



TACKLE



Good practice identified during action A1

Number/code: OM/E7

Title: The exchange machine PET bottles for tickets

Guidelines section:

Governance

Operational management

Context of the event

Event

Stadium management

Procurement

Mobility and logistics

Description

The Brazilian Football Confederation, in collaboration with the Ministry of Environment, established the Green Cup, which is a “football match championship” for teams from the North and Midwest regions of the country in which the competition is based on the complement of a set of actions that foster environmental awareness through activities such as recycling materials.

Part of the efforts made by the Green Cup resulted in an innovative exchange machine in which fans, before and after match events, could exchange PET bottles for tickets.

Environmental benefits

The exchange machine allowed to collect and send in total 1,951 kg of plastic bottles to four different cooperatives affiliated to the national recyclable waste pickers movement.

Economic benefits

The implementation of the exchange machine allowed to reduce costs in the collection and disposal of the plastic bottles.

Applicability and replicability potential

The practice can be potentially applied in any country and in any national football league as long as the government is really concerned and interested to exploit Football as an educational tool for sustainability both for fans and sports clubs.

Source

GREEN CUP - Brazilian Football Confederation