



PRESS RELEASE
Brussels 28/11//2007
EMBARGOED until 17h00

ERPC Presents First European Paper Recycling Award

The first annual European Paper Recycling Awards have been presented today during European Paper Week. The awards are given in three categories: Industry, With Communities and Special Projects and Campaigns and recognise the work being undertaken across Europe through many innovative projects to enhance paper recycling.

The winners are:

Industry:

Automated Entry Inspection of Recovered Paper” project, UPM-Kymmene, Augsburg, Germany

Using Near infra-red (NRI) technology to distinguish different types of paper and impurities UPM-Kymmene has managed to overcome the difficulty of maintaining high quality paper sources whilst increasing the collection rate of recovered paper.

With Communities

“Tu Papel Es Importante” project, ASPAPEL, Madrid Spain

This project has increased paper collection at municipal level by 1 Mt over three years. The scheme looks at local collection schemes and either offers an improvement plan to bring the local schemes into line or the award of Tu Papel Es Importante - Your paper/Your role is important confirming that the municipality is operating a sustainable scheme..

Special projects and Campaigns

Action Eco-Bloc, Maison des Lycéens, Lycée Jules Guesde, Montpellier, France

The Eco Bloc utilises recovered paper that has only been used on one side and are in an A5 format and so far more than 24,000 blocs have been sold to schools. The programme forms part of the schools drive to teach children entrepreneurship and has been running for 3 years with over 500 young people participating.

“Recycling is an increasing part of our daily lives and by playing a part in recycling, society can help secure Europe’s sustainability for the future. These projects demonstrate that there are many excellent initiatives taking place all over Europe and we hope that these awards will inspire more people across the whole of society to take action,” explained Anders Hildeman, Chairman of the ERPC.

The winning candidates also received an original piece of paper artwork as part of their prize.

For more information, please contact the ERPC Secretariat, Jori Ringman, at +32 2 627 49 19, +32 478 255070 (gsm), 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 council 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.
The ERPC monitors the progress of the European Declaration openly and transparently and co-ordinates the joint work to achieve the set targets. Additionally, the 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 the ERPC are [CEPI](#), [CITPA](#), [ERPA](#), [ETS](#), [INGEDE](#), [INTERGRAF](#). Supporters include the [EADP ENPA](#), [EuPIA](#), [FAEP](#), [FEICA](#), [FINAT](#), [RADTECH Europe](#). The European Commission, DG Environment and DG Enterprise, are permanent observers to the 'European Declaration on Paper Recycling'.
- For more detailed information on the Commission's aim to make Europe a recycling economy and the relative position of paper as a recycled material, we suggest the Commission's thematic strategy on waste and recycling COM(2005)666
http://eur-lex.europa.eu/LexUriServ/site/en/com/2005/com2005_0666en01.pdf