



WCBS and bloomUp Continue Sustainability Journey at the UMB World Cup 3-Cushion, Lier

The World Confederation of Billiards Sports (WCBS), in collaboration with global sustainability consultancy bloomUp, will continue its pioneering sustainability journey at the current **UMB World Cup 3-Cushion**, taking place from **31 August to 6 September 2026** in Lier, Belgium. The event marks the **second of four flagship sustainability assessments** being conducted across the cue sports ecosystem as part of the WCBS–bloomUp Sustainability Project.

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