

ROME
21st | 23rd
OF MAY
2014



comieco

Consorzio Nazionale Recupero e Riciclo
degli Imballaggi a base Cellulosica

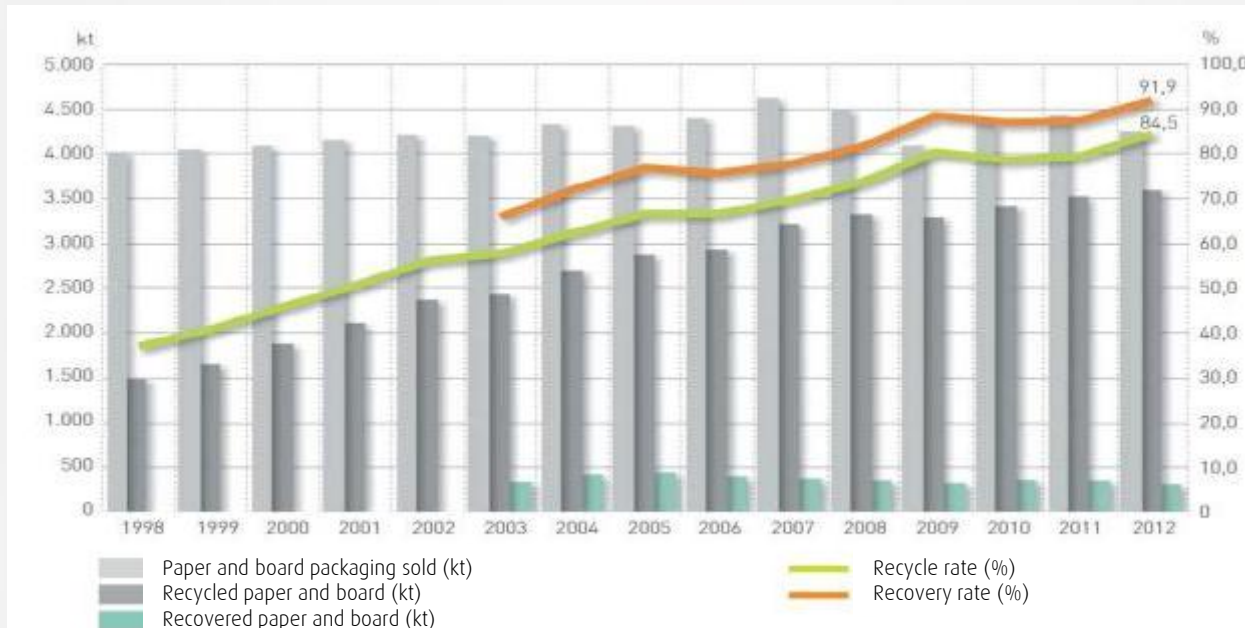


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Comieco in a nutshell

COMIECO is the National Consortium for recovery and recycling of paper and board packaging and it represents approximately 3,400 companies of the Italian paper supply chain (sorting plants, producers, processors).

In the past 15 years, the recovery and recycling rate in Italy grew from 37% to approximately 90%. Today, 4 paper and board packaging units out of 5 are recycled.



In 2012, 11.2 million tons of packaging in urban and industrial waste collection.

Of these, 38% is represented by paper and board packaging.

Per capita collection of paper and board is nearly 50 kg: 3 times higher than in 1998.



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Italian paper and board production (2012)



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Comieco – the role of communication

WHAT DO WE DO

PROMOTE the habit of recycling among citizens and municipalities

INFORM about the benefits of recycling

in order TO INCREASE quality and quantity of paper and board collection

WHERE

Think and act LOCAL, with a common national message: “Paper can be recycled and come back to life. And Comieco guarantees that.”

Around 200 cities from north to south have been touched by specific communication activities in 2013.

1 big national event → RicicloAperto

HOW

One of the major threats in Italy, which still represent a strong limit to the further and better development of our results, is the common belief that *separate waste collection is useless, because they then put everything back together*

It's important to re-assure people about the real opportunities of success of their simple daily effort by:

- letting them see by themselves how the whole systems works
- transforming the daily chore of separating waste at home in something to be rewarded for
- transforming the perception of paper and board into something creative, valuable,... not to be perceived as a “waste”



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Main communication projects



RICICLOAPERTO is the national open day of the paper and board production and recycling facilities. Each year, since 2000, around 16.000 people visit nearly 100 member companies nationwide.



PALACOMIECO

A travelling exhibition (400 square metres) which tours Italy to show how the recycling system works. Over the years, Palacomieco has welcomed around 150,000 students and visited nearly 100 locations.



CARTONIADI

The Olympic games of paper recycling, a unique competition where town councils “play” against each other to decide who is the “champion of paper recycling”.

- 6 competitions in 2013
- 2 million citizens involved
- 10% average increase in paper collection during the competition



CARTAVINCE

The new campaign is aimed at blocks of flats, in cities which have adopted door-to-door collection routines. 1^o edition in Milan in 2013, where it was especially useful to increase quality of recovered paper.

