machines remove all impurities from water to make room for taste with their groundbreaking water purification technology SuperiorOsmosis™. SuperiorOsmosis™ outperforms its rivals with an up to 80% recovery rate, addressing a critical flaw in traditional reverse osmosis systems – water wastage.

2. MINERALISE

Swedish minerals and natural extracts are then added for better taste and well-being. These minerals, called Liquid Rock™, are harvested directly from Sweden’s untouched mountains, sourced from the world’s finest dolomite in ancient Swedish bedrock. Pure, natural, and exactly as nature intended.

3. SERVE

The drink is then served in reusable bottles, contributing to a single-use plastic-free world.

SAVINGS ANALYSIS

League guidelines require teams to provide fridges, ice boxes, water, and soft drinks for many different areas. By implementing our sustainability initiative, we were able to reduce the number of single-use bottles we needed to provide across the following areas:

	Fridges	Ice Boxes	Water	Soft Drinks
Umpire / Match Referee	12	8	3 Cases	1 Case
Media Centre			10 Cases	6 Cases
Photographers			6 Cases	2 Cases
ACSU			1 Case	1 Case
TV (Control Room/Production/Commentators)			34 Cases	10 Cases
League Office			10 Cases	5 Cases
Ground Staff			10 Cases	5 Cases
Anti-Doping Room			1 Case	1 Case
Scorers			1 Case	1 Case
Central + Franchise Hospitality			70 Cases	45 Cases
Player’s Lockers + Dugouts			40 Cases	20 Cases

	Fridges	Ice Boxes	Water	Soft Drinks
Player’s Lockers + Dugouts	3	4	40 Cases	20 Cases

Water case = 24x500ml bottle | Soft drinks case 24x500ml bottle / 48x250ml can
The beverage + fridge requirement may change subject to the ILT20 Standard Operating Procedures (ILT20 SOP)
The supply quantities mentioned in the above table are mandatory, unless any changes are notified.

40 cases of 24 (500ml) bottles at 5x home games (saving 4,800 bottles)
40 cases of 24 (500ml) bottles at 5x away games (saving 4,800 bottles)
100 cases of 24 (500ml) bottles at the team hotel (saving 2,400 bottles)
100 cases of 24 (500ml) bottles at the ICC Academy (saving 2,400 bottles)
This resulted in a total saving of 14,400 single-use plastic bottles.

OUR COMMITMENT

THE PLASTIC PLEDGE



Committed to playing our part in solving the global plastic crisis, Desert Vipers agreed a two-year partnership with The Plastic Pledge, founded by adventurer and environmental campaigner, Toby Gregory, to highlight the threat of plastic pollution across the planet.

ABOUT THE PLASTIC PLEDGE

Toby Gregory and two colleagues rowed across the Atlantic Ocean between December 2022 and January 2023 to highlight the issue of clean seas, and they saw first-hand the damage plastic pollution is doing to the planet.

When he returned, Toby founded The Plastic Pledge with the aim of doing something tangible to help focus attention on the need to reduce plastic waste and protect the environment, wildlife, and human health.

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The intersection of plastic pollution, climate change, and sports is a call to action. The Desert Vipers’ dedication to incorporating sustainability & The Plastic Pledge into the core of their identity sets a powerful example for the sporting world

”

TOBY GREGORY, FOUNDER OF THE PLASTIC PLEDGE

The Plastic Pledge has become a Sustainability Impact Partner of the Desert Vipers, and the Vipers have signed up to the pledge, as well as invited fans to join them, in an effort to engage with communities and leave a lasting legacy of environmental responsibility in Dubai and beyond.



OUR COMMITMENT

DESERT VIPERS' SEASON 2 PLASTIC PLEDGE

In Season 2, Desert Vipers' pledged to eradicate single-use plastic water bottles from its team environment. We successfully achieved this through:

- ✓ Installing state-of-the-art Bluewater filtration units by our dugouts for players to use
- ✓ Ensuring the team had aluminium canned water for use by the boundary at matches
- ✓ Ensuring that players had plenty of bottled water in reused glass bottles at our hotel
- ✓ Providing players and staff with water dispensers and reusable five gallon drums at training & in other relevant team environments at our team base
- ✓ Ensuring that our team all had premium quality Bluewater bottles to use with the range of dispensers

DESERT VIPERS' SEASON 3 PLASTIC PLEDGE

In Season 2, kit made up 94% of all plastic, and 96% of virgin plastic came from kit. This area is therefore the one where we can make the largest impact, so we are going to address it head on. In Season 3, Desert Vipers pledge to eradicate virgin plastic from our kit manifesto. We will achieve this through:

- Using suppliers who can provide Replica Kit made of recycled materials
- Partnering with Palmfit who will provide team and performance kit made of recycled materials
- Communicating with suppliers to package kit loosely, without single-use plastic
- Reusing some non-personalised items from Season 2 where possible
- In addition, we will ensure the quality of the kit is high, to encourage long-term use



The Plastic Pledge

REUSE SPOTLIGHT

BAT FOR A CHANCE

The Desert Vipers and Bat For A Chance (BFAC) have joined forces in a multi-year agreement that sees the franchise supply leftover kits and equipment to the UK-based initiative. These kits are distributed by BFAC to organisations within the UAE and beyond, to help them experience the joy of cricket.

Donating leftover sports kits to BFAC plays a crucial role in reducing Desert Vipers' plastic footprint by promoting reuse. Sports clothing is often made from synthetic materials like polyester, which is a form of plastic, so this initiative prevents adding to the growing issue of discarded plastic waste. By giving products a second life through donation, we reduce the demand for new clothing needed in the world, reducing the environmental impact from sportswear. In Season 2, no kit was sent to landfill, thanks to the partnership with BFAC.

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Providing used and unused kit and equipment to Bat For A Chance is one way we can achieve our target as it means we are living our values to reuse, recycle, and reduce, as well as providing high-quality items for people to use and enjoy.

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PHIL OLIVER, CEO OF DESERT VIPERS



RECYCLING SPOTLIGHT

SUSTAINABILITY MATCH

Desert Vipers undertook a recycling trial by placing 20 plastic recycling bins in the Dubai International Stadium for the first time ever. The stadium operatives ran training sessions to ensure their staff knew how to deal with this new method of controlling waste. On the match day, 3,630 bottles (55 kg of plastic) were recycled.

The trial was hugely successful, both in its ability to reduce general waste, and in its ease of implementation. Over the remainder of the season, for the following three matches at the stadium, the bins were kept and a further **8,250 bottles** (125 kg of plastic) were recycled. We are proud to announce that the recycling bins will now be in all three ILT20 stadia for all matches in Season 3, after our successful Sustainability Match trial.



180kg

Total quantity of plastic recycled



EDUCATION SPOTLIGHT

SCHOOL SUSTAINABILITY & COACHING PROGRAMME

After Desert Vipers became Dubai's first signatory to the United Nations Sports for Climate Action Framework, we wanted to use the influence that we have as a sports organisation to authentically spread our sustainability message, and so began our School Sustainability & Coaching Programme.

The initiative has the long-term goal of establishing a sustainable programme for children which integrates environmental education with sports.

Over the past 12 months, the School Sustainability & Coaching Programme has gone from the planning stage, right through to successful implementation, reaching 27 schools and over 4,000 pupils and counting. This involved training staff on sustainability language, contacting schools and providing free sessions, and then evolving the programme to include further elements, such as workshops, supporting other sustainability initiatives

(such as the BioBlitz campaign), and extending the invitation to all community members. Regarding plastic, the programme encourages the use of reusable water bottles, and educates students about the effects of the misuse of plastic, fostering an environmentally-conscious mindset amongst students and staff.

Having the support of the leadership and key stakeholders has allowed the programme to flourish under the guidance of the only full-time Development & Sustainability Leads in franchise cricket, Jack Luffman, and Ben Hardy-Jones, respectively.

The programme has recently been nominated for one regional and one international award, and its growth has shown that it is a successful engagement tool, proving that engaging with schoolchildren on sustainability is crucial in creating a more sustainable future.



WHAT NEXT?

WE ARE EXCITED TO SEE HOW MUCH WE CAN ACHIEVE OVER THE NEXT 12 MONTHS.

SEASON 3'S REDUCTION PLANS

Desert Vipers has started the journey of playing our part in eradicating plastic pollution, but we still have a tremendously long way to go.

The plastic footprint assessment on Page 5 showed that 94% of all plastic comes from kit, and the vast majority of this kit was made from virgin plastic. In Season 3, we are taking steps to reduce the impact of our kit, with all of our Replica Kit now being made from 100% recycled plastic bottles (the same ones we recycled in Season 2), and our Performance and Team Kit will be made out of recycled materials from Palmfit, in

a ground-breaking partnership between a sportswear supplier and a cricket franchise. However, we also recognise that we need to reduce how much we consume, (in addition to changing the materials). For this reason, Season 3's kit order will see around a 30% reduction in the number of items ordered, saving money and lowering our environmental impact!

We will continue to identify and reduce our plastic impact from all areas, work hard to deliver our schools programme to more children, and educate fans around plastic issues.



PLASTIC NEUTRAL & PLASTIC NET ZERO

Similarly to Carbon Neutral and Carbon Net Zero, it is possible to be Plastic Neutral and Plastic Net Zero. To be Plastic Neutral, organisations must remove the same amount of plastic (from rivers or oceans) as they produce. With Plastic Net Zero, there must be a 90% reduction in plastic production (from a baseline), with the final 10% being removed from the environment.

For now, Desert Vipers' focus is on setting a baseline for ourselves, and attempting to reduce our impact as much as possible, but we will continue to explore ways to have a positive impact beyond our own organisational boundary in the future.

2024 SUSTAINABILITY PARTNERS

OUR PARTNERS DRIVING SUSTAINABILITY

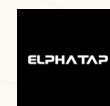
Our sustainability work encompasses many areas and we are proud to have a fantastic range of organisations supporting our efforts. We extended our sincere thanks to all of them, as without them our work would not be possible. If your organisation would like to get involved in helping Desert Vipers on their sustainability journey, please email sustainability@thedesertvipers.com.



PALM FIT



SUSTAINABILITY SUPPLIERS





AUTHORS & CONTRIBUTORS

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