



Information on ICC project Wildfire

As CEO of Swedish Cricket Federation, I have been chosen to participate in an ICC project called "project Wildfire". Partly thanks to the amazing development that the federation has had over the past five years, but partly also for my appreciated efforts in contact with ICC and ICC Europe. The project is initiated by ICC and to lead the process they have taken help from the company Rowboat, who is used to facilitate development projects based on the model "human-centered design".

The ICC seeks to answer the question: ***"how might we make participation in cricket grow like a wildfire and take root throughout the world in order to make cricket the world's fastest growing sport"***.

ICC has initiated this project since they see that cricket participation is decreasing in the world. The challenges one sees globally is that cricket takes too long to play, experienced by many as boring and difficult to understand, it's too man-dominated and too focused on high-performance. The size of the cricket ground is also limiting for the development since much space is required which is difficult to find in our cities and will be even harder in the future. Therefore, the project has been created and goals and purpose begin to take shape:

"We're going to reimagine cricket by stepping outside the tradition of the industry."

"We want to make cricket a fun and meaningful part of people's lives by making it accesible to anyone, anyhow, anytime."



The project will continue till the end of the year, initially, and is being run by an "ICC core team" who meets every week, then there is an advisory group where I'm one member and beyond that, there will be networking with others in the cricket world that will give feedback and test new things. In the advisory group, apart from me, the members are ICC managers, but also leaders from the West Indies, UK, New Zealand, Uganda and Australia.

What we in the project can see so far is that we have to reimagine the sport in order to be able to meet the cricket players of the future - no matter where you live, how you want to play cricket or whoever you are. The sport needs to be more



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entertaining, faster and will require other types of places to play. It is largely about changing the culture of what is "real" cricket, what is needed in grounds and equipment as well as who we are welcomed into our clubs. But it will also be required to dare to change structure and control systems. There has to be a global change around this as well as national, so it is particularly important that it is the ICC that has initiated and lead this work at this point. All these parts meet and create the cricket of the future based on the needs and wants of our target groups. The soul of cricket must remain but it will be necessary to dare to broaden us, create new formats, new rules, new concepts about what a cricket ground is, etc. The traditional way of playing cricket will be included in the cricket of the future, but what we create in the future will be add-ons to that.

We see in many parts of the world, like UK and Australia, that there is a big cricket movement but which do not want or haven't got the opportunity to join the official cricket organizations or ICC at present, this in partly because of how ICC allocates their funding. This includes street cricket. We also see that indoor cricket is growing strongly, but there is a perception that this is not "real" cricket. As two examples.

The idea of "human-centered design" is about incorporating new perspectives and LISTEN to what the target groups in fact want with their, in our case, spare time and cricket, BEFORE we develop solutions. It will probably mean that brave decisions will need to be made to make it possible for a change - at global, national and local level, patience will be required and we will need to let go of control to create a sustainable and inclusive movement built by players, leaders, scorers, elected representatives, etc. that are filled with motivation, passion and joy for the sport. Everyone is equally important on the journey towards the cricket of the future.

The ICC is now in full swing and will by the end of the year have done the last parts of the charting; do deep interviews, keep online communities all over the world and then compile all that emerges. Then it will be time to start testing different ideas to meet people's wishes, lifestyles and needs. (Read more in separate presentation)

The entire mapping work at ICC actually began this spring, as we in the ICC Global Leaders Academy with 26 leaders, surveyed and read various reports and studies on sports, cricket and recreational activities at large. Initially, focus was on girls ages 8-12, but in "project wildfire" it's all potential participants we're targeting. All this is also included in the project.

For Swedish Cricket then, what does this mean? We in Sweden have the great opportunity to participate in this work, which means that some of our time in the office will be spent on this project until Christmas. But ICC stands for all other costs.

I see that what we get out of this will be very valuable for the development of cricket in Sweden. I also see the value of positioning us within ICC Europe and ICC. This is completely in line with a long-term structure for the continued development of our federation and for creating strong and viable clubs.



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There will be many who will have the opportunity to participate in the development in different ways. It can be about testing new forms of cricket (street cricket, ice cricket, midnight sun cricket, etc.) or give feedback on different suggestions. We will also be able to share the results of the charts so that you can translate it into your club immediately. This will be connected with and apart of the plans we have for the coming years and for the projects and funding we receive from Riksidrottsförbundet. More about this comes after hand. This starts now and how exciting to see where we are 2025, right? What a trip we have in front of us - both for us in Cricket Sweden but also for cricket globally!

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