

Interreg
Baltic Sea Region



Co-funded by
the European Union



CIRCULAR ECONOMY

Change(K)now!

Change(K)now! project is co-funded by Interreg Baltic Sea Region. The project's main objective is a mindset change from single-use to circular or multiple-use of food delivery systems in cities and residents of the Baltic Sea Region.

Football unites the world. This was also the case at UEFA EURO 2024, when the fan zone with public viewing in Hamburg attracted over 600,000 visitors. An event of this size usually generates a lot of waste when people are partying, eating and drinking. To counteract this, the Fan Zone pursued the goal of organising the catering area to be largely waste-free.

Learn more at the Change(K)Now! online seminar:

REUSABLE SOLUTIONS FOR LARGE-SCALE EVENTS

February 25, 2025
13.00 - 13.45 CET

Nina Laible

Sustainability Officer, bergmanngruppe (Germany)

will share lessons learned from the UEFA EURO Fan Zone, including the strategies used to promote reusable solutions, the design and operation of the comprehensive reusable system, and the challenges faced during implementation.

To attend the seminar, please register here

<https://forms.office.com/e/VXdSx2JKbh>

In cooperation with [Green Events Hamburg](#).

