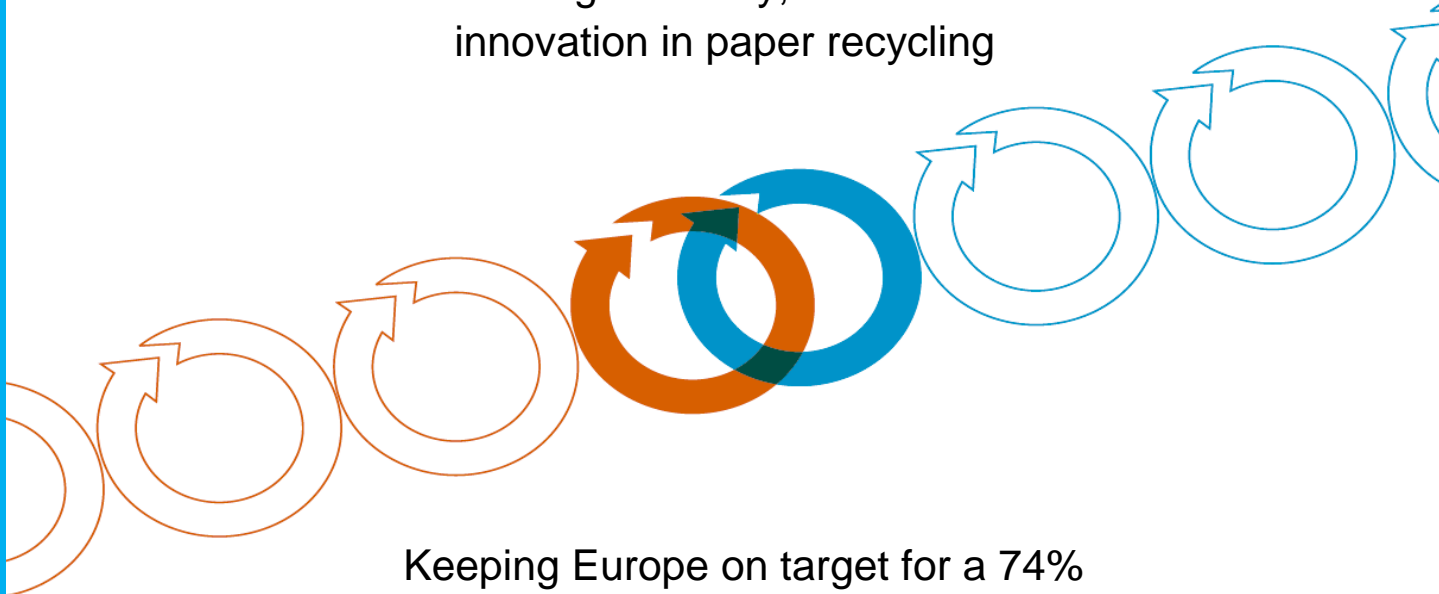


EUROPEAN PAPER RECYCLING AWARDS



Celebrating creativity, education and
innovation in paper recycling



Keeping Europe on target for a 74%
paper recycling rate by 2020

WINNERS AND AWARDED ENTRIES



www.paperforrecycling.eu

A few words about the artist that made our paper art awards:

Emma Boyes is a full time paper artist working from her home studio in the North West of England just outside the Lake District World Heritage site. Using just a single sheet of paper, a pencil, a very sharp scalpel and whatever her imagination allows, Emma creates intricate pieces of papercut art which are often inspired by her love of nature. Each piece is lovingly hand cut and depending on the size, can take weeks to complete.



www.emmaboyespapercutartandillustration.com

Thank you to all other entries:

- Nuceria Group, the bearable lightness of success, Nuceria Adesivi SRL
- Go Off Road, Smurfit Kappa Recycling
- InfiltradiscFilter HiCon 2.0, Voith Paper GmbH & Co. KG
- Paper Industry Material Recycling, Aalto University
- DS Smith Educational Outreach, DS Smith
- Recycled paper grows in the forest, Holmen Paper
- "The history of a piece of paper", Municipalities Union of Montiferru Sinis
- Paper mania, Federation of Hungarian Printers and Paper Makers
- Returning to work thanks to paper recycling, UPM/Nouvelle Attitude by La Poste



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European Paper Recycling Awards 2017

Information and Education Category – First Prize **Pajaritas Azules (Blue Birdies), by ASPAPEL**

About the project

Blue Birdies is a tool developed by ASPAPEL for Spanish municipalities aimed at improving separate collection of paper and board and achieving the recycling targets set by the Waste Directive.

Each municipality is assessed according to the number of aims achieved per year, and rewarded with a certain number of Blue Birdies (paper birds). On the basis of an objective scoring system, municipalities receive special recognition consisting of one, two or three Blue Birdies that they may keep, increase or lose the following year.

ASPAPPEL (Spanish Association of Pulp and Paper Manufacturers) is a nationwide professional organisation that brings together companies in the pulp and paper sector. Associated member companies (about 50) account for over 90% of the sector's total output.

ASPAPPEL
Naturalmente, papel

Asociación Española de Fabricantes
de Pasta, Papel y Cartón



Objectives

- Encourage citizen participation mechanisms in paper recycling
- Ensure effective bring bank service (blue bins)
- Ensure complementary collections, such as door-to-door from small retail outlets, schools, offices
- Carry out information and public awareness campaigns
- Monitor planning and respect of regulations
- Promote circular economy in Europe

Stakeholders

- **Over 130 town councils and municipalities**, participating in schemes to improve separate collection.
- **The Ministry of Agriculture and Fisheries, Food and Environment**, in supporting the programme
- **The media**, via coverage and reportage at local, regional, national and European level.



More information at: <https://www.genial.ly/View/Index/59564a34518eb6141497de07>



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European Paper Recycling Awards 2017 - Commended Information and Education Category

1. ImpactPapeRec, by ITENE

The IMPACTPapeRec project aims at further increasing separate collection by improving both quantity and quality of PfR (Paper for Recycling) and promoting appropriate schemes to avoid landfilling and incineration. It focuses on countries with below average paper recycling rates in Europe and overseas. IMPACTPapeRec places Europe at the forefront of PfR collection, ensuring raw material procurement from mainly European sources using an innovative approach. This is based on the participation of the entire paper value chain including citizens and municipalities, as well as other sectors. The idea is to provide a common knowledge platform which will enable present and future cooperation between all stakeholders of the PfR value chain.

IMPACTPapeRec is a consortium of 19 partners from eight countries: Austria, Belgium, Bulgaria, France, Germany, Poland, Romania and Spain. The consortium also includes research entities (ITENE and PTS), large paper companies (SAICA, Hamburger, Stora Enso), waste

management companies (Tega), municipalities (Sfantu Gheorge, Mihai Viteazu, Dupnitsa,

Mezdra, Trivalis), the German Institute for Standardisation (DIN), an Extended Producer Responsibility scheme (Citeo), and the Confederation of European Paper Industries (CEPI).



More information at: <http://impactpaperec.eu/en/home/>

2. #iorompolescatole, by Comieco

#iorompolescatole (English meaning: "I break boxes") was an online campaign set to convey the following message: effective separate collection means effective recycling. The online contest had consumers publishing pictures of themselves holding cardboard boxes (ready to be recycled) and using the #iorompolescatole hashtag, in return for a prize. In this way, people were asked to think about the importance of paper and board recycling when disposing e-commerce cardboard boxes.

More information at: <http://iorompolescatole.com>





3. Closing the loop for paper hand towels - Circular Economy project, by Essity

Essity has developed a unique service to help customers go circular by collecting their used hand towels and recycling them locally into new tissue products. This is the first ever recycling service for paper hand towels. Using behavioural science,



Essity has reached 22,500 washroom users, raising awareness about recycling and ensuring that used hand towels are correctly sorted. Together with its partners, Essity collects and transports used hand towels to local mills where existing production lines are used to recycle them. Essity has developed nudging and communication concepts to get end users to throw hand towels in separate bins, and training material to educate cleaners about the importance of recycling and how to efficiently carry out their services.

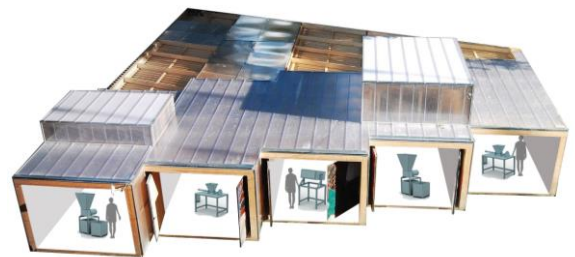
More information at: https://www.essity.com/en/About_Essity/Innovation-at-Essity/Innovation-examples/New-life-for-used-paper-towels/

Special recognition award: Community-Scale Paper Recycling Plant

The following project was not included in the final awards, as it has not yet been implemented. It did however receive a lot of interest from the judges, therefore the EPRC has decided to hand out a special recognition award for the first time

Designed by humanitarian architect Chiara Gemmiti, this project highly differs from traditional recycling plants. It is a low-consumption recycling plant aimed at social inclusion and energy efficiency.

It is a small-scale model, meaning technological machineries take up a minimal amount of space, guaranteeing plant mobility and simple work mechanisms. It can be adapted to diverse contexts, both urban and rural, in under-developed areas with scarce electricity. It also allows a broader range of potentially unskilled users to operate actively, developing a deeper social awareness and acquiring knowledge through professional training from a group of qualified staff.



The reduced level of technology makes the plant low on automation, making more room for manual labour, and consequently creating more jobs. The plant machineries are equipped to process vegetal and textile fibres, unprinted and printed paper, depending on the output material.



European Paper Recycling Awards 2017

Innovative Technologies and R&D Category – First Prize Remake, by Favini

About the project

This project presents a new technology created to upcycle leather by-products, resulting in a new recyclable and compostable product, which can be used to make paper. It can be used without disrupting the traditional papermaking process.

FAVINI

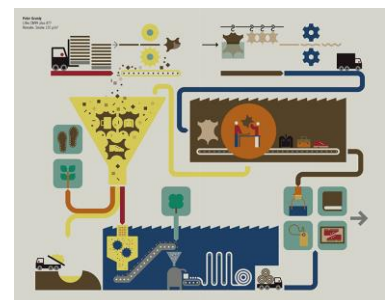
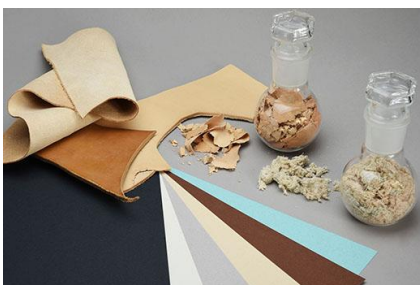
Currently, a big portion of the residues of the leather industry are used to produce bonded leather which contains synthetic binders that make it non-recyclable and non-biodegradable. This EU patented technology is used for the treatment of leather residues, in order to obtain alternative raw materials used to make paper.

The residues are mechanically cleaned, purified, then pulped and finally combined with tree fibres. This process is free of chemicals other than those used in the traditional production of paper.

Objectives

- Replace 25% of tree fibres with protein fibres made from leather by-products
- Implement many communication activities, such as participation at trade fairs, conferences
- Carry out awareness campaigns, press releases, social network and other web-related activities, company visits
- Encourage avoiding the use of metals and chromium in the tanning industry, in order to support more ecologically compatible systems
- Make available a new fully compostable raw material for paper production.

More information at: <http://www.favini.com/>





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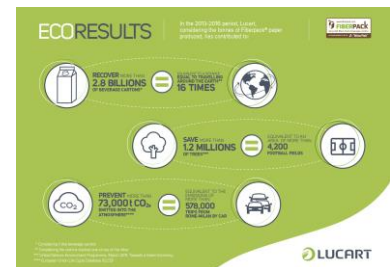
European Paper Recycling Awards 2017 Innovative Technologies and R&D Category – Second Prize Natural Project, by Lucart spa

Natural Project is a Circular Economy model in the tissue sector that adds value to used beverage cartons by turning them into two new types of raw material. The production process uses an innovative technology, which separates cellulose fibres from polyethylene and aluminium by physical-mechanical action. This model does not include the use of substances that are harmful to man or the environment.



The raw material obtained from cellulose fibres is called Fiberpack®, and is used to produce tissue paper products such as toilet paper, towels, napkins, handkerchiefs, wiper rolls, folded towels, medical sheets etc.

Lucart has already succeeded in contributing to the following: recovering more than 2.8 billion beverage cartons, saving more than 1.2 million trees (equivalent to an area of more than 4,200 football fields), preventing over 73,000 t Co2e.



More information at: www.lucartgroup.com

Innovative Technologies and R&D Category – Third Prize Paptic, by Paptic Ltd

Paptic Ltd replaces flexible fossil-based plastic packaging with novel fibre products, based on renewable and recyclable wood fibres.

Paptic-patented fibre foam technologies enable a new material category between paper and textile with heat sealable properties similar to plastic. Through this material innovation, significant amounts of plastic can be replaced with Paptic material made from renewable wood pulp fibres. Consequently, Paptic material can significantly contribute to recycling streams of paper/cardboard that are declining due to a decreasing use of office paper.

Paptic material and process have been designed to be integrated into existing industrial infrastructure for rapid scale-up of modified paper machines, printing and plastic/paper converting lines. As part of a sustainable material design, Paptic is recyclable in conventional paper and cardboard streams.

More information at: www.paptic.com





www.paperforrecycling.eu