



ACCESS

Achieving Circularity in Cities through
Environmental Sustainability of Sports

CROSS-SECTORAL COOPERATION FOR BETTER WASTE MANAGEMENT

Alone we go faster, together we go further



As the stadium did not have any infrastructure for separate waste collection and relied on single bins for all kind of waste, various stakeholders with different statuses and roles gathered to tackle the challenge. This practice was initiated by the Royal Belgian Football Association (RBFA). As they were only the tenants, an extensive cooperation with the City of Brussels was needed to address this challenge.

GENERAL DESCRIPTION OF THE PRACTICE

The initiative brought together a set of stakeholders around a table, to develop a solution. These included the City of Brussels, ProSport (the public agency responsible for organising non-sportive events at the stadium, RBFA, Fostplus, Bruxelles Propreté, Brussels Environment, Coca-Cola (non-alcoholic drinks), AB InBev (alcoholic and non-alcoholic drinks), Bevers & Bevers (food providers).

Brussels Propreté (Brussels' Urban Cleanliness Company), SUEZ (private waste management company) and Fostplus (Belgian platform for PMC collection and recycling, as an Extended Producer Responsibility scheme) were identified for the introduction of adequate containers for separate collection. It was necessary to run a waste composition analysis in order to understand the needs and the way separate collection would be introduced. Furthermore, both pilot tests related to waste management would also require a sensibilisation campaign in order to reach an efficient deployment of the new system.

A waste composition analysis was needed to understand the potentials of a separate collection scheme by SUEZ and Bruxelles Propreté (Brussels Public Cleanliness Company) ran a sampling of the waste generated inside the stadium's premises, waste bins outside the stadium's premises, and litter.

Based on the results of this analysis the pilot test was further defined and it was decided to set up temporary selective collection infrastructure for the first time. It was decided to introduce only one additional bin for packaging and packaging material (PMC). Further activities related to this pilot were the installation of permanent selective collection infrastructure, as this pilot test only saw temporary bins for selective collection (green for residual waste and blue for PMD).

CHALLENGE

The stadium didn't have any separate collection scheme and all waste generated in the stadium was ending in general waste. Most of this waste was assumed to be plastic waste (single use plastic cups) and litter from the stands and around the stadium (a lot of broken plastic cups).

RESULTS

The new sampling and analysis of this pilot test were satisfactory, as the new collection scheme managed to redirect 120 kg of PMC from the residual waste. This basically meant that the capture rate of PMC was 83.2%, since 120 kg out of 144.21 kg of PMC was captured. It also reflected in the total amount of residual waste inside the stadium's premises dropped to 1120 kg from 1375.17 kg. The result of the sensibilisation and PMD collection pilot test outside the stadium's perimeter were 10550 cans collected which amounted up to 2.85 tonnes of empty beer cans which were redirected for recycling.

These results triggered a larger scale project of installing permanent bins within the stadium's perimeter, requested by RBFA and approved by the city of Brussels. The city would cover all the costs which would result in an immense added value of the new separate collection scheme as it would cover not only football games, but also concerts and different athletic competitions held at the stadium.

LESSONS LEARNT

A survey was conducted over the period of 4 weeks which wanted to assess and understand the visitors' behaviour when it comes to waste management, their subjective reflection on the current waste management practices and willingness to adhere to new practices. The survey found that the behaviour and daily habits in the private life (at home and at work) are rather coherent and they all scored very well in terms of separation of waste at home and at work. From the survey's results it can be concluded that certain lacking at the stadium, such as the absence of separate collection and reusable cups prevent the visitors from maintaining their good daily habits.

It was also observed that the large number of PMC bins allowed the visitors to locate them in their near vicinity quickly without needing to look for one for too long.

Few suggestions which need to be taken into consideration are targeting mainly the quality and purity of the collected PMC waste – PMC bins should be moved further away food trucks and other stalls serving greasy food (e.g. fries, burgers) and prevent impurities and decreased quality of the collected PMC, as many greasy food containers, wraps, food leftovers end up in PMC bags, as they are located conveniently close to the consumers.

REPLICABILITY POTENTIAL

This pilot test showed remarkable achievements and further potential benefits in terms of environmental management could be achieved through its replication. The temporary selective collection pilot test already showed certain improvements in selective collection and collected amounts in general.

The replicability potential increases even more if baseline data is known in advance, which avoids the need of a waste composition analysis. The replicability potential can also be marked as high in case of high environmental awareness among the visitors. In case of cities and regions where the environmental awareness is high, it wouldn't take much for the visitors the get used to selective collection in stadiums and would adhere to the new practice quickly. However, introduction of separate collection needs to be accompanied by communication campaigns, activities, and visuals.





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This factsheet is a part of a larger collection of good practices available on the project's website

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The **ACCESS project** is one of the latest European projects which explores and challenges environmental sustainability and environmental management in sports. Co-funded by the European Union's Erasmus+ programme, ACCESS is looking at narrowing the gaps between the current environmental performances of sport organisations, their strategies, and practices on one side and strategies and targets of their respective cities or regions with the overall objective – making these sport organisations a reference point for sustainability in sports in their countries and turning them into replicators of solutions for achieving it.



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