

Practice to be assessed and included in the Guidelines

Number/code: OM/E18

Title: REUSABLE CUPS FOR DRINKS

Guidelines section:

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management		
		<input type="checkbox"/>	<i>Context of the event</i>	<input type="checkbox"/>	<i>Procurement</i>
		<input checked="" type="checkbox"/>	<i>Event</i>	<input type="checkbox"/>	<i>Mobility and logistics</i>
		<input type="checkbox"/>	<i>Stadium management</i>	<input type="checkbox"/>	

Description:

A key waste-avoiding measure is the implementation of a reusable cup system. The key areas are the drinks counters in public viewing areas. The advantages of a reusable cup system are plain for all to see. Provided there is an adequate collection and cleaning system, one cup can be used several times at one tournament. The use of reusable cups is also an important environmental signal to fans.

Example:

1) Danish experience

As part Copenhagen's current Resource and Waste Management Plan (2013-2018), the city administration has partnered with event organizers to test reusable cups to replace single-use plastic cups. The concept has been tested at a few small events and one large two-day festival in Copenhagen in 2018.

The concept is adding an extra step of logistics to the event-management since reusable cups must be returned washed after use. However, it adds several benefits including lower CO₂-emissions, higher user satisfaction, less cleaning and a potential economic benefit.

A user evaluation conducted at the two-day festival in Copenhagen shows that 98% of the participants would like festivals in general to replace single-use cups with reusable cups.

So far, the use of reusable cups is not widely implemented in Copenhagen or Denmark. The national stadium located in Copenhagen has rejected the possibility due to lack of space and resources to replace single-use cups with reusable cups. However, on December 17, 2018 the City Council discussed banning single-use plastic cups at events in city streets and parks. The Council was generally positive towards a ban, but the decision was postponed in order to make time for a deeper investigation into consequences for smaller venues and a public hearing. The final decision is expected in the summer of 2019. No matter the outcome, stadiums and private venues are *not* affected by this but will still be encouraged to use reusable cups and minimize single-use plastics. Outside locations next to private venues, such as the park next to the national stadium, *will* be affected by the expected ban. Further, procurement at the city's own events will also be affected.

Roland Garros: Spectators are given *Ecocup* reusable cups to cut out single-use cups, a simple strategy that has also led to economic savings. The objective of this study is therefore to propose a decision support tool to select the best mode of packaging to serve drinks according to the environmental, economic and logistical constraints of each event organizer or to understand the conditions to be met to reduce environmental impacts. It will also be necessary to check if sufficiently strong arguments can be developed to support the prohibition to use disposable crockery within some or all of the events.

2) Fédération Française de Rugby: Set up of cups for the Tour de France November 2013 at the Stades de France and Océane 4.5 m³ of waste avoided.

3) Women Football World Cup Germany 2011: as part of Green Goal 2011, all alcoholic drinks were served in entirely **unbranded cups**. These cups had already been used at other events and can be used again at future events. From an environmental point of view, this was an important step forward with regard to avoiding waste and recycling. Additionally, around 300,000 branded cups were produced for the FIFA Women's World Cup. Eleven percent of those were taken home by fans as souvenirs. The remaining cups were bought up by the beverage sponsors and donated to amateur football clubs. Reusable cups were also used for the catering of volunteers and in the media and VIP areas.

4) Less Glass: Less Glass is a project led by the municipality of Genova that concerns the re-use of plastic glasses for all the businesses and consumers that are willing to be involved, in order to reduce the amount of non-biodegradable waste produced in the economy. The requirement is just 1€ of deposit for consumers who can decide both to return the glass or keep it for themselves. The initiative started with local businesses (such as bars) but it can be extended even to sports events as football matches both inside and outside the stadium.

Environmental benefits:

A life cycle assessment (LCA) was conducted in Denmark in the frame of FORCE project to compare a number of scenarios with either reusable cups or single-use cups. The overall conclusion from using reusable cups instead of single-use cups based on experiences from a festival in Copenhagen shows that reusable cups need only three use-cycles before becoming an environmental benefit. The study compares single-use cups made of PET at a weight of 12,5g. The reusable cups are made of PP and weigh 41g. Former studies confirm this conclusion. Our results show that if an event with 50.000 servings replaces single-use plastic cups with reusable cups it can save 2.000 kg CO₂. Overall, the LCA shows that the environmental footprint is 60% lower with reusable cups compared to single-use cups.

Economic benefits:

There are potential costs and profits from introducing reusable cups. The experiences from Copenhagen shows that large events can generate profit but smaller events (less than 2,000 servings) are more likely to experience increased cost.

Profits can be generated from securing collection of cups during the event or by nudging participants to donate cups to the event or to charity. The market for reusable cups and washing solutions is expected to increase with a ban on single-use cups.

Applicability and replicability potential

The measure could be replicated in every stadium.

Source

Life cycle assessment of reusable cups in Tivoli, Force Technology, 2011

[FIFA WOMEN WORLD CUP GERMANY 2011](#) (pag. 36 -37)

[LESS GLASS - FB page](#)

[LESS GLASS - News](#)

[NRDC Report - Game Changer](#)

[French Ministry of Sport](#) (p.11)

[Strategie De Development Durable and Responsable](#) (p.12)