



Sustainability and Circular Economy

Strategies and Objectives of Aluminium Packaging
Recovery National Scheme

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1st ITALIAN-RUSSIAN ALUMINIUM FORUM

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WHAT IS CIAL

- **National EPR scheme** for aluminum packaging operating in Italy for over 20 years
- Beverage cans, food tins and trays, aerosol cans, tubes, thin foil, caps and closures
- **Shared responsibility** between producers, users, recyclers and recoverers
- To ensure the **recovery and recycling of post-consumer Aluminium packaging** from separate waste collection organized by Italian municipalities
- The results achieved to date in terms of separate collection and recycling are very positive, and have made **Italy an example for all of Europe**
- CIAL is a reference model in Europe thanks to an efficient management at the lowest possible costs for companies (environmental fee = 15 Euros/ton)

CIAL 2020 FIGURES

- **250 companies** in the consortium.
- **442 affiliated operators, 255 platforms** and **12 smelting centres** ensure the collection, treatment, recycling and recovery of aluminium.
- **5.448 municipalities** (over 69% of all active Italian municipalities) collaborate with CIAL in the separation of aluminium packaging waste, involving 47 million citizens (78% of the Italian population served).
- Quantity of aluminium packaging put on the market: **69,000 tonnes**.
- Total recovery of aluminium packaging in Italy (**47.400 recycled** + 4.500 of packaging reclaimed in waste-to-energy plants): 51,900 tonnes – 75%
- The recycling of 47,400 tonnes of aluminium packaging **avoided greenhouse emissions for 355 thousand tonnes of CO2** and saved energy equivalent to over 153 thousand tonnes of oil.

The environmental qualities of aluminum packaging

Thanks to its characteristics, aluminum is the ideal partner for packaging production, because it is light, malleable, resistant to shocks and corrosion and able to guarantee a barrier effect that protects from light, air and humidity and bacteria. **But most of all:**

Aluminum is **100% recyclable** and indefinitely. **75% of the aluminum** that has always been produced **is still in circulation.**

It is a safe and hygienic material. **Prevention is inherent in the material itself.**

The circular economy is based on a growing durability of the material which, like aluminum, is transformable and takes on different forms from time to time (material sharing).

It is a resource that is always available.

The benefits of using aluminum packaging in a circular economy key

Aluminum packaging is entirely in line with the very principles of prevention and represents only 0.5% of the total packaging materials used in Italy. Furthermore, 70% of aluminum packaging is now recycled in Italy. **Furthermore:**

For the end user, aluminum packaging is easily differentiated and recyclable.

They provide a barrier effect, which determines the long and safe preservation of the products thus also contributing to the reduction of food waste and scraps.

Aluminum packaging allows, at every recycling stage, energy savings on average 95%.

The very nature of the material gives aluminium packaging some peculiarities that make it one of the most efficient and sustainable solutions.

A choice that has always been at the forefront and anticipates many current needs related to the protection of the planet and the reduction of environmental impact.

ALUMINIUM PACKAGING ARE "RESPONSIBLE PACKAGING"

ALUMINUM PACKAGING,
RESPONSIBLE BY NATURE

#AlluminioImballaggioResponsabile

ALUMINUM PACKAGING, RESPONSIBLE BY NATURE

RESPONSIBLE FOR THE PLANET

They do not impact the environment
because they are 100% and infinitely recyclable
obtaining a great energy saving.

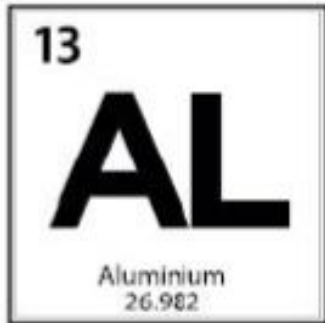
RESPONSIBLE FOR THE FUTURE

They make the future lighter and more sustainable,
thanks to their ability to prevent,
to their lightness, versatility and durability.

RESPONSIBLE FOR PEOPLE

They make ourselves more responsible and protagonists of the circular economy,
thanks to their qualities that facilitate separate collection
and reduce food waste and scraps.

ALUMINUM PACKAGING,
RESPONSIBLE BY NATURE



100% RESPONSABLE

- “**Circular Responsibility**” is the new motto now accompanying and reinforcing the mission and vision of CIAL



- Lastly, the new **(AL) 100% RESPONSIBLE** logo makes its début as a natural visual synthesis of the strategic and creative



- The new strategic positioning has been launched as part of the campaign ‘**Naturally Green**’



CiA1
RESPONSABILITÀ
CIRCOLARE

