

FIFA 2026 : A game changer in the shift from Single-Use to Reuse

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Reuse in Canada

A growing sector with reuse service providers across the country

- Restaurants
- Campus, cafeteria
- Catering
- Events



Reuse in Canada

- **Stadiums & arenas**
- **Events and festivals**



Brantford Bulldogs

Reusable cups at hockey arena for poured drinks since March 2024

- Avoided 5,200 single-use cups in 2024
- Friendlier unbranded cups, washed off-site



Photos: Friendlier

DreamZer

Pride Toronto

Custom reusable cups used at two event stages of major festival in 2024

- 27,645 single-use cups avoided
- Washed off-site by Muuse
- Loss rate cut in half 2023 → 2024



Photo: Cupko

Piknic Électronik

Summer music festival & first major event in Canada to use reusable cups

- **600,000 single-use cups since 2013**
- Cupko custom cups, washed off-site
- Cash deposit



Formula 1 – Montreal

- Reusable cups since 2021

National Bank Open – Tennis

- Reusable cups since 2022
- Avoided 44,000 single-use cups in 2023



Photo: Muuse

Evergreen Brick Works

Reusable dishes & cups provided for farmers market, festivals

- Avoided more than 147,000 single-use items
- 95% or higher return rate
- Muuse unbranded foodware



Photo: Al Yosh

BC Place

Reusable cups in premium spaces of stadium

- **+20,000 cups avoided Jun - Dec 2024**
- ShareWares unbranded cups
- Washed off-site



Photo: ShareWares

FIFA World Cup 2026



FIFA World Cup 2026

Toronto Stadium

6 games

45,000 capacity

BC Place

7 games

54,000 capacity

Fan Festival

25-30 days

15 - 25,000 capacity

Fan Festival

25-30 days

15 - 25,000 capacity

Toronto: BMO Field

Currently:

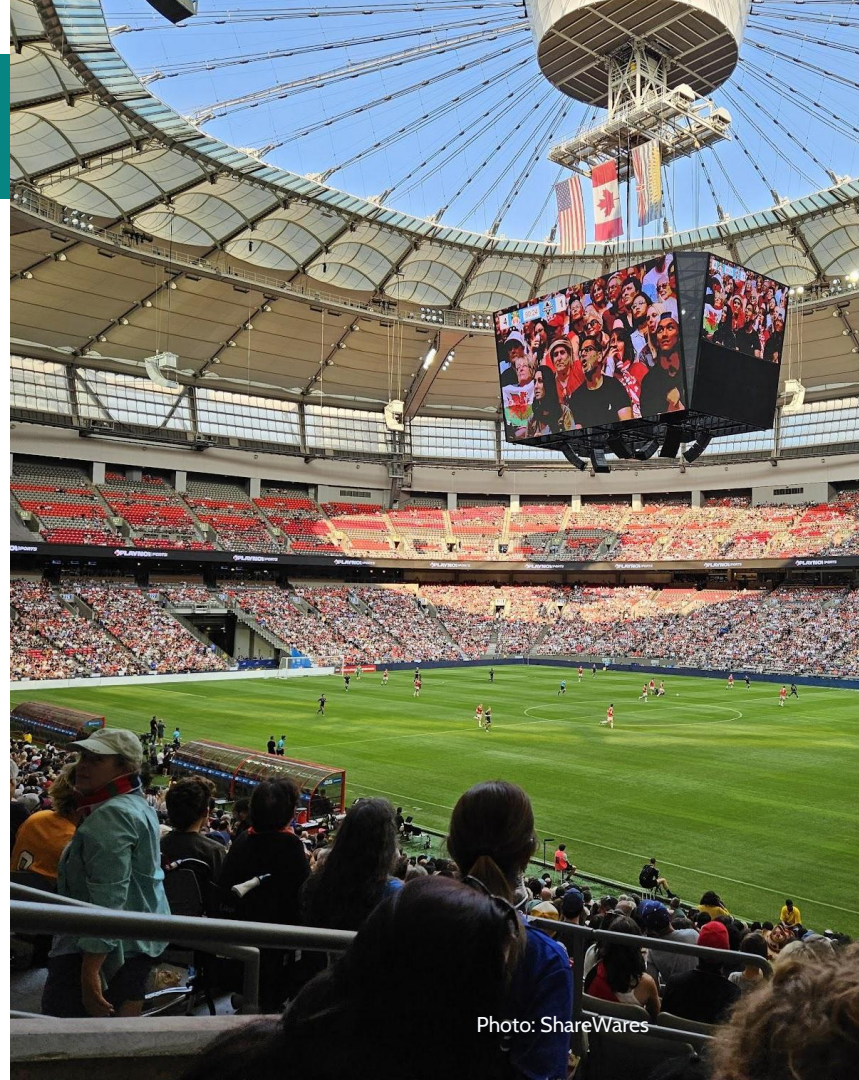
- Single-use aluminum cups
- Single-use foodware
- Packaged drinks: cans, plastic bottles



Vancouver: BC Place

Currently:

- Single-use aluminum cups
- Single-use foodware
- Packaged drinks: cans, plastic bottles
- Reusable cups in premium spaces



FIFA World Cup 2026 – Potential

Adopting reusable cups
in Toronto and Vancouver
for FIFA WC 2026 could prevent
2.3 million single-use items
and **42 tonnes of waste.**

FIFA World Cup 2026

Challenges

- Large crowds
- One-time audience
- Multiple sites
- Many partners

Benefits

- High waste impact
- High community impact
- Focused attention
- Big team to make it work

Replace all single-use with reuse

- Alcohol and non-alcohol
- Packaged plastic bottles & aluminum cans



Free, accessible water

- Water fountains, bottle refill kiosks
- Allow empty water bottles



Reusable foodware

Stadium

- premium spaces, concessions

Fan Festival

- for all food trucks, vendors



Photo: Chantal Stepa

Streamline waste and reuse services across all sites



Choose reusables that can be used across all FIFA sites (& beyond)



Photo: Muuse

**Provide reusables for
free and avoid deposits**



Photo: Raj Jais

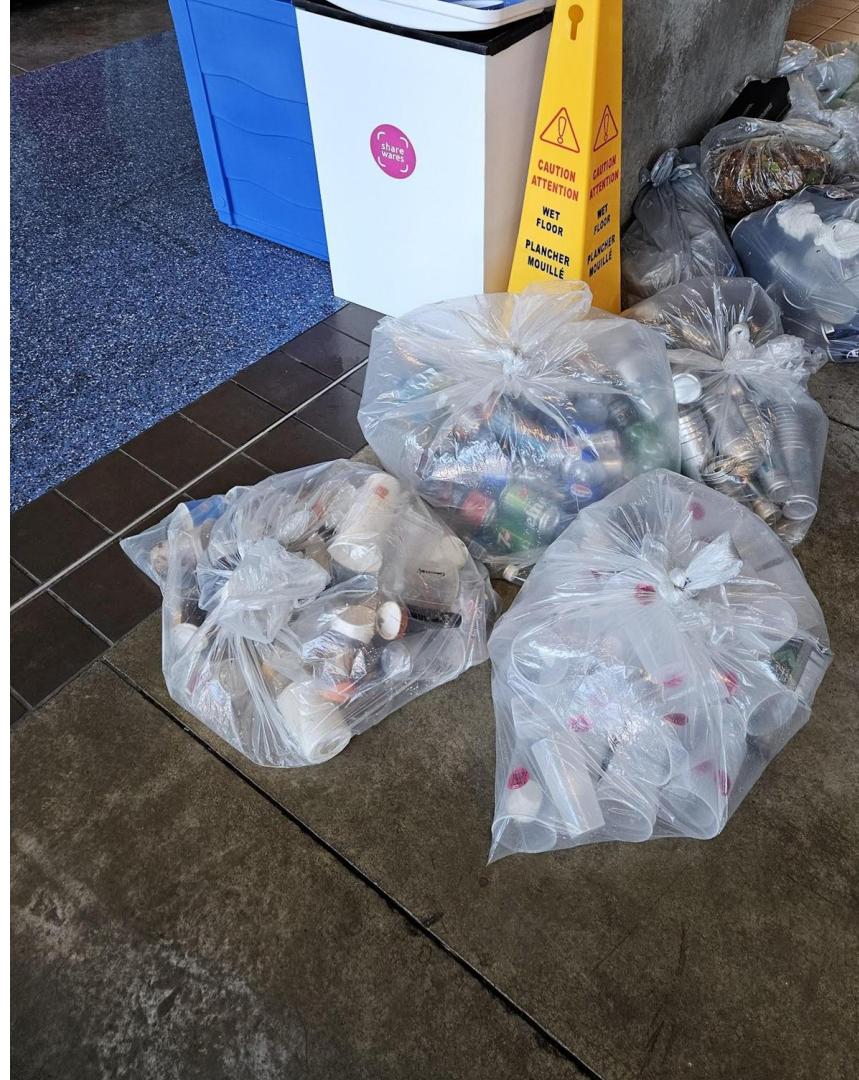
Make returns easy and accessible



Photo: Bold Reuse

Plan for additional waste sorting during and after event

- To recover reusables
- Reduce contamination
- Increase diversion



Engage partners, site staff, vendors and volunteers in the reuse program



Photo: Cupko

Use multiple channels of communication



Photo: Bold Reuse

Conduct pilot tests in 2025

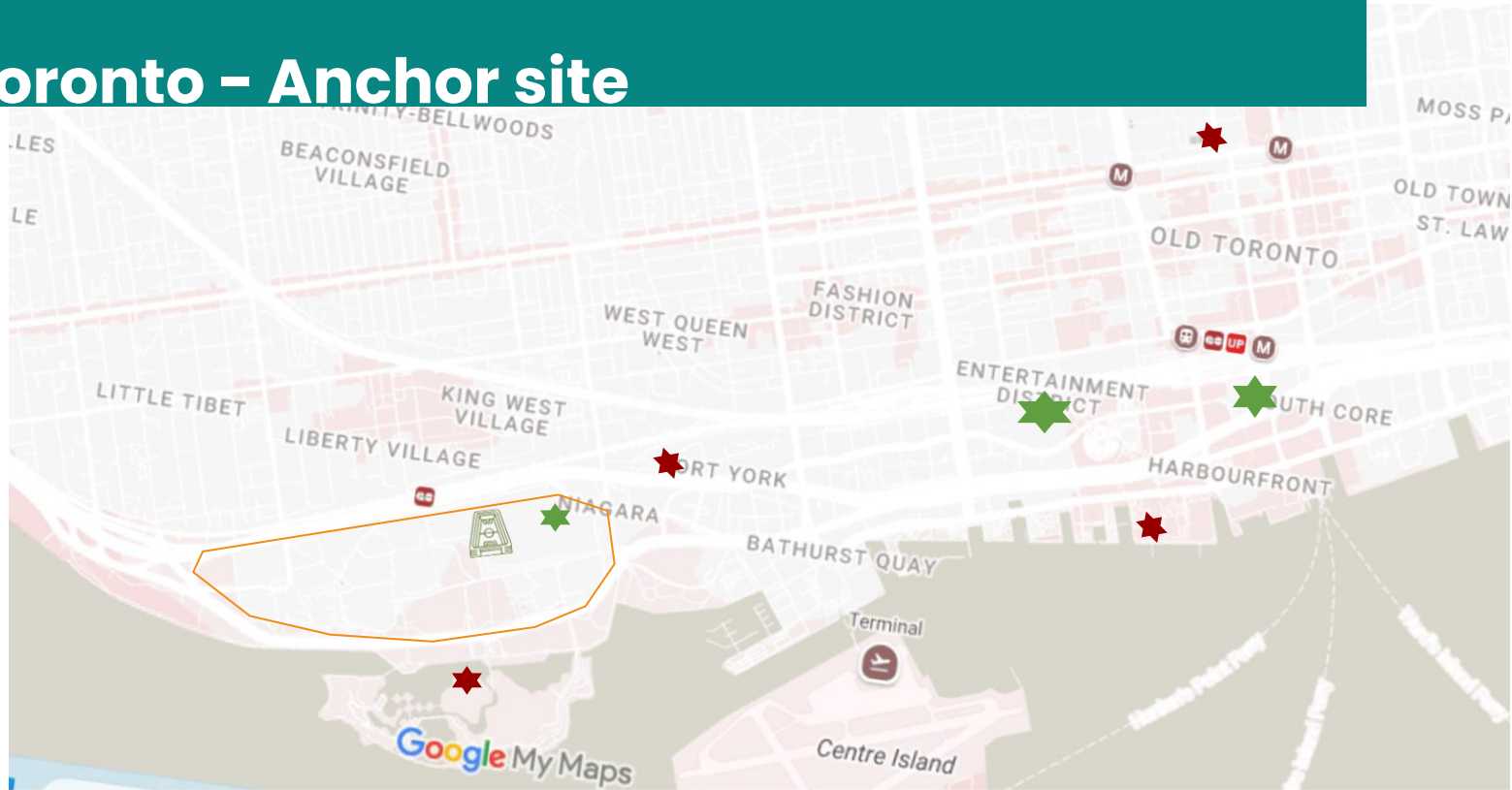


Photo: Bold Reuse

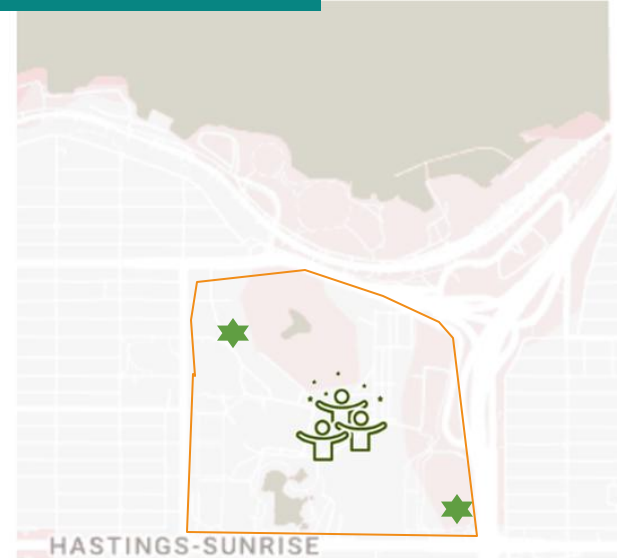
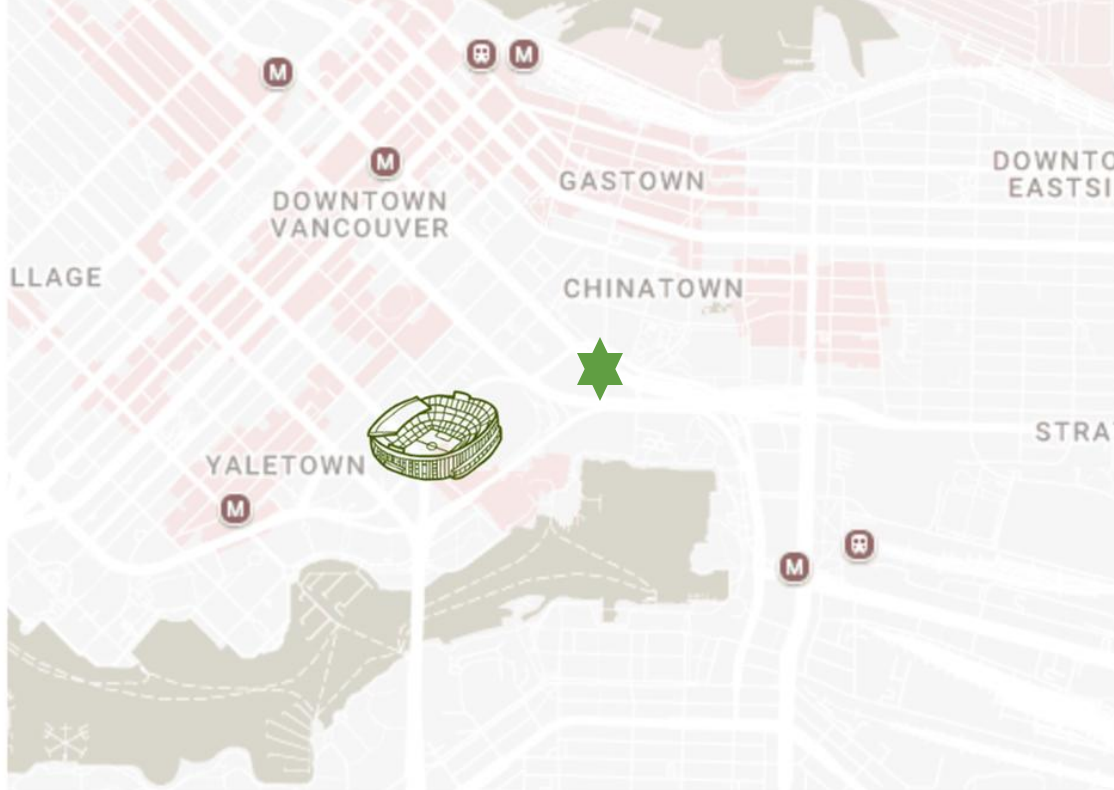
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Toronto - Anchor site



Vancouver – Anchor site



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A summary of findings from a forthcoming report by the Toronto Environmental Alliance (TEA) for Environment and Climate Change Canada.

**Findings and recommendations are solely those of TEA*

For further details, including sources of information, please contact:

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