

No More Bottles

Sustainable Hydration Case Study

2025 Catering Middle East – WINNER

Overview

No More Bottles teed off a sustainable hydration partnership with the DP World Tour, taking its flagship UAE events — the Abu Dhabi HSBC Championship and the season-ending Race to Dubai — single-use-plastic-free. From the practice range to the 18th green, our premium filtered dispensers replaced bottled water and kept 100,000+ players, caddies, officials, volunteers and fans refreshed with chilled, ambient and even sparkling water — making sustainability the smart play.

Objectives

- Take single-use plastic bottles out of play across the Tour's flagship UAE events.
- Deliver premium-grade hydration for every player, caddie, official, volunteer and fan.
- Replace bottled-water logistics for permanent, mains-fed infrastructure that's match-fit for life.
- Drive measurable, real-time reductions in plastic waste and CO₂ — sustainability in full swing.
- Use the DP World Tour's global stage to make sustainable hydration the only play, in support of the Tour's Green Drive.

Implementation

- Putting the sparkle into sustainability: premium filtered chilled, ambient and even sparkling water — premium-grade hydration from tee to green.
- Driving the Green Drive: 50+ mains-fed dispensers deployed in full alignment with the DP World Tour's Green Drive sustainability programme.
- Tee to green coverage: stations across spectator zones, player lounges, volunteer hubs, media centres and back-of-house.
- Hydration on the move: a bespoke buggy delivered refills to the far-flung corners of the course.
- Refills in every bag: co-branded reusable bottles for all accredited individuals; with spectators encouraged to bring or buy their own.
- A live scorecard for sustainability: digital counters on every unit, ticking up bottles saved in real time.
- Tournament-ready, 24/7: in-house teams handled install, maintenance and monitoring through every round.

"By replacing single-use plastic with premium, on-demand filtered water, we proved world-class sport and world-class sustainability go hand in hand — golf in the UAE has set a green example, both on and off the course."

Sandy Muirhead,

Director, No More Bottles



Results and Activation

- Over 500,000 single-use plastic bottles prevented.
- Approx. 20 tonnes of plastic waste avoided.
- Over 80 tonnes of CO₂ emissions saved across production, transport and disposal.
- More than 100,000 players, staff, volunteers and spectators served.
- 50+ premium dispensing stations deployed across UAE venues.
- Real-time bottle-saved counters created a visible behaviour-change narrative.
- Set a new benchmark for sustainable hydration at major international sporting events.

