

PROJECT NAME: Using the World Cup and Large-Scale Events to Raise Awareness about the Importance of Reducing Food Waste

1. **Project duration: 24 months**
2. **Budget (C\$): \$425,000**
3. **Short statement of the issue(s) under this topic, need/gap identified; the project objective(s) and activities to address the issue; and expected outcomes and benefits/beneficiaries:**

Large public events (such as sports games, music concerts, and cultural celebrations that may take place at stadiums or other public gathering spaces) offer a unique opportunity for both promoting awareness of wasted food and engaging and activating a diverse crowd that might not have felt compelled to act on the issue before. Furthermore, large-scale public events require coordination and execution of massive food operations, and cities organizing such events face associated challenges with waste and materials management. The CEC can play a role by providing funding to develop outreach materials that will raise awareness of wasted food. These materials will be used by partners, such as local and municipal governments, event managers and organizers, sports venues, and other organizations.

The scale and continent-spanning setting of the 2026 World Cup (FWC26) presents a unique opportunity to meet project objectives and pilot support materials. Such materials would take the form of public-facing assets and a deployment guide for partners to use, leading up to and during FWC26, that highlight the issue of wasted food and opportunities for fans and residents to take action in their own lives to reduce wasted food. Findings from this pilot will enable the subsequent refinement of tools for use in other types of future large-scale public events in North America. A secondary project deliverable will be a social marketing toolkit containing guidance and messaging for partners to use in launching effective sustainability campaigns that capitalize on the setting and local surroundings of large public events, and producing highly visible, evergreen assets.

4. **Select the strategic pillar(s) from the 2021–2025 Strategic Plan that the project addresses:**

- Clean Air, Land and Water
- Preventing and Reducing Pollution in Marine Environment
- Circular Economy and Sustainable Materials Management
- Shared Ecosystems and Species
- Resilient Economies and Communities
- Effective Enforcement of Environmental Laws

5. Describe how the project uses strategic cross-cutting approaches in its implementation: Innovative and effective solutions and/or diverse and inclusive stakeholder engagement and public participation (including considerations of gender and diversity effects and opportunities, and youth):

The World Cup is one of the world’s largest and most-watched sporting events, and attracts viewers and attendees of all ages, genders, ethnicities, and nationalities and thus provides a unique opportunity to develop, use, and test public-facing assets and the deployment guide that will be prepared during this project.

This project also aims to develop generic materials that municipal and local governments, as well as event managers and organizers, sports venues, and other organizations can use for many types of large-scale public events, considering lessons from the World Cup.

6. Explain how the project can achieve more impact through trilateral cooperation:

All three countries will host various FWC26 matches and associated events. Beyond the World Cup, all countries also host large-scale public events that offer potential opportunities to raise awareness and motivate action on sustainability and reducing wasted food, both during the events and, more generally, in the daily lives of the attendees. The FWC26 events will likely draw attendees from all over North America, and many fans may travel to venues in multiple countries to view the matches. Common themes and calls to action in each city and country (“repeat exposure”¹) might very well lead to greater awareness and adoption of sustainable behaviors among the attendees.

In addition, providing a social marketing toolkit, along with customizable public-facing assets to support planning and delivery of food waste reduction-awareness campaigns at other large-scale public events, that include uniform guidelines for local and municipal governments, event managers and organizers, sports venue employees, etc., in host cities may lead to greater cooperation and coordination in promoting the sustainable management of food in using the World Cup as a catalyst event to create a larger community of practice, both internal to each country and across North America, as a whole.

1. Repeated exposure creates a sense of comfort or safety. The mere exposure effect is a phenomenon in which people like something more as a result of repeated previous exposure to it, however brief and fleeting.

7. **Describe how the project complements, or avoids duplication with, other national or international work:**

This work both complements and avoids duplication with work being done by FIFA – this work will complement any FIFA sustainability commitments. However, the toolkit and support materials will provide resources directly to the cities hosting World Cup matches, and thus supporting their own sustainability initiatives. Furthermore, other sustainability toolkits have been created by organizations like the Rockefeller Foundation, but those toolkits are specifically designed for large-scale events and do not focus exclusively on sports events. Likewise, several FWC26 host cities have sustainability and/or food waste-specific efforts or campaigns under way, so expert-crafted outreach and messaging associated with the World Cup will add value to those cities’ existing efforts. By crafting and sharing consistent sports-adjacent sustainability messaging, the project will provide complimentary assets to such partners (local and municipal governments of host cities, sports venues, and other organizations) who are involved in the planning and delivery of World Cup events. Lastly, the adaptable nature of assets and the content of the deployment guide will merit its use as a supplement to cities’ local capacities for sustainable management of food for other public large-scale events.

8. **Describe how the project engages traditional ecological knowledge (TEK) experts or Tribal/First Nations/Indigenous communities, if applicable:**

In areas where these large events also house large Tribal/First Nations/Indigenous communities, it is important for the guides and assets created by CEC to consider the traditional ecological knowledge that these community members can provide. Sustainable, responsibly run events should benefit all who live in the community by ensuring no additional ecological harm results from the production of said events.

9. **Describe how the project engages new audiences or partners, if applicable:**

This project enables the CEC to leverage current relationships and engage with new partners. CEC has worked with several governments and government-adjacent organizations on past CEC projects on various environmental topics (i.e., Metro Vancouver, City of Toronto, Clallam County in Washington State, the city of Merida in Mexico, etc.). In creating FWC26 public-facing assets and a deployment guide, along with a social marketing toolkit and customizable assets for use at other events, this project allows for engagement beyond what the CEC has offered in the past and may foster more collaborative outreach. In addition, CEC has not previously undertaken project activities that have focused on reducing wasted food at public large-scale public events, so this effort will engage those new partners and new audiences. Furthermore, the whole of material under this project will reach new audiences that the CEC has not communicated with – attendees of sports and other public large-scale cultural or of other nature events.

10. Identify the designated partner agencies or organizations committed to implementing this project, as well as other organizations that could be involved, or benefit from it, including through outreach efforts, collaborations or partnerships (e.g., federal agencies; other levels of government; academia; NGOs; the private sector; civil society; and youth):

Lead agencies or organizations	Country
US Environmental Protection Agency (EPA)	United States
US State of Department	
Environment and Climate Change Canada	Canada
<i>Secretaría de Medio Ambiente y Recursos Naturales</i> (Semarnat)	Mexico

Other organizations/individuals (<i>potential</i>)	Country
Local stadium operators in FWC26 host cities	US/Canada/Mexico
Local venues supporting FWC26 in select cities	US/Canada/Mexico
Local governments in FWC26 cities	US/Canada/Mexico
Green Sports Alliance or similar organizations	US/Canada/Mexico
FIFA Local Chapters	US/Canada/Mexico
Nonprofits working in cities on food waste reduction (i.e., BAMX)	US/Canada/Mexico

11. In the following table, describe: the project objective(s) and the activities and subtasks planned to achieve the objective(s); the corresponding outputs, expected results and how they will be measured (performance measures); baselines (if known), and targets by end of the project; and the timeline and budget:

OBJECTIVE 1	Provide local governments, communities, and other stakeholders tools to design and implement social marketing campaigns to reduce FLW, during large-scale, city-wide events
Activity 1 Budget Year 1 and Year 2: C\$250,000	FWC26 Food Waste Reduction Awareness-Raising Campaign Development and Deployment Budget Year 1: \$105,000; Year 2: \$145,000
Output(s)	<ol style="list-style-type: none"> 1. Develop FWC26 assets and assets deployment guide: <ol style="list-style-type: none"> a. Suite of customizable assets (digital content, printable content, and out of home ads) to raise awareness and motivate action to reduce wasted food that can be used at FWC26 games, including posters, ads, social media, infographics, etc. b. Accompanying guide on how to deploy the assets in section 1a. 2. Establish a FWC26 technical advisory group of key international, regional, state, city/local partners (government, NGO, private sector) that will provide feedback on FWC26 materials, suggest partners and messengers to engage, and pilot the assets during the World Cup. 3. Outreach to stakeholders (local and municipal governments, event managers and organizers, and others) in 16 cities hosting World Cup matches to share assets and deployment guide. 4. Summary report evaluating FWC26 campaign implementation, including metrics on campaign implementation, such as asset quantities, modes, placement, engagement, views, etc.
Expected results, performance measures	<ol style="list-style-type: none"> 1. The assets and assets deployment guide from activity #1 and the social marketing toolkit from activity #2 and will have been used by at least 10 cities during the World Cup (striving for at least 1 city per North American country) 2. Increased awareness about food waste by World Cup fans 3. Increased awareness by residents of local efforts and local educational campaigns focused on food waste prevention 4. Data and anecdotal evidence of the effectiveness of the campaign will be made available to stakeholders.
Baseline (current status), if known	<ol style="list-style-type: none"> 1. No food waste campaign has been carried out at the World Cup.

	2. As of 10/8/24, various fragmented working groups have assembled with various sustainability ambitions for World Cup events, i.e., FIFA local committees in host cities (local, international spread); Subworking Group on Sustainability under the White House Council on Global Sports (USGOV).	
Target (by project end)	Develop, promote, and implement a food waste reduction awareness-raising campaign during World Cup.	
Subtask 1.1	Create a FWC26 working group, which would include local and municipal governments, event managers and organizers, and others involved in education and marketing around World Cup events.	When: Year 1
Subtask 1.2	Develop World Cup digital assets, deployment guide for those assets, and publish them on the CEC website.	When: Year 1
Subtask 1.3	Provide outreach and assistance to stakeholders (local and municipal governments, event managers and organizers, sport venues, and others) in host cities on digital assets deployment and partner engagement opportunities.	When: Year 1 and Year 2
Subtask 1.4	Summary report of campaign outcomes to be published on CEC website.	When: Year 2
Activity 2 Budget Year 1 and Year 2: C\$110,000	<p align="center">Develop a social marketing toolkit and customizable assets to support Planning and Delivery of Food Waste Reduction Awareness-raising Campaigns at large-scale public events</p> <p align="center">Budget Year 1: \$0; Year 2: \$110,000</p>	

Output(s)	<ol style="list-style-type: none"> 1. Food Waste Reduction during public large-scale events: A Social Marketing Toolkit <ol style="list-style-type: none"> a. Guidance regarding how to capitalize on large-scale events to reach attendees with messaging to raise awareness and motivate action at the consumer level to reduce food waste. b. Guidance on how to approach developing a campaign associated with a large-scale event, including messaging, materials, partnerships, conducting pilots, etc. c. Messaging examples to raise awareness and motivate consumer action. d. Customizable digital assets such as posters, digital ads, social media, infographics, out of home ads, etc. that raise awareness of the importance of reducing food waste with related guidance for their deployment. e. Evaluation guidance including common key performance indicators for measuring performance. f. Guidance on budgeting and estimating costs related to social marketing at public large-scale events. 	
Expected results, performance measures	More stakeholders (local and municipal governments, event managers and organizers, and others) will use social marketing to design campaigns and interventions to raise awareness and motivate action that will reduce food waste amongst attendees and citizens of host cities at large-scale public events.	
Baseline (current status), if known	Current availability of social marketing toolkits, of the public awareness of wasted food, and of the education for fans and citizens at large events, varies from city to city.	
Target (by project end)	Publish and promote Social Marketing Toolkit and associated assets.	
Subtask 2.1	Consult existing resources/toolkits (Rockefeller Foundation green guide, EPA toolkits, etc.) to ensure there is no duplication and that work is additive.	When: Year 2
Subtask 2.2	Develop a Social Marketing Toolkit and assets, and publish them on the CEC website.	When: Year 2

Activity 3 Budget Year 1 and Year 2: C\$65,000	Continued outreach, promotion, and awareness-raising of CEC products related to FLW reduction Budget Year 1: C\$40,000; Year 2: C\$25,000	
Output(s)	Continued dissemination and use of new and existing CEC FLW content and assistance or support to stakeholders in the uptake of this content (priority will be given to local governments and communities, including Indigenous communities).	
Expected results, performance measures	Enhanced awareness of FLW issues in North America, facilitate dissemination and use of related CEC material to support FLW reduction, and address stakeholder demand for assistance in using CEC FLW resources and raising local awareness.	
Baseline (current status), if known	<ul style="list-style-type: none"> • Through past projects, the CEC has developed and promoted content to support FLW reduction activities in North America, including foundational studies, the Food Matters Action Kit, and the Guide on How and When to Measure FLW. • Following the success of these past CEC FLW projects and awareness-raising focused actions and campaigns, and considering the leadership and visibility achieved, this activity will assist local policymakers, communities, and other stakeholders in designing and implementing campaigns to stimulate behavioral changes to reduce consumer FLW. • Opportunities exist to continue CEC support for the dissemination and uptake of both new and existing content that will help foster FLW reduction across North America, and thus this project responds to the interest expressed by the stakeholders, allowing the CEC to address the current momentum by supporting the growing demand for CEC leadership and FLW resources. 	
Target (by project end)	Ensure that interested groups are aware both of new and existing CEC FLW content, and able to access, understand, and use this content (e.g., via training, the translation of relevant material, hardcopy materials, etc.).	
Subtask 3.1	Provide editing, translation and other services to support publication and dissemination of CEC relevant products.	When: Year 1 and Year 2

Subtask 3.2	Promote new and existing CEC FLW content via CEC-hosted webinars, workshops and meetings (with simultaneous interpretation, as needed), other third-party events, the use of social media, as appropriate.	When: Year 1 and Year 2
Subtask 3.3	Ensuring the right support to relevant stakeholders' requests, related to the use of CEC FLW resources. Priority will be given to requests from local governments and communities (including Indigenous communities).	When: year 1 and year 2
Subtask 3.4	Printing and mailing of relevant CEC material, upon request.	When: year 1 and year 2

12. Describe post-project expected impacts:

Expected impact (by when: March 2027)	SMART performance measure(s)
By the end of the project (Year 1), the Toolkit will be complete and its use promoted.	The CEC has promoted the social marketing toolkit by placing it on the CEC website and promoting it through CEC networks.
By the end of the project (Year 2), the Assets will have been developed and used in cities in all three countries that are participating in the World Cup.	The CEC has promoted the assets by placing them on the CEC website and promoting the assets through their networks.
By the end of the project (Year 2), a summary document on the effectiveness of the assets used during the World Cup will be completed.	The CEC has datapoints to reference on the effectiveness of the assets at the World Cup events.

By the end of the project (Year 2), a working group will have used the toolkit, piloted the assets in the World Cup, and created a network in which they share best practices on planning for future large-scale events.

A working group has been created that includes representatives from cities in which World Cup events are hosted. This group will have used the toolkit, piloted the assets in their respective cities, and created a network in which they share best practices for future large-scale events beyond the World Cup.