

PUBLICATION OF STIMULATING NEWS ON PAPER AND BOARD RECYCLING



Background (REF: 1)

Population should be aware of the actions and possibilities they could take as individuals to have a positive impact (localized actions, undertaken by citizens, should cumulate to have global effects). The publication of these actions and effects can give ideas and serve as inspiration to engage other citizens.

News that confirm good information about recycling and positive results help people to become more committed with recycling.

ACTION



Dissemination of successful stories on paper and board recycling to draw attention, inspire and engage citizens. The good stories should be specific and based on reliable data

Examples of good practice implemented

Spain's paper recycling efforts is 'among the world's elite' (REF: 2)

A total of 78% of all paper consumed in Spain was recycled in 2015 – while collection of paper for recycling reached 4.6 million tonnes.

To highlight the crucial role played by Spanish municipalities in this success story, 29 local authorities in 12 autonomous regions across Spain received recognition for their contribution to paper and board collections at the Blue Birdies 2017 Awards held recently in Madrid.



Figure-1: León city council (Spain) awarded by "Blue Birdies". Source: ASPAPEL



New 74% paper recycling target set for 2020 (European Union) (REF: 3)



The European paper recycling value chain has already made significant strides on the paper recycling rate in the EU having reached a near theoretical maximum of 71.5% in 2015. The industry is now seeking to make another move forward with an enhanced rate of 74% by 2020 building on the progress achieved since 2000 by preceding European Declarations on Paper Recycling.

“Having already achieved an effective recycling rate of 71.5%, the European paper recycling value chain is willing to go a step further with a new 74% target. This elevated rate will play an integral role in boosting the circularity of Europe’s economy” says Ulrich Leberle, Secretary of the EPRC/Raw Materials Director at CEPI.

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Keep in mind that...

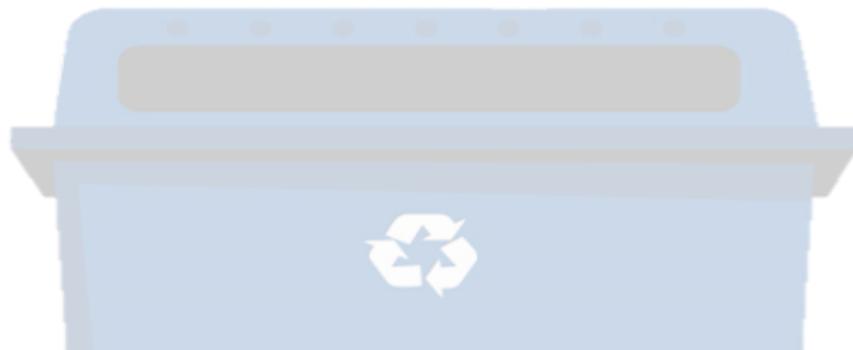
- ⚠ Advertising and promoting sustainable ideas is key for citizens to know them.
- ⚠ Creative and original news will get more attention.

How to start?

- ✓ Seek and collect interesting information related to the selective collection of paper and board and the use of paper for recycling.
- ✓ Disseminate the news in order to reach as many citizens as possible.

Potential benefits

			
Paper waste reduction	●	●	
Promoting use of recycled paper	●	●	
Motivation for paper recycling and its subsequent use		●	●
Improvement of the brand image in the case of companies	●	●	●
Consolidation of environmental commitment by organizations, institutions, schools, etc.		●	
Changes in the habits of life and consumption of society		●	●
Increased environmental awareness		●	●
Serve as inspiration for new ideas for innovation and research	●	●	●



References:

1. RUDEL, T. K. (2011) – Local actions, global effects? Understanding the circumstances in which locally beneficial environmental actions cumulate to have global effects. *Ecology and Society* 16(2): 19.
2. MARTIJN REINTJES (2017) – Spain's paper recycling efforts is 'among the world's elite'. *Recycling international*.
3. PAPER FOR RECYCLING (2017) – New 74% paper recycling target set for 2020.