

Case Study



Wembley Arena demonstrates its green credentials

The Challenge:

Wembley Arena, owned by Quintain and managed by Live Nation Entertainment, wished to collect and recycle plastic waste generated by large audiences... mainly plastic drinks bottles sold through refreshment kiosks.

The Solution:

In partnership with Coca Cola Enterprises, Wembley installed 19 Maxi Envirobins, placed strategically throughout the concourse areas. Providing 140 litres of capacity and having a sufficiently small footprint as to not obstruct access, the Maxi Envirobin proved to be the ideal solution, sited in the main foyer, adjacent to each kiosk, by each vending machine, and by the auditorium doors.





The Benefits:

- **Cost savings...** With recycled waste costing £56 per tonne less to dispose of than waste sent to landfill, savings between £2000 to £3000 per annum are projected.
- **Good aesthetics...** Attractive design, colour matched to sponsor's corporate requirements.
- **Tidy environment...** Since their introduction up to 82% of waste has been recycled per month and typically over 60% is consistently achieved, reducing the task of general waste collection.

The **Maxi Envirobin** is a double skin body moulding and door with four strong latch points, a unit that can be used both internally and externally and one that is built to last.



Customer Evaluation:

"The major waste stream is plastic drinks bottles sold through our refreshment kiosks. Due to the size of the audience and distribution around the arena we need a recycling unit that is large enough to take volume waste but sufficiently compact and attractive to site throughout the entrance and principal concourse areas".

In association with



Encouraged by the success Wembley Arena is now seeking 'Industry Green' accreditation through Julies Bicycle, a not-for-profit company helping the music industry cut its greenhouse gas emissions and create a low carbon future.



GET IN TOUCH...

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