



Press Release

Brussels, 30 September 2009

Recycling Innovation Recognised by HRH Prince Laurent of Belgium at European Paper Recycling Awards

The European Recovered Paper Council recognised the outstanding work being done to promote paper recycling last night when HRH Prince Laurent of Belgium presented its Second Annual European Paper Recycling Awards at the European Parliament in Brussels.

The event hosted by Jorgo Chatzimarkarkis MEP saw two winners receive their prize and those highly commended receive a certificate of recognition from Prince Laurent and the European Parliament's Environment Committee President, Jo Leinen MEP. The winners were:

Technology Improvement & R&D category – GreenProject, Sabox, Italy

Sabox is a company of the Sada Group with 26 employees and has a specific know-how in designing and producing packaging and ecological products in corrugated cardboard. One year ago, Sabox's management decided to undertake the challenging and unknown path to become a Green company, revisited the company's mission and implemented the GreenProject.

The project uses recovered paper, collected in the Campania area and bearing the FSC certification, to produce the GreenBoxX and the GreenTray, registered brands for an American type box and a tray made for the food industry which are used to package pasta and tomatoes respectively.

Information & Education category - The best use of paper at schools , Paper Chain Forum, Belgium

The Belgian Paper Chain Forum, an information platform, grouping 12 paper related professional associations, developed an education project in collaboration with the ENGO "Green Belgium", targeting young people in primary schools. The project started in June 2008 with the main objectives to convince young people of the need and importance to use paper at school in a proper way, to objectively inform them on the environmental impact of paper products and to enable children to work out an efficient collection system in their schools as well as at home, in order to ensure a better recovery and recycling of used paper.

In addition to these winners the projects highly commended in the awards were:

Technical Improvement & R&D category

- RCP Sorting Plant - Stora Enso Langerbrugge
- "Respire" - Johnson & Johnson

Information & Education category

- RicicloAperto Impianti - Comieco/Assocarta
- Survival Kit for Responsible Communication - Arjowiggins Graphic
- Voluntary agreement on graphic paper recycling in Germany - AGRAPA

“Recycling activities are taking place on a daily basis in Europe and the idea of the European Paper Recycling Awards is to give acknowledgement to best practices and to produce a bank of good ideas that can be copied and adapted to other situations. This improves communications on good practice which can help reduce the marginal cost of paper recycling, allowing the industry to recycle more.” explained Phil Mogel, Chairman of the ERPC.

“The entrants in this year’s competition show that there is a huge wealth of talent working in Europe to deliver solutions that help Europe truly move along the road to a recycling society. We were very impressed by the calibre of all the entrants and congratulate the winners on their achievements. We also hope that those who were not so lucky in this year’s competition will continue to develop their activities and promote paper as a wonderfully useful and sustainable product,” he concluded.

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For more information, please contact the ERPC Secretariat, Jori Ringman, at +32 2 627 49 19, +32 478 255070, erpc@cepi.org or visit www.paperrecovery.eu

Notes to Editor:

- The European Recovered Paper Council (ERPC) was set up after the successful launch of the first ‘European Declaration on Paper Recovery’ as an industry own-initiative in November 2000 with the aim to monitor the progress made towards meeting the targets set out in the European Declaration. In 2006 the industry committed itself to meet a voluntary recycling rate target of 66% in EU 27 plus Switzerland and Norway by 2010, which is higher than in any other region in the world, and qualitative targets in areas such as waste prevention, eco-design, and research and development.
- ERPC monitors the progress of the European Declaration openly and transparently and co-ordinates the joint work to achieve the set targets. Additionally, ERPC
 - coordinates the commitments of all the Signatories and Supporters.
 - takes steps to improve the quality of the information available.
 - discusses all relevant matters regarding the successful operation of the European Declaration.
 - coordinates public information on the achievements of the European Declaration
 - produces annual reports.

- Members of ERPC are [CEPI](#), [CITPA](#), [ERPA](#), [ETS](#), [INGEDE](#), [INTERGRAF](#), [FEPE](#). Supporters include the [EADP](#) [ENPA](#), [EuPIA](#), [FAEP](#), [FEICA](#), [FINAT](#), [RADTECH Europe](#). The European Commission, DG Environment and DG Enterprise, are permanent observers to ERPC.
- The Monitoring report 2008 can be downloaded from www.paperrecovery.eu or you can request a paper copy by contacting ERPC
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