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Summer of Reuse and Soccer:

Seattle Public Utilities and Partners Expand Reusable Cups and Dishware at World Cup Watch Parties Citywide

SEATTLE, Wash. (June 17, 2026) — As the excitement of the 2026 FIFA World Cup builds, Seattle is using this global moment to advance a distinctly local goal: reducing waste and building a more sustainable city for everyone.

This summer, Seattle Public Utilities (SPU) and its longstanding Reuse Seattle partners, [Bold Reuse](#), and [Perennial Zero Waste](#), are implementing reuse systems at World Cup watch parties and community events across the city. The [SeattleFWC26](#) Local Organizing Committee has committed to supporting these efforts because they understand the impact reuse has on preventing waste. Through Reuse Seattle's guidance, they've been able to integrate reuse into their programming.

Rooted in Seattle's zero waste commitment, Reuse Seattle's mission is to make reuse simple, convenient, and accessible across the city. By replacing single-use items with durable, washable alternatives, the partnership is helping the city cut waste, reduce litter, and build the infrastructure needed for a long-term shift away from disposable products.

At some watch parties, fans will receive their drinks and food in reusable serviceware, the Perennial team will engage with fans on-site by helping them return wares to clearly labeled bins, and Bold Reuse will transport the items to its Chinatown–International District wash hub for sanitizing and redistribution. These items can be reused hundreds of times, significantly reducing the environmental footprint of large public gatherings.

This summer's events offer Seattle neighborhoods a chance to experience what a reuse-centered future can look like. Beyond the World Cup, the city aims to leverage these public–private partnerships to continue building a scalable reuse ecosystem—one that can support block parties, festivals, parks programming, and major sporting events for years to come.

World Cup Events Featuring Reusable Dishware

- March to the Match — Pier 58, June 19
- PrideFest — Seattle Center, June 28
- Seattle Soccer House — Pacific Place Mall, June 15–July 2 and July 6–7
- Seattle Parks & Recreation 'Beautiful Game Series'
 - Ballard Commons — June 19

- Lake Union Park — June 25
- Green Lake — July 11
- Rainier Playfield — July 19

Seattle is fortunate to have strong reuse service providers that are able to accommodate the scale and complexity of these events. Together, SPU, Bold Reuse, and Perennial Zero Waste are helping model what is possible when a city invests in reuse systems, not single-use products, to create cleaner public spaces and a more sustainable future.

What People are Saying:

“Perennial is excited to support reuse in action at the 'Beautiful Games Series'. Through collaboration among wash partners, venues and the City, achieving reuse for any occasion is becoming increasingly feasible. We believe that focusing on a cohesive, easy to use fan experience and clear communication through engaging signage and staffing will guarantee high return rates and continued reuse.”

— Hannah Johnson, Founder/CEO of Perennial Zero Waste

“Seattle is leading by example in reducing waste and building a strong reuse infrastructure. These World Cup watch parties show how simple, accessible and convenient reuse systems can be when we partner with organizations like Bold Reuse, Perennial Zero Waste, and SeattleFWC26. Together, we’re creating cleaner public spaces and a more sustainable future for everyone in our city.”

— Andrew Lee, General Manager of Seattle Public Utilities

"As Seattle welcomes visitors from around the world and prepares for the FIFA World Cup, we're seeing the benefits of years of collaboration and investment in reuse infrastructure. The growing network of venues and events participating in reuse shows what's possible when communities commit to practical solutions that reduce waste and improve the attendee experience. From neighborhood gatherings to World Cup fan celebrations, reuse is helping create cleaner, more efficient events today while building lasting infrastructure that will continue serving the region well into the future."

— Jocelyn Quarrell, CEO of Bold Reuse

“SeattleFWC26, SPU, and Bold Reuse are working together to reduce waste, increase sustainability, and advance the city’s ability to host big events without big environmental impacts. We’re using watch parties this summer to test and scale how reusable dishware can help us host better events and be better stewards of our environment. We hope the work we are doing this summer is just the beginning of this work. Thanks to SeattleFWC26 and its supporters for helping to fund our important work.”

— Leo Flor, Chief Legacy Officer at SeattleFWC26s