



BC PLACE, VANCOUVER

REUSE CASE STUDY

Overview

BC Place is one of the largest stadiums in Canada, having hosted the 2010 Winter Olympics, FIFA Women's World Cup Canada 2015™, multiple major sports teams and concerts. It is one of two venues to host Canadian games in the FIFA World Cup 26™. BC Place is provincially-owned and managed by the crown corporation PavCo.

In 2024, BC Place introduced reusable cups with the help of reuse service provider ShareWares. The cups were used in premium spaces, with some piloted expansion to other levels of the stadium, and replaced more than 20,000 single-use aluminum cups in six months. BC Place is now building on lessons learned, and planning to expand reusable cups to the entire stadium.

About the cups

BC Place rented ShareWares blank polypropylene plastic cups in a range of five sizes for all poured, mixed and draft alcoholic drinks. The cups were used at most events between June - December 2024 in the premium spaces and lounges, with a pilot test on additional levels in the stadium.

There are no deposits or fees charged to customers. Designated collection bins are placed near all waste and recycling stations. Signs and information about the cups and returns are posted at the bar and on all bins.

BC Place pays ShareWares a per-cup fee for the rental, washing and backend tracking, and a replacement fee for lost cups. ShareWares provides logistics support, staff training and evaluation, and collects, washes and sanitizes cups at their wash hub off-site. Single-use aluminum cups are used elsewhere in the stadium.

BC Place, Vancouver

Venue	54,500 seat stadium Reusable cups in premium spaces in 2024
Reuse service	ShareWares
Return rate	71.25%
Prevented waste	20,026 single-use cups 450 kg waste June-December 2024



Key learnings

1. Reusables are expected to cost less than single-use when the program expands.

During the pilot phase, the cost of reusables was less than single-use aluminum cups used elsewhere in the stadium*, however cup losses reduced potential savings. When expanded, the economies of scale will reduce service and cup fees, and improved return rates will lead to savings when compared to single-use.

2. Cup return rates are heavily impacted by communications and education for fans.

BC Place saw an average return rate of 71.25% in 2024. The losses are attributed to a small amount of mis-sorting into garbage and recycling, and placement of bins: collection bins were only available on the lounge level, though fans were able to leave the lounge with reusable cups. ShareWares estimates that many cups did not end up as waste and were taken home: fans were seen collecting stacks of the high-quality cups.

**BC Place cup costs are not confirmed, but single-use aluminum cups can cost \$0.45 to \$0.75 per cup based on reports from other event venues and suppliers.*



3. The pilot phase has helped to identify steps to take for full stadium roll-out.

Piloting reusables in limited areas allowed BC Place and ShareWares to test and evaluate the program and identify additional steps would increase the return rate when rolled out to the whole stadium:

- **Increased promotion and education for attendees:** More information about how/where to return cups, more signs at concessions, or messages for event screens and scripts for announcers can reduce cup losses.
- **Ensure widespread and highly visible collection bins:** Ensure that return bins are always available and visible at recycling & waste stations.
- **Consider incentives for customers:** Offering reward points, prize draws or other gamification can increase cup return rates. Incentives can use traditional, or technology and apps to engage fans.
- **Ongoing communications and training for all site staff:** Initial information was provided, but more ongoing education is needed for all staff - particularly new and temporary staff in food services, cleaning and facilities.
- **Review reusable cup options to lower replacement costs:** Some cups, for example the stemmed wine cups have higher loss (and take-home) rates, and are also more expensive to replace. Choosing lower cost cups and bulk purchase rates can lower the costs when expanded to the full stadium.

Sources:

- BC Place website
- Interview with Beverlyn Guinto, Manager, Environmental Services, BC Place
- Interview and information from Cody Irwin, CEO, ShareWares
- Photos courtesy of ShareWares