

Reconomy extends sustainability partnership with Wolves and Wolves Foundation

2 years ago



Reconomy, a leading international circular economy specialist providing sustainability technology, data, and services to a broad range of industries, has extended its sustainability partnership with Wolves and its charitable Foundation.

The relationship dates back over 25 years and was deepened ahead of the 2022/23 Premier League when Reconomy became Wolves' sustainability partner as well as back of shirt sponsor of Wolves Women.

The extended partnership continues the commercial relationship until the end of the 2023/24 season. It includes sponsorship of Wolves Women and will see Reconomy continue to support Wolves' environmental sustainability strategy. Green Football Weekend on 2-5 February 2024 will see Wolves taking a leading role as football comes together to tackle climate change.

Reconomy will also become a Pack Patron of Wolves Foundation, making an annual financial commitment to the work of the Foundation which allows it to continue its vital work in local communities.

During the partnership, Reconomy has implemented various initiatives to increase the circularity of the business and improve the sustainability of matchdays at both Molineux Stadium and the home of Wolves Women, New Bucks Head, Telford. This includes an e-commerce returns capability delivered by Reconomy brand ReBound and in June 2023 the partnership collaborated with Wolves to donate a brand-new girls' football kit made from recycled plastic to a local Wolverhampton primary school.

Reconomy recorded revenues of over £1 billion through FY 2022 across its 30 offices worldwide and is one



of the UK's largest and fastest-growing businesses operating in the circular economy, waste management, and sustainability sectors.