



Implementing Reuse at Stadiums



The Waste Challenge in Sports & Entertainment

- In the US, live events generate over **4 billion single-use cups**¹ in waste each year.
- Canadians are estimated to **throw out 1.6 billion single-use cups**² each year.
- A **FIFA World Cup match** - especially in the later stages - can generate up to **10-15 metric tons of waste per game**.³
- Some estimates³ go up to **20 tons for finals**.³
- In other words, **each fan produces about 2-3 lbs**³ (0.9-1.4 kg) per match.
- **It all adds up. The bigger the event, the bigger the waste problem.**

Source of data: ¹<https://upstreamolutions.org/reuse-wins-at-events>

²<https://oceanacalifornia.com/blog/canadas-proposed-ban-on-single-use-plastics-does-not-go-far-enough-fast-enough/>

³<https://fastcompany.com/news/80-of-waste-from-fifa-world-cup-qatar-2022-stadiums-has-been-recycled/>

A hand holding a clear plastic cup filled with a beverage and ice. The cup has a green logo that says "r.cup" and a slogan "A better future is in your hands". The background shows a large stadium filled with spectators, suggesting a sports event.

Reuse is the solution.

Large-scale reuse can be easy to implement. If done right.
Stadiums love it. Teams love it. Servers love it. Fans love it. Cities love it.



r.World's Speciality: Reuse at Large Scale Sports Venues

Some sports venues r.World has successfully implemented reuse at include:

Coors Field - Denver	USC Memorial Coliseum - LA	Lucas Oil Stadium - Indianapolis
Crypto Arena - LA	Geha Stadium - Kansas City	Qualcomm Stadium - San Diego
Rose Bowl - LA	Manchester Arena - UK	Mercedes Benz Superdome-New Orleans
Hard Rock - Miami	O2 Arena - London	Enterprise Center - St. Louis
US Bank Stadium - Minneapolis	Prudential Center - NJ	T-Mobile Arena - Las Vegas
Aloha Stadium - Hawaii	Bell Center - Quebec	SAP Center - San Jose
Kia Forum - LA	Centurylink Center - Omaha	Bridgestone Arena - Nashville
Infinity Energy Center - Atlanta	Wells Fargo Center-Philadelphia	TD Garden - Boston
State Farm Stadium - Phoenix	Fiserv Center - Milwaukee	Foro Sol - Mexico City
Uber Arena - Berlin	Levi-Stadium - San Francisco	UC-Berkeley Football Stadium - SF
Soldier Field - Chicago	Madison Square Garden - NY	MetLife Stadium - NY



Reuse wins by every environmental measure.

Worst to best based on CO₂ emissions, toxins, water use, and amount to landfill:



**FUN
FACT:**

Our reusable cups can be used 300X or more!

Zero waste with zero hassle.



**Optimized for
Environmental
and Operational
Excellence.**

Our streamlined system makes it easy to reuse and unlock value.

Comprehensive, Turn-Key Implementation & Advanced Systems

From delivery and set up>

To implementation>

To collection>

To sanitization, inspection and redelivery. Repeat>



Local Wash Hubs powered by Ecolab sanitization for maximum confidence.

We provide everything you need for high return rates, including staff training, marketing, and a dedicated local team.

r.World Wash Hubs

We're building the national reuse infrastructure — and the culture of reuse.



Who We Service

- Stadiums
- Arenas
- Sports/Games
- Music Events
- Festivals
- Movie Theaters
- Corporate Campuses
- Convention Centers
- Schools
- Studios/TV/film productions
- Restaurants/cafes/ breweries
- Government agencies
- Aquariums
- Museums
- Zoos
- Food Courts
- + more!



Environmental Impact Report

FIFA

June 2025



SINGLE-USE CUPS
ELIMINATED:

53,288



GALLONS OF
WATER SAVED:

19,268



POUNDS OF
CO₂ ELIMINATED:

2,208

LITERS OF
CRUDE OIL SAVED:

1,255



5,179

KWH OF
ENERGY SAVED

A better future is in your hands.

Tell your story.
See your impact.

Source of data: Reuse Wins at Events Report:
<https://upstreamolutions.org/reuse-wins-at-events>

Sample report: Large stadium potential
impact per match (94% return rate)

We're making a real difference.

LEADING THE WAY
IN REUSE SINCE
2017

35+
YEARS
OF SUSTAINABILITY
LEADERSHIP

9K+
EVENTS
SERVICED

60+
TONS
OF
PLASTIC PRODUCTION
PREVENTED

16+ MILLION
SINGLE-USE ITEMS
DIVERTED FROM LANDFILLS



90%
AVERAGE
RETURN RATE

MILLIONS
OF SPORTS FANS

35 STATES
150 CITIES
12 COUNTRIES

340+
TONS
OF CO2
ELIMINATED

22x
LESS
WATER
IS USED TO WASH
AN R.CUP THAN TO
MAKE A NEW
SINGLE-USE CUP

FIFA's Goals

Based on communications with the organization, FIFA's reuse goals for the 2025 and 2026 matches are as follows:

- **Catalyze Change:**
 - Lead as the first ever large-scale implementation of reuse
 - Educate venues and attendees about the why and how of reuse, leading to quantified behavior change
 - Leave a reuse legacy
- **Exceed Fan Expectations:**
 - Raise awareness on responsible consumption and provide options to meet and exceed fan expectations
- **Meet Partner Needs:**
 - FIFA sponsor's needs are effectively incorporated
 - Partner venues are happy with the results of the reuse activation



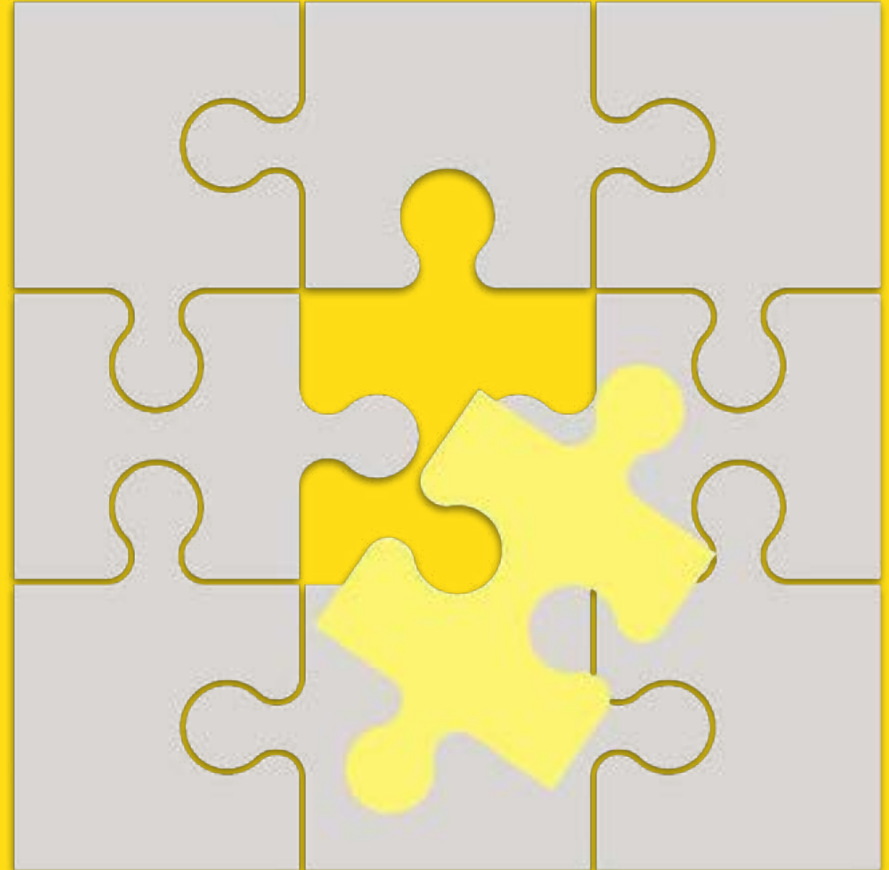
Plus ...

FIFA's Goals (continued)

- **Professional Execution:**
 - Reuse initiative is implemented properly and professionally
 - Implement seamlessly to not burden FIFA, venue, or concessionaire operations
- **Positive Environmental Impact:**
 - Reduce carbon emissions throughout FIFA's supply chain via reuse
 - Provide accurate data measurement and reporting of environmental impact
 - Maximize the amount of materials diverted from landfill, recycling, and compost

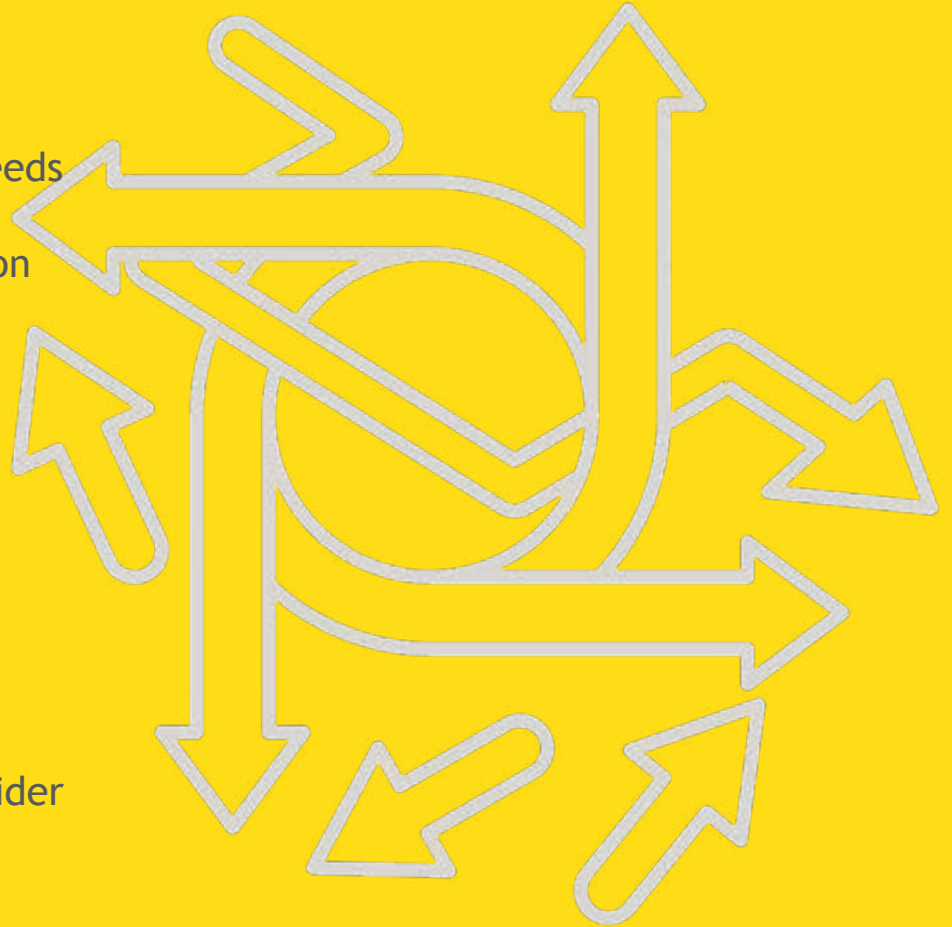
So Many Players:

- FIFA
 - US
 - Geneva
 - Canada
 - Mexico
 - FIFA city reps
- Local organizing committees
- Teams
- Venues
 - Owners
 - Finance
 - Concessionaires
 - Maintenance teams
 - Security
 - Partnerships
 - Guest Services
- Corporate partners
- NGOs



But wait, there's more!

- Lack of national standards
- Different cup and serveware sizes and needs
- Who is the beverage sponsor on site
- Do the beverage sponsors want to focus on reuse or recycling
- Health codes
- Is fountain or draft even an option
- Different concessionaires
- Different venue operators
- High volume in a short time
- History of souvenir cups
- City Regulations
- NGOs involvement and support
- Previous conversations and commitments
- No North America 1 stop shop reuse provider
- And more...



Reuse Wins @ FIFA Venues

2025 Matches

Atlanta | Mercedes-Benz Stadium
Charlotte | Bank of America Stadium
Cincinnati | TQL Stadium
Los Angeles | Rose Bowl Stadium
Miami | Hard Rock Stadium
Nashville | Geodis Park
New York | MetLife Stadium
Orlando | Camping World Stadium
Orlando | Inter&Co Stadium
Philadelphia | Lincoln Financial Field
Seattle | Lumen Field
Washington DC | Audi Field

2026 Matches

Atlanta | Mercedes-Benz Stadium
Boston | Gillette Stadium
Dallas | AT&T Stadium
Houston | NRG Stadium
Kansas City | Geha Stadium
Los Angeles | SoFi Stadium
Miami | Hard Rock Stadium
New York | MetLife Stadium
Philadelphia | Lincoln Financial Field
San Francisco | Levi Stadium
Seattle | Lumen Field
Toronto | Toronto Stadium
Vancouver | BC Place
Guadalupe | Estadio Monterrey
Mexico City | Estadio Azteca
Zapopan | Estadio Guadalajara



PLUS: FIFA FanFests and auxiliary events present significant opportunity for expanding reuse initiatives beyond stadium matches.



Steps to Turn on a Stadium Reuse Program:



Assess Venue Single-Use waste generated



Loop in key players



Select reuse provider: Key questions to ask



Kick off meeting



Steps to Turn on a Stadium Reuse Program:



Finalize program scope and select items



Full team launch meeting



First Delivery set-up and training



Rinse and repeat

We strive to make reuse effortless for your operations—so you can eliminate waste and reduce CO2 emissions without adding work.





A better future
is in your hands.



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[coverage](#) in Billboard?

Want more? Check out these links:

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- UPSTREAM Report: [Reuse Wins at Events](#)

Why we do what we do:

- Video: [Fast Food Packaging](#)
- UPSTREAM: [Reuse is a climate solution](#)
- Video: [The Problems with Single-use plastics](#)

Ready to join the
r. World Reuse Movement?

We'd love to work with you!