

ACC creates an innovative campaign “#LBnW – Leave Behind No Waste” with support from BCCI for India-New Zealand series

Supports the Swachh Bharat Mission through its in-house waste management arm Geocycle

- Stadium to be cleaned up after match by ACC’s in-house waste management arm Geocycle
- Launches a new film as part of campaign to showcase how ACC is making Cricket more sustainable in India #Leavebehindnowaste

26th November 2021: ACC Ltd has partnered with the Board of Control for Cricket in India (BCCI) to take on the onus of collecting and managing waste, during the first India vs New Zealand test series match which will be held on 25th November 2021 at Kanpur’s Green Park Stadium.

ACC has encapsulated the entire idea led by a digital film titled ‘Leave behind No Waste’ depicting the brand teaming up with its waste management arm, Geocycle to collect and co-process all the plastic waste which is left behind in the cricket stadium. The voice in the film has been lent by the renowned veteran actor and voice-over artist, Piyush Mishra.

In the film, the cricket term of getting ‘OUT’ is used in juxtaposition with the plastic waste that does not get OUT easily from the environment. The brand then takes charge to throw out the single-use plastic from the stadium to be re-purposed and safely managed in its cement kiln. A challenging game environment has been created between ACC and plastic waste, where the former succeeds in stimulating a greener and smarter environment.

Mr. Sridhar Balakrishnan, MD & CEO, ACC Limited said, “Cricketing events create massive amounts of waste and have a large carbon footprint. Our collaboration with BCCI, brings us a step closer to building a cleaner future and also supports Swachh Bharat Mission through Geocycle. Through this film, we want to give out a message about how we can make sports more sustainable. Aligned to our net zero vision, we will continue our efforts to provide safe waste management solutions to industries and municipalities while meeting the highest standards of health, safety and sustainability.”

The match is expected to create approx. 2 tonnes of single-use plastic waste. Enabling a circular economy model, the collected waste will be co-processed to generate fuel through Geocycle’s safe waste management solutions. This technology is recognized globally and is one of the safest methods of waste management. By supporting ACC with its expertise and knowledge, Geocycle is leading the way in making the planet a better place for future generations.

For more than a decade now, ACC is at the forefront of providing waste management solutions to stakeholders, communities and industries. Through the co-processing technology, ACC provides a ‘Zero Landfill’ solution that doesn’t create any additional emissions and in addition avoids soil contamination, water and air pollution coming from landfill sites, recovery of energy and minerals from the waste materials.



About ACC

ACC Limited, a member of the Holcim Group, is one of India's leading producers of cement and ready mix concrete. It has over 6,400 employees, 17 cement manufacturing sites, 80 concrete plants and a nationwide network of over 50,000 channel partners to serve its customers. With a world-class R&D centre in Mumbai, the quality of ACC's products and services, as well as its commitment to technological development, make it a preferred brand in building materials. Established in 1936, ACC is counted among the country's 'Most Sustainable Companies' and is recognised for its best practices in environment management and corporate citizenship. With sustainability at the core of its strategy, ACC is the first Indian Cement Company to sign the Net Zero Pledge with Science Based Targets.