



SUSTAINABILITY CASE STUDIES

Waste Management at EHL





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Objectives

- The ABN AMRO EHL FINAL8 had the ambition to be the most sustainable hockey event yet in Europe with an integrated approach from sustainable partners.
- To pursue this goal, The Wave Foundation, Circlarity, Pinoké, and EHL joined forces to make the event as sustainable and circular as possible.



Description

- Waste prevention by purchasing more sustainable products; such as re-used coffee cups and oyster mushroom bitter balls, made from oyster mushrooms grown on coffee drape
- The collection of waste by Pinoké youth teams who cleaned the site on a daily basis and separated the waste in a responsible manner, using waste bins in all colours of the rainbow
- Better separation of waste by Circlarity; separating as many different (mono) flows as possible with the right means and having it processed by the most sustainable processors;
- These messages were conveyed by four top hockey players and participants in the tournament: Josine Koning (Den Bosch), Jorrit Croon (Bloemendaal), Miles Bukkens (Pinoké) and Famke Richardson (SCHC) with a video that was shown before and after all matches.



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Art for circular inspiration

- To inspire visitors about what can be done with waste, there was a special, circular stand on the sports field with a Waste Lab where Circlarity and The Wave Foundation gave daily demonstrations.
- A work of art by Refunc, commissioned by Circlarity, was also be exhibited on the site. With this artwork, viewers were stimulated to look at waste differently and to become aware of their own ecological and social footprint and visitors to the event could donate their old hockey sticks for the Hockey Dreams Foundation



Results

- >30,000 people reached through social media campaign
- 15,720 spectators witnessed in stadia activation
- 25 clean ups with youth teams collected >300kg stadium waste
- Waste management
 - 25.3 tonnes purchased goods
 - Drinks 12.3 tonnes
 - Food 9.1 tonnes
 - Consumption materials 2.3 tonnes
 - Other 1.6 tonnes
 - 83% of the purchased rPet cups are closed-loop recycled (2024 EU Regs requires minimum of 75%)
- Separated and measured 4 tonnes into 7 waste streams
 - Residual: 2.7t incinerated with energy recovery
 - Paper/cardboard: 0.2t recycled
 - rPet cups: 0.5t closed loop recycled into new rPet cups
 - PET bottles: 0.1t recycled into granulate
 - Cooking oil: 0.3t recycled into bio diesel
 - Swill: 0.2t gasified into biogas
 - Coffee waste: 0.2t oil extracted into new products such as soap and dye