

Case History N°6 – RCF Arena

Context

Steps



LOCATION

1°

Italian concert venue
RCF Arena is the largest concert venue owned by an event production, Friends & Partners.



PEOPLE

100k

Persons
capacity



The solution

For them PCUP is a cheap, flexible cashless solution to sell more drinks and track customer behavior, while cutting costs and creating a new revenue stream.



First pilot

We are setting up a 50.000 cups pilot for the Arena's inauguration event in September, where cups will be distributed on deposit with the logo of the artist.



Stakeholders

The Municipality hosting the Arena is applying to Government funds to subsidize the investment, which educates citizens and visitors to plastic free while actually saving tons of trash every year.

New technology

01



Having a solution like PCUP would help RCF Arena do differentiate their musical and entertainment offer from their competitor.

02



The green component of the project would help on attracting famous bands and artists that connects with this issue.