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Sustainability Report

Use of Reusable Cups at the AGEAS Cooljazz Event

1. Introduction

This report presents the results of the implementation of the reusable cup system at the AGEAS Cooljazz event, highlighting usage indicators, associated environmental impact, and identified improvement opportunities.

2. General Usage Data

During the event, 40,696 reusable cups were used.

24,967 cups did not return to the system, resulting in an average of 1.63 drinks served per cup sold.

On certain days, the average exceeded 2 drinks per cup, demonstrating efficiency gains in usage.

Despite this, the number of rotations per cup showed a decrease compared to the 2024 edition, reinforcing the need for a new strategic approach for 2026.

3. Distribution by Cup Size

Two models were available during the event:

E40 cup (smaller): 28% of total usage.

E60 cup (larger): 72% of total usage.

4. Recovery and Preparation for Reuse

At the end of the event, 15,729 cups were recovered and prepared for reuse in future editions.

A large portion of these cups has already completed new rotations at subsequent events during the same summer.

The cleaning process consumed approximately 936 liters of water, ensuring the continuation of the reuse cycle in a sustainable manner.

5. Environmental Impact

The reusable cups are made of homopolymer polypropylene:

E40 cup weight: 33 g

E60 cup weight: 52 g

Based on the recorded usage, it is estimated that approximately 1,050 kg of polypropylene permanently left the circular system.

In comparison, using disposable polystyrene cups would have represented only 820 kg of plastic, but with a substantially higher environmental impact, due to low recyclability and the increased risk of microplastic formation.

It is important to emphasize that the real issue does not lie in the use of plastic itself, but rather in improper disposal. In the case of disposable cups, the majority would end up in landfills, whereas reusable cups tend to be repurposed by consumers in other contexts or properly recycled at the end of their life cycle.

6. Deposit System

The sales system (1 € per cup) proved to be an effective tool, with potential for further development.

A strengthened return model is being planned for the next edition, aiming to significantly increase the return rate.

With optimized management, this system could enable each cup to be used for more than 15 drinks, a figure representing over three times the plastic material break-even point compared to disposable cup usage.

7. Behavioral Impact

The implementation of the €1 deposit also has positive effects on participant behavior.

Studies and practical experience indicate that the absence of disposable cups on the ground creates an inhibitory effect, discouraging the disposal of other waste (such as cigarette butts and bottles).

In some cases, this impact has resulted in a reduction of up to 95% of scattered waste in the event areas.

8. Management of Out-of-Use Cups

Cups that no longer meet the minimum requirements after cleaning are shredded and transformed into granulate, which is then reused in the production of new products for social purposes.

In partnership with EXTRUPLÁS, this material is used in the manufacture of urban furniture, ensuring a sustainable end-of-life process for the cups within a circular economy model.

It is important to note that the recycled material is never reused for food-contact purposes.

9. Daily Usage Data

Date	Cups Sold	Drinks sold
4 jul.	3039	4862
6 jul.	33	52
12 jul.	3943	6309
13 jul.	103	164
15 jul.	3285	5256
17 jul.	3492	5587
20 jul.	61	98
23 jul.	4678	7485
26 jul.	1234	1975
27 jul.	34	55
31 jul.	3052	4883

AVERAGE RATIO = 1.6 times

10. Conclusion

The use of reusable cups at AGEAS Cooljazz has generated significant environmental benefits, namely:

Reduction of waste associated with disposable cups.

Greater public accountability through the deposit system.

Positive impact on collective behavior and overall waste management.

Although the current average of 1.63 rotations per cup is still below the desired level, measures have already been outlined to substantially increase this indicator. The goal is to reach double-digit values in the next edition, with an enhanced deposit system, thus reinforcing the event's commitment to sustainability and the circular economy.