

Biffa renews sustainability partnership with Leicester Tigers

1 year ago



Biffa has renewed its long-standing partnership with Leicester Tigers.

Now in its fourth year as the Premiership rugby club's Official Sustainability Partner, Biffa's iconic logo will feature on the back of the women's kit for the second season running.

The women's team continued their pre-season campaign with a 14-34 home defeat to Sale Sharks on Saturday, September 14.

In 2022, Biffa collected six million tonnes of waste, including 50,000 tonnes of plastic, from homes and businesses across the East Midlands.

More than 90% of this waste is recycled or converted into electricity at energy recovery plants like Newhurst, near Shepshed, in Leicestershire, which Biffa jointly funded with Encyclis.

Leicester is also home to one of Biffa's 14 UK-wide Company Shop stores which prevent surplus food and other items from going to waste by selling them at discounted prices to its members.

Dan Sheppard, Regional General Manager, Biffa said: "We are thrilled to announce the renewal of our long-standing relationship with Leicester Tigers as their Club Sustainability Partner, with our sponsorship specifically associated with the women's team.

"This enduring partnership underscores our mutual commitment to advancing sustainability, diversity, and inclusion."

Andrea Pinchen, Chief Executive Officer, Leicester Tigers said: "We have enjoyed the collaboration with

Biffa during the past three seasons and are pleased to be able to continue it now into the future. Their guidance and expertise in the important space of sustainability is of great benefit to not only as an organisation but also our supporters and within the Leicester Tigers community.”