



**Ongoing, started
2022/23 season (Feb '22)**



**Levy UK & Aston Villa
Football Club**

CASE STUDY



**ASTON VILLA
FOUNDATION**

Client Objectives

- Eliminate 300,000 single-use plastic cups from the stadium each season, in line with their 'Claret, Blue and Green' environmental sustainability initiative.
- Raise funds for the Aston Villa Foundation.



**THE FIRST ENGLISH PREMIER LEAGUE
SIDE TO ACTIVATE OUR SYSTEM**

**VILLA PARK
CAPACITY**

42,785

Planning

Initial meetings were held both face-to-face and online between the project managers at Aston Villa FC and ONE Planet ONE Chance. It was agreed that the reusable cup system would work on the basis of a 10p micro-deposit model. Fans can either return their cup and reclaim their 10p, or they can put their cup into the bins (provided) or leave them at the kiosks or in the concourse, which will result in their 10p being donated to the Aston Villa Foundation – a registered charity that delivers the community and social responsibility work of Aston Villa Football Club. In addition, to offset the carbon produced from transporting and washing the cups for every 1,000 cups returned, a tree would be planted by the ONE Planet ONE Chance team, as part of our UK tree planting initiative with SQSTR – after all, this is the UK's only carbon-neutral reusable cup system!

Once the commercials were agreed, the respective marketing & communications teams were put in contact with each other. Of course, key to the success of any new system such as this is communication to customers – in this case, Aston Villa's fan base.



FOUNDED

1874

Execution & Activation

As a successful Premier League football club, Aston Villa have their own in-house creative design team. The ONE Planet ONE Chance marketing team worked closely with their media team, providing examples of what has been done for other clients, as well as offering our own asset designs, becoming an additional resource for the Aston Villa creative team. From the ONE Planet ONE Chance website, they downloaded the brand guidelines and digital icons & logos pack, with a view to creating assets for their various communication channels;

DIGITAL

- Email marketing banner
- Animated GIF for Social – Facebook, Twitter & Instagram
- Display ads for the website
- Website homepage splash banner
- Display ads for pitch-side, concourse & screens outside the stadium
- Splash for the online match day guide

PHYSICAL

- Posters (A3 & A4) to communicate the 4-step system, the deposit scheme & the tree planting initiative around the ground, to position above cup return points
- Feature for the match day programme



Digital assets were posted to the Aston Villa website and social media channels 48 hours before the first match. Both creative / marketing teams also collaborated on a customised press release, which was used for Aston Villa's website and other media in advance of the first match.

30,000 thousand cups were delivered in sealed tote boxes to Villa Park, and distributed across the 39 kiosks in the stadium.

Kick-off was at 2000hrs, so at approx 1630hrs, director John Reeves carried out a training session for the various heads of bar operations for the 4 stands around the stadium. This included information on how the scheme works, expectations of the bar staff, and how to re-pack the cups into tote boxes, ready for return and washing. It's all part of the service!

Since then, these cups have been constantly washed, replenished and topped up after every home fixture.



Challenges & Resolutions

At all football matches, there is only a short time window to serve customers ie pre-match and at half-time. No drinks are allowed into the actual stadium, meaning they have to be consumed in the concourse areas. At Aston Villa, there are multiple bars in each stand, with the stands having different tiers. Some bars are more popular than others - it was important, therefore, to ensure that prior to the bars opening, the distribution of cups between the bars reflected this.

The club were able to provide a forecast of how many cups were required at each bar, and cups were distributed accordingly. At the first match, the ONE Planet ONE Chance team also had representatives on site, one in each stand, to support the kiosk and cleaning crews, ensuring that everything went smoothly!

With any new initiative, communicating the system in advance to the Aston Villa Supporters would be critical to the success. This, coupled with educating the kiosk and cleaning staff on a completely different system to which they are used to, was imperative. Both of these communication challenges were addressed in the lead up to, and during, the first match.



Effectiveness

- The ONE Planet ONE Chance Reusable Cup System was well received by the fans, and by the club itself.
- The Aston Villa Foundation financially benefits each home match through the profits generated from the 10p deposit scheme.
- The polypropylene cup provides Aston Villa Supporters with a better customer experience than the single-use cups previously used at the stadium.
- There was a vast reduction in the amount of litter in the concourses making the cleaning process quicker and easier.
- Fans were actively putting their ONE cups into the return bins provided or returning them to kiosks.
- Less than 10% of Aston Villa Supporters wanted their deposit back, preferring to donate their cup to the Aston Villa Foundation.
- Loss rates have been below expected levels, which increases the amount of money generated for the Aston Villa Foundation.
- Fans were engaged with the fact that trees are planted as a direct result of them reusing their cup.

