



LA VILLE
DE STAD

Waste minimisation in large events **Case: City of Brussels**

#BXLOVE

VILLE DE BRUXELLES
STAD BRUSSEL
CITY OF BRUSSELS



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Local Regulatory Application

- **BRUDALEX:** Since 2023, Brussels public authorities must lead by example by avoiding single-use packaging and promoting tap water.
- **Brucity** (new admin building, 2022):
 - Better design: more dishwashers, shared crockery, water points
 - No single-use items at coffee machines or in meeting rooms
 - All events hosted in line with the regulation
- **Change management and new processes**
 - Regular C-level reminders of our obligations
 - Internal support for staff:
 - Preselected catering suppliers aligned with regulations (via Procurement & Facilities)
 - Intranet guide for booking reusable cups & crockery for small and bigger events



Change starts internally.

Consistency between what we demand and what we do is essential.





A Dynamic Already in Motion

- **2019 - EU single-use plastics ban → Brussels, local political stance**
 - Municipal-level SUP ban for events on public space adopted
 - Helped push large-scale events to begin their transition
 - But implementation lacked coordination: limited communication, no controls, weak internal alignment
- **2020-2024 - Focus on large-scale events**
 - Progressive support developed (see case studies)
- **2025 - Time for an update**
 - Align with the upcoming PPWR (Packaging and Packaging Waste Regulation)
 - Clarify and expand current bans and obligations
 - Strengthen our capacity to monitor and enforce
 - Provide tailored support for smaller events

→ **Strike the right balance between bans, incentives, and guidance**





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Supporting Event Organizers

- **2022: Acquisition of several hundred reusable cups** and food containers
 - Political decision to support large-scale events (see case studies)
 - Provides local access to reusables (free for non-commercial events; washing fees apply)
- **2023: Pilot phase** (Reusable equipment service)
 - Tests and adjustments
 - Definition of usage rules and cost-sharing
- **2024: Operational phase** (Reusable equipment service)
 - Promotion of the service internally
 - Increase in requests and usage (but too low)
- **Focus 2025: Scale-up & communication**
 - Stronger external communication (webpages, newsletters)
 - Integration into event authorization request process
 - Gradual cultural shift: normalizing reuse across the event ecosystem.



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Case study 1

The Brussels 20km

Organised by SIBP

Supported by the City of Brussels.



Every year in may

40,000+ participants



6 Hydrations stations

...



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20 km

DE BRUXELLES
DOOR BRUSSEL



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Case study - 20KM

2023

Test year – 205k (used)/240k (provided) reusables cups

Positive outcome but losses and logistical issues



2024

- 260k / 300k reusable cups
- Improved communication to runners
- Improved internal coordination



2026+

- Shift to tap water for all hydration stations
- Feasible in urban areas
- More challenging in (big) parks
- Sponsoring challenges

2025

TBDk / 290k reusable cups

Getting used to it ... but still some avoidable waste (water supply) + bottles at the finish line



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Case study 2

Winter Wonders

Organised by BME

Supported by the City of Brussels.



45 days in a row

4,000,000 visitors

90+ food/beverages vendors (out of 200+)



SMALL TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas aliquam et risus eget sollicitudin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas aliquam et risus eget sollicitudin.



Reuse in Winter Wonders



Up to 650,000 cups reused by edition

Pilot test (13/83)
Partner: [Re-uz](#)
Automatic return
Food: 20,450 used

Repetition (30/91 again)
Context: Election year
Test Rock The City for cups
Food: 50,000 used
Cups: 680,000 used

2016

BME made
reusable cups
mandatory

...

2021

Feasibility study
Reuse for Food



2022

2023

First extension (30/91)
Food containers acquisition
Test with Rock The City
Food: 62,600 used

2024

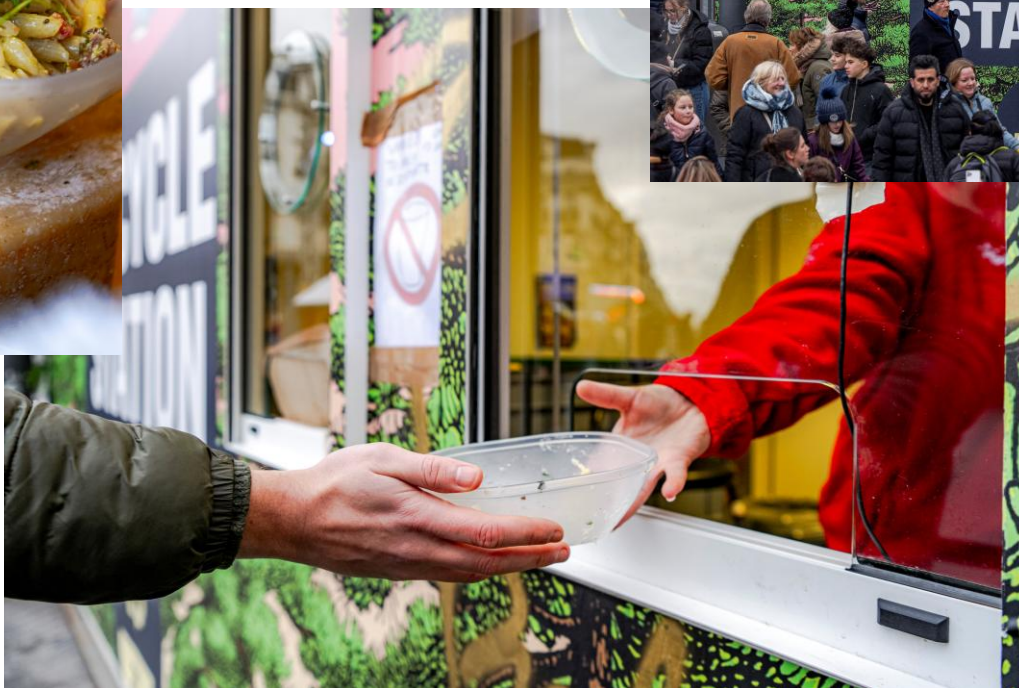
2025

Let's aim at a full
scale reuse event



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Case Winter Wonders



2€

REJOIGNEZ
L'ACTION
ZÉRO DÉCHET

Je rapporte
mon assiette
au **container** situé
sur la place
De Brouckère & Bourse
et je récupère
ma consigne / 2€

Avant la fermeture du marché (22h)

MORE INFO



PLAISIRS
D'HIVER
WINTER-
PRET



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Case Winter Wonders

Logistics and washing





Conclusions

1

Lead by the example

Public authorities must align internal practices with the rules they promote.

2

Regulations, tools and communication

A clear legal framework must be supported by practical tools, guidance, and ongoing internal and external communication.

3

Work in progress

We've made progress and showed that this is possible – but there is still work to be done to scale up, support all event types, and build lasting habits.



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MERCI
DANK U
THANK YOU

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