



## DISSEMINATION OF ENVIRONMENTAL AND ECONOMIC BENEFITS OF PAPER RECYCLING

GOOD  
PRACTICE

### Background (REF: 1)

What is the use of recycling? Today many people are still wondering this question when separating their waste and recyclables. Although the general environmental awareness is increasing, there is still a great ignorance by good part of the population about the real environmental and economic benefits of proper waste and recyclables management, and even more in the case of social benefits (improves life's quality, reduces landfills and global warming effect, generates new green jobs, etc.).

However, citizens should be aware of these benefits, because knowing them can make people more motivated and willing to recycle. Indeed, including qualitative and quantitative data in a campaign allows informing the citizen of these benefits. Furthermore, these should be shown in a very illustrative and easy way to understand for the population, encouraging the recycling habit.

### ACTION

**Development and launch of awareness campaigns based on illustrative and clear examples of the recycling benefits**

### Example of good practice implemented

#### “El viaje del papel” (the paper’s trip), Spain (REF: 2, 3)

The Spanish association of paper and board recovers (REPACAR) with a funding from the Ministry of the Environment and Rural and Marine Affairs (MAPAMA), developed an environmental educational campaign showing the benefits and how to recycle paper and board. Easy and intuitive, it uses 6 cartoon videos in a [website](#) with the objective to boost paper and board recycling in the school pupils.



Figure-1: Logo of “The paper’s trip”

#### “Paper recycling in the office”- European paper recycling council (REF: 4)

Illustrative campaign launched for paper recycling in the office. The brochure includes the basic rules for serving the environment by recycling paper as well as the benefits when the employee recycles paper. In that way, the employee is more committed for recycling.



Figure-2: Illustrative campaign for paper recycling in the office”. Source: CEPI



## DISSEMINATION OF ENVIRONMENTAL AND ECONOMIC BENEFITS OF PAPER RECYCLING



### Keep in mind that...

- ⚠ It is important to have factual data (better quantitative data) about the benefits of recycling in order to show quantifiable benefits.
- ⚠ The character of those campaigns must be as objective as possible, so that citizen does not feel coerced.
- ⚠ It is important to use the appropriate media for the campaigns dissemination.
- ⚠ It is important to define the target population and their needs and concerns in order to approach them properly through the announcements or campaigns.

### Potential benefits



Promotion of paper and board recycling	●	●
Promotion the use of recycled paper and board	●	●
Serve as educational information for schools and other institutions	●	●
Increase social knowledge about real benefits of recycling	●	●
Serve as a marketing tool	●	
Serve as a claim for companies (green companies)	●	●

### How to start?

- ✓ Contact the paper associations of your country and collect interesting information related to the benefits of recycling paper and board – or alternatively – to the disadvantages or problems associated with non-recycling. The more impactful and original the ads or campaigns, the greater the effect on citizens.
- ✓ Use communication channels to disseminate the news allowing the maximum possible number of citizens to be reached.



### References:

1. EUROPEAN ENVIRONMENT AGENCY (EEA) (2011) – Recycling industry can boost the European economy.
2. MAPAMA (2013) – El viaje del papel.
3. THE JOURNEY (2009) – El viaje del papel.
4. EPRC (2013): Paper Recycling in the office