Specific Prevention and Management Plan for packaging and packaging waste

November 2021
FOREWORD

The Specific Prevention and Management Plan for packaging and packaging waste (or PSP) has been drafted by CONAI as required by Article 225, Section 3, of the Consolidated Environmental Act.

Its objective is to provide a clear and effective overview of the work carried out and the results expected in the area of packaging and packaging waste management, with a two-year 2021-2022 horizon.

The PSP is founded on the institutional documents that the Material Consortia and Autonomous Systems have sent to CONAI in accordance with current legislation.
CONAI: WHO WE ARE AND WHAT WE DO

THE FIRST EPR SYSTEM IN ITALY DEDICATED TO PACKAGING

CONAI – Consorzio Nazionale Imballaggi (National Packaging Consostium) – consists of over 750,000 businesses that produce and use packaging.

We are a non-profit consortium established by law to implement the Extended Producer Responsibility (EPR) principle for producers/users of packaging. The law tasks CONAI with important assignments.

Ensure that targets are met for packaging waste recovery and recycling as established by law, and oversee cooperation between the Consortia and other economic actors.

Reduce packaging waste sent to landfills by promoting methods for its recovery.

Operate according to the principle of subsidiarity, taking the place of waste collection service managers in the event that waste collection services run by public administrations are inadequate, in order to meet recovery and recycling.

Organise information, training and awareness-raising campaigns targeting users of packaging and consumers in particular.

Incentivise recycling and recovery of secondary raw materials by promoting the market for their use.

Promote and coordinate separate collection initiatives for packaging waste, according to efficiency, effectiveness and cost-effectiveness criteria.

Acquire data on the flow of packaging in and out of the country and the data of relevant economic actors, and provide data and information requested by the Ministry of Ecological Transition.

Set out a framework programme agreement at the national level with the Association of Italian Municipalities (ANCI), the Union of Italian Provinces (UPO) or with local authorities, to guarantee application of the principle of shared management responsibility between producers, users and public administrations (authorities).

Ensure compliance with the “polluter pays” principle for producers and users by calculating the CONAI Environmental Contribution (CAC).

Facilitate prevention of the environmental impact of packaging and packaging waste, through studies and research to produce environmentally-friendly, reusable and recyclable packaging.
EPR packaging waste management systems: CONAI Material Consortia and Autonomous Systems

CONAI directs the activities of 7 private and non-profit Material Consortia that work to collect and recycle/recover various packaging waste materials throughout the country, in accordance with the principle of subsidiarity to the market.

There are currently 3 Autonomous Consortia working to recover specific types of plastic packaging through recycling.
The BACKGROUND CONTEXT
2021 is showing positive signs for manufacturing and global trade. Global GDP growth is expected to recoup the losses sustained last year due to the pandemic.

### GROSS DOMESTIC PRODUCT - annual % change at constant prices

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GLOBAL GDP</strong></td>
<td>-0.4</td>
<td>-3.2</td>
<td>5.9</td>
<td>4.1</td>
<td>3.6</td>
</tr>
<tr>
<td><strong>USA</strong></td>
<td>-2.5</td>
<td>-3.4</td>
<td>6.0</td>
<td>4.1</td>
<td>2.5</td>
</tr>
<tr>
<td><strong>EMU</strong></td>
<td>-4.5</td>
<td>-6.5</td>
<td>5.0</td>
<td>4.2</td>
<td>2.6</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>-5.6</td>
<td>-4.9</td>
<td>2.4</td>
<td>4.2</td>
<td>2.7</td>
</tr>
<tr>
<td><strong>China</strong></td>
<td>9.2</td>
<td>2.1</td>
<td>8.4</td>
<td>4.7</td>
<td>5.1</td>
</tr>
</tbody>
</table>

**GLOBAL TRADE**

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
</table>

**SOURCE:** Prometeia, Forecast Report, September 2021
### ITALY MACROECONOMIC CONTEXT

- Expected recovery in household consumption, driven by the vaccination campaign and reopenings, though hampered by inflationary tensions.

- Expected increases in public and private investment also in 2022 with the implementation of the PNRR (National Recovery and Resilience Plan).

#### RECOVERY TO PRE-PANDEMIC LEVELS IN THE SECOND QUARTER OF 2022 - GDP and components (annual average % change)

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP</td>
<td>9.0</td>
<td>6.0  ▲</td>
<td>3.8  ▼</td>
<td>2.8  ▲</td>
</tr>
<tr>
<td>Domestic consumption *</td>
<td>-11.7</td>
<td>4.2  ▲</td>
<td>4.4  ▼</td>
<td>3.0  ▼</td>
</tr>
<tr>
<td>Investments in mach. &amp; equip.</td>
<td>-11.2</td>
<td>11.2 ▼</td>
<td>9.4  ▲</td>
<td>6.2  ▲</td>
</tr>
<tr>
<td>Investments in construction</td>
<td>-7.0</td>
<td>21.6 ▲</td>
<td>8.0  ▲</td>
<td>7.1  ▲</td>
</tr>
<tr>
<td>Exports</td>
<td>-14.7</td>
<td>12.6 ▲</td>
<td>9.2  ≈</td>
<td>5.8  ▲</td>
</tr>
<tr>
<td>Imports</td>
<td>-13.4</td>
<td>13.2 ▼</td>
<td>11.9 ≈</td>
<td>7.2  ▲</td>
</tr>
<tr>
<td>Consumer prices</td>
<td>-0.1</td>
<td>1.8  ▲</td>
<td>1.5  ▲</td>
<td>1.4  ≈</td>
</tr>
</tbody>
</table>

* Consumption by Italian households and foreign tourists in Italy

**SOURCE:** Prometeia, September 2021 scenario
THE MADDENING UNKNOWN: THE PRICE OF COMMODITIES

There was a sharp rise in the first months of the year, which then stabilised over the summer, followed by a renewed increase in September fuelled primarily by rising energy prices.

Double-digit rises are expected for almost all raw materials, with easing only expected from 2022.
THE SITUATION FOR PACKAGING COMMODITIES

For 2021, prices of all packaging commodities are expected to rise consistently:

<table>
<thead>
<tr>
<th>Commodity</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timber</td>
<td>58.1</td>
<td>-34.4</td>
</tr>
<tr>
<td>Plastics</td>
<td>74.6</td>
<td>-24.1</td>
</tr>
<tr>
<td>Steel</td>
<td>105.8</td>
<td>-26.7</td>
</tr>
<tr>
<td>Aluminium</td>
<td>41.9</td>
<td>9.6</td>
</tr>
<tr>
<td>Cellulose</td>
<td>38.9</td>
<td>-12.6</td>
</tr>
<tr>
<td>Silica (glass)</td>
<td>3.5</td>
<td>-5.4</td>
</tr>
</tbody>
</table>

SOURCE: Prometeia
AND ITS IMPACT ON SECONDARY RAW MATERIALS

Further increases are expected for secondary raw materials in late 2021:

- Increasing prices for waste paper.

- Relatively stable prices for recycled polymers, although they continue to fluctuate at the higher end.

- Increases for scrap aluminium remain modest.

- Sharp price increases for scrap iron and scrap glass.
Ministry of Ecological Transition memorandum of 12 April 2021 on the transposition of the Circular Economy Package

- Definition of limits for delivery of municipal waste by non-domestic users.


- 5 August 2021 - preliminarily approved by the Council of Ministers.
- 22 September - notification to the European Commission.

**Legislative Decree Simplifications**

- Establishment of deposit return systems for glass, plastic and metal packaging containing liquid food-stuffs.

**“Plastic-eater” experimental programme**

- Contribution to Municipalities for installing machinery for separate collection of PET drinks bottles which can selectively recognise PET bottles and reduce their volume, encouraging recycling.
PNRR (National Recovery and Resilience Plan)

- National strategy for the circular economy - public consultation.

- 29 September 2021 – publication of decrees defining the recipients of economic resources and the relevant allocation procedures:
  - Improvement and mechanisation of the separate waste collection network and modernisation and construction of new treatment/recycling plants for municipal waste originating from separate collection.
  - Modernisation and construction of new plants to improve recycling, logistics and recycling of waste paper and cardboard, and construction of new plants for recycling plastic waste.

2020 Budget Law - Plastic tax

- The “2022 Budget Plan” document postponed the implementation of the tax to 2023.
EUROPEAN LAW

HOT TOPICS


- Start of the harmonisation processes at the EU level for separate waste collection of municipal waste and labelling of packaging.

- High quality recycling and new definition of recycling.

- Pursuit of development of additional European end-of-waste criteria and identification of by-products.

- Revision of the Waste Shipment Regulation to improve the traceability of intra-EU waste trade and stop hazardous waste from being exported to third countries.
EXPECTED RESULTS
2021 FORECASTS

Following the acute year of crisis and the subsequent recovery in products placed on the market, there is now **renewed vitality in overall recycling**, which is growing at a faster pace than the amount placed on the market.

**PACKAGING PLACED ON THE MARKET**
- **13.8 MILLION TONNES**
  - **in 2021**
  - **+5.1% from 2020**

**PACKAGING WASTE SENT FOR RECYCLING**
- **10 MILLION TONNES**
  - **in 2021**
  - **+5.3% from 2020**

**DELIVERIES**
- **5.3 MILLION TONNES**
  - **in 2021**
  - **+1.2% from 2020**

The data does not yet account for modifications introduced by the Decision concerning the procedures for calculating the results of plastic recycling and recovery, which will mainly affect the results for plastic packaging waste, which will see an estimated decrease of 10%.
2022 FORECASTS

Further improvements expected in 2022.

PACKAGING PLACED ON THE MARKET
14.2 MILLION TONNES
in 2022
+3.5% from 2021

PACKAGING WASTE SENT FOR RECYCLING
10.6 MILLION TONNES
in 2022
+5.7% from 2021

DELIVERIES
5.6 MILLION TONNES
in 2022
+5.7% from 2021

The data does not yet account for modifications introduced by the Decision concerning the procedures for calculating the results of plastic recycling and recovery, which will mainly affect the results for plastic packaging waste, which will see an estimated decrease of 10%.
CONTRIBUTION TO NATIONAL RECYCLING
BY MATERIAL CONSORTIA, AUTONOMOUS SYSTEMS AND MARKET

In line with the expansionary phases of the economy and the role of subsidiarity to the market, the contribution of the Consortia management system on recycling is expected to decrease.

- **AUTONOMOUS SYSTEMS**
  - in 2022 → 2%

- **INDEPENDENT MANAGEMENT** (market)
  - in 2022 → 47%

- **CONSORTIA MANAGEMENT**
  - in 2021 → 52%
  - in 2022 → 51%
REPORTING

- **Traceability of data** and the **procedures** used to gather, manage and analyse this data.

- Standardised data **reporting methods**.

“**OBIETTIVO RICICLO” PROJECT**

Successfully concluded verification and approval of the procedures used to produce the 2019 data for products placed on the market, recycling and recovery, by a third-party certification body.
SINGLE DATA ASSET

CONAI has a single data asset for data on packaging and packaging waste, consisting as follows:

**On RECYCLING**

Data for national total and per material

**Sources**

CONAI Material Consortia
Autonomous systems
Market

**On WASTE DELIVERY**

Data for national and regional totals, per capita and per material for separate collection

**Sources**

CONAI Material Consortia

**Goal:** make the best possible use the Consortium’s data and information assets.
ANCi-CONAi AGREEMENT

Current

ANCi-CONAi FRAMEWORK PROGRAMME AGREEMENT

General matters

+ Technical annexes for materials

New

NEW FRAMEWORK PROGRAMME AGREEMENT

General matters

+ Sectoral technical annexes * for materials

* The reference sector is the one for the material that the packaging is made of (reference sector = technical annex)
NEW ANCI-CONAI AGREEMENT

SINCE NOVEMBER 2020:
- Conducted meetings
- Activated working groups

CONAI and the autonomous systems promote a Framework Programme Agreement on a national basis with the Association of Italian Municipalities (ANCI), the Union of Italian Provinces (UPI) and local environmental authorities.

To oversee, where required, the transition period until the New Framework Programme Agreement is shared.

Primary reflections and activities relating to issues raised in the previous group discussions.

+8 TRANSITION ROUNDTABLES

EPR ROUNDTABLE
CONAI Material Consortia Aliplast Conip Coripet

INFRASCTURE ROUNDTABLE
CONAI Material Consortia Aliplast Conip Coripet
CSS* CC

PUBLIC ADMINISTRATION ROUNDTABLE
CONAI Material Consortia Aliplast Conip Coripet
ANEI UPI

COMMON ROUNDTABLE
CONAI Material Consortia Aliplast Conip Coripet
CSS* CC

N.B. The Competition Bill (DDL Concorrenza) contains an amendment to the Consolidated Environmental Act (TUA) which was not in force at the date this document was compiled, which does not include the CSS among the signatories of the Framework Programme Agreement.
The ANCI-BIOREPACK technical annex constitutes the technical annex of the new Material Consortium expands the CONAI – Material Consortia system to include collection of the organic portion of municipal solid waste.

**SCOPE**

Covering the costs of collection, transport and treatment of biodegradable and compostable plastic packaging waste and its delivery in the collection of the organic portion of municipal waste.

**PAYMENTS**

Based on the proportion of biodegradable plastic packaging waste in the organic collection according to its quality, defined based on the content of non-compostable material.

**ENTERED INTO FORCE**

Retroactivity of the effects of the convention from 1 January 2021.
PARTNERSHIP FRAMEWORK AS OF 31 DECEMBER 2021

The prevalence of agreements entered into with municipalities/managers is testament to the effectiveness of the Framework Agreement as an instrument for supporting and assisting the municipalities.

<table>
<thead>
<tr>
<th>Material</th>
<th>RESIDENTS COVERED</th>
<th>% POPULATION COVERED</th>
<th>MUNIP SERVED</th>
<th>% MUNIP SERVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steel</td>
<td>52 million</td>
<td>87%</td>
<td>5,980</td>
<td>76%</td>
</tr>
<tr>
<td>Aluminium</td>
<td>46.7 million</td>
<td>79%</td>
<td>5,568</td>
<td>70%</td>
</tr>
<tr>
<td>Paper</td>
<td>57.6 million</td>
<td>94%</td>
<td>7,112</td>
<td>87%</td>
</tr>
<tr>
<td>Wood</td>
<td>42.4 million</td>
<td>72%</td>
<td>4,498</td>
<td>57%</td>
</tr>
<tr>
<td>Plastic</td>
<td>57.2 million</td>
<td>97%</td>
<td>7,485</td>
<td>95%</td>
</tr>
<tr>
<td>Glass</td>
<td>58.4 million</td>
<td>97%</td>
<td>7,548</td>
<td>96%</td>
</tr>
</tbody>
</table>
# Packaging Waste Delivered to Partners

<table>
<thead>
<tr>
<th>Material</th>
<th>2020</th>
<th>2021 Forecast</th>
<th>2022 Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steel</td>
<td>209</td>
<td>170</td>
<td>215</td>
</tr>
<tr>
<td>Aluminium</td>
<td>17.8</td>
<td>16.8</td>
<td>17.4</td>
</tr>
<tr>
<td>Paper</td>
<td>1,439</td>
<td>1,531</td>
<td>1,444</td>
</tr>
<tr>
<td>Wood*</td>
<td>130</td>
<td>23</td>
<td>142</td>
</tr>
<tr>
<td>Plastic</td>
<td>1,305</td>
<td>1,337</td>
<td>1,390</td>
</tr>
<tr>
<td>Glass</td>
<td>2,104</td>
<td>2,190</td>
<td>2,359</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>5,204</td>
<td>5,268</td>
<td>5,567</td>
</tr>
</tbody>
</table>

*The 2021 figure for wood packaging waste is for the months of January and February only, as negotiations to conclude the new Technical Annex are still in progress.*
ANCIENTS CONAI TENDER for local communication

Goal: raise local awareness about separate collection for packaging waste

2020/2021 edition
- €1,100,000 of funding allocated
- 41 projects co-funded
- Over 10 million residents reached
- 132 projects submitted

Launch of 2021/2022 edition
- New online platform for submitting and managing projects
- In progress: analysis of submitted projects
- 59 projects submitted
Over 580 platforms have been set up across the country for delivering secondary and tertiary packaging waste, for which the consortia platform assumes the costs of sorting and recovery.

The activity of the platforms so far has proven to be significant, particularly for secondary and tertiary packaging made from wood material (estimated at over 905,000 tonnes in 2021), and to a lesser extent for other materials.
**SUPPORT FOR AREAS THAT ARE BEHIND**

**CAMPANIA**
- **Scope:**
  - Campania Region
  - Casoria Environment Organisation
  - Asia Benevento SpA
  - Caserta Environment Authority
  - Napoli 1 Environment Authority
  - Napoli 2 Environment Authority
  - Avellino Environment Authority
  - Benevento Environment Authority
  - Salerno Environment Authority
  - Salerno Pulita (Clean)

**SICILIA**
- **Scope:**
  - Sicily Region
  - Palermo Municipality
  - Sicily Legambiente (environment group) – Munnizza Free

**PUGLIA**
- **Scope:**
  - Bari Municipality
  - Taranto Municipality
  - ARO 8 BA Optimal Collection Area

**CALABRIA**
- **Scope:**
  - Vibo Valentia Local Environment Agency
  - Cosenza Local Environment Agency
  - 5 Reggio Calabria Metropolitan Cities
  - Local Environment Agency
  - Reggio Calabria Municipality
  - Crotone Local Environment Agency
  - Calabria Region

**TOTAL RESIDENTS REACHED**
- 11,600,000
PENSARE FUTURO
(“IMAGINING THE FUTURE”)

Eco-design for increasingly sustainable and recyclable packaging.
LABELLING
The response from CONAI

- Guidelines for environmental labelling of packaging
- Guidelines for voluntary labelling of packaging

Guidelines by sector with Associations and consortia

Database of collection systems and monitoring board for labelling

- “E-tichetta” online labelling tool
- CONAI Academy webinars
- Courses for labelling experts with TuttoAmbiente – sold out
- CONAI Academy Week: 1 week of sectoral webinars
- Call for Good Ideas to reward virtuous labels

etichetta-conai.com
MULTILINGUAL
ECOD TOOL

Simplified LCA and eco-design tool for packaging.

- **Perform** an environmental check-up of the packaging.
- **Suggest** possible eco-design improvements.
- **Compare** packaging re-design plans.

In 2022 the tool will be upgraded to enhance existing indicators and improve accessibility.
BANDO CONAI AWARDS FOR ECODESIGN

Recognition for the most sustainable packaging solutions.

2021 edition

This initiative represents a unique vantage point for staying up to date with the latest innovations from companies in the packaging world.

- **326 studies** submitted  
  +13%

- **109 winning** companies

- **185 projects** incentivised  
  +16%

  compared to 2020

- **Utilisation of recycled material** has doubled

- **Raw material savings** have decreased

- **Reuse** has tripled

⭐ **Legambiente** has given a special mention to one of the five winners for circular innovation

The ranking of the 185 winning studies is available on the conai.org website together with the verification statement from the DNV of the analysis and evaluation procedures.
BANDO CONAI AWARDS FOR ECODESIGN

Recognition for the most sustainable packaging solutions.

Extended technical committee consisting of:

**IUAV University of Venice**
Laura Badalucco

**Polytechnic University of Milan**
Barbara Del Curto

**Altroconsumo**
Claudia Chiozzotto

**University of Bologna**
Clara Giardina

**Legambiente**
Daniele Faverzani

**ItaliaImballaggio**
Stefano Lavorini

**Polytechnic University of Turin**
Silvia Barbero
PROTECTING COMPETITION

CONAI protects fair competition among manufacturers and users of packaging, and is committed to making the system ever more accessible to businesses and vice versa.

- Specific measures to combat tax evasion and avoidance in the different industrial, manufacturing and distribution sectors
- Information and awareness campaigns
SUPPORT FOR CONSORTIUM MEMBERS

- **Free consultancy** programme on managing packaging flows and declarations and exemptions from the contribution.

- **Facilitations:** “black annealed wire”, wood pallets returned to the market and small packaging.

  In 2022: additional facilitations, simplifications and exemptions for regular exporters, self-producers and businesses that manage minimal packaging flows.
STUDIES AND RESEARCH

For developing and promoting the circular economy as a strategic lever for the various actors in the supply chain.

BUSINESSES
Promoting awareness of GPP among businesses, to boost participation in public tenders.

CITIES
Develop interventions to improve waste management at the local level.

CONSUMERS
Encourage increasingly positive behaviour through labelling.
UNIVERSITY TRAINING PROJECTS

Aiming to develop skills in waste packaging recycling.

TRAINING PROJECT FOR GREEN JOBS

- **Training courses** for developing technical and regulatory skills within the circular economy.

- **Participation of the Campania Region** - partnership with the Promos Ricerche consortium.

- **Centre/South**: the main area involved.

MASTER’S DEGREE IN WASTE MANAGEMENT AND THE CIRCULAR ECONOMY

University of Basilicata

PARTNERSHIP WITH ENEA

Degree awards and internships at ENEA research centres.
UNIVERSITY TRAINING PROJECTS

CIRCULAR SOUTH - In partnership with Dock3
Bolstering project planning and entrepreneurship in the circular economy among university students and recent graduates from universities in Southern Italy.

UNIVERSITY OF TUSCIA
Academic initiatives focusing on eco-design and recycling, recognition for degree theses and co-funding for research.

MATERIALS MATTER WORKSHOP - School of Design of the Polytechnic University of Milan
Creating projects and design objects that represent sustainability and circular economy concepts.
CONAI ENVIRONMENTAL CONTRIBUTION (CAC)

Improved monitoring of changes to the value of the reference CAC, with the aim to react more promptly to alter the contribution amounts based on evolutions in the background context, in order to ensure that Material Consortia have the required resources to pay the fees relating to the ANCI-CONAI Framework agreement, and to cover additional costs for treating and managing the recycling and recovery of packaging waste.

In 2021 changes were made to the CAC unit values for certain materials. At this time of high volatility in the prices of secondary raw materials, periodic checks are planned (approximately on a quarterly basis) to ensure the CAC values are appropriate to the relevant management costs.
**CAC: Evolution of Contribution Differentiation**

**Paper Packaging**
- Start of contribution differentiation for plastic-coated paper packaging for liquids (CPL)
- CAC supplement: €20 per tonne
- New set of forms

2018
- Start of contribution differentiation in 3 bands
  - A: €179 per tonne
  - B: €208 per tonne
  - C: €228 per tonne
  based on sorting, recycling and the predominant destination channel

2019
- Distinction between packaging solutions which are sorted and recycled and those which are currently not: band B divided into B1 and B2

2020
- Aggregation criteria met by flow or type, and start of experimentation with recycling in the context of differentiation

2021
- Updated contribution amounts:
  - Band A: €150 per tonne
  - Band B1: €208 per tonne
  - Band B2: €560 per tonne
  - Band C: €660 per tonne

**Plastic Packaging**

MAY - JUNE
- Extension of contribution differentiation for all plastic-coated paper packaging

2022
- Resolution on different CAC amounts (CAC supplement) for plastic-coated paper packaging identified in C (€110 per tonne) and D (€240 per tonne)

Entry into force
- Resolution on plastic differentiation:
  - Band A1: €140 per tonne
  - Band A2: €150 per tonne (€160 per tonne from 1/07/2022)
  - Band B1: €149 per tonne
  - Band B2: €520 per tonne
  - Band C: €642 per tonne
COMMUNICATION

CONAI Academy
Online platform for providing information and updates

**Single-Sign-On**: one login for all CONAI platforms and websites (in progress)

- Webinar for businesses
- Creating a community with stakeholders

**Media partnership**
To promote topics that matter to businesses

- Corriere della Sera
- La Repubblica
- Il Sole 24 Ore

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**Attendance at fairs, events and exhibitions**

- Meeting di Rimini
- Ecomondo

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**Awareness-raising and education in schools with dedicated projects**
COMMUNICATION / MEDIA RELATIONS

PRESS OFFICE

Disseminating data and results, and consolidating CONAI’s image as an interlocutor for packaging recycling/recovery, waste management at the national level, and environmental sustainability.

SOCIAL MEDIA

VOGUE TALENTS

The Upcycling Challenge: in partnership with Vogue to support creatives in sustainable fashion.

CONTEST FOR YOUNG ENVIRONMENTAL JOURNALISM

Awards for articles or radio/TV services focusing on the circular economy and recycling, for journalists under 40.
COMMUNICATION / CONAI 25
Recognising 25 years of action

“25” BOOK
To retrace the history and actions of CONAI and Italy’s progressive move towards sustainability and the circular economy.

A SCIENTIFIC MANUAL
Explaining through sustainability and circularity how CONAI has been – and will continue to be – a key player in the country’s future.

WEBSITE CUSTOMISATION
Graphics, special in-depth features and historical archive.

DOCUMENTARY
with CONAI catalogue/archive footage and interviews recorded for the occasion.

25th anniversary logo and iconic award in partnership with PoliDesign in Milan.
CONAI
Consorzio Nazionale Imballaggi

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