

PreZero and RB Leipzig jointly look to the future

Creating more value – for more resource efficiency & sustainability in the German Bundesliga

Neckarsulm, July 20, 2022. With a new cooperation, the environmental service provider PreZero and the Bundesliga football team RB Leipzig want to take responsibility together and raise resource awareness and waste management to a new level within Germany's top league. As Official Supplier, PreZero will therefore advise the club on future-oriented and innovative waste management and, as a first step, support it in targeted and sustainable waste management at the Red Bull Arena, the RBL Football Academy and the RB Leipzig club office.

In Germany football is an important part of our society, bringing together a wide variety of people as a shared experience. As such, it also has a significant influence on the development of our coexistence and can help shape our society sustainably – and thus make it fit for the future at all. In and around the Red Bull Arena, RB Leipzig is therefore now tackling a key issue of its sustainability strategy with PreZero: Waste avoidance and reduction. "We had defined the topics of waste or waste management as one of our essential topics in terms of ecology. We can still optimize a lot in this area, especially in the stadium," Oliver Mintzlaff, CEO and Chairman of the Management Board of RB Leipzig, tells us about the genesis of the partnership. "Therefore, we are very happy and proud that with PreZero we were able to find a competent partner in recyclables management and have already started the first projects." The beginning has already been made: when replacing the old seats in the stadium, direct attention was paid to ensuring that the new seats in (bull)red are not only durable and stable, but at the same time also consist of up to 90 % recycled fiber material.

"We welcome the alignment of RB Leipzig and are pleased that the installation of the new recycled seats has directly saved a lot of resources and CO₂. However, we are very pleased about the club's wish to think this idea even further in terms of the circular economy," says Thomas Kyriakis, CEO of PreZero. "After all, in addition to many other project approaches, we are already on a very good path towards developing an innovative, resource-efficient concept for the recycling of the old turquoise-blue seats. In this way, the old seats can be turned back into a raw material for new uses." Thus, all projects follow the shared mission to make a difference and take responsibility – for a better future, for a cleaner tomorrow.

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Caption: RB Leipzig is installing seats made of up to 90 % recycled fiber material, marking the beginning of more sustainability at the Red Bull Arena – together with PreZero.

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