

DESERT VIPERS

SEASON 4 SUSTAINABILITY MATCH REPORT

MARCH 2026



OVERVIEW



**FROM THE CEO,
PHIL OLIVER**

"I'm delighted to share the report from the Season 4 Desert Vipers Sustainability Match, which marks some of the highlights from a special match. At Desert Vipers, we believe that cricket can be a powerful catalyst for positive change, and this match demonstrates how high performance, collaboration, and sustainability can work together to create lasting value for our sport, our communities, and our planet. Thank you to all of the Desert Vipers staff for making the event so impactful, and to all of our Partners, Suppliers, and the team at DP World ILT20 for supporting us with our ambitions."



**FROM THE BUSINESS SUSTAINABILITY LEAD,
BEN HARDY-JONES**

"The Season 4 Desert Vipers Sustainability Match was built around nature, as part of our wider Season 4 Nature Campaign. Once again, we trialled innovative ways to reduce sport's impact on the natural world – but this season, the match went further, actively celebrating our planet. Thank you to everyone across the Desert Vipers family who helped bring this vision to life. We are proud to continue playing with purpose for people and planet."

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KEY STATS

45.8 tCO₂e



Estimated Match Carbon Footprint

>90% RECYCLED KIT



Featuring the Global Biodiversity Stripes

7 KEY ACTIONS



to Protect & Restore Nature

6 KEY ACTIONS

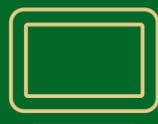


to Educate and Inspire Fans

4.1M OTT VIEWERS (Streaming)



13.9M TV VIEWERS



3.8 kgCO₂e



Per fan attended



324K Engagement



227 Posts



4M Video Views



5.9M Reach

11,928



Stadium Attendance

OBJECTIVES OF THE MATCH

- 1 To celebrate nature.
- 2 To trial ways to reduce the environmental impact of cricket matches.
- 3 To promote the work of Partners who are helping us to reduce our impact on nature.



SPOTLIGHT 1

SUSTAINABILITY MATCH KIT



GLOBAL BIODIVERSITY STRIPES

THE MAIN THEME OF THE SEASON 4 DESERT VIPERS SUSTAINABILITY MATCH WAS NATURE, BECAUSE WITHOUT NATURE, THERE IS NO SPORT. PREVIOUS SEASONS HAVE SEEN OUR RED KIT TURN GREEN FOR THE SUSTAINABILITY MATCH, BUT IN SEASON 4 OUR STANDARD KIT WAS GREEN (WITH A SNAKESKIN PATTERN) TO UNDERLINE THE FACT THAT OUR COMMITMENT TO SUSTAINABILITY IS YEAR-ROUND



The Global Biodiversity Stripes, designed by Professor Miles Richardson from the University of Derby, provide a visual representation of the loss of biodiversity since 1970.

The higher levels of biodiversity are coloured bright green. Lower levels move through yellow to darker greys with greater declines. Over the last 50 years, global wildlife populations have declined by 73%. There is no sport without nature.

Made in the UAE with 100% recycled materials, this kit aims to inspire and unite millions of people around the world to protect and restore nature.

PLAYING WITH PURPOSE FOR PEOPLE & PLANET

As a result, we had a blank canvas with kit design, so we aimed to use it as our primary storytelling tool, since it is the most visible part of a sports match.

The Sustainability Match kit, which was made by PALMFIT from more than 90% recycled materials in the UAE and packaged loosely (exactly as our typical match kit is), aimed to use the platform of elite sport to highlight global biodiversity loss.

The kit was inspired by the Global Biodiversity Stripes, developed by Professor Miles Richardson from the University of Derby. Each stripe represents annual wildlife populations, starting in 1970. The transition from green to grey reflects the 73% decline in wildlife populations over the last 50 years, which is having serious consequences for sport, especially turf sports such as cricket.

UPCYCLING WITH MIDDLESEX UNIVERSITY DUBAI

In the Crickmas Carnival area, Middlesex University Dubai distributed upcycled tote bags made from Desert Vipers' Season 2 kit. This activation showcased a practical example of circularity by extending the life of kit from previous seasons, therefore reducing kit waste.

Season 4's Sustainability Match kit is being upcycled by Middlesex University Dubai and turned into a piece of artwork, to be unveiled later in 2026.



SPOTLIGHT 2

PROTECTING & RESTORING NATURE

BLUEWATER LED UNITS

THROUGHOUT SEASON 4, BLUEWATER GROUP'S NEXT GENERATION LED WATER FILTRATION UNITS PROVIDED PLAYERS WITH MORE SUSTAINABLE HYDRATION.

The unit eliminates the need for Desert Vipers to use single-use plastic water bottles, **saving 14,400 bottles per season**. Furthermore, with hydration minerals tailored to players' needs, and thermally-insulated and refillable bottles, Bluewater Group's solution provides players with **premium water** to elevate performance.

On TV, the LED screen increased the visibility of reusable water solutions, shining a spotlight on players as they acted as **role-models for sustainable behaviour**.

Stakeholders from across cricket were invited to the Season 4 Desert Vipers Sustainability Match to see the unit in action at a cricket match for the first time, hopefully leading to its adoption elsewhere.



FUELRE4M TRIALS

DURING THE SUSTAINABILITY MATCH, WE INTRODUCED OUR PARTNER, FUELRE4M, TO THE STADIUM TEAM, WHO AGREED TO TRIAL RE4MX ON PITCH MACHINERY.

Re4mx is a fuel reformer that helps fuel last longer, **reducing consumption by approximately 15-20%**, and, in turn, significantly lowering emissions. The pitch machinery trial results will be finalised soon.

Re4mx was also added to Desert Vipers' Team Bus and Cars during Season 4. Introductions were made to our Team Hotel, paving the way for **large emissions reductions** in Season 5 and beyond across areas of Desert Vipers' operations where petrol or diesel is currently used.



LAND-USE LABELS

FOOD PRODUCTION IS A PRIMARY DRIVER OF LAND-USE CHANGE, DIRECTLY AFFECTING NATURE.

Changing diets is one lever to create more space for nature, as different foods require different amounts of land, due to production methods.

In general, red meat (beef and lamb) require considerably greater amounts of land than vegetarian and vegan options for the same amount of food, so the Season 4 Desert Vipers Sustainability Match menu contained **no red meat**. Land-use food labels were added in the SIXES Hospitality Lounge, to **educate guests** on the impact of their choices on land-use.



AIR-CONDITIONING

SINCE AIR-CONDITIONING ACCOUNTED FOR 14% OF THE SEASON 3 DESERT VIPERS SUSTAINABILITY MATCH EMISSIONS, AND 19% OF TOTAL SEASON 3 EMISSIONS, A TRIAL WAS RUN TO REDUCE EMISSIONS.

Previously, we trialled increasing the set temperature, but in the absence of an energy management system, this was unsuccessful. For this reason, in Season 4, **we trialled turning off the air-conditioning two hours early**. Results showed a **29.6% decrease in energy use** in areas this trial occurred, showing that this can be a successful strategy to reduce energy-related air-conditioning emissions in future.



OFFSETTING WITH VUELTA CARBON

IN SEASON 4, WE PARTNERED WITH VUELTA CARBON TO OFFSET 100% OF OUR EMISSIONS THROUGH VERIFIED CARBON OFFSETTING PROJECTS.

The emissions of 45.8 tCO₂e from the Season 4 Desert Vipers Sustainability Match have been offset by investing in a climate positive project. This partnership compliments our ongoing efforts to reduce emissions at source while using credible offsetting as a supporting measure.



SPOTLIGHT 3 EDUCATING AND INSPIRING

PEOPLE OF DETERMINATION

AS PART OF THE PRE-MATCH ACTIVATIONS, WE WELCOMED PEOPLE OF DETERMINATION TO THE DUBAI INTERNATIONAL STADIUM, REINFORCING OUR COMMITMENT TO INCLUSIVITY, ACCESSIBILITY, AND SOCIAL IMPACT.

For most guests, it was their first experience of watching live cricket. The initiative highlighted the role of elite sports in advancing inclusion and social sustainability, using cricket as a platform to promote shared responsibility in building a more inclusive future.



LED BOARD MESSAGING

THROUGHOUT THE MATCH, WE USED LED BOARDS TO REGULARLY DISPLAY THE MESSAGE “WITHOUT NATURE, THERE IS NO SPORT”.

This reinforced the connection between healthy ecosystems and the conditions required for sport. By integrating this message through high-visibility branding, we used the stadium environment and broadcast to educate and inspire audiences on the important role that nature plays for sport.



BRIGHT BITES HEALTHY EATING

IN THE CRICKMAS CARNIVAL AREA, BRIGHT BITES PROVIDED HEALTHY SNACKS FOR YOUNG FANS BEFORE THE GAME.

Children and their families were also educated on healthy eating through play and hands-on fun to build better habits for life.



TV MESSAGING

Desert Vipers' Business Sustainability Lead, Ben Hardy-Jones, explained to viewers on TV about many of the initiatives that fans could see on their screens, helping them to feel a part of the event.

SCHOOLS PROGRAMME MINIGAME

ANOTHER CRICKMAS CARNIVAL ACTIVATION WAS OUR SCHOOLS PROGRAMME MINIGAME, WHERE WE ENGAGED KIDS WITH A 30-MINUTE CRICKET AND SUSTAINABILITY DRILL.

The activity was the Bluewater Bowling Minigame, where students aimed to bowl-out single-use plastic bottles, reinforcing the message that single-use plastic should be eliminated. This game demonstrated how small, practical changes adopted within the team environment can be easily communicated to young audiences, helping them understand environmental responsibility through sport.



SOCIAL MEDIA MESSAGING

FINALLY, A SOCIAL MEDIA CAMPAIGN AMPLIFIED MESSAGES FROM THE MATCH, RESULTING IN SIGNIFICANT REACH.



CARBON FOOTPRINT REPORT

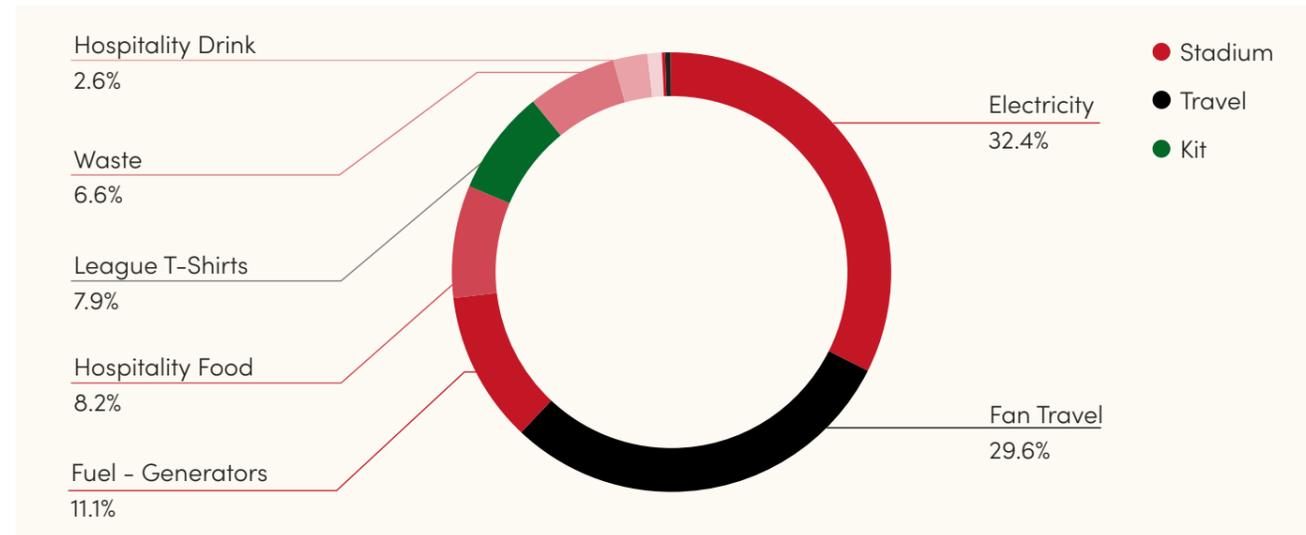
EMISSIONS BREAKDOWN

THE SUSTAINABILITY MATCH CARBON FOOTPRINT WAS 45.8 tCO₂e. THE LARGEST SOURCE OF EMISSIONS WAS FROM ELECTRICITY (14.8 tCO₂e), FOLLOWED BY FAN TRAVEL (13.6 tCO₂e), AND GENERATORS (5.1 tCO₂e).

Emissions from the Stadium – including electricity, fuel for generators & pitch machinery, food & drink, and waste – were the largest contributor to the footprint (62.1% of emissions).

Fan Travel and Team Travel accounted for 30.1% of the footprint. League-organised buses reduced per-person emissions; however, increased attendance meant Fan Travel emissions were significantly higher than in Season 3.

League T-Shirts accounted for 7.9% of all emissions. There were no emissions from Replica Kit, as Desert Vipers gave away no new t-shirts.



OTHER SOURCES OF POLLUTION

TO IDENTIFY OTHER IMPACTS ON NATURE, WE UNDERTOOK LIGHT AND NOISE POLLUTION MEASUREMENTS:

– Noise Pollution: 84.6 dB averaged over two minutes; peaks of up to 107.1 dB.

– Light Pollution: 660 to 870 lux



FUTURE CHANGES

AS THE DESERT VIPERS DOES NOT OWN OR OPERATE THE STADIUM, OUR DIRECT CONTROL IS LIMITED.

However, we continue to work with the League and stadium officials to identify opportunities to reduce emissions, including working with our Partners, as identified above. Future Sustainability Match carbon footprints will also calculate the emissions of playing in a one-off kit.

BEYOND THE MATCH

The Desert Vipers Sustainability Match once again achieved its goals. Firstly, **nature was celebrated**, with the stadium turning into a nature carnival through strong visual messaging displayed on kit and LED boards. Secondly, **we trialled ways to reduce the environmental impact** of cricket matches, such as by agreeing to use Fuelre4m in pitch machinery, using Bluewater’s next-gen LED water filtration units, or upcycling kit after the match with Middlesex University Dubai. We hope to continue and build on these initiatives going forward, and hope that others join us. Finally, we successfully **promoted initiatives we’re undertaking with Partners** to reduce our impact on nature, utilising both the TV broadcast and stadium inventory, such as LED videos on the Big Screen.

THE REST OF SEASON 4

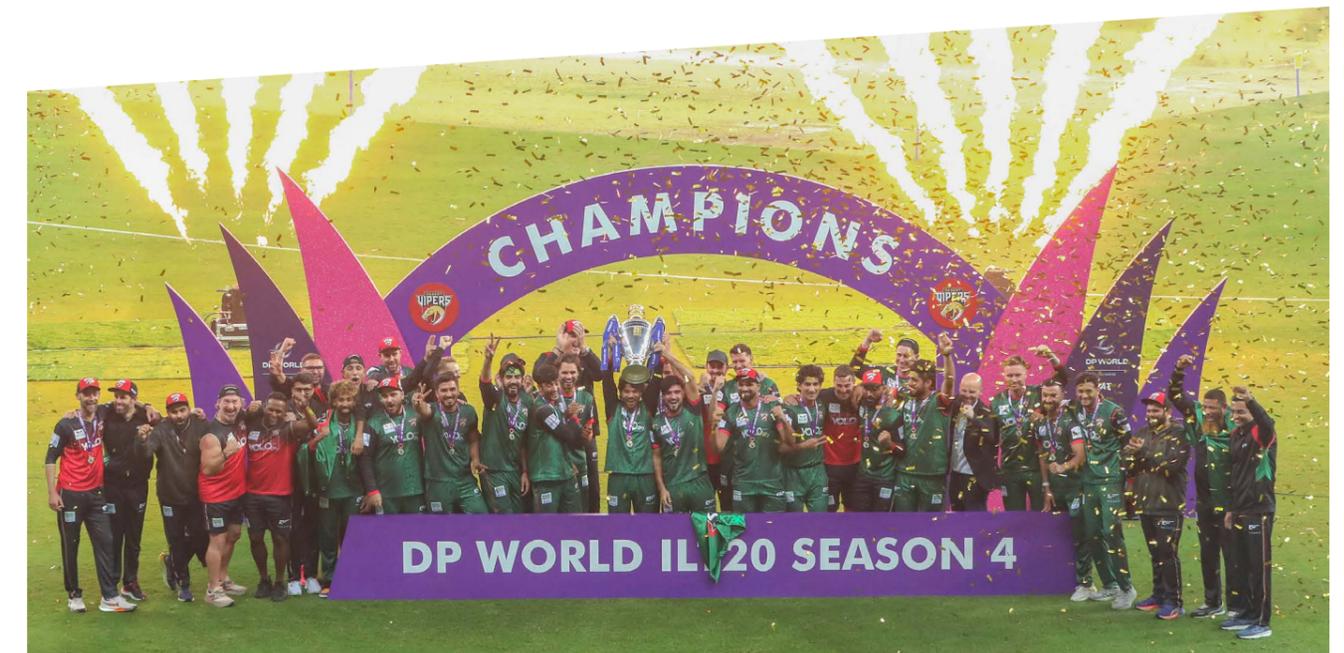
We continued displaying the “WITHOUT NATURE, THERE IS NO SPORT” message on LED boards throughout the remainder of the season, to **amplify the message**.



LOOKING AHEAD TO SEASON 5

DESERT VIPERS WILL CONTINUE TO BUILD ON THE SUCCESS OF PREVIOUS SUSTAINABILITY MATCHES IN SEASON 5.

It’s encouraging to see a growing number and variety of Partners who are helping us with our sustainability journey, and / or have solutions which can help others. Season 5’s Sustainability Match, which will be our fourth, will aim to bring all of these Partner organisations together in our biggest celebration yet, welcoming everyone into the **Vipers family**, in the UAE Year of Family.



PARTNERS & SUPPLIERS

DESERT VIPERS IS PROUD TO HAVE FANTASTIC PARTNERS AND SUPPLIERS SUPPORTING OUR SUSTAINABILITY EFFORTS.

We extend an enormous **thank you** to all of our Partners, many of whom directly supported our Sustainability Match. If your organisation would like to get involved in helping Desert Vipers on their sustainability journey, please email sustainability@thedesertvipers.com.



OFFICIAL SUPPLIERS



APPENDIX

Element	Emissions (kgCO ₂ e)	Assumptions
Stadium		
Air-Con Coolant	0	Information from Dubai Stadium from Season 3 indicated that no air-con coolant is purchased by the stadium, as was previously presumed to be the case.
Electricity – Air-Con & Other	14,841	Information from Season 3 showed that an average of 44,433 kWh of electricity is used per match.
Fertiliser	455	Information from Season 3 showed that an average of 16 kg of liquid fertiliser and 133 kg of granular fertiliser is used per match.
Fuel – Pitch Machinery	100	Information from Season 3 showed that an average of 37 litres of diesel is used for pitch machinery per match.
Fuel – Generators	5,063	We received no data from Dubai Stadium for Season 4, so this number is presumed to be the same as Season 3 (1,875 litres of diesel per match).
Drink	1,191	Franchises must provide 1,752 litres of drinking water and 924 litres of soft drinks per home game. Partnering with Bluewater meant we saved on supplying another 480 litres of bottled water per game. Water was provided by Aqualy, with 5,309 bottles (330 ml) used per home match, with Tetrapak packaging weighing 106 kg (0.02 kg per bottle). The soft drinks consisted of 2,800 virgin aluminium cans weighing 33.6 kg (12 g each).
Food	3,735	Emissions = 3,735 kgCO ₂ e. There are many assumptions, which would be too many to list in this report. Please email sustainability@thedesertvipers.com for more information. This higher number than Season 3 is due to more people in hospitality.
Waste	3,025	Information from Season 3 showed that an average of 729 kg of general waste, 55 kg of cardboard recycling, and 8 kg of plastic recycling is collected per match.
Water	24	Information from Season 3 showed that an average of 17 m ³ of water is used per match.
Travel		
Fan Travel	13,569	Fan bus info (number & type of buses, fuel used, and number of fans) showed that buses travelled approx. 18,850 km = 2,356 litres (100% diesel). Fan travel surveys to model travel for other fans showed that: Cars = 40,124 km (assuming average petrol car), and Taxi = 273 km (assuming average petrol hybrid car).
Home Team Travel	98	Team bus & family bus distance and fuel information received showed that: Family bus: 69 km - 13.8 L - 100% diesel. Team bus: 69 km - 23 L - B5 diesel
Away Team Travel	99	Team bus & family bus distance and fuel info estimated based on DV's info: Family bus: 69 km - 13.8 L - 100% diesel. Team bus: 69 km - 23 L - 100% diesel
Kit		
League T-Shirts	3,607	3,500 jerseys (100% virgin polyester) at 100 g each given out = 350 kg (100% virgin polyester) 3,500 polythene packages for these shirts, at 5 g each = 17.5 kg polythene.
Replica Kit (Desert Vipers)	0	No new replica kits were given away in Season 4 of DP World ILT20 by Desert Vipers.

TOTAL CARBON FOOTPRINT FROM THE MATCH = 45,807 kgCO₂e



AUTHORS & CONTRIBUTORS

This report was authored by Ben Hardy-Jones and Yoganand Malligorai Kannan (both **Desert Vipers**).

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Published March 2026.