



 2021/22 season
(from Sept) onwards

 Gloucester Rugby & Freemans
Event Partners at Kingsholm Stadium

GLOUCESTER RUGBY

CASE STUDY



**GLOUCESTER RUGBY
FOUNDATION**

PARTICIPATION · EDUCATION · WELLBEING



Planning & Objectives

At the start of the rugby season 2021-22, Freemans Event Partners & Gloucester Rugby extended their partnership to include all bar services at Kingsholm Stadium. Having reviewed the previous reusable cup model, Gloucester Rugby & Freemans wanted to implement a more sustainable solution which would continue to be linked to the Gloucester Rugby Foundation, but would be transparent in how it would offset the carbon emissions to be a completely carbon-neutral solution.

It was agreed that the model would centre around fans paying a £1 deposit for the reusable cup that they could either get back at the bar, or alternatively place their reusable cup in one of the cup return bins to donate the £1 less cleaning cost to the Gloucester Rugby Foundation.

As a result, Gloucester Rugby became the first professional rugby club in England to adopt the ONE Planet ONE Chance Reusable Cup System.



**THE FIRST ENGLISH PREMIERSHIP RUGBY
CLUB TO ACTIVATE OUR SYSTEM**

STADIUM
CAPACITY

16,115



Execution & Activation

For a new, major project such as this, it was critical for there to be a single point of contact from both the client side and the ONE Planet ONE Chance side. Therefore, we assigned an experienced project director to oversee everything, to ensure that the client was regularly updated and that they were satisfied with progress and the activation.

Freemans and Gloucester Rugby requested that the ONE Planet ONE Chance team produce signage for all the bar areas around the stadium. This physical signage needed to be designed and created in a variety of sizes, depending upon where each sign was going to be positioned.

A variety of sign designs were created;

- Explanation of the 4-step system
- Cup return points
- Bin signage
- How the deposit scheme works with donations to the Foundation
- Tree planting initiative - for every 1,000 cups returned, we plant a tree in the UK
- No glass outside (for all hospitality boxes)

The image displays several variations of signage for the Gloucester Rugby Foundation's ONE Cup system. The signs are primarily red and white, featuring the Gloucester Rugby logo and the ONE Reusable Cup System branding. Key elements include:

- Donation Signage:** Large signs with the text "DONATE YOUR ONE CUP HERE" and "SUPPORT THE GLOUCESTER RUGBY FOUNDATION". They list the foundation's focus areas: Participation (Girls Rugby, Project Rugby, Wheelchair Rugby), Education (Adult Education, Ben Loking the Extra Mile, NITZ), and Wellbeing (Armed Forces & Veterans, Homeless & Walking Rugby, Tackling Health).
- How It Works Signage:** Signs explaining the 4-step process: 1. Buy your drink, 2. Enjoy your drink, 3. Return your cup, 4. Don't take your cup home. They also mention that for every 1,000 cups returned, a tree will be planted in the UK.
- Cup Return Methods Signage:** Signs detailing two options: Option 1: Donate your cup to the Gloucester Rugby Foundation - put it in the bin; Option 2: Get your £1 refund - go to cup return point.
- Bin Signage:** Signs for donation bins and cup return points, including the text "DONATE OR £1 RETURNED".
- Summary Signage:** Signs summarizing the process and the tree planting initiative, such as "FOR EVERY 1,000 CUPS RETURNED, A TREE WILL BE PLANTED IN THE UK".

The signs are designed to be clear and informative, with a mix of text and graphics. They are intended to be placed in various locations around the stadium, including bar areas and cup return points.

All the signage had to be designed in line with Gloucester Rugby's and Gloucester Rugby Foundation's brand guidelines, and sign-approval had to be given. Design, approval, production & installation of all on-site signage took place within 10 days from start to finish.

Once produced, the signage was transported to Gloucester's stadium and positioned in and around the bars and the cup collection points in time for the club's opening English Premiership Rugby fixture of the 2021/22 season against Leicester Tigers.

The ONE Planet ONE Chance team also installed 20 customised reusable cup collection bins at various locations around the Kingsholm Stadium.

Of course, the key to success with any new system such as this is effective communication in the lead up to the first activation, as well as an ongoing basis.

The marketing teams are both ONE Planet ONE Chance and Gloucester Rugby worked collaboratively to produce digital assets for the reusable cup system, for the Gloucester Rugby website and social media channels. These assets included website splash pages, animated GIFs, and more. We also produced a joint press release around the reusable cup system.

20,000 reusable cups were then supplied ahead of the reusable cup system activation. Since then, these cups have been constantly washed, replenished & topped up after every home fixture at Kingsholm.



Effectiveness

Overall, the reusable cup system was - and continues to be - received extremely positively by the club and its supporters alike. The system continues to be highlighted on the club's website and their social media channels, helping to reinforce positive consumer behaviour at the stadium, and helping it to become second-nature for fans.

The club donates the £1 deposit less the cleaning cost per cup to the Gloucester Rugby Foundation, further reinforcing their corporate social responsibilities in the community. It is anticipated the scheme will generate in excess of £20,000 for the Gloucester Rugby Foundation across the 2021-22 season.

Critically, Gloucester Rugby Supporters are kept in the loop on the progress of the scheme. At every match, the club displays how much money has been donated to the Gloucester Rugby Foundation directly through the reusable cup system, and how many trees have been planted as a result of the cups being returned. This is achieved via on-site signage, which is updated on a game-by-game basis.

