



**RICREA**

CONSORZIO NAZIONALE RICICLO  
E RECUPERO IMBALLAGGI ACCIAIO

# **The National Steel Recycling Consortium**

May 22/05/2014

# RICREA: Birth, Purpose & Goal

- The National Steel Consortium (RICREA) was established on 18 November 1997
- **RICREA** is a modern and efficient recycling organisation
- RICREA brings together suppliers, importers and manufacturers of steel packaging
  - Today: 264 consortium members
- **Aim of RICREA:**
  - Recover a minimum of 50% of steel packaging placed on the market
  - Inform users about best process of waste treatment
  - Coordinate collection flows
  - Ensure recycling at steel mills

# RICREA: steel packaging

## The different types of steel packaging



**Tins and cans**  
for vegetable preserves, fruit in syrup, tuna fish, peeled tomatoes, meat, fish, legumes, pet food, etc.



**Tins, bins and drums**  
for food and chemical use, vegetable oils, etc.



**Fancy tins**  
for gift packs, confectionery, linen, clothing, gift goods.



**Capsules, tops and crown caps**  
for food preserves, soft drinks, mineral waters, etc.



**Spray cans**  
for deodorants, hairspray, detergents, paints, and food use. Before you throw them away make sure they are empty!

You can recognize STEEL by these symbols that can be found on the labels of the steel packaging:



## The benefits of steel packaging

**Eco-sustainable:**  
100% recyclable and permanent material. They drop the problem of overpackaging.

**Safe:**  
They protect the contents from external tampering.

**Airtight:**  
They protect the products from bacteria and light.

**Sturdy:**  
They hold up to external shocks and they allow safe transport.

**Communicative:**  
Easy to decorate, they offer an excellent communication tool.

# RICREA key numbers

			2011	2012	2013
SPECIFIC INDICATORS	Packaging consumption (including imports)	K Ton	486	440	435
	Total amount collected	K Ton	385	374	368
	Total amount recycled	K Ton	353	332	320
	% Packaging recycled compared to packaging consumption	%	<b>72,6%</b>	<b>75,5%</b>	<b>73,6%</b>
GENERAL INDICATORS	Municipalities covered by ANCI-CONAI agreement	n.	5.233	5.744	5.828
	% Municipalities involved in Italy	%	65%	71%	72%
	Population covered by ANCI-CONAI agreement	Mln ab.	44,9	47,4	47,7
	% Population covered	%	75%	78%	80%

# RICREA: Outreach

- Amongst the missions of RICREA are successful communication & raising public awareness
  - Goal: Create environmentally conscious culture
    - e.g. by environmental education focused on the importance of waste collection, recycling and recovery of packaging steel
- RICREA intensifies its efforts with activities which focus on three main areas:
  - 1) **Education in schools**
  - 2) **Adult education**
  - 3) **Company level**



# Adult Education:

## “La magia la fa l'acciaio!”

Awareness campaign through spot TV commercials and billboards on the road and buses at the regional level to inform citizens to identify and collect properly the steel packaging.



Spot TV

# “La magia la fa l'acciaio!”

- Goal of the spot:**
- recognize all types of steel packaging
  - make it clear that are 100% recyclable and permanent material

In areas of Italy where the spot tv was broadcast, it produced a significant increase in the recycling of steel packaging.

For example: **Genova + 35 %**

**Firenze + 16%**

**Livorno + 14%**

The campaign is now being held in Grosseto, Arezzo e Siena and soon in Puglia.



**Thanks for your attention**