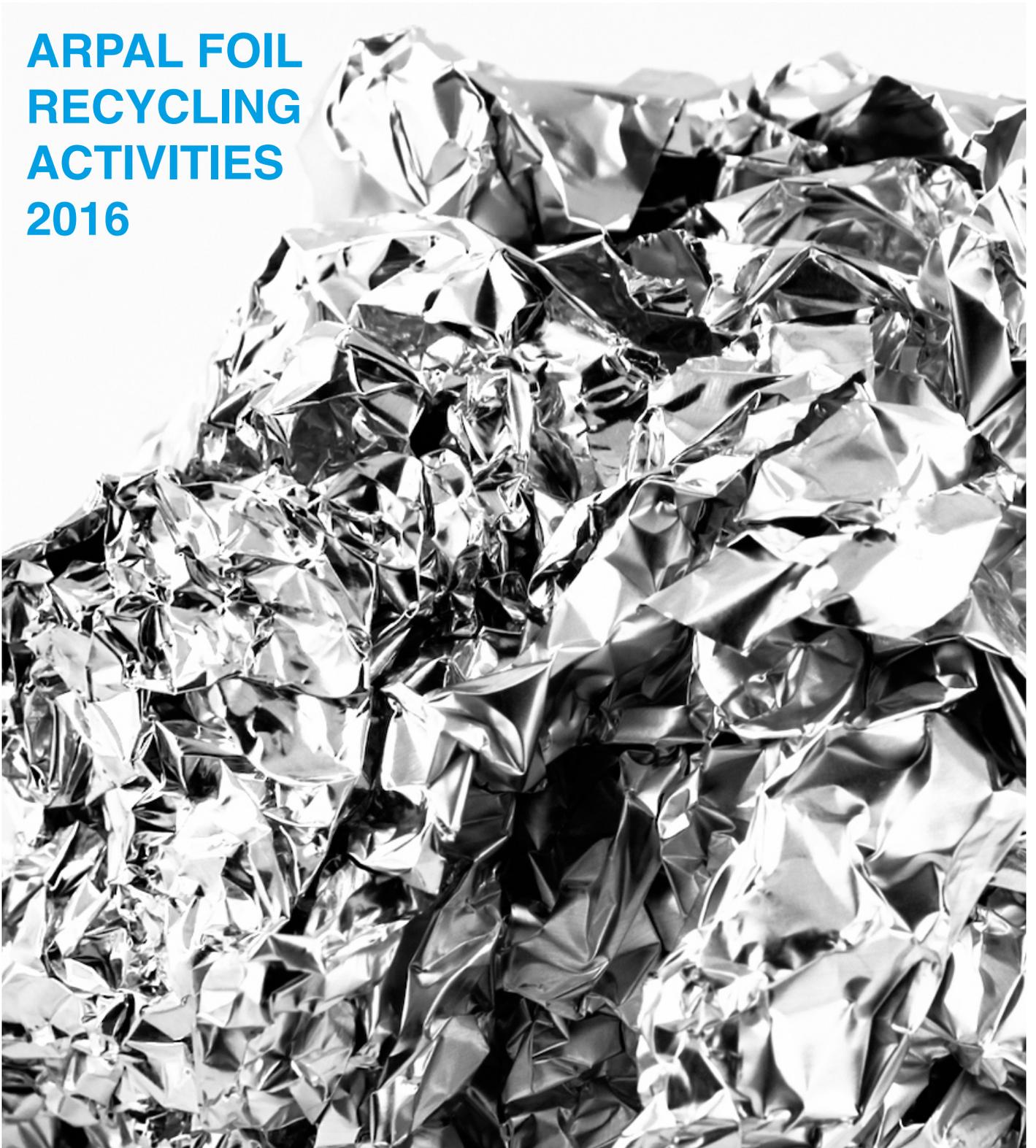




**ARPAL FOIL
RECYCLING
ACTIVITIES
2016**



ARPAL FOIL RECYCLING ACTIVITIES 2016



ARPAL is an association that promotes aluminium packaging recycling in Spain in order to increase the recycling rate. We develop activities that work with the three pillars of the environmental communication: knowledge, awareness and action.

◆ Our way of working is what we call “Didactica directa” (direct education) that means that we promote aluminium packaging recycling with the following activities: first, we encourage kids and adults to know the aluminium packaging (we detected that there is a lack of knowledge about semi-rigid and flexible aluminium packaging); second, we explain why we need to recycle it and we explain the benefits of recycling; and third, we explain how to prepare the aluminium packaging that after will go to the yellow container.

We promote the “face to face” education with partners (teachers, university volunteers and monitors of leisure time) that after will spread our message in workshops with kids in formal and no formal education events.

Eventhough we promote the recycling of all aluminium packaging (rigid, semi-rigid and flexible) in order to increase the aluminium packaging recycling rate, in this report we explain in particular the activities related to semi-rigid and flexible packaging that we have developed in 2016.

We work in cities and villages of the following regions in Spain:

- Andalucía
- Castilla-León
- Cataluña
- Madrid
- Mallorca

Every year we work to add a new region in our working plan.



What we do



1.- We explain the Teoría de la Bola (Ball Theory) consisting in making balls with alu foil in order that they will reach the end of the recycling chain after throwing them in the yellow container (big balls will not escape from the holes of the trommel in sorting plants). Originally it was a real ball (made of packaging and foil) but now we have

improved it to make it easier and ask people to take a bag (for example, chips bag that is laminated on the reverse) and fill it with all the alu packaging and closures made of aluminium (lids, trays, etc.) and then throw it to the yellow container.



In all our workshops we explain the Teoría de la Bola to help participants to be familiar with aluminium packaging and how to recycle it. We use aluminium packaging in all the workshop activities and at the end of it an alu ball (or pack) is formed and thrown to the yellow container.

In the year 2016 we have done workshops and spread our message to:

- Trainers (teachers, monitors and volunteers): 175
- Kids: 14.900
- Adults: 320



What we do



◆ 2.- **Poster** about how to recycle aluminium packaging. We send to our partners, schools, companies, etc. this posters that shows perfectly how to recycling aluminium packaging. This poster is also used in our workshops.



arpal alu

EL RECICLADO DE LOS ENVASES DE ALUMINIO
FÁCIL Y BUENO PARA TODOS



El aluminio puede reciclarse indefinidamente y mantiene su calidad.

Al reciclar envases de aluminio ahorramos energía y materias primas.

El aluminio reciclado se convierte en nuevos productos de aluminio como piezas de automóvil, envases, bicicletas, etc.



www.aluminio.org

What we do



3.- Samples of aluminium packaging

In our workshops we show different samples of aluminium packaging in order that attendees will be familiar with them. We have prepared different folders with all kind of aluminium packaging.



4.- Contests about manualities with aluminium packaging for Halloween and Christmas

In order to explain what packaging is made of aluminium we organized two contests (Halloween and Christmas) with the participation of more that 700 kids in each one.



What we do



5.- Aluparties

We spread this idea in social media and website proposing to do decoration, games, recipes, etc with aluminium packaging.



What we do



6.- Videos

Videos about aluminium packaging and its recyclability. Nowadays we have 23 videos (3 with subtitles in English or Spanish) in our website (www.aluminio.org) and in our YouTube channel (ARPALaluminio). One of it (recipe “Vegetables on the oven” using aluminium packaging to prepare a recipe and after recycling it) has got 13.800 visits. Specifically, we have the following videos about foil:

- Aluminium packaging (in Spanish with English subtitles).

- 4 videos about cooking recipes where we use foil and after we encourage throwing it in the yellow container in order to be recycled: oven vegetables, fruits with chocolate, chicken in the oven, and asparagus in the oven.
- Video about sustainability of the alu packaging (from Alufoil and with Spanish subtitles).
- Video about how to identify aluminium packaging (in the collection of Training about Aluminium Recycling).
- Video about Teoría de la Bola.



7.- Social media

ARPAL have profiles in Facebook, Twitter, Google + and LinkedIn and we spread our aluminium recycling message to our followers from there.

What we do



8.- Collaboration with the school of P.R. of the University of Barcelona proposing students of last year to create a campaign to promote the recycling of flexible aluminium packaging among citizens. They did a great job



9.- Research with Ecovidrio, ANAREVI y Ecoembes in order to have a better knowledge about closures marquet and recycling streams.



What we do



10.- Others activities

- **Medieval exhibition in Avila:** a candle holder (made of aluminium) was given to every person that brought aluminium packaging to our stand and threw them to the yellow container. Plus, a conference for 70 people was offered.

- ARPAL and Ecoembers yellow containers were placed in the **Gran Maratón Futbolístico** de Avila explaining that it was for alu packaging.

- ARPAL and Ecoembes yellow containers were placed in the **80's Festival** in Castilla-León and other events.

- **Street activities in the Jornada de Animación Sociocultural of Cádiz:** stand with information about aluminium packaging recycling, draws and comics about that, manualities and games with the alu ball (made of the alu packaging that was brought by visitors).

- **Graffiti contest with the subject about aluminium packaging recycling (Cádiz).**

- **Aluminium packaging recycling in Barcelona airport** (140 yellow containers are placed in T1 and T2).

- **Aluminium packaging recycling in hotels in Forum neighborhood in Barcelona** (140 yellow containers are placed in visitors and staff areas).

- **Day of Employees of Marriott Hotels in Barcelona.** ARPAL did workshops for 50 kids with the participation of university volunteers.

- **Collection campaign about aluminium packaging campaign in Cadiz** with the participation of 4 high schools, 4 universities, 7 restaurants/bars and 2 social entities. A total of 32 yellow containers were placed and awareness tasks were carried out. During this time, EQUA collected an average of 195,2kg of packaging per week, with a total of 2,342 kg of aluminum packaging collected. It was estimated that 95% were packaging made of aluminum and aluminum foil and 5% briks and plastic. This action had the support of Ecoembes.

- **Hotel Hilton Diagonal Mar (Barcelona)** has done a leaflet to promote recycling in their rooms and ARPAL appears as a collaborator in addition to having written the part related to aluminum.



What we do



◆ - **Statistical research about the effectiveness of ARPAL workshops based on questionnaires to children in Cádiz (512 participants)** Our results suggest that there are positive effects of workshops on aluminium packaging recycling which increases awareness and knowledge of young children on their environment. Moreover, the positive impact on their awareness and knowledge triggers them towards positive intentions on future behavior on recycling.

Figure 1. Knowledge differences on containers and separation of different materials before and after Workshop

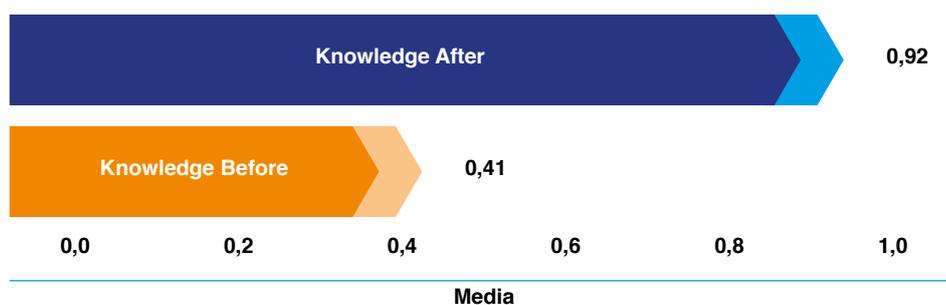


Figure 2. Knowledge differences on aluminium material after Workshop

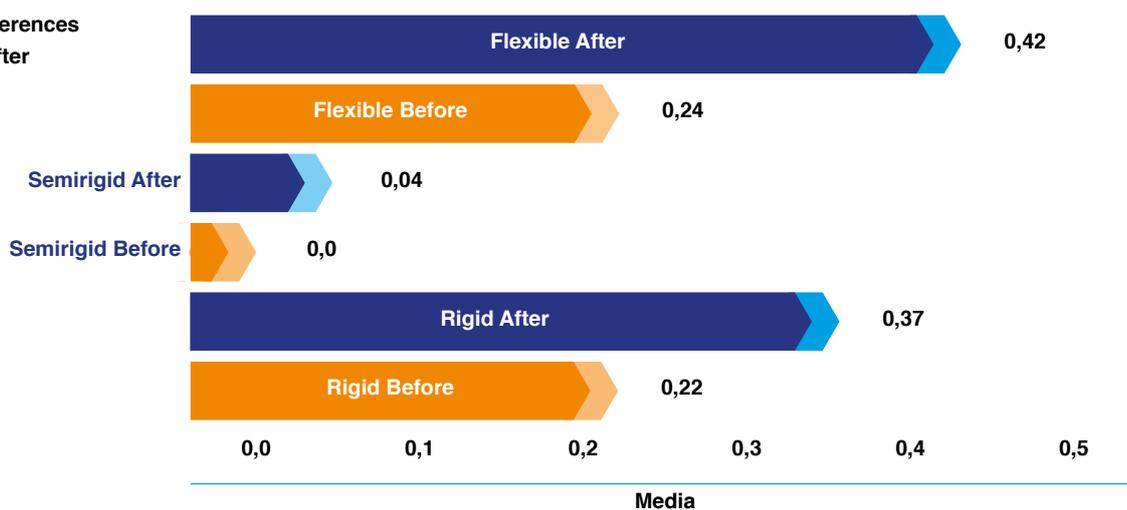


Figure 3. Knowledge differences on container deposit of aluminium material before and after Workshop

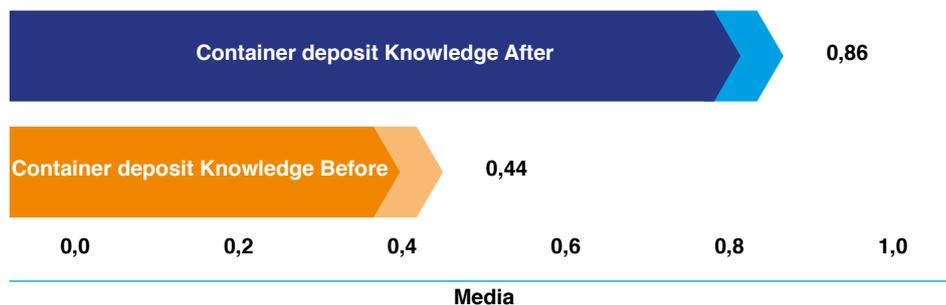
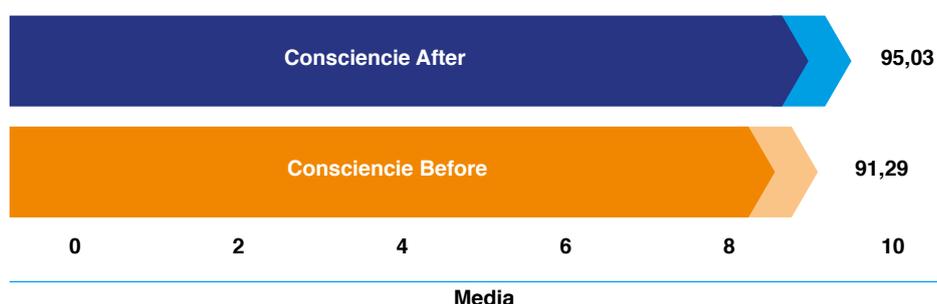


Figure 4. Conscience differences on the importance of recycling aluminium material before and after Workshop



What we do



Figure 5. Conscience of benefits of recycling aluminium before after workshop

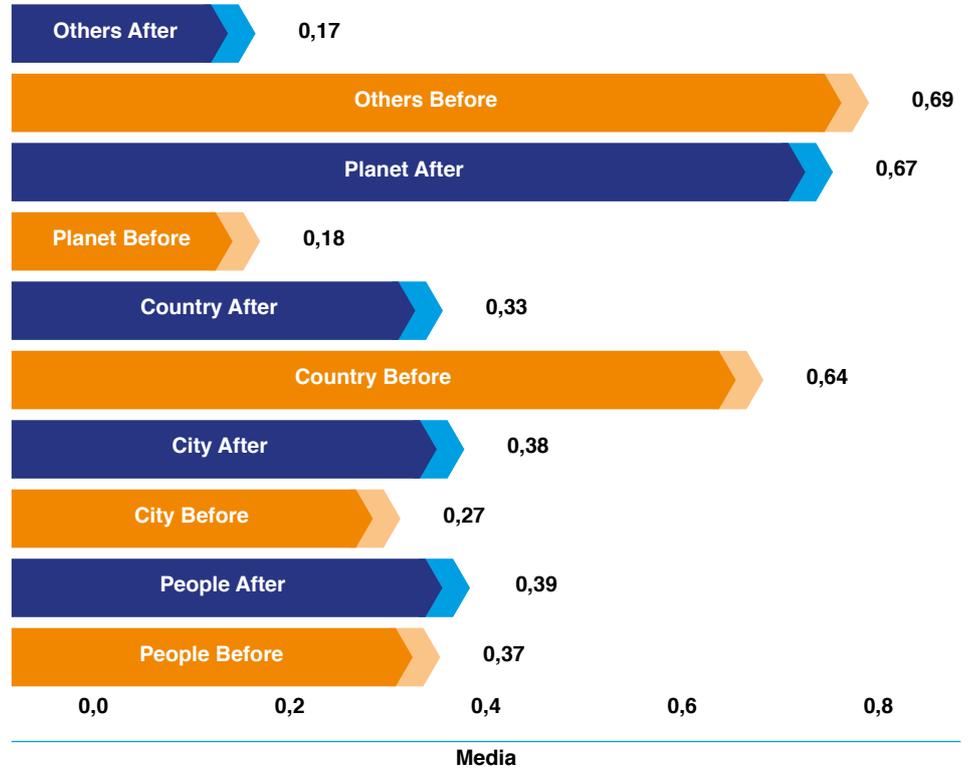
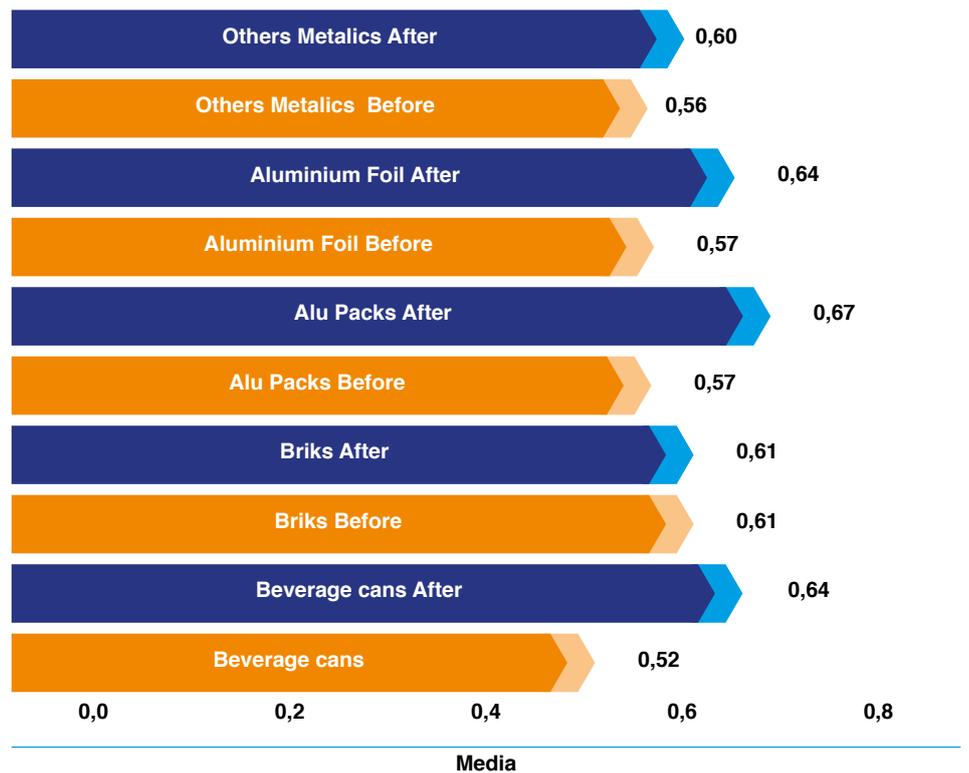


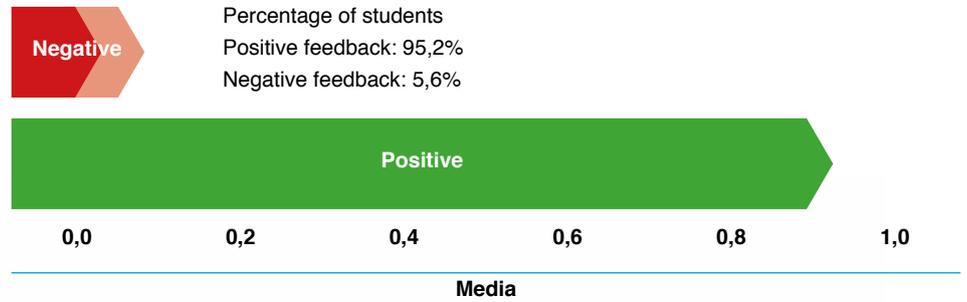
Figure 6. Action of recycling before the workshop and intention of recycling after it



What we do



Figure 7. Understanding workshop effectiveness through positive and negative feedback of students in Cadiz



What we do



More information:

www.aluminio.org

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(<http://www.facebook.com/recicladoaluminio>)

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