



## PRESS RELEASE

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### **Reuse system for beverage cups: FC Bayern München receives European Reusable Award 2019**

FC Bayern München honoured at 7<sup>th</sup> European Reuse Conference – German football club introduced exemplary reuse system for beverage cups in the Allianz Arena – FC Bayern München's reuse system for cups saves 1.9 million single-use cups every season, preserving resources and protecting the climate – Other European top clubs should follow FC Bayern München's lead

Brussels, 24.9.2019: The German football club FC Bayern München has received the European Reusable Award 2019 for its exemplary reuse system in the Allianz Arena. The award honours trend-setting approaches in the reuse sector and was presented for the first time today at the European REUSE Conference in Brussels. The award was presented by the conference organisers, Environmental Action Germany (DUH), the European Association of Beverage Wholesalers (CEGROBB), the Association of Private Breweries in Germany and Reloop's platform. The 7<sup>th</sup> edition of the European REUSE Conference deals with the strengthening of reuse systems for packaging within Europe.

At FC Bayern München's home games, drinks are served in reusable cups. Like this, the use of 1.9 million single-use plastic cups is prevented per season. This best-practice approach is an unique success story and should serve as a model throughout Europe.

*"Plastic waste has become one of the most pressing environmental issues of our time. As a reaction, the EU has adopted a Single Use Plastics Directive that bans single-use plates and cutlery. By using reusable cups, FC Bayern München is therefore leading the way, demonstrating that in football stadiums, environmental protection and entertainment can go hand in hand. Compared with the constant remanufacturing of packaging, reusable packaging conserves valuable resources and contributes to climate protection. In the Allianz Arena, the reuse system saves almost two million disposable cups and avoids around 20 tons of plastic waste per season. We are awarding FC Bayern München because the club sets a standard not only in sports but also in waste prevention. We are looking forward to other top European clubs following this brilliant example,"* says Barbara Metz, Deputy Executive Director of Environmental Action Germany.

A deposit of two euros is charged on the returnable cups, which ensures that they are returned by the stadium visitors and can be reused. The cleaning of the cups takes place in Bergkirchen near Munich to keep transport distances short. There are more than 160 return points inside and outside the Allianz Arena. This guarantees that the cups can be returned efficiently and conveniently.

Karl-Heinz Rummenigge, FC Bayern München CEO, explains: *"As an environmentally friendly, ultra-modern stadium, the Allianz Arena is a frontrunner in national and international top-level football. Since 2006, our sustainable operated stadium is audited annually according to Europe's strictest environmental management scheme - the EMAS Regulation. Reusable cups are part of our sustainability strategy. We continue to evolve, not only in the field of waste management, but also*

*in other important areas such as mobility and energy. I am very pleased that FC Bayern München's commitment to environmental protection has been honoured with the Reusable Award".*

At major events, reusable cups are an effective measure to avoid waste, save energy and reduce CO2 emissions. After being used only five times, they can already be more environmentally friendly than disposable cups. In addition to eco-friendliness, safety aspects also play an important role when beverages are sold in sports stadiums. Today, safety-optimised returnable cups are being used successfully. They are lighter than previous models, have rounded edges and an inclined base so that if they are thrown, they empty themselves in a matter of seconds. Reusable cups are therefore a safe bet.

**Links:**

Selected photos of the award presentations will be available from 5.30 pm:

<http://l.duh.de/p190924a>

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