

SUSTAINABILITY AT A GLANCE

2021

The paper and board
recycling loop – high value
for the environment,
as much as for Italy



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**PAPER
IS RECYCLED
AND COMES
BACK TO LIFE.
A GUARANTEE
OF COMIECO.**

INTRODUCTION

CARLO MONTALBETTI

GENERAL MANAGER COMIECO

Despite the pandemic and the subsequent slowdown of our economy in 2020, paper and board packaging recycling reached 87%, thus meeting and surpassing the 85% target set by the European Union for 2030 nine years ahead of time.

While the separate collection of paper and board packaging in Italy grew from 3 to 3.5 million tons in the last 3 years, there is still broad room for improvement in the South, where approximately 800thousand tons of materials are still available for recycling, including about 350thousand tons of packaging.

Collection and recycling rates may increase through the use of new technologies and the digitalization of certain processes, thus supporting changes in the way separate collection is organized.

The decision-making and authorization process timeline and the works on infrastructures, including first and foremost sorting and recycling plants, are going to become crucial.

Encouraged by these figures, we must look farther ahead in view of hitting the 90% target, also making the most of the resources provided by the Recovery Fund.

In fact, 37% of the European funds will be allocated to waste prevention and processing, to the circular economy, and to the bioeconomy.



However, the European Union has raised the bar of the quality and prevention challenge.

Recent directives aim at stronger promotion of the recycling of packaging, as well as of all paper-based products, including graphic paper and paper intended for other uses, such as health-related ones.

At the same time, we were asked to improve the quality of packaging waste and of paper-based materials in general to make them easier to recycle.

Comieco is ready to support the entire paper pipeline to achieve both targets, while constantly promoting the development of the Italian circular economy to the point of becoming a virtuous reference point for Southern Europe.

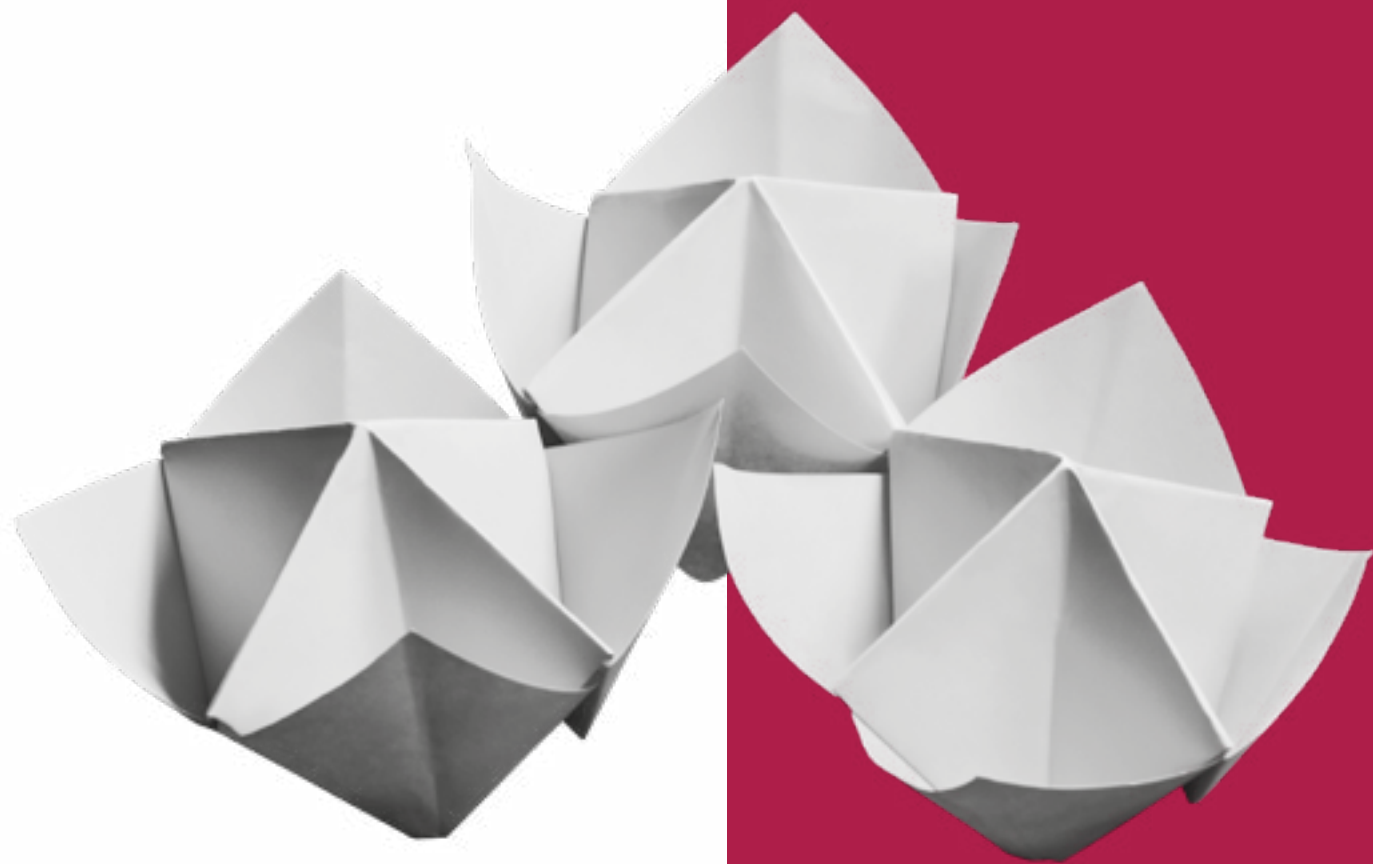
The launch of the fee-diversification project for paper packaging has a similar goal, i.e. to promote a reduction of the environmental



impact by providing incentives to use more recyclable packaging and discouraging the use of packaging containing less than 80% of paper.

Effective from January 1, 2022, fee diversification will be introduced for composite paper-based packaging other than for liquids, in order to bring to the surface the environmental costs of recycling and to drive companies towards more and more recyclable containers.

This is one more step towards the circular economy we are striving to establish.



A close-up, black and white photograph of a stack of corrugated cardboard. The image shows the characteristic wavy, fluted structure of the material, with the ridges and valleys creating a strong sense of depth and texture. In the lower-left quadrant, there is a solid red circle. Overlaid on this circle is the text "ABOUT US" in a bold, white, sans-serif font.

ABOUT US

WHAT IS COMIECO?

Comieco is first and foremost a guarantor of the appropriate recycling of the paper, board, and cardboard that the Italians sort out every day. Further to that, the Consortium's functions include several activities, ranging from prevention – supported by studies aimed at creating sustainable packaging (reduced weight and simplified sorting) – to the promotion of separate collection through communication and awareness-arousing activities.

“Comieco is first and foremost a guarantor of the appropriate recycling of the paper, board, and cardboard that the Italians sort out every day”.

Upon agreement with CONAI, the National Packaging Consortium, Comieco enters into agreements with local administrations for the separate collection of paper and board packaging.

Such agreements provide for the payment of a fee in favour of the Cities, calculated on the basis of the amount and quality of the collected materials.

Its purpose is to help the Cities bear the higher costs generated by separate collection. A total of 150.8 million EUR were allocated by Comieco to the Cities in 2020. Comieco carries out sample checks and tests at sorting plants and is therefore able ensure the high quality of the paper for recycling sent to the paper mills.

Through the shared effort of entities, companies, organizations and, particularly, through the commitment of the households that sort out paper-based materials, Italy could successfully meet the targets set by the European rules ahead of time, with economic, social, and environmental benefits for the entire community, thus demonstrating that the recycling of paper and board packaging is profitable. For everyone.

FROM THE PAST TO THE FUTURE

1985

In an era strongly characterized by disposable products, where landfill disposal was a crucial environmental issue, a group of companies in the paper industry gave life to Comieco, the Environment-Friendly Packaging Committee. The goals of the new-born Comieco included the reuse and recovery of paper-based materials, which are biodegradable and recyclable by their own nature.

1998

With the Ronchi Decree and the establishment of the CONAI and Pipeline Consortia system for the management of packaging waste, Comieco became the National Consortium for Recovery and Recycling of Paper and Board Packaging, aimed at meeting the recycling and recovery targets set by the European rules. A practical response of the Country System – and of the approximately 3,300 companies and

importers of paper and board packaging, as well as recoverers – to give life to what we now refer to as the Circular Economy, where paper and board are not waste, but rather valuable materials for the paper industry.



Present and future

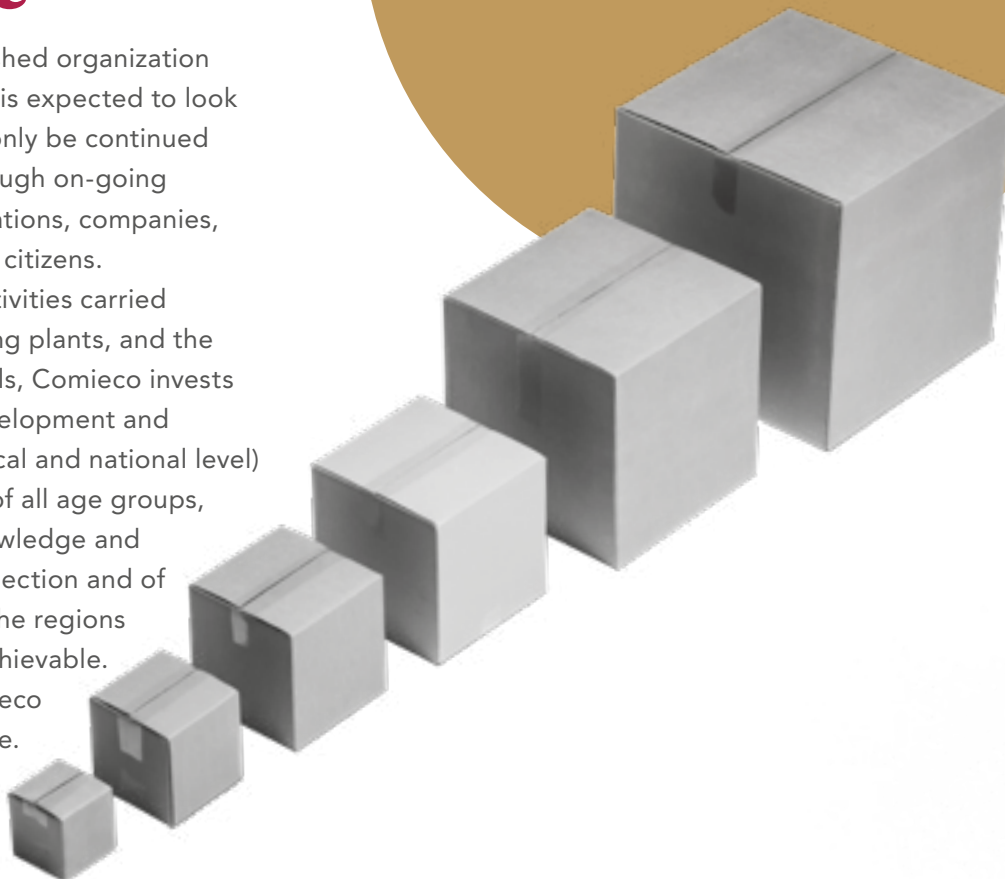
An efficient and well-established organization with over 35 years of history is expected to look ahead: a positive trend can only be continued and improved over time through on-going collaboration with administrations, companies, conscious and well-informed citizens.

This is why, alongside the activities carried out with the Cities, the sorting plants, and the paper mills to pursue its goals, Comieco invests in continuing research & development and communication efforts (at local and national level) aimed at the Italian citizens of all age groups, in view of improving the knowledge and culture of good separate collection and of recycling, and of driving all the regions towards the highest point achievable.

This is the challenge of Comieco for the present and the future.

1998

COMIECO BECOMES THE
NATIONAL CONSORTIUM FOR
RECOVERY AND RECYCLING OF
PAPER AND BOARD PACKAGING



ONE STEP AT A TIME

1985



Birth of Comieco, the Environment-Friendly Packaging Committee

1993

The 1st national conference on the recycling and recovery of paper and board packaging organized on April 16 in Milan with the Lombardy Region, Procarton, and Legambiente



1991

Launch of the pilot projects **"Cartesio"** for separate paper and board collection upon an initiative of Legambiente, Procarton, and Comieco

1996

Release of the 1st edition of the **"Annual Report** on paper and board collection and recycling in Italy"

1997

On October 24, following the **Ronchi Decree**, Comieco becomes the **National Consortium** for Recovery and Recycling of Paper and Board Packaging

2002

Release of the 1st edition of **"L'altra faccia del macero"**

1999

Signing of the first **five-year ANCI-CONAI framework agreement** in July

1994

Enactment of **"Directive 94/62/EC** on packaging and packaging waste", aimed at promoting environmental protection while ensuring smooth market operation

2004

With a rate above 62% and 4 years ahead of time, **Comieco meets and surpasses the recycling targets** set by the law (60% by 2008)



2003

Signing of the memorandum of understanding for recycling of **beverage packaging** in July

2001

Opening of the **Rome office** and launch of the 1st **"Workgroup on Civic Culture in Italy"** upon an initiative of Comieco and Legambiente

2000

Release of the 1st edition of **"Dossier Prevenzione"** with projects for innovative paper-based packaging. Signing of the 1st **Technical Annex** for paper fractions within the framework of the ANCI-CONAI agreement. Signing of the 1st **Agreement with Unionmaceri** on paper for recycling sorting services



2005

Opening of the **South Office** in the province of Salerno – establishment of the **Palacomieco**

2008

With the project "Gusto Così" **Comieco and Slow Food** start to arouse the awareness of the Italians on the appropriate use of resources and the prevention of food waste

2006

The "TUA" (Leg. D. 152/2006) is enacted to replace the Ronchi Decree

2007

Deep in a waste emergency, the **Club of the Eco-Champion Cities of Campania** is established in October



2011

Following the commitments made with the Market Competition Authority, Comieco sets up an **auction system** for recycling of 40% of municipal separate paper and board collection. Release of the **1st edition of "Sustainability at a Glance"**



Establishment of **Club Carta e Cartoni**: a gathering, information, and training venue for user companies

2012

2013

The CONAI Environmental Fee is reduced twice in one year: from 10 to 6 and from 6 to 4 EUR/t

2014

Implementation of the **1st ANCI-Comieco tender**: a non-repayable amount of 1.7 million EUR allocated to small and medium-sized Cities with collection deficits

2015

30th anniversary of the establishment of Comieco – With the 2nd ed. of the ANCI-Comieco Tender and the "Plan for the South" sponsored by the Ministry of the Environment, 9 million EUR are allocated to Cities with collection deficits

2018

1st edition of the Paper and Board Recycling Month - Creation of the **Comieco Factory**, a B-to-B innovation programme to acknowledge the voluntary activities carried out by companies to develop environment-friendly paper and board packaging

2017

20th anniversary of the CONAI and Pipeline Consortia System

2016

1st Edition of the States General for the South on separate paper and board collection

2019

Input to the achievement of the 2030 sustainable development targets (SDGs, UN) in line with the Italian strategy

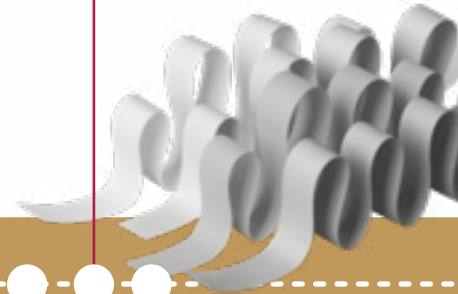


2020

35th anniversary of the establishment of Comieco – **New ANCI-CONAI Agreement Paper Annex**

2021

EU 2030 recycling targets met 9 years ahead of time **The CONAI Environmental Fee for paper and board packaging is reduced by over 50%**
1st edition of the Paper Week



THINGS WE DO

Cutting waste calls for ongoing and organized engagement in a number of activities:

RECYCLING AND RECOVERY

Initiatives connected with separate collection, recycling, and recovery.

RESEARCH AND DEVELOPMENT

Prevention, training, support to research, projects with universities.

COMMUNICATION

Organization of events, fairs, shows, and advertising campaigns at local and national level.

AUDITS, CHECKS, AND CERTIFICATIONS

Qualitative checks on materials collected under the agreements, audits on parties to the agreements, sorting plants, paper mills, and processors.

OTHER AREAS

The structure includes other cross-cutting areas, such as IT Systems, General Business, and Administration.

2003

INTRODUCTION OF A QUALITY AND ENVIRONMENTAL MANAGEMENT SYSTEM

ISO 9001
ISO 14001

2006

EMAS
REGISTRATION

2007

OHSAS 18001
CERTIFICATION
passata a ISO 45001 nel 2019

2008

Certificate of Excellence

FOR THE INTEGRATED QUALITY, ENVIRONMENTAL, AND SAFETY MANAGEMENT SYSTEM

CERTIFICATIONS

WHOM WE DO THEM WITH



WITH OUR MEMBERS

Ongoing sharing of data on apparent consumption via online and offline systems, as well as involvement in scientific, legal, and educational initiatives.

WITH THE COMMUNITY

Communication and awareness-raising activities, also including one-to-one actions with individual administrations or regions. Additionally, national communication initiatives with institutional campaigns, but mostly promotional ones aimed at entities, schools, and citizens.

WITH THE INSTITUTIONS

Workshops, conventions, shows, and events organized at landmark venues of regions or communities, as well as circulation of updated publications; the communication channel with the institutional counterparts is always busy and bustling.

WITH OUR HUMAN RESOURCES

Our directors, collaborators, and employees. The Consortium also performs monthly in-house audits in all areas to maintain and develop its management systems.

WITH OUR SUPPLIERS

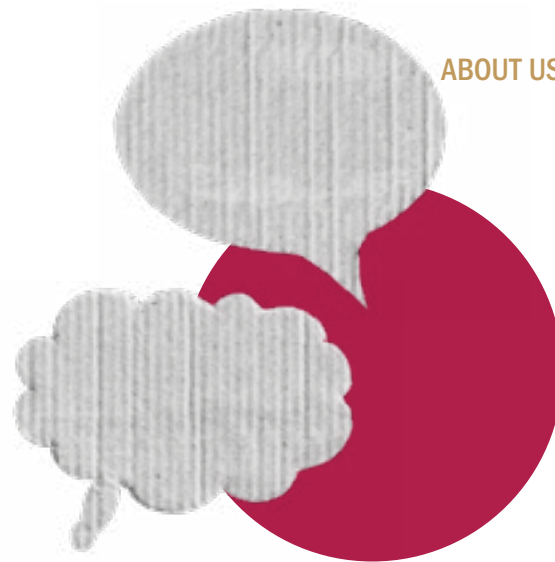
The parties we interface with to implement projects.

WITH THE ENVIRONMENT

In 2020 Comieco maintained all its quality, environmental, health, and safety management system certifications.

WITH THE PLAYERS IN THE PIPELINE

Comieco monitors satisfaction about its services by involving parties to the agreements, sorting plants, and paper mills. The judgement of the "pipeline" operators turned out 93% positive.



WHAT STANDS BEHIND PAPER AND BOARD RECYCLING

The paper industry is a typical example of the circular economy, in that its output is a bio-material that is 50% based on paper for recycling (over 5 million tons used in 2020) and obtained with high energy efficiency in the process.

The paper industry is a mature, yet still growing and environmentally advanced sector in terms of use of renewable raw materials and recycled fibres, and saw its energy efficiency increase by 30% in the past 25 years with reduced emissions. Europe has committed to implement the circular economy by setting ambitious targets, stated in the ROADMAP 2050 of CEPI (the European Confederation of Paper Industries, www.cepi.org); the Italian paper industry meets the challenge and strives towards development.

FEDERAZIONE CARTA E GRAFICA

Founded in June 2017, Federazione Carta e Grafica represents the industrial segment of Acimga (machinery for the graphic and paper industry), Assocarta (paper and board), and Assografici (graphic and paper industry, processing), with Unione Grafici (the union of graphic designers)

of Milan and Comieco as aggregate members. This pipeline recorded a global 21.9 billion EUR turnover (1.3% of the GDP) in 2020, generated by over 164,000 active operators in more than 17,000 companies, with the purpose of pursuing development and growth and of drawing the attention of the national and European institutions on the interests and the issues of the represented segments.



FEDERAZIONE
CARTA E GRAFICA

www.federazionecartagrafica.it

FOUNDED IN JUNE

2017



ASSOCARTA

www.assocarta.it

FOUNDED IN MAY

1888**ASSOCARTA**

The Association was founded on May 11, 1888 with the purpose to “protect paper manufacturing and trade in Italy”. A member of Confindustria, its role today is to co-ordinate and support the interests of all the segments of the paper industry involving its member companies, and to protect these both at national and at European level through CEPI, the European Confederation of Paper Industries (www.cepi.org), of which it is a founding member. With 10% of production volumes, the Italian paper industry ranks third in Europe, and second after Germany as user of paper for recycling.

The essential role of paper manufacturing in Italy and the key function it plays in the Country’s circular economy and in the ecological transition were both recognized during the pandemic following an environmental and circular performance that was acknowledged within the framework of the NRRP.





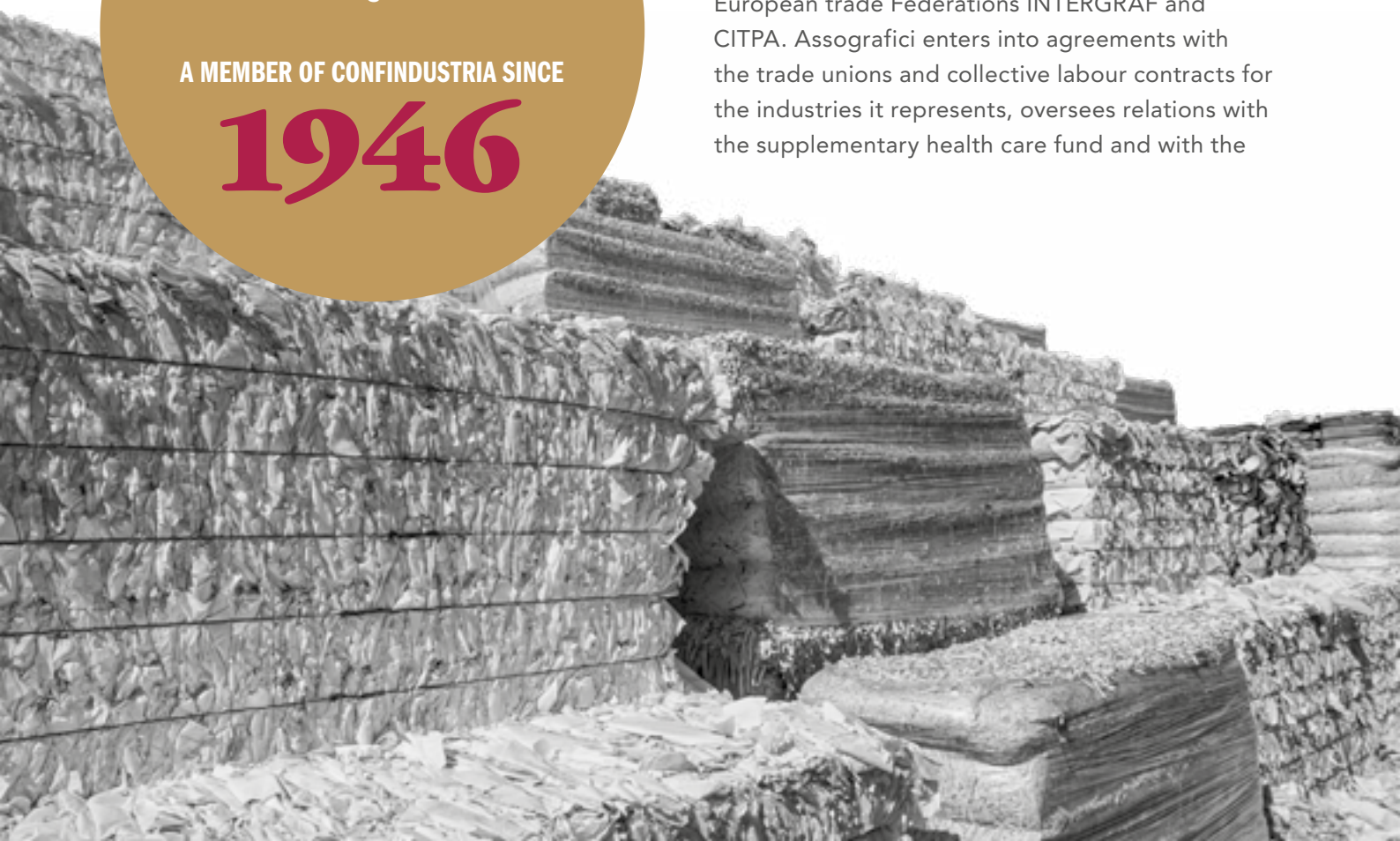
ASSOGRAFICI
www.assografici.com

A MEMBER OF CONFINDUSTRIA SINCE

1946

ASSOGRAFICI

A member of Confindustria since 1946, it represents the graphic industry, the paper industry, the paper and board processing industry, and the printers of flexible packaging. It is connected with the European trade Federations INTERGRAF and CITPA. Assografici enters into agreements with the trade unions and collective labour contracts for the industries it represents, oversees relations with the supplementary health care fund and with the



complementary pension Fund, participates in the CONAI Consortium System via Comieco, promotes educational and professional training initiatives, and supports its members with the provision of general and specialized services.

Assografici is also organized as a set of Specialized Product Groups (Assoparati, Carte Valori, GIFASP, GIFCO, GIFLEX, GIPEA, GIPSAC, GITAC, Shopping Bags) to ensure ongoing “vertical” support to companies operating on a specific market.

UNIRIMA

The National Union of Paper Recovery and Recycling Companies originated from a merger of Unionmaceri and Federmacero to strengthen, represent, and protect companies operating in the business of collection, recovery, recycling, and trading of paper for recycling, and promotes additional segment aggregation potentials.

A reference point for the entire pipeline, UNIRIMA represents the industrial sector of “Recovery/ Recycling Plants” and of paper for recycling trade, two historical segments of the “green” industry in Italy. UNIRIMA is an independent Association, and the only Italian member of ERPA – the European

Recovered Paper Association, a branch of EuRIC (the European Recycling Industries’ Confederation) of which UNIRIMA is a member. Through its representatives, it also participates in the European Paper Recycling Council and in the European technical committee CEN TC 172/WG2 «Paper and board for recycling» of CEN and ISO. At national level, UNIRIMA participates in all the major technical debates involving the relevant segment.



THE CONAI SYSTEM

Before the European directives were implemented at national level, packaging recycling was ensured by independent operators, and separate collection was not too widespread as an ideal tool to capture urban and similar packaging upstream to avoid landfill disposal and ensure its recovery.

“In 2020, the activity of CONAI and the Pipeline Consortia allowed to recover 83.7% of packaging waste”.

Established in compliance with the Ronchi Decree of 1997, CONAI marked the shift from a landfill-based management system to an integrated system founded on the prevention, recovery, and recycling of the six packaging materials: steel, aluminium, bioplastics, paper, wood, plastics, and glass. The National Packaging Consortium is a no-profit private entity, operating as the response of private enterprises to an issue of general interest, namely the environmental issue, in accordance with policy-based guidelines and targets. The Consortium has more than 750,000 member companies that manufacture and use packaging.

Its members pay a compulsory Fee that provides CONAI with the funds required to support separate packaging waste collection and recycling. CONAI sets the pace of the activity and ensures the recovery results of 7 material-specific Consortia: Ricrea (steel), CIAL (aluminium), Biorepack (bio-plastics), Comieco (paper and board), Rilegno (wood), Corepla (plastics), Coreve (glass), also promoting the necessary connection between these and the Public Administration.

In 2020, 83.7% of packaging waste – almost 11 million tons out of a total of 13.1 tons of apparent consumption – were recovered through the activity of CONAI and of the Pipeline Consortia. Seventy-three percent of this amount was recycled. Over 58 million inhabitants are covered by the ANCI-CONAI Framework Agreement for collection of the sorted-out materials, a service for which CONAI allocated 654 million EUR to the Italian Cities.





CONAI

www.conai.org

FOUNDED IN

1997



A roll of corrugated cardboard is shown diagonally across the frame. A large red circle is overlaid on the left side of the roll. Inside the red circle, the text "THE WORLD OF COMIECO" is written in white, bold, uppercase letters. The background is a plain, light gray surface.

**THE WORLD
OF COMIECO**

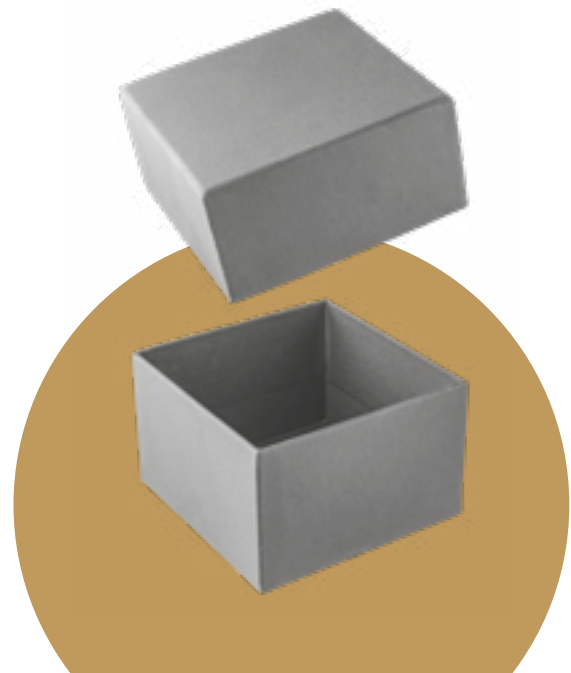
THE CIRCULAR ECONOMY OF PAPER AND BOARD RECYCLING

Paper and board packaging offer a perfect example of the circular economy from the moment they reach people's houses to their return after being sorted out, selected, recycled, processed and recirculated with distribution.

“Paper and board packaging offers a perfect example of the Circular Economy”.

During 2020, a 4.6 million ton apparent consumption of paper and board packaging was recorded. The recycling rate is 87.3% and overall recovery reaches 94.8% if the energy recovery share is also considered. The Ronchi Decree of 1997 introduced the CONAI Environmental Fee (known as CAC), paid by the first user according to the principle that “one has to pay for circulating goods that need to be disposed of.” Effective from July 1, 2021 the base CAC fell from 55 EUR/t to 25 EUR/t for all paper and board packaging.

The users of this material are thus estimated to save in excess of 135 million EUR with an apparent consumption of over 4 million tons.



The fee is collected by CONAI and paid to Comieco that, in turn, uses most of it to pay the higher separate collection costs by virtue of the agreements entered into with the Italian Cities.

“One future challenge is sorting out and recycling composite materials, something that implies significant additional costs”.

One future challenge is sorting out and recycling composite materials (with a structure made of two or more materials that cannot be manually separated, with paper as the main component in terms of weight, and with a weight of the non-paper material above 5% of the packaging unit's overall weight), something that implies significant additional costs.

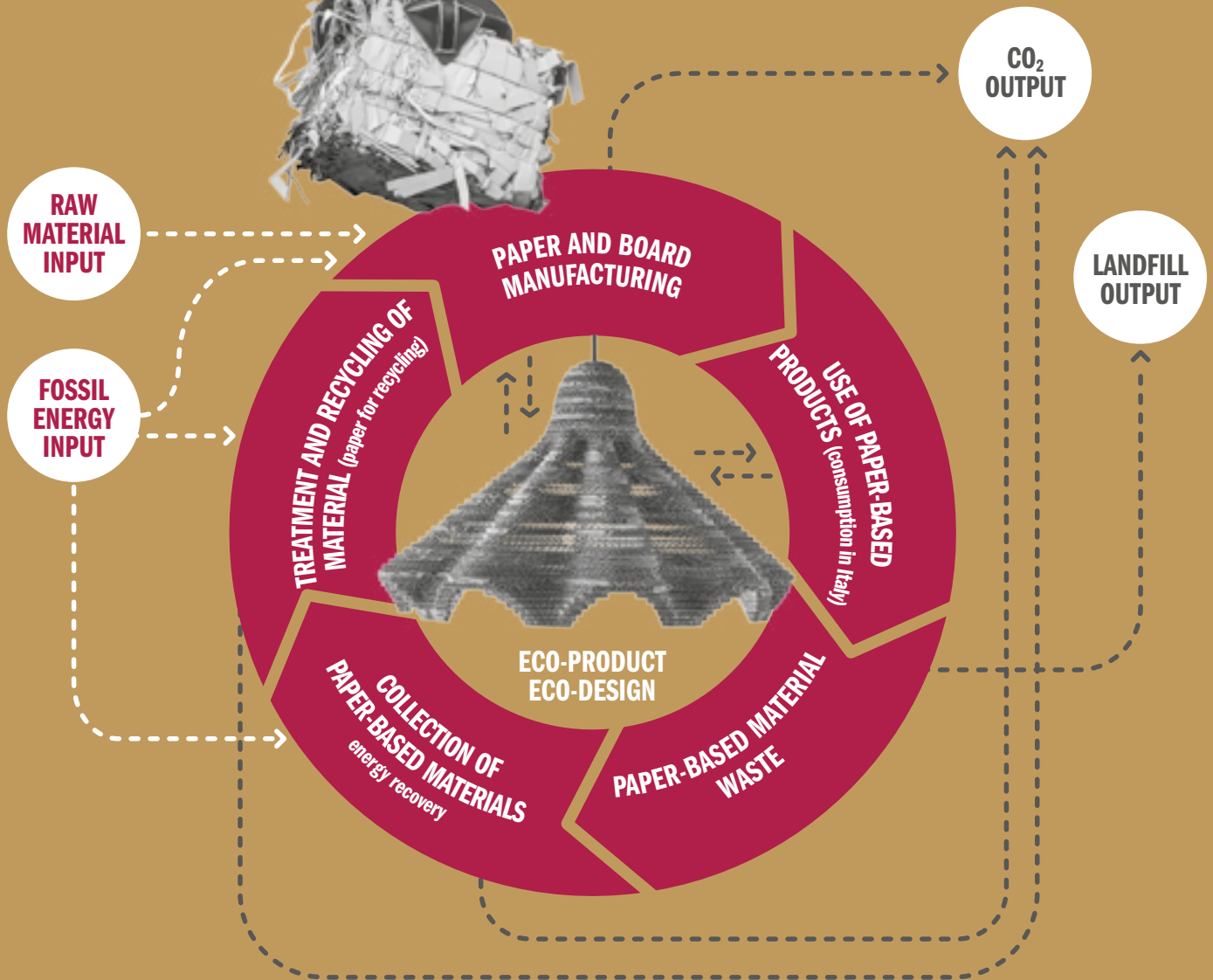
In this respect, CONAI recently resolved to expand the diversified environmental fee to new categories of materials, effective from January 1, 2022.

The diversification project is aimed at developing collection and funding activities and investments for sorting and recycling through the application of an additional fee (extra-CAC) on specifically identified packaging types.



Find out more!

**THE CIRCULAR
ECONOMY
OF PAPER
AND BOARD
RECYCLING**



THE VALUE OF RECYCLING

CONAI and the Pipeline Consortia ensure the collection, recovery, and recycling of packaging on the market, and thus compliance with the duties set by the law for member companies. The consideration is calculated on the basis of quantitative and qualitative parameters, so that it may act as an incentive for local entities. The determination and allocation of the Added Value allows to quantify the input of Comieco to the economic growth of its operating environment, generating and distributing wealth to its main stakeholders - human resources, members of the Consortium, institutions, and the community. Most of the funds of the Consortium are used to finance the separate collection performed by the public administrations.

150,8

million EUR

**CONSIDERATIONS
ALLOCATED TO THE
CITIES IN 2020***

1,92

billion EUR

**CONSIDERATIONS
ALLOCATED TO THE
CITIES FROM 1998
TO 2020**

** vs. the management of just more than 2.4 million tons of paper and board from municipal collection under the agreements*

RESEARCH AND DEVELOPMENT: THE EFFORTS OF THE PAPER PIPELINE

Multiple actions are under way, including collaboration with Universities on paper and board packaging design, the promotion of sustainable packaging, also in cooperation with the trade associations, studies to review social behaviours and lifestyles, market monitoring of the paper and board packaging types that offer the best sustainable solutions.

“The main goal of Comieco is to operate along the pipeline to preserve natural resources, reduce the environmental impact, and optimize funds”.

Comieco operates in view of reducing the impact along the entire pipeline and, in close coordination with CONAI, of meeting the targets set by European and national rules on the recycling and recovery of paper and board packaging, respectfully of the management hierarchy that sees “prevention” as the top priority.

The main goal of Comieco is to operate along the pipeline to preserve natural resources, reduce the

environmental impact, and optimize funds. Comieco provides prevention guidelines and directives that its stakeholders are expected to implement in their manufacturing and design processes to improve packaging efficiency while reducing the use of resources.



RECYCLABLE PAPER-BASED PACKAGING AND PRODUCTS

In view of ensuring an efficient use of resources and of improving waste management, the paper pipeline has adopted a scientific approach known as Aticelca MC 501 (first released in 2011) promoted by the Italian Technical Association for Cellulose and Paper, which determines to what extent a packaging unit or a paper-based product can be recycled.

The lab procedure provided for by the Aticelca 501:17 test was fully adopted by UNI, the Italian Standardization Body, which developed it into a national norm and published it in 2019 as UNI 11743 norm with the title “Paper and board – Determination of parameters of recyclability of cellulose-based materials and products.” Today the paper pipeline can thus use two well-established instruments:



PREVENTION RESULTS IN THE PACKAGING PRODUCTION AND RECYCLING PIPELINE

the UNI 11743 norm, which defines the technical lab procedure, and the "Aticelca 501 Assessment System," which defines the criteria to estimate recyclability. The number of products awarded with the brand "Recyclable with Paper – Aticelca 501" has more than doubled from 2019 to 2020, thus confirming the increasing focus of companies on packaging prevention and sustainability.

The instruments available to companies also include the guidelines for easier recycling, drafted by CONAI in cooperation with the Department of Chemistry, Materials, and Chemical Engineering of the Milan Polytechnic and the support of Comieco professionals. The information provided in this paper offers an updated reference, which develops hand in hand with the evolution of sustainable packaging and innovation in the recycling process, intended as a chain of collection, sorting, and recycling of waste.

40 million m³

**A MOUNT OF WATER
SAVED IN 9 YEARS**

Source: processed
Assocarta data

+30%

**IMPROVEMENT OF
ENERGY EFFICIENCY
IN THE LAST 25 YEARS**

**Apparent paper
& board packaging
consumption**

   Source: Conai

Year	Consumption (kt)
2020	4.634
2019	4.939
2018	4.992
2017	4.868
2016	4.709
2015	4.585
2014	4.421
2013	4.171
2012	4.255
2011	4.436

**Recycled paper
& board packaging waste**

   Source: Comieco

Year	Waste (kt)
2020	4.048
2019	3.989
2018	3.981
2017	3.886
2016	3.752
2015	3.653
2014	3.482
2013	3.531
2012	3.594
2011	3.526

The parties involved in prevention:

 PAPER MILLS  PROCESSORS  USERS

THE PRINCIPLES OF PREVENTION

Packaging manufacturers follow certain common-sense rules guided by the principle of end-of-life accountability for packaging.

RAW MATERIAL SAVING

Limit the consumption of paper/cardboard (raw material) used to produce packaging and subsequently reduce weight, with the packed product and its performance remaining unchanged.

USE OF RECYCLED MATERIALS

Replace part of all new paper/cardboard with recycled paper to help close the recycling loop.

REUSE

For example, boxes used to carry goods can be cut into strips for reuse as shock absorbers when packing other products.

More than 1 million tons of corrugated board were saved from 2010 to 2020, thanks to basis-weight reduction.



573 **544**
gr/m² gr/m²

Source: GIFCO

The parties involved in prevention:

PAPER MILLS PROCESSORS USERS



SIMPLIFIED PACKAGING SYSTEM

Packaging is modified and its functionality is improved. For example, technologies and innovation allow to obtain more folds and more joints with a single sheet of cardboard. This helps simplify the pack and reduce the amount of tape required for sealing.

A SMOOTHER RECYCLING PROCESS

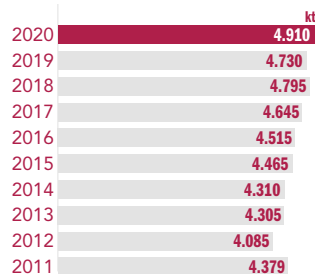
Conceive and produce packaging in view of ensuring a smoother recycling process, for example using only one material (e.g. in most cases the plastic window has been removed from pasta and rice boxes).

over
500
to date

PRODUCTS GRANTED THE USE
OF THE ATICELCA BRAND
"RECYCLABLE WITH PAPER"

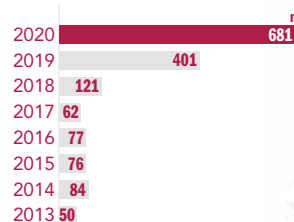
Use of recovered paper for packaging production

 Source: Assocarta



Amount of packaging tested for recyclability

  Source: Comieco





INNOVATION AND SUSTAINABILITY

**PATENTS ARE AN INDICATOR
OF INNOVATION AND BRING
THE CIRCULAR ECONOMY TO LIFE**

FROM 2010 TO 2020

433

PATENTS

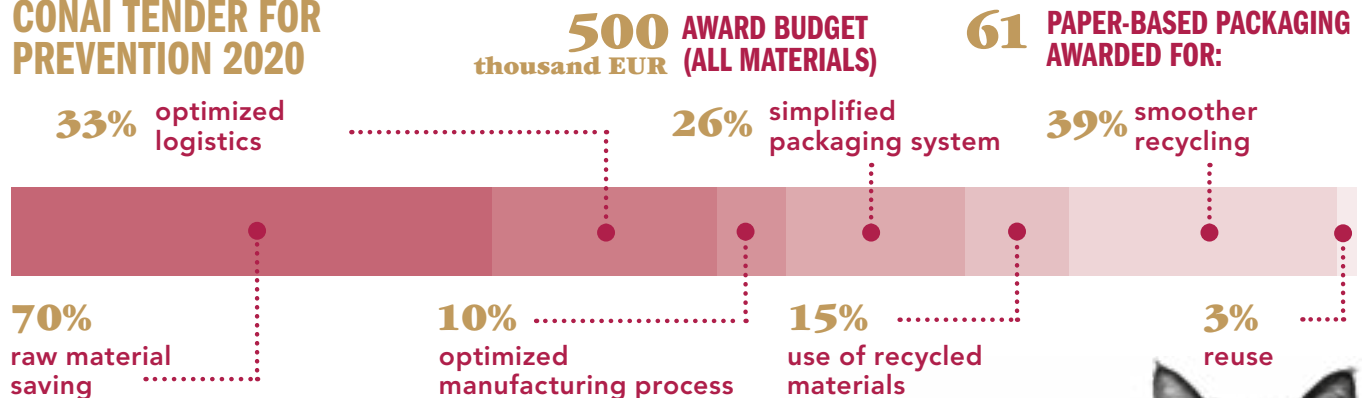
Source: UIBM and Orbis IP

ENHANCING PACKAGING SUSTAINABILITY

A plain cardboard box offers countless properties and functionalities. You can easily imagine what a paper, board, or cardboard pack contains: pasta, flakes, cookies, toys, soap, and plenty of other products. But what is there behind that? Each individual packaging unit is the result of studies and research to improve its performance and reduce its environmental impact. It comes from innovation in the production, processing, and selection of paper for recycling.

Manufacturing packaging while minimizing its impact on the environment is the best option to manage the generated waste. In the past few years, Italian companies improved the packaging of their products, thus ensuring a better environmental performance. Comieco highlights this virtuous approach in **Best Pack – the data base of Comieco**, which contains over one-thousand examples of environment-friendly paper and board packaging selected among those acknowledged with high-prestige Awards.

CONAI TENDER FOR PREVENTION 2020



“A plain cardboard box offers countless properties and functionalities”.



BEST PACK

The Best Pack data base of Comieco contains the packaging awarded for sustainability, is available at www.comieco.org, and currently describes over 1000 examples of environment-friendly paper and board packaging from all over the world, acknowledged for reviewing the underlying product or project, from its design to consumption and disposal.

“The Best Pack data base of Comieco contains the packaging awarded for sustainability”.

This approach is a perfect implementation of the concept of prevention. From Italy to Singapore, from Latvia to New Zealand, awards are created for packaging design and production, the most popular one being the WorldStar Packaging Award.

**A DATA BASE
THAT CONTAINS MORE
THAN 1000 EXAMPLES OF
ENVIRONMENT-FRIENDLY
PAPER AND BOARD
PACKAGING AVAILABLE AT
comieco.org**



The review by Comieco of the Italian champions of prevention, through the ongoing development and maintenance of the Best Pack data base, allows to obtain interesting statistical data on innovation in the paper packaging industry and to outline prevention trends.

The paper-based material that is most often acknowledged for efforts aimed at prevention is corrugated board followed, at some distance, by straight cardboard and packaging paper.

The most popular prevention-focused action is raw material saving followed, at a distance, by volume optimization and simplified recycling.

Raw material saving and lighter packaging generally concern all types of packaging, and particularly secondary and tertiary packaging.



E-COMMERCE: PAPER AND BOARD PACKAGING

The year 2020 will be remembered, among other things, as the year of e-commerce and delivery. Due to the multiple restrictions required to counter the world-wide pandemic, the number of online purchases soared. Covid-19 promoted the creation of new e-commerce paradigms. New solutions emerged to ensure service continuity, and the unexpected emergency encouraged companies to embrace the digital approach.

“Over one million parcels circulate in Italy every day through e-commerce”.

The health emergency had a dual impact on trade: on one hand it pushed consumers towards a more frequent use of online channels in all the steps of the purchasing process – from pre to post-sale – and, on the other, encouraged suppliers to review their digital strategy and invest in the implementation and/or strengthening of interaction and sales channels. With the change brought

about by the pandemic, small Italian enterprises also started to use e-commerce, encouraged by incentives to approach the digital medium and understand its potentials.

According to the estimates of Osservatori.net of the Milan Polytechnic, the dynamic trend of the e-commerce market in 2020 is also evidenced by the shipments of e-commerce orders, which increased by 35%, or 420 million parcels. This means that over one million parcels circulate in Italy every day through e-commerce alone, a significant packaging flow that can turn out an opportunity for the recycling industry. According to a Netcomm study, in 2019, before the pandemic, e-commerce had already increased its relative share of the overall turnover to the highest extent, with a strong impact on the increase of the total turnover of economic activities (+19.2%) and of employment in Italian companies (6.7% vs. the total). Online purchases in Italy further grew by 3.4% in 2020, totalling 32.4 billion EUR. This phenomenon is a clear consequence of the impact of the pandemic, which generated opposite

trends between product segments – which grew by 45% - and service segments that, on the contrary, declined by 52%. Online food shopping recorded the highest growth rates, and continued even after the lockdown, with 36% of households considering this as the most practical, as well as the safest option, in health terms, to avoid high-risk contacts. The Food & Grocery category, which includes the home delivery of meals and grocery, i.e. purchases of fresh or packaged food and of household or personal care products, recorded its highest growth rate ever in 2020: +70% vs. 2019 (2.7 billion EUR).

About 359,700 tons of packaging were used in Italy in 2020 to ship online purchases. Growth in the food & grocery sector, in fact, changed the segmentation of shipment packaging in terms of types and corresponding market shares. The use of corrugated cardboard, both for transport and for protection, accounted for 88% in 2020. E-commerce is bound to continue in time, and Italy is striving to make up for its delay with respect to the rest of Europe.

Hence, the packaging business will have to give more consideration to this purchasing mode, which potentially paves the way for new market outlets.



PAPER AND BOARD AS PROMOTERS OF THE ECOLOGICAL TRANSITION IN FOOD DELIVERY

Our habits have deeply changed since March 2020. We could not enjoy a breakfast at the café or a meal with friends at a restaurant for a long time and today, as rules for individual and general protection from the Coronavirus change, this is still not something we can take for granted. That is the reason why transition towards take-away services – with and without home delivery – soon became a true lifeline for restaurant owners and consumers. In the last year the demand for food delivery recorded an exponential growth also in Italy and, as we can see, this was not just a temporary phenomenon connected with the lockdown, but rather a confirmation of a long-term trend that offers an opportunity to expand one's business beyond on-site restaurant service.

Whatever the future of the pandemic, these new consumption habits have actually become a “new normality” for out-of-home meal consumption. Born as a form of catering mostly based on low-cost principles, food delivery today is turning into a more and more attractive channel for high-quality food consumption. According to the data of FIPE

(Federazione Italiana Pubblici Esercizi), almost one-third of the Italian population have ordered their lunch or dinner via on-line platforms.

And this is where paper and board, as well as Comieco, come into play: the aim is to arouse the awareness of the entire delivery pipeline – from restaurant owners to end customers – on the use of sustainable packaging (as much recyclable or recycled as possible) and good practices for the appropriate disposal of the materials included in each order. A Packaging World survey reveals that 79% of respondents prefer products with sustainable packaging.

Similarly, a survey carried out by Astra-Ricerche for Comieco shows that, according to 84% of the Italians, packaging should be made of paper and board as more sustainable materials.

As take-away prevails over on-site consumption, the choice and management of packaging should both ensure the integrity and preservation of the sensory properties of food and minimize the production of waste, while maximizing recycling: choosing a completely recyclable or compostable

material pack upstream – not just a pizza box, but also the entire paper-based take-away set, including trays, cups, bags, etc. – has a significant impact on the sustainability of the entire pipeline.



TEN RULES FOR SUSTAINABLE FOOD DELIVERY

Based on the increased awareness of the importance of more sustainable consumption, paper and board packaging certainly makes a sustainable choice, but there is much more that restaurant owners and customers should consider:

- 1 FOCUS ON QUANTITY** clearly describe portions and only order what you are sure you can consume.
- 2 FOCUS ON QUALITY** offer seasonal menus, and preferably choose recipes made with seasonal products - demand and supply go hand in hand.
- 3 NEAR IS BETTER** expand the proximity customer base and preferably order from near-by restaurants.
- 4 JUDGE THE BOOK BY ITS COVER** offer compostable or recyclable packs, such as those made of paper and board, and choose restaurant owners that claim and use these.
- 5 LESS IS MORE** disposable cutlery and individual seasoning portions on request.
- 6 IMPROVE AIR QUALITY** offer and choose bike, foot, or electric vehicle deliveries.
- 7 DON'T WASTE LEFTOVERS** if you ordered more than you consumed, properly store and reuse any leftovers for new recipes.
- 8 SEPARATE AT HOME** sales receipts should be disposed of with mixed waste after removing them from the bags to which they are often attached.
- 9 WAIT A MINUTE** reuse any clean bags before throwing them away with separate waste.
- 10 REPETITA IUVANT** always duly perform separate collection; in case of doubts, ask your municipal administration.

THE COMIECO FACTORY

As seen from the previous pages, it turns out that the Italian paper industry ranks high in Europe, with a 4.6 million ton apparent consumption of paper and board packaging in 2020, an 87% recycling rate, and a 95% recovery rate. Until recently, the function of packaging was limited to protecting and carrying the product within and providing information to end consumers.

“The Italian paper industry ranks high in Europe”.

In this era of the circular economy, packaging manufacturers are facing a tougher challenge: the goal is to combine sustainability with innovation to design functional packaging, while minimizing the use of resources and using them in a more conscious way. In this context, the Comieco FACTORY acts as a driver of innovation, assisting companies and designers in the shift towards the circular economy and focusing on research and development, which are crucial when designing paper and board packaging in the third millennium.

It is an “active container” for those that wish to share opinions and need guidelines and confirmations on the appropriateness of their corporate strategy. In fact, Comieco believes that the packaging business can be a value driver for the Italian economy by increasing its efficiency and ensuring a more profitable use of resources.

Social and economic change calls for a constant push towards the identification of high-performance and more sustainable approaches in terms of innovation in materials and products. Considering the production-consumption-recycling loop of paper and board packaging, companies should be able to provide a competitive response to these new phenomena.

Several studies carried out in cooperation with institutions and universities confirm the driving power of innovation and investments of this sector. One of the first aspects considered when talking about innovation is the number of patents filed or applied for - as many as 433 in the last 10 years for the paper and board packaging sector alone.



The Italian paper industry invests 420 million EUR every year in innovation. Recyclability and sustainability are the main strengths of paper and board packaging.

This sector keeps the pace with the “digital revolution” and stands out for its dynamic approach, innovation, and organization, in both packaging design and recycling.



The Club Carta e Cartoni is a group of companies striving to make the most of the potentials of paper and board packaging.

The Club is a venue for gathering, information, and training for managers, professionals, and stakeholders in the paper and board packaging business.

Its purpose is to share information in view of innovation and sustainability.

The Club members share the importance of accountability with respect to paper and board packaging; within their companies they strive to achieve top-level results and are strongly committed towards responsible packaging.

The Club allows to access tools dedicated to professional operators in the packaging business to promote the circulation of ideas.

OUR ACTIVITY SEEN THROUGH THE SCREEN OF THE SUSTAINABLE DEVELOPMENT GOALS – SDGS

OBIETTIVI PER LO SVILUPPO SOSTENIBILE SUSTAINABLE DEVELOPMENT GOALS

In the past few years Comieco initiated a process aimed at assessing and analysing the input of the Consortium to the achievement of the 17 targets set by the UN for 2030, the Sustainable Development Goals (SDGs), which look far ahead and involve the

packaging pipeline in some major challenges, including struggling against hunger and countering climate change.

“The purpose of sustainable development is to satisfy the needs of present generations without affecting the capability of future ones”.

This is thus a renewed opportunity for the packaging industry to be part of a global solution. Packaging design today is an important measure of sustainability, and the analysis of the packaging available on the market clearly points out to economic growth, technical development, environmental protection, and compliance with the social equality principles of a Country.





Packaging plays a crucial role in promoting development, helps food last longer, allows to carry water to infertile regions and to distribute drugs to help people live a healthier life.

These are just a few of the needs at the basis of high-quality life, and packaging is a tool to meet them.

Scan the QR Code for more information on the role of paper and board packaging in the achievement of the sustainable development goals (SDGs).



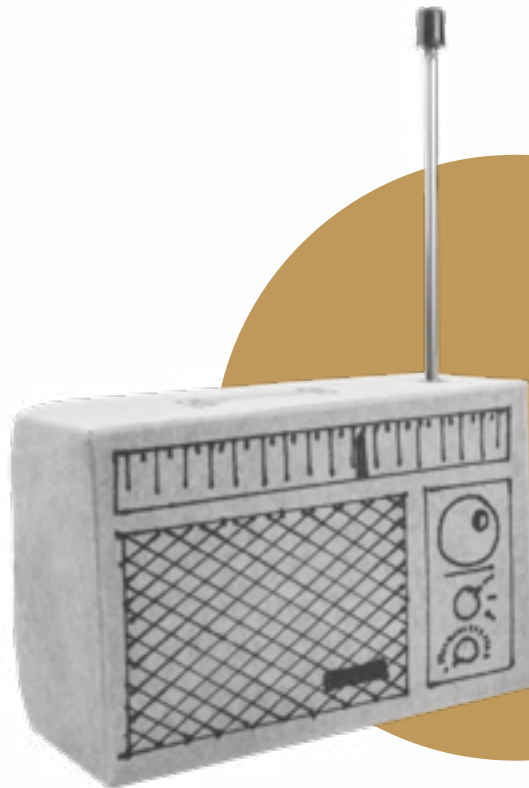
OUR APPROACH TO COMMUNICATION

Communication is mandatory to promote separate paper and board collection. It changes according to the intended audience, and is constantly assertive and institutional without ever being too stuffy.

To implement household separate collection we favoured local communication activities with a focus on central and southern regions. Local activities are combined with nation-wide initiatives to cover all parts of the Country with our communication.

“Communication is mandatory to promote separate paper and board collection”.

In addition to participating and contributing with its own speakers to workshops and conventions on collection, recovery, and recycling and on the paper business in general, Comieco organizes several initiatives, shows, exhibitions, and fairs.





GOALS

1 Inform citizens.

2 Establish a dialogue with centralized and local institutions and encourage their engagement.

3 Increase separate paper and board collection at national level.

4 Promote environment-friendly lifestyles.

5 Support and strengthen the paper and board recycling pipeline.

6 Inspire new languages (in design, art, research, and corporate activities), based on the sustainability and value of paper and board recycling.

7 Establish the role of Comieco as the guarantor of the entire recycling process.

THE MAIN TARGETS OF THE CONSORTIUM'S COMMUNICATION

Italian citizens of all age groups, including schools, local communities, associations, etc.

Central and local institutions, with which the Consortium organizes and promotes local information activities.

Companies in the paper and board recycling pipeline, the natural partners of several initiatives focused on the recycling loop.

Corporate users of paper and board packaging, representing the target of information campaigns aimed at informing about the properties and sustainability of paper and board packaging.

COMIECO IN THE MEDIA

PRESS

During 2020, Comieco organized several events and played a prominent role in projects with the media. The broad coverage in local circulation newspapers and magazines is an acknowledgement of the Consortium's communication. Its painstaking press office work in the national and local media produced approximately 2,414 mentions on the web, in the press, on the radio, and on TV.

The topics addressed by the consortium aroused great interest in 2021, when the Paper Week alone recorded a total of 344 press mentions.

E-NEWSLETTER

Published every fortnight, it has more than 9thousand leads. Its topics include the agenda of activities, communication, recycling design, pipeline achievements, local initiatives, publications, and general news.

WEB

comieco.org

A service portal and the historical archive of the Consortium's activities.

SOCIAL NETWORKS

FACEBOOK [consorzio.comieco](https://www.facebook.com/consorzio.comieco)

TWITTER [@comieco](https://twitter.com/comieco)

PINTEREST [@comieco](https://www.pinterest.com/comieco)

INSTAGRAM [consorzio_comieco](https://www.instagram.com/consorzio_comieco)

YOUTUBE [ComiecoConsortio](https://www.youtube.com/ComiecoConsortio)

LINKEDIN [Consortiocomieco](https://www.linkedin.com/company/Consortiocomieco)





2.414

**MENTIONS ON THE WEB,
IN THE PRESS, ON THE RADIO,
AND ON TV**

SINGING PAPER: WITH “ELIO E LE STORIE TESE”

Can music influence the attitude of people towards the environment? Can you improve your paper and board collection if you hum a song?

“A campaign developed to the sound of music to improve paper collection”.

According to a survey carried out by AstraRicerche for Comieco in November 2020, 4 Italians out of 10 are still unsure about what you can include (or not include) in separate paper and board collection, and the majority think that a song can influence their attitude towards the environment.

This is at the origin of “Vecchio Cartone” (the Italian for “old cardboard”), an unpublished song written by “Elio e Le Storie Tese” for Comieco, based on the idea of turning the rules of separate paper and board collection into a fad in the band’s peculiar ironic and above-the-line language.

“Getta la carta nella carta e scarta la carta che non va nella carta” (*throw away paper with paper and discard the paper that doesn’t go with paper*) is the heart of the song that summarizes the key message of the campaign: proper separate paper and board collection has few and simple rules that you can sing to yourself. This allows to reach everyone in a clear and straightforward manner to help correct the disposal mistakes that we still make and that prevent virtuous separate collection, thus generating an environmental and economic damage that could easily be avoided.

The campaign, designed around the song, includes video clip, press and radio coverage, digital advertising, and content creation for the social media (FB, IG), with quiz shows, games, and entertainment.



Scan the QR code
to listen to the song



THE ACHIEVED TARGETS

PRESS REVIEW

214 features (benchmark: 450 features for the 25th report in 15 weeks –19 press releases). The video got the highest number of views in the “good news” section of corriere.it on its launch.

COMIECO WEBSITE

60 thousand users including 67% new ones, with 100thousand page views, it is the most often seen in the history of comieco.org. The section DOVE LO BUTTO (rules for disposal) recorded a 151% increase.

YOUTUBE

Viewed by 611thousand people, for a total of 823thousand times; +43% registrations to our channel.

RTL

Click to rate banner 7,21% excellent and a lot of traffic to the Comieco website.

TARGET

Youths in particular (who shared it more than any others) and adult males (who watched it most times).

ACKNOWLEDGEMENTS

Interactive Key Award 2021

- Integrated multimedia campaigns category

NC Award 2021

- **GRAND PRIX**
followed by Pulsee (Axpo Italia)
- **Public interest services category**
followed by Pulsee (Axpo Italia) and E.ON Energia S.p.A
- **Online advertising campaigns category**
followed by E.ON Energia S.p.A, A.C. Milan and WINDTRE
- **Press campaigns category**
followed by Poste Italiane
- Comieco ranked first as **Best Holistic Company** followed by Mondelez Fonzie's, Unicredit and TIM



THE PAPER WEEK

The **first edition of the Paper Week** took place on April 12-18, 2021: 7 days of free online events on separate collection and recycling of paper and board. One week with a rich digital agenda, organized in cooperation with **Federazione Carte e Grafica, Assocarta, Assografici, and Unirima**, sponsored by the Ministry for Ecological Transition to discuss and explain the paper and board recycling loop to adults and children, which is crucial to ensure a circular, virtuous pipeline.

About **15 thousand** citizens participated in the virtual events, and hundreds of thousands of people were engaged in the social channels. The agenda included regular events, such as **RicicloAperto Virtuale**, the **Paper Week Challenge**, and **Aperitivi con Comieco** (live streaming debates involving teachers and experts) for a total of approximately **14,500 streaming hours**.

RicicloAperto Virtuale, the all-digital interactive experience that allowed citizens and school children to see – comfortably from their School or from home – what happens to paper and cardboard after they

are discarded, involved **728 classes of schools from over Italy** (for a total of **approximately 11 thousand students**), including 433 featuring a virtual live guide that took them through the milestones of the recycling loop.

The **Paper Week Challenge**, a live streaming quiz show on the rules of paper and board recycling involving **21 Italian Cities** in a 12-match challenge, was followed by approximately **3,000 citizens**. The Cities that won the individual game sessions included La Spezia, Naples, Rome, Bari, Monza, Florence, Trani, Alessandria, Novara, and Foggia. Hundreds of citizens and operators participated in **Aperitivi con Comieco** and the follow-up webinars.

The interest of the web community for the Paper Week is also evidenced by the increase of accesses to the **Consortium's website - over 160 thousand more**, including 84% by new users - demonstrating the ability of this initiative to reach different audiences.

15.000**citizens**PARTICIPATED IN
THE DIFFERENT
VIRTUAL EVENTS**14.500****streaming hours**OF DEBATES
INVOLVING
TEACHERS AND
EXPERTS**11.000****students**INVOLVED FROM
728 CLASSES OF
SCHOOLS ACROSS
ITALY

THE AGENDA OF THE PAPER WEEK ALSO INCLUDED THE FOLLOWING ACTIVITIES

INFLUENCER MARKETING AND ENGAGEMENT IN VARIOUS SOCIAL CHANNELS

Simona Ventura and Valerio Lundini are only two of the ambassadors involved that created and posted original contents concerning paper and board recycling in their channels and engaged their followers.

In particular, the 4 original podcasts produced by Valerio Lundini deserve mentioning: posted on Spotify during the event, they were included among the Top Ten most popular podcasts on the platform.

MEDIA PARTNERSHIPS

with major publishers, such as Radio24 (5 "Darwin" podcasts on paper and paper recycling), Corriere della Sera (6 short videos), and La Repubblica (a feature in Green&Blue dedicated to the 7 lives of paper).



**2020
FIGURES**

SEPARATE PAPER AND BOARD COLLECTION IN ITALY: THE STATE OF THE ART

Municipal collection amounts to just less than 3.5 million tons, with a small 0.6% decline vs. the previous year. The national average per-capita collection is 57.2 kg, but some variations are recorded at macro-area level.

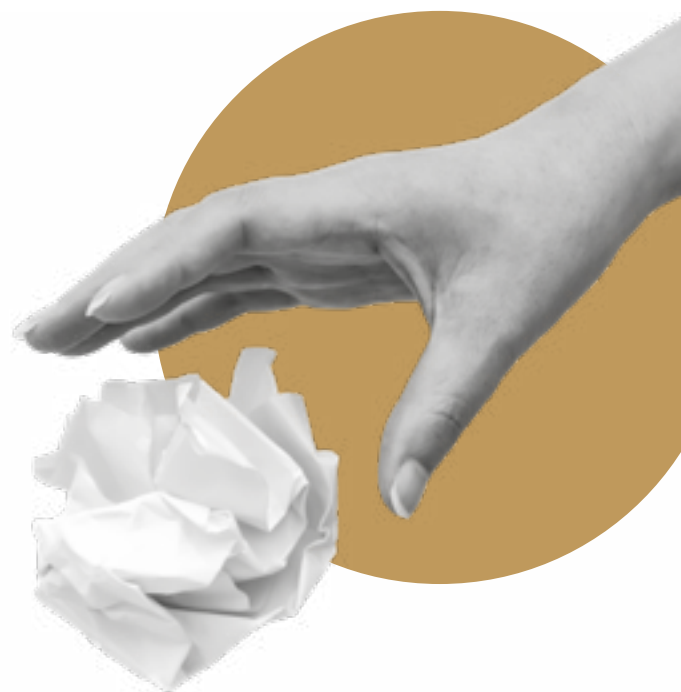
“Separate paper and board collection is well-established in 2020 and continues despite the impact of the pandemic”.

The North with 63.3 kg per capita per year; the Centre with 67.1 kg/inhabitant also in 2020; the South with its 43.2 kg confirms the upward trend of the past few years, with a 4% increase vs. 2019, and makes up for the decline in the North with an increase by over 34 thousand tons.

Only part of paper and board collection in Italy is managed by Comieco. In fact the Consortium managed over 2.4 million tons of paper and board under the agreements in 2020 – i.e.

70% of municipal collection in the country. Relations between Comieco and the Cities or the operators, including economic ones, are regulated by agreements.

Each party to the agreements can customize its relation with the Consortium, for example through partial collection management.



NORTH

63,3 kg/ab

-1,8% Δ 2019/2020

CENTRE

67,1 kg/ab

-2,8% Δ 2019/2020

SOUTH

43,2 kg/ab

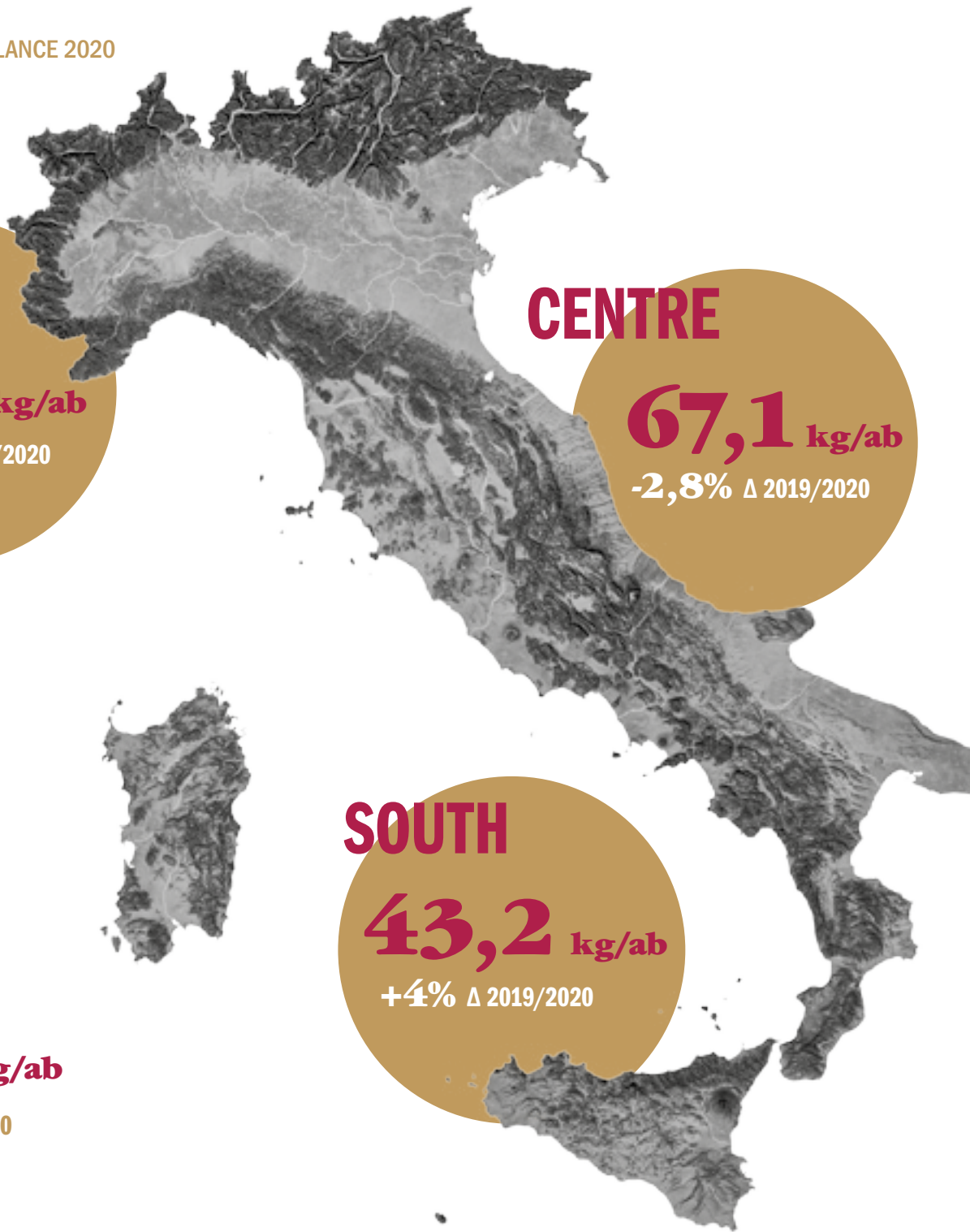
+4% Δ 2019/2020

AVERAGE PER-CAPITA
COLLECTION IN 2020

ITALY

57,2 kg/ab

-0,6% Δ 2019/2020



84,8%

CITIES UNDER THE AGREEMENTS

93,6%

CITIZENS UNDER THE AGREEMENTS

**SEPARATE
PAPER
AND BOARD
COLLECTION
FIGURES
IN 2020**

NOTES ON RECYCLING

3,5 million

TONS OF PAPER AND BOARD
COLLECTED BY THE ITALIANS

94,8%

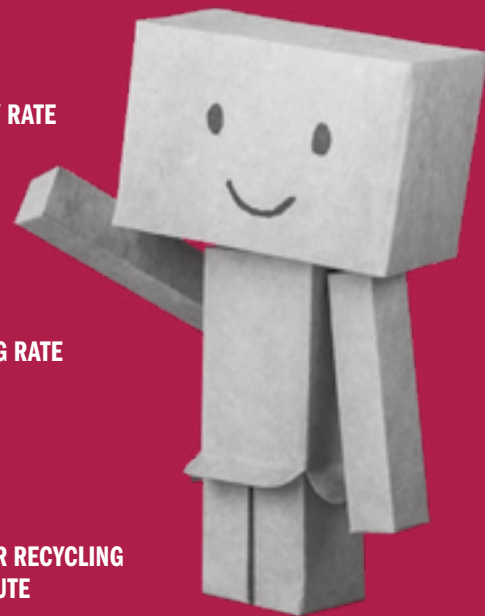
PAPER AND BOARD
PACKAGING RECOVERY RATE

87,3%

PAPER AND BOARD
PACKAGING RECYCLING RATE

11t

AMOUNT OF PAPER FOR RECYCLING
RECYCLED EVERY MINUTE



EXCELLENCES IN THE SOUTH: THE ECOCHAMPION CITIES

The Club of the EcoChampion Cities is an open entity in which all the interested Cities that comply with the membership requirements defined by its rules can participate. Comieco supports the member Cities through the allocation of funds and communication actions.

The Club of the “Paper and Board Eco-Champion Cities” was established in October 2007, when 7 virtuous Cities in Campania accepted the invitation of Comieco to join a club aimed at finding a practical solution to the waste issue in the region. The basic idea was to discover, highlight, and analyze the most virtuous local cases to “network” their success stories as a source of inspiration to help separate paper and board collection take-off in the other near-by local administrations. The Campania model was then replicated in other Italian regions.

6 REGIONAL CLUBS ARE IN OPERATION TO DATE: ABRUZZO, CALABRIA, CAMPANIA, PUGLIA, SARDINIA, AND SICILY

The total is 133 participating cities with approximately 2.3 million citizens involved.

6 regional Clubs

133 cities

2,3 million citizens



Data continues to develop

ABRUZZO

5 cities

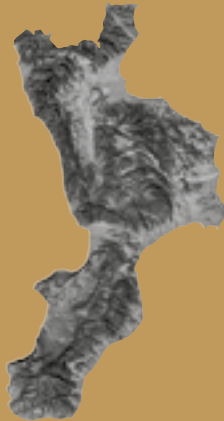
73,98 KG/AB-YEAR
OF PAPER AND BOARD



CALABRIA

5 cities

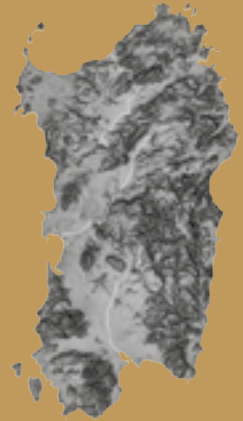
46,88 KG/AB-YEAR
OF PAPER AND BOARD



SARDINIA

11 cities

74,77 KG/AB-YEAR
OF PAPER AND BOARD



SICILY

18 cities

40,59 KG/AB-YEAR
OF PAPER AND BOARD



PUGLIA

32 cities

43,65 KG/AB-YEAR
OF PAPER AND BOARD



CAMPANIA

62 cities

40,19 KG/AB-YEAR
OF PAPER AND BOARD



The Campania model
was later replicated
in other Italian regions.

**GOOD TO
KNOW**



ANY MORE DOUBTS?

Good paper and board collection:

IS GOOD FOR THE ENVIRONMENT

Is good for the environment, because it reduces the landfill disposal of materials and reintroduces valuable resources into the manufacturing cycle!

IS GOOD FOR AIR QUALITY

To a great extent, as if every year all the cars, trucks, and public transport means in Italy turned off their engines and stood still for 6 days and 6 nights!

IS GOOD FOR THE MIND

Once it becomes an ingrained habit, it triggers a self-supporting educational mechanism. Thus each new generation will be more inclined to prevent waste, including in other sectors.

IS GOOD FOR YOUR CITY

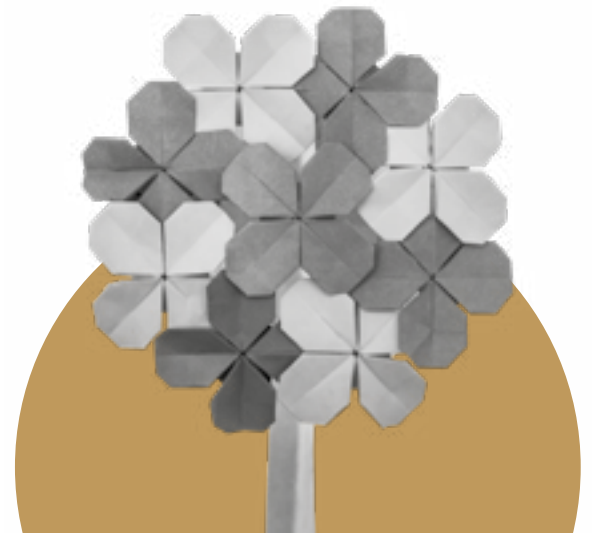
If performed by all, in a proper manner, your city and your neighbourhood will look nicer and cleaner!

IS GOOD FOR CREATIVITY

The new life of paper and board stimulates the ingenuity of designers, architects, craftsmen, and artists, who use it to produce furniture, jewels, furnishing items, fashion accessories, toys, art works, and much more: be open to it!

IS GOOD FOR THE COUNTRY AS A WHOLE

Separate waste collection is a duty, a rule that must be complied with – as provided for by the European and the Italian law. If we don't meet separate collection targets, our Country may incur in high penalties.





10 rules for successful high-quality collection.

- 1 PAPER AND BOARD FOR RECYCLING SHOULD BE COLLECTED IN SPECIFIC CONTAINERS**
- 2 PACKAGING CONTAINING FOOD RESIDUES DO NOT FIT IN SEPARATE COLLECTION. IT GENERATES BAD SMELLS AND CAUSES RECYCLING PROBLEMS**
- 3 SALES RECEIPTS SHOULD NOT BE DISPOSED OF WITH PAPER BECAUSE THEY ARE MADE OF THERMAL PAPER THAT CAUSES RECYCLING PROBLEMS**
- 4 WAX PAPER - USED FOR CHEESE OR CHARCUTERIE - CANNOT BE RECYCLED**
- 5 PAPER TISSUES SHOULD NEVER BE DISPOSED OF WITH PAPER AND BOARD**
- 6 PAPER SOILED WITH CHEMICALS, SUCH AS PAINTS OR SOLVENTS, CANNOT BE RECYCLED**
- 7 NON-PAPER MATERIALS, SUCH AS PLASTICS, METAL PUNCHES, OR ADHESIVE TAPE SHOULD BE SEPARATED FROM PAPER**
- 8 BOXES AND CASES SHOULD BE FLATTENED AND CRUSHED TO REDUCE THEIR VOLUME**
- 9 THE PLASTIC BAGS USED TO CARRY PAPER TO THE WASTE BIN SHOULD NOT BE DISPOSED OF WITH PAPER**
- 10 EACH CITY HAS ITS OWN RULES: EACH CITIZEN IS EXPECTED TO SEEK INFORMATION**

FROM THEORY TO PRACTICE

If each Italian citizen recycled as little as two cardboard boxes, one newspaper, one board case, one egg case, and three paper bags more than he or she already does, per-capita collection would increase by 1 kg.

If this effortless deed were multiplied by the almost 61 million Italian citizens, the outcome would be impressive and extremely positive.

Feel like trying, or not?



SAVOIR DIRE

In a dispute, it is not the loudest that is right, but rather the one that submits the strongest arguments, the latest and most reliable information.

Here are a few pearls of culture on paper that can turn out useful in case of discussions about paper.

PAPER IS PART OF EVERYONE'S DAILY LIFE:

it is culture, information, hygiene, and protection for products and foodstuffs. It is a natural, renewable, recyclable product that helps contain CO₂ emissions.

THE PAPER INDUSTRY IS SUSTAINABLE.

Twenty-four cubic metres of water are used to produce 1 ton of paper today, vs. 100 in 1970. Ninety percent of the water used in the manufacturing process is usually recycled, and only 10% is unused water.

PAPER IS FOREST-FRIENDLY.

Most of the wood used to produce paper comes from forest thinning, a practice that is necessary to preserve the good health of forests. The rest comes from the scraps of other industrial sectors, such as furniture industries and sawmills.

A RECYCLED BOX

comes back to life within less than 2 weeks, a newspaper page comes back to life within just 1 week.

READING ONE NEWSPAPER PER DAY

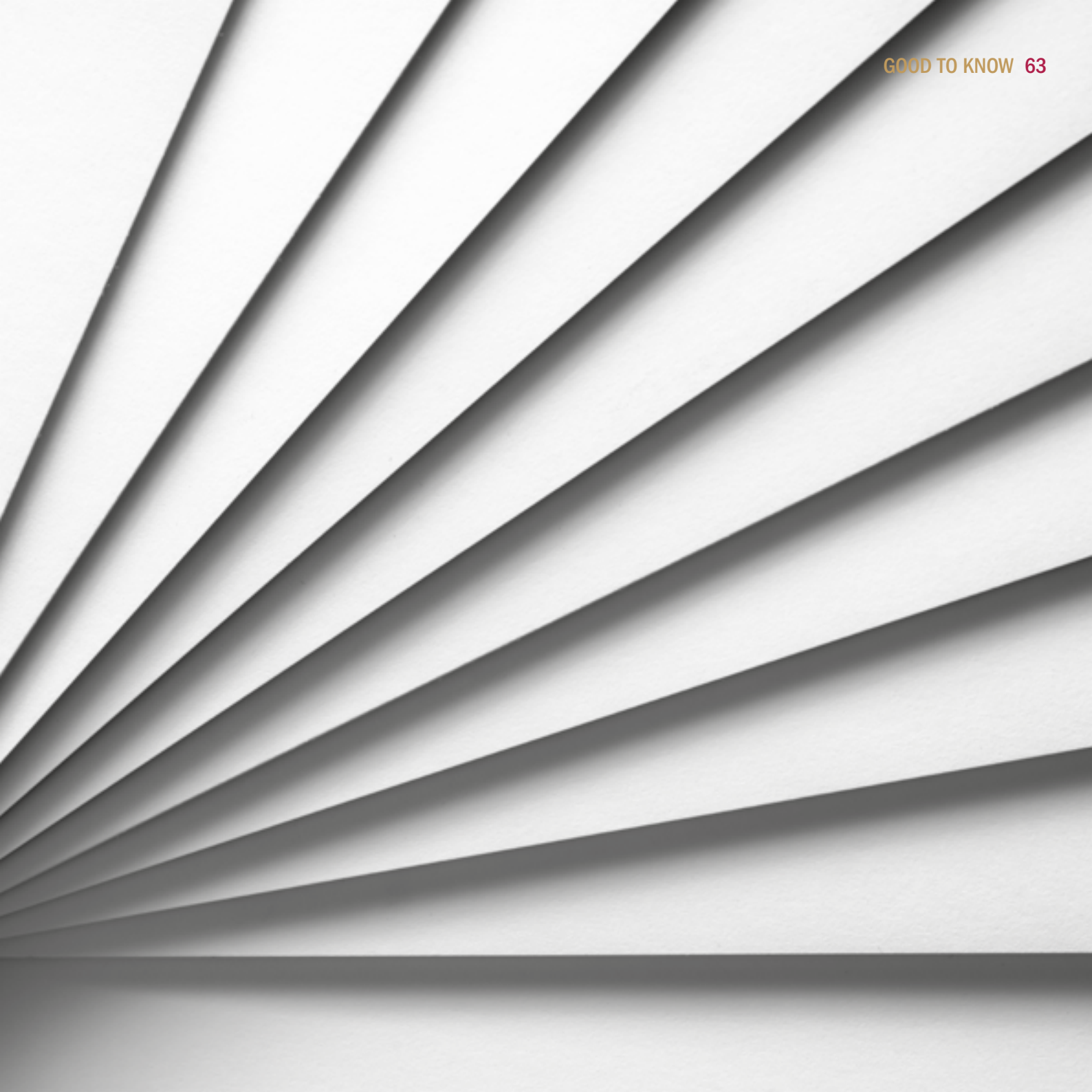
produces 20% CO₂ less than reading online for approximately 30 minutes.

THE SUSTAINABLE MANAGEMENT OF FORESTS

promoted by the paper industry in Europe ensures that 3 trees are planted for each cut tree.

THE ANNUAL EXPANSION OF FORESTS

today amounts to 6,450 km² equal to the surface of 4,363 football fields.





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Comieco is part of the system

