

Welsh stadiums take the lead on plastic-free matchdays with Notpla's seaweed-based packaging in a first for Cardiff's Principality Stadium

5 months ago



On Saturday 22nd February, takeaway food packaging used at the Principality Stadium in Cardiff was made from seaweed, not plastic – celebrating the completion of a multi-stadium rollout of [Notpla's](#) sustainable packaging across Wales.

The switch to leading sustainable takeaway packaging made by Notpla – in an initiative led by Compass Cymru in partnership with Levy UK + Ireland – is set to replace over 750,000 single-use plastic packaging items across three iconic Welsh stadiums.

- This weekend, the Principality Stadium joins Cardiff City Stadium, and Swansea.com Stadium who both made the switch to Notpla's seaweed-based food packaging earlier in 2024.
- The initiative, led by Compass Cymru in partnership with Levy UK + Ireland and Notpla, supports Wales' ambition to reduce plastic waste in foodservice.
- Wales' first major home rugby game of the year at Principality Stadium on the 22nd February will mark the completion of Notpla's packaging rollout across Welsh stadiums.
- Across the three venues, it's expected that the switch will avoid 1.4 tonnes of plastic¹ and create a 14.2 tonne CO₂e reduction² annually.

- The Future Generations Commissioner for Wales welcomes the initiative as an example of how businesses can support national sustainability goals.

As thousands of fans prepare to fill Principality Stadium for Wales' first home international rugby match of the year, they'll also be part of a pioneering sustainability moment.

Completing the trio of Wales's largest stadiums now using Notpla's seaweed-based packaging, The Principality Stadium will begin by replacing their pie trays within the stadium, switching to Notpla's Earthshot Prize Winning solution – it follows a multi-stadium sustainability push across Wales.

Led by Compass Cymru in partnership with Levy, this rollout also extends to Cardiff City Stadium and Swansea.com Stadium, where single-use, plastic-lined food containers are being replaced with Notpla's natural, home-compostable alternatives.

This rollout aligns with Wales' reputation as a leader in environmental policy and waste reduction, setting the pace for sustainability in stadium catering.

Scaling impact across multiple venues

Across the three stadiums, the switch to Notpla packaging is expected to:

- Prevent 1.4 tonnes of plastic waste per year from being created and entering the waste stream.¹
- Reduce carbon emissions by an estimated 14.2 tonnes CO₂e annually, supporting Wales' net-zero ambitions.²
- Provide fans with a truly sustainable packaging solution that breaks down naturally, unlike many compostable alternatives that require industrial processing.

Derek Walker, Future Generations Commissioner for Wales, said: "We need businesses to play their part if we are to achieve Wales's sustainability goals. I am pleased to see Wales's largest sports venues lead the way in eliminating plastic in stadium food service, which shows it is both scalable and commercially viable."

A natural next step for Wales' sustainability leadership

Wales has long been recognised as a pioneer in sustainability: from introducing the world's first Well-being of Future Generations Act, to being second in the world in recycling. Combined with the power of forward-thinking organisations like Compass Cymru and Levy, this is a demonstration of how plastic-free foodservice is achievable at scale. Given Wales' history of environmental leadership, stronger policy action in this space could be a natural progression.

Jane Byrd, Managing Director, Compass Cymru, said: "At Compass Cymru and Levy we are passionate about sustainability and have been working with the Principality Stadium, Cardiff City Stadium, and Swansea.com Stadium to reduce single-use plastic waste. By rolling out Notpla packaging across these three iconic stadiums, we're not just reducing plastic and carbon emissions – we're proving to others that better solutions exist today and setting a new standard for what's possible in event catering"

What makes Notpla's packaging different?

Winners of Prince William's Earthshot Prize in 2022, Notpla's solutions replace plastic at scale while working within the realities of foodservice operations. Unlike existing plastic or bioplastic packaging, which often contains hidden chemicals or require energy-intensive industrial composting, Notpla's packaging is:

- Made using seaweed – making it renewable, regenerative, and naturally biodegradable
- PFAS-free – Notpla packaging is certified PFAS-free with no unhealthy “forever chemicals”.
- Home-compostable – it breaks down just like a fruit peel, with no need for industrial composting facilities.
- Water and grease-resistant – performing just as well as plastic-lined containers but without the environmental cost.

Pierre Paslier, Co-CEO & Co-Founder, Notpla, said: “When businesses, venues, and policymakers come together, we can drive real impact. By working with Compass Cymru and Levy UK + Ireland, we’re demonstrating that eliminating plastic in stadium foodservice is both scalable and commercially viable. We can’t wait to see this example inspiring further action across the UK and beyond.”