



TACKLE Good practice identified during action A1



Number/code: OM/E10

Title: The bio-plastic cups

Guidelines section:

Governance

Operational management

Context of the event

Procurement

Event

Mobility and logistics

Stadium management

Description

Philadelphia Eagles is an American club of the National Football League that in 2003 started the program “Go Green” in order to be more environmentally responsible. In particular, among others, they focused on an intensive recycling program, whose cups created from bio-plastics represent one of the efforts.

Environmental benefits

The measure allows the club to reduce significantly the amount of plastic usage.

Economic benefits

The practice adopted by Philadelphia Eagles allowed to reduce the costs associated with the collection and disposal of waste.

Applicability and replicability potential

The practice can be potentially applied even in other contexts. The replicability is possible.

Source

PHILADELPHIA EAGLES - Go Green 2018 Report

PHILADELPHIA EAGLES - Play book Go Green