



REPORT 2018



arpal 



ARPAL is a non-profit organisation that was created in April, 1994 with the aim of promoting the recycling of aluminium packaging and reaching the legally-required levels of recycling.

It is made up of the following entities:

- **Aludium**
- **Constellium**
- **Hydro Aluminium Deutschland GMBH**
- **Novelis Europe**

ARPAL's mission is to promote a great number of initiatives and activities to encourage the habit of collecting and recycling aluminium packaging and to spread this habit across Spain, in order to help protect the environment and natural resources by introducing a culture of recycling.



2018 has been an intense year at **ARPAL**. As well as continuing with our DIDI (Direct Didactics) activities, we have set up a new project which we are very pleased with: we have started to work with children under the age of five so that they acquire the recycling habit from childhood. This activity has been possible thanks to collaboration with SUPLA, whose teachers in Córdoba and Sevilla have been responsible for designing a Didactic Unit about recycling aluminium packaging, to be used in preschool.

Furthermore, we have started to work in the Autonomous Community of Valencia along with Tyrius, an association of housewives and consumers, who have set up workshops in several towns. Many years' of experience training local instructors, who then go on to run workshops and other activities in their communities, keep proving to us that this is one of the best ways to spread the recycling message and get everybody to recycle more every day. 2018 has also been a good year for the amount of aluminium packaging being recycled, as the constant growth of the last few years has been maintained, reaching 51.4% of the recycling rate. From 2001 we have carried out a study in waste management centres, with the help of Ecoembes and the Spanish Federation of Recovery and Recycling and from this study we have found out about the aluminium packaging recycled in traditional waste recovery plants. This data has been added to that obtained by Ecoembes, which gives us an in-depth analysis of the all the different ways in which aluminium packaging is recovered in Spain.



01

**Introductory
text**



José Miguel Benavente
Director General

A handwritten signature in blue ink, consisting of a large, stylized 'J' followed by 'M', 'B', and 'u'.





02

How ARPAL works

ARPAL places great importance on professionalism, knowledge of the sector and its leading figures, working methods within the sector and the relationships that are formed to achieve long-term partnerships. This last point is an important subject as we are talking about an association that, although it is made up of only two people, works all over Spain establishing alliances which allow it to develop a great number of projects.

In order to spread the message about recycling aluminium packaging around Spain, **ARPAL** encourages alliances with local entities, as they are more knowledgeable about the area they work in and its distinctive features.

The association also works in conjunction with educational and academic organisations such as universities, schools, preschool centres, etc. These joint efforts make it possible to set up teaching units and educational workshops that have previously been checked by the educational community. Additionally, collaboration with other companies and associations makes it easier to cocreate value in this sector and to conduct studies that are highly appreciated by the market.

For example, every year **ARPAL** conducts a study, together with the Spanish Federation of Recovery and Recycling (FER) and with the collaboration of Ecoembes, to calculate the volume of packaging recovered/recycled in Spain and how it is collected. The research analyses the volume of material recovered in scrap dealers plants and this data complements that obtained by Ecoembes (packaging collected in yellow recycling containers, solid waste management plants, composting facilities and supplementary waste collections). The data from the 2018 study suggests that the recycling rate that



year reached 51.4%, exceeding the 50% minimum level to be reached before 2025, according to European legislation on the circular economy. **ARPAL** works to develop different activities concerned with increasing this recycling rate (the rate to be reached in 2030 is 60%), using the Push/Pull strategy. On one hand, this encourages people to identify and understand the importance of recycling aluminium packaging so they deposit more packaging in the yellow recycling container (Push strategy); and on the other hand it makes it helps, from the material acquired from different plants, to achieve a good yield in foundries (Pull strategy). To sum up, **ARPAL**'s objectives are the following:

- To motivate the population to recycle more aluminium packaging.
- To train people to run activities relating to recycling of aluminium packaging, such as workshops, street action, games, etc.
- To inform about advances in the sector of recycling of aluminium packaging and to maintain contact with the media constantly so that they spread the message and cover **ARPAL**'s activities.
- To influence: Lobby actions which support recycling of aluminium packaging.

ARPAL represents the aluminium industry in Ecoembes, with whom the association has a very smooth relationship and thanks to this it has been possible to design a Strategic Plan for the Recovery of Aluminium Packaging with a view to 2030. The association also works with other organisations such as the Spanish Federation of Recovery and Recycling (FER), Paisaje Limpio ("Clean Countryside"), Ecovidrio and others. At European level it is part of the Packaging Group within the organisation European Aluminium (EA) and collaborates with the EAFA (European Aluminium Foil Association). Furthermore, it maintains permanent contact with government authorities (state, autonomous community and local) and waste management facilities.

As far as the association's digital presence and coverage in the press is concerned, its website (www.aluminio.org) often publishes news and other information and the association has Facebook, Twitter and LinkedIn profiles, with daily posts.

In 2018 it ran two competitions on Facebook to promote aluminium packaging recycling in the yellow container.

02



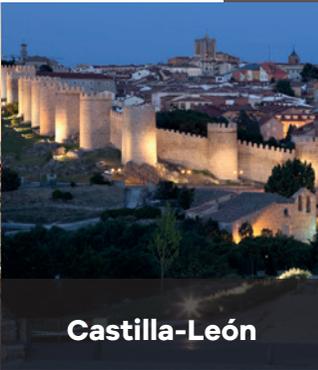
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During the year 2018, **ARPAL** has been active in the following regions:

- **Andalucía:** with the University of Cádiz, Equa Cádiz, the association SUPLA in Córdoba, and the association AVANZA in Sevilla and in Málaga with schools.
 - **Castilla-León:** together with Arte en Lata Ramirín, the Environment Room at Ávila Town Hall, and the Valladolid Bird Park.
 - **Catalonia:** with the Fundación Trinijove, Barcelona Forum District and Melià Hotels.
 - **Autonomous Community of Madrid:** with Arte en Lata Ramirín
 - **Mallorca:** with the Environmental Technologies Park (Parque de Tecnologías Ambientales) in Mallorca (Tirme).
 - **Basque Country:** with the Artigas-Arraiz Environmental Education Centre (Centro de Educación Ambiental Artigas-Arraiz) in Bilbao.
 - **Autonomous Community of Valencia:** with Tyrius, the Valencian Association of Housewives and Consumers.
- In all of the above-mentioned autonomous communities, different activities have been developed, such as workshops for children and adults, attendance at events, volunteer training, etc.



Andalucía



Castilla-León



Catalonia



Autonomous Community of Madrid



Mallorca



Basque Country



Autonomous Community of Valencia



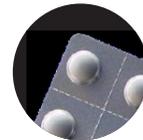
03

Study on recycling aluminium packaging in 2018

The amount of aluminium packaging which entered the Spanish market in 2018 was 93,803 tonnes. Of this amount, 48,265 tonnes were recycled, which makes up 51.5% of the total amount of aluminium. This result was reached by taking into account all the different ways that aluminium is recovered.

Recycling aluminium is of great importance, both for the environment and the economy. For this reason, all the aluminium that is recovered gets recycled, as this metal is the highest-value packaging material in the market. As well as this, the aluminium that is recovered makes excellent raw material to use in manufacturing new aluminium products, as the recycling process does not change the material's properties.

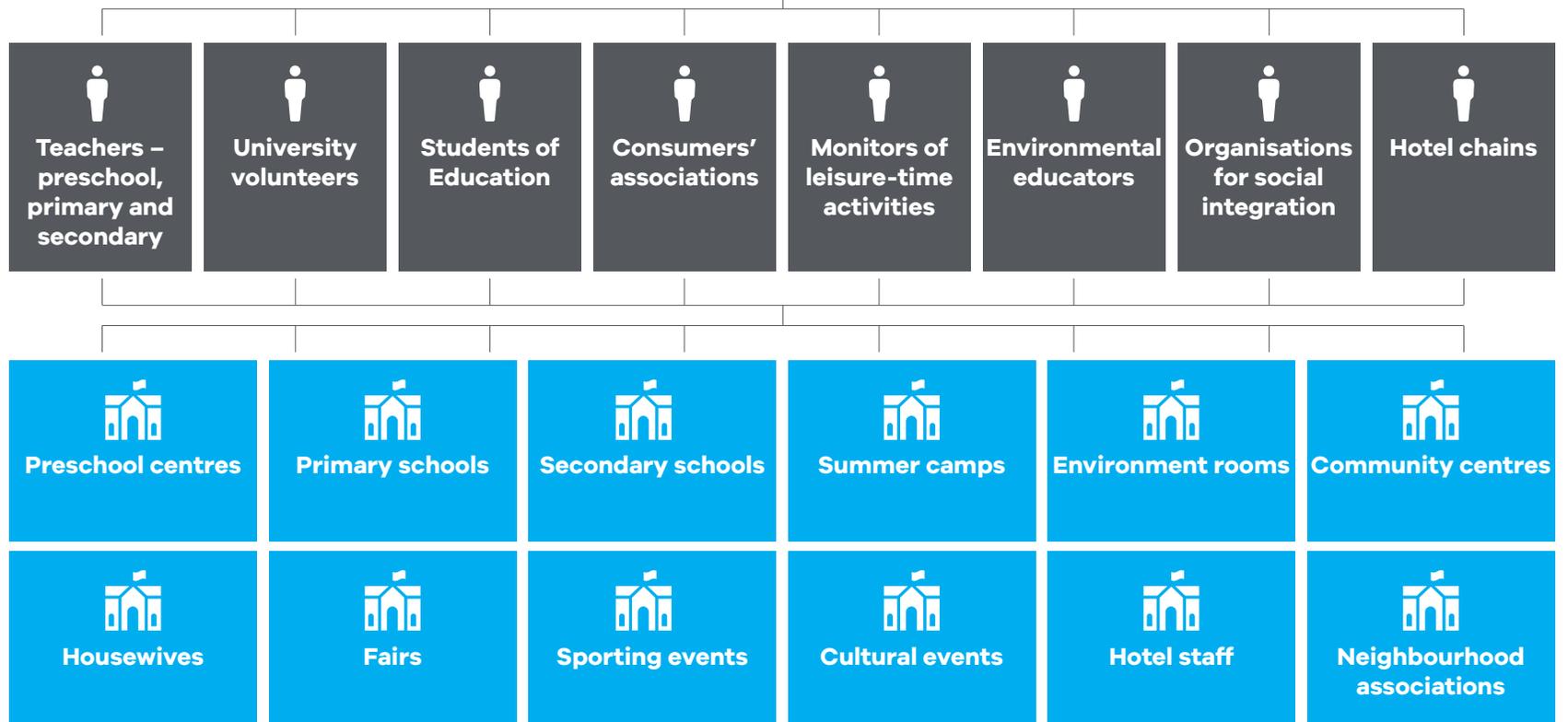
Another advantage of recycling aluminium is the energy-saving, as manufacturing products with recycled aluminium saves 95% of the energy needed to produce it from bauxite.



04

Direct didactics (DIDI)

ARPAL has created a volunteer network which has received training from our association in recycling aluminium packaging and which gives workshops and talks in schools, summer camps, events, community centres, etc. and our experience is proving to us that this is the ideal way to spread recycling of aluminium packaging.



4.1 Andalucía

The training carried out by **ARPAL** is both theoretical and practical, and the participants are told about all the types of aluminium packaging that can be found in the market (rigid, semi-rigid and flexible), their properties and how to recognise and recycle them. In the training sessions the different educational materials offered by **ARPAL** are demonstrated so that afterwards the volunteers can develop educational workshops and other activities to promote recycling of aluminium packaging. Among these materials are videos, the Didactic Unit for under-fives (developed by the SUPLI schools in Córdoba and Sevilla), the Educational Workshop and the Life Cycle of Aluminium Packaging, as well as posters, games and tutorials on arts and crafts. All of these materials can be found on the association's website www.aluminio.org.

During the year 2018 the following workshops have been run:

- **Cádiz:** Training at the University of Cádiz for volunteers and EQUA staff (16 people). The volunteers went on to run 37 workshops for 800 children aged between 8 and 10, from the third and fourth years of 13 primary schools. There was also a workshop at the Apadeni Association for 10 young people.

- **Córdoba:** Teachers at the SUPLI schools created a Didactic Unit for children under five years of age – the pilot test was carried out with 54 pupils in two centres in Córdoba and one in Sevilla and afterwards 29 subsequent workshops took place in these two cities with 1,300 students. The activity was extended in 2019. The Didactic Unit is available on **ARPAL**'s website as an educational resource.

- **Málaga:** monitoring of the campaigns which started in 2011 and reached 80 educational centres in the city and around the province.

- **Sevilla:** pilot test of intergenerational workshops for 65- to 90-year-olds and 4- to 7-year-olds (50 people). Extension of the activity in 2019.





4.2 Castilla-León

All through the year 2018, our partners at Arte en Lata Ramirín have run 92 workshops for children, mainly between 9 and 12 years of age, with a total of 2,840 pupils attending. Six workshops were also developed for adults with 140 participants in total and 19 workshops were run with leisure-time monitors for 252 people.

These 117 workshops took place in different places such as Ávila, Guijuelo, Valladolid, León, Zamora, Salamanca and Peñaranda de Bracamonte, among others. And, as well as visiting schools, there were educational activities in the “Era de las Aves Zoo” (Félix Rodríguez de la Fuente Room), the San Nicolás Environment Room at Ávila and the summer camps at Navalunga, El Fresno, La Adrada and Ávila, with children from different parts of Spain.



4.3 Catalonia

In 2018, together with our partner Fundació Trinijove, **ARPAL** has organised a talk for staff at the Hotel Melià Sarrià in Barcelona about the importance of recycling aluminium packaging (60 participants). **ARPAL** also participated in the Barcelona Forum District Recycling Day by holding a conference (70 participants) and at the same event we relaunched the campaign to recycle aluminium packaging in hotels around the Forum area. There were also workshops on recycling aluminium packaging at the Hotel Melià Sky in Barcelona for 25 children of between 5 and 12 years of age from the Neus Puig Centre Obert and for 30 young people at the External Scholarisation Unit.



4.4 Mallorca

The Environmental Technologies Park of Mallorca, (Tirme) receives 10,000 visitors per year. The two monitors who attend them (and two others who give talks in schools) have been trained by **ARPAL** and pass on the message to visitors about how important it is to recycle aluminium packaging.



4.5 Basque Country

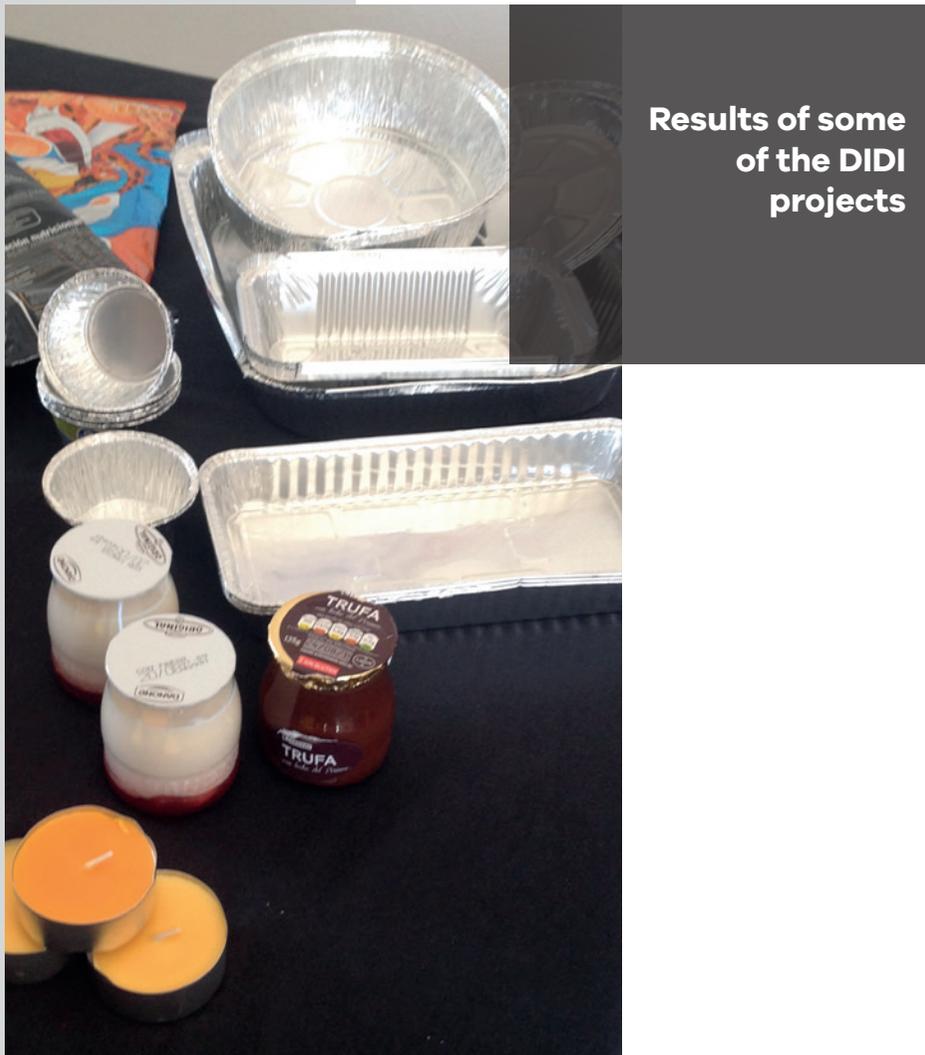
The Arraiz-Artigas Environmental Education Centre has received 6.502 visitors (mainly schoolchildren). All of them have been told of the importance of recycling aluminium packaging and how to get involved in this recycling.



4.6 Autonomous Community of Valencia

In 2018, **ARPAL** signed an Agreement of Collaboration with Tyrius, the Valencian Association of Housewives and Consumers. Thanks to this agreement, during the year 2018 **ARPAL** trained 5 people from Tyrius who have gone on to develop 20 workshops with their associates in different towns in the Autonomous Community of Valencia. Specifically, in 2018, there were two training activities about recycling aluminium packaging in Valencia and Benaguacil with about 50 participants. The rest of the workshops are planned to take place in 2019.





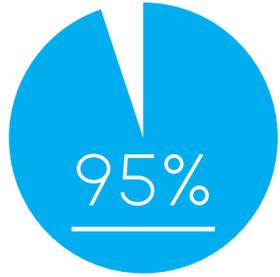
**Results of some
of the DIDI
projects**

ARPAL places great importance on measuring the results of their activities, as far as possible, both quantitatively (using surveys before and after workshops) and qualitatively (via feedback meetings with the public involved). For this reason, the association measures the results of several of its projects on a regular basis.

1.- FINAL CONCLUSIONS ON THE INTERGENERATIONAL WORKSHOPS IN SEVILLA RUN BY AVANZA ASSOCIATION

- 95% of participants recognise the yellow container as the one for aluminium packaging (at the start of the activity this figure was 75%).
- 100% can distinguish aluminium packaging (at the beginning this was 33%).
- 100% of participants know that they should put aluminium packaging in the yellow container (before, this was 90%).
- 95% state that it is important to recycle aluminium packaging (before, this was 60%).
- 87% point out personal and collective benefits to recycling aluminium packaging (at the start this figure was not even 40%).

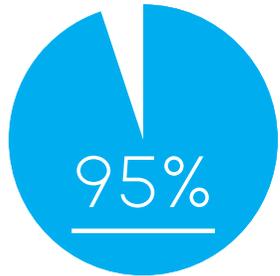
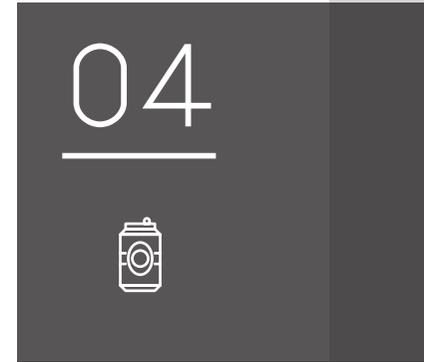




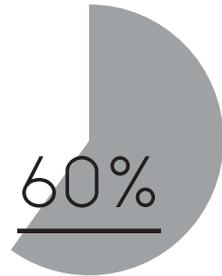
95% of participants recognise the yellow container as the one for aluminium packaging



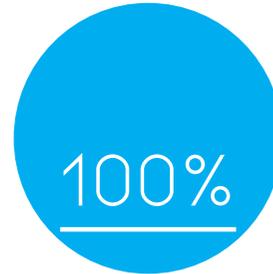
At the start of the activity this figure was 75%



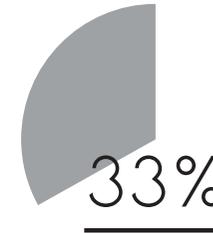
95% state that it is important to recycle aluminium packaging



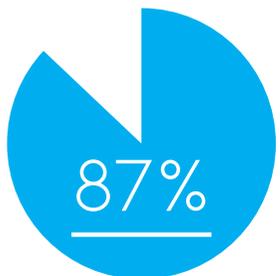
At the start of the activity figure this was 60%



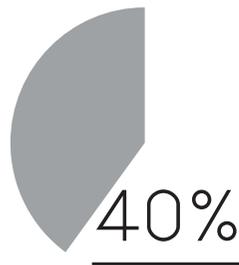
100% can distinguish aluminium packaging



At the start of the activity this figure was 33%



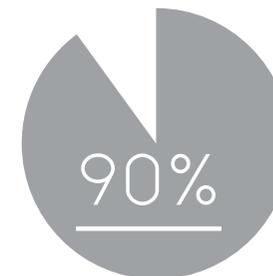
87% point out personal and collective benefits to recycling aluminium packaging



At the start this figure was not even 40%



100% of participants know that they should put aluminium packaging in the yellow container



At the start of the activity this figure was 90%



04



2.- CONCLUSIONS ON THE WORKSHOPS RUN BY FUNDACIÓN EQUA IN CÁDIZ

2.1 Conclusions following the initial survey:

- Most children had a general idea of the meaning of the term "recycling".
- Most children know about the different types of containers that are near their homes, although they are not clear about where to put aluminium packaging.
- Most children do not know about either aluminium or packaging made from this material.

2.2 Conclusions after the end of the workshop:

- The children not only knew what recycling is but a large percentage of them know about the different types of waste and in which container to put them.
- They know about different objects, packaging and utensils made of aluminium.
- They are aware that if we do not recycle, this has an impact on the environment.
- They know about the life cycle of aluminium, with the emphasis on the importance of recycling so that recycled aluminium can continue to be used to make new materials.
- They have learnt to reuse material to create games or instruments with aluminium packaging.
- Lastly, children are like "sponges", they have a great capacity to absorb all the new information around them, which turns them into multiplying agents (parents, siblings, grandparents, other pupils, ...)
- In general, in the evaluation of the workshops almost 90% of the participants say that they feel it was interesting, clear and fun.



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Photos of the workshops in Córdoba and Sevilla



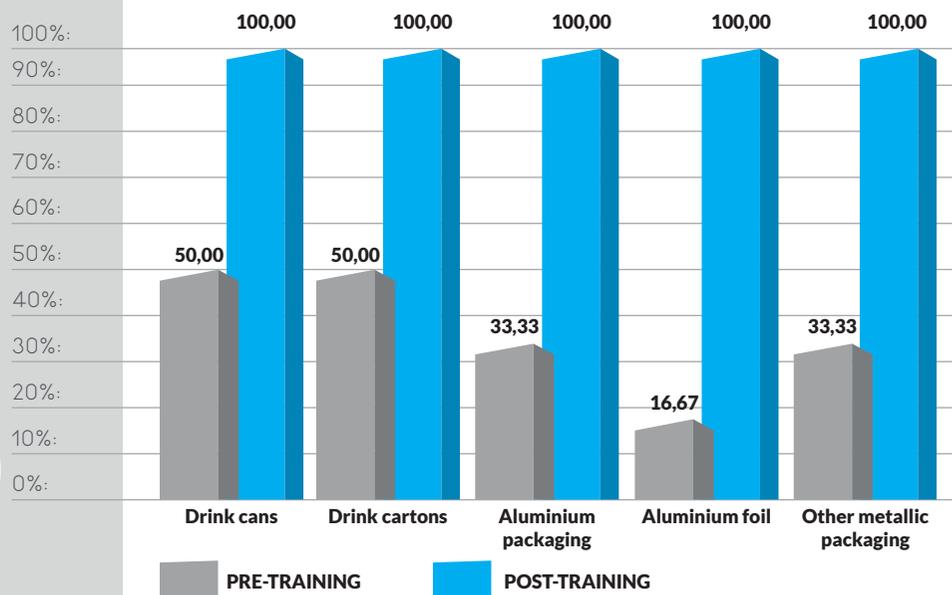
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3 CONCLUSIONS ON THE DIDACTIC UNIT FOR UNDER-FIVES RUN BY THE SUPLI SCHOOLS IN CÓRDOBA AND SEVILLA

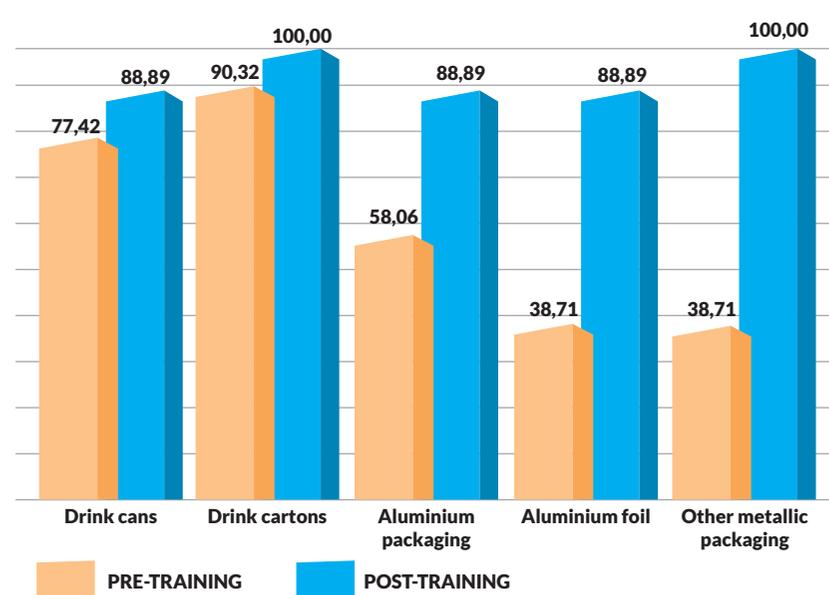
- Most children distinguish the different types of containers and put the aluminium packaging in the correct container (they have learnt the colour yellow through recycling).
- All of them have a positive attitude towards recycling.
- All of the children are creative at making or painting aluminium packaging or foil.
- The educational centres have created a permanent Recycling Corner.
- The teachers point out that they have seen a great change in the children with respect to recycling and aluminium (they now recognise it). They emphasise that the Didactic Unit has been interesting and it has had a very good result as far as the children's response is concerned and what they have learnt.
- The design and introduction of the Didactic Unit has made it easier for the teachers and also the pupils and their parents to acquire knowledge and become more aware. After the activity, the adults recycle aluminium packaging according to the surveys conducted by **ARPAL**.

Do you recycle any of the following materials at home or in the workplace?

SURVEY BEFORE AND AFTER FOR TEACHERS



SURVEY BEFORE AND AFTER FOR PARENTS OF PUPILS



Percentage of survey respondents who said they recycle material



04

Photos of the workshops in Córdoba and Sevilla





04



Attendees at ARPAL workshops on recycling aluminium packaging all over Spain



People who have received information from ARPAL about recycling aluminium packaging via environmental education activities



Training of volunteers and monitors in 2018

273

people



Consciousness-raising among hotel staff in 2018

130

people



Number of workshops

184



Number of people

5.299



Basque Country

6.502



Mallorca

10.000





Other activities
to promote
recycling of
aluminium
packaging

05

ARPAL promotes recycling of all aluminium packaging, whether it is rigid, semi-rigid or flexible but we have found that many people are unfamiliar with the last two types, so the association has developed specific activities to help in their identification and recycling. To help recycle this packaging correctly, **ARPAL** has developed the Ball Theory, which involves grouping all the pieces of semi-rigid and flexible aluminium packaging in one bag or making them into a ball before putting them into the yellow container.

5.1 COMPETITIONS ON FACEBOOK

Thanks to EAFA's collaboration, in 2018 **ARPAL** developed two competitions on Facebook and Twitter to spread knowledge of aluminium packaging and recycling it in the yellow container.

The first one involved finishing the sentence: "I was about to put my aluminium packaging in the yellow container when.....". This competition took place in February, with more than 400 participants and over 2,300 visits.

The second one involved sending in a photo and a caption related to the sentence "Aluminium packaging gets recycled in the yellow container." It took place in November, with more than 600 participants (who either sent photos or voted for the other participants) and over 4,100 visits.

Both campaigns were supported by three rounds of advertising on social media, press releases and daily posts. The winners received a bicycle made of aluminium.





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5.2 STUDY ON THE BEHAVIOUR OF ALUMINIUM PACKAGING WITH EDDY CURRENT SEPARATORS

ARPAL and REGULATOR CETRISA carried out different tests to see the behaviour of aluminium packaging in an Eddy Current Separator. The research took place at the facilities of REGULATOR CETRISA, in Gavà (Barcelona) and the aim was to find out the conditions for optimum separation of aluminium packaging using this technology. The tests were carried out with different pieces of semi-rigid and flexible aluminium packaging and under different compaction conditions. The complete study can be found on **ARPAL's** website, www.aluminio.org.

5.3 UPDATE OF ARPAL'S WEBSITE

The website now has a more modern design, it is easier to use, it has more content, it has been designed so that the documents can be downloaded more easily and it is available to everybody. Additionally, and due to the volume of information available, it has been constructed with an intuitive structure of sections and subsections. All the association's educational material is freely available to be used by monitors, volunteers or people who are interested in creating workshops on recycling aluminium packaging.

5.4 CAMPAIGNS FOR THE COLLECTION OF ALUMINIUM PACKAGING

Together with Fundació Triniçove in Barcelona the following campaigns are being run:

- Collection of aluminium packaging in bars and restaurants at the Airport of Barcelona via yellow containers installed by **ARPAL** and Fundació Triniçove, in charge of managing them (maintenance and collection). In 2018 there were 200 containers installed in Terminals 1 and 2



and the campaign included information and consciousness-raising for new rental premises.

- Collection of aluminium packaging in hotels in the Forum area of Barcelona, in collaboration with Barcelona Forum District. In 2018 the campaign was extended to include another hotel chain, Zero Hoteles and other establishments of the participating chains. In total, 20 hotels took part from the following chains – Hilton, H10, Vincci, Princess, Melià, Iluni3n, Tryp and Zero, as well as Hotel Mandarin and the Barcelona International Convention Centre (CCIB).

5.5 STORY COMPETITION ABOUT RECYCLING ALUMINIUM PACKAGING

The subject of the competition, which was aimed at children of 9 to 12 years old in the town of vila, was: "Recycling aluminium packaging and the yellow container". 8 schools took part and about 400 pupils participated. The winner, from El Pradillo school, received a piece of craftwork made entirely out of recycled aluminium packaging and the centre won a pack of **ARPAL** material (T-shirts, caps, backpacks, etc.).

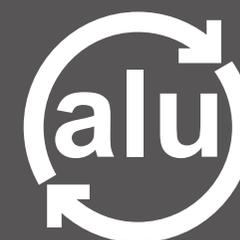
5.6 PARTICIPATION IN EVENTS

Throughout 2018, **ARPAL** and its partners have participated in different events by running workshops and games, installing yellow containers, giving talks, etc. The most notable are as follows:

- Primavera en Ro del Parque Natural de la Algaida (Cadiz).
- El Gran Fregado de la Algaida (Cadiz).
- Barcelona International Critical Public Relations Conference (Barcelona).
- Millennium Dome, Valladolid.
- Charity Dinner for Barcelona Forum District at the Hilton Diagonal Hotel.
- Medieval Fair, vila.
- Summer camps in Navaluenga, Fror de Rosa, Gotarrendura, El Fresno, La Adrada and Avila.



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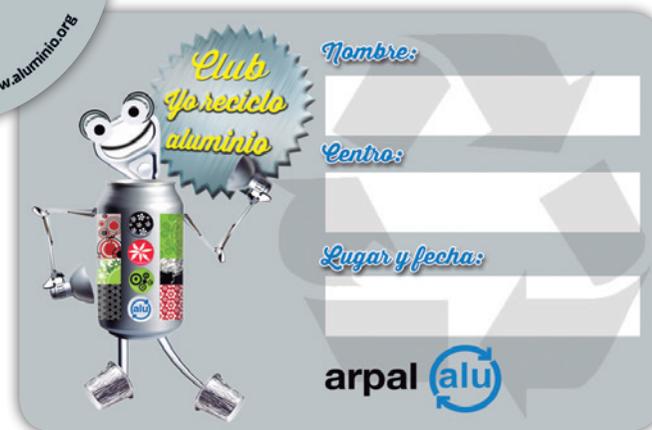


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5.7 THE "I RECYCLE ALUMINIUM" CLUB

ARPAL has created the "I Recycle Aluminium" Club and invites all those who participate in workshops (especially children) to join. All members receive a membership card and a pin to prove that they belong to the club and to show their commitment to recycling aluminium packaging and explaining to their families and friends how important it is to put this packaging in the yellow container. On the back of the card it says: "This card proves I am a member of the I RECYCLE ALUMINIUM Club and that I uphold the ALU Promise. ALU Promise: to recycle aluminium packaging in the yellow container and tell my family and friends to do the same."

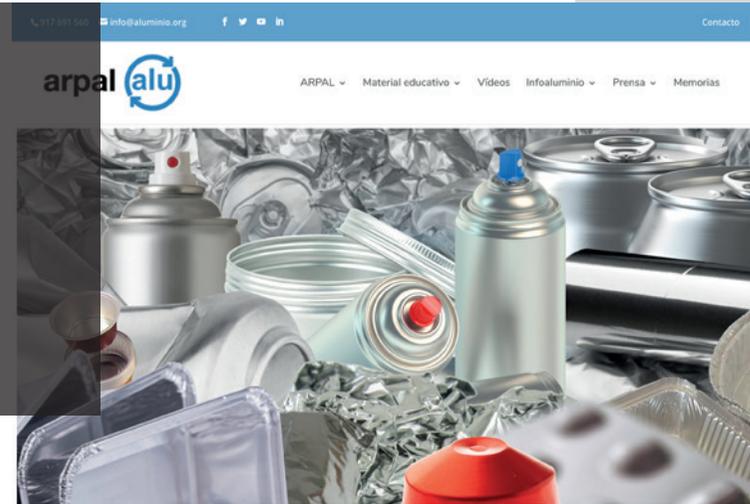


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Documentary collection about recycling aluminium packaging

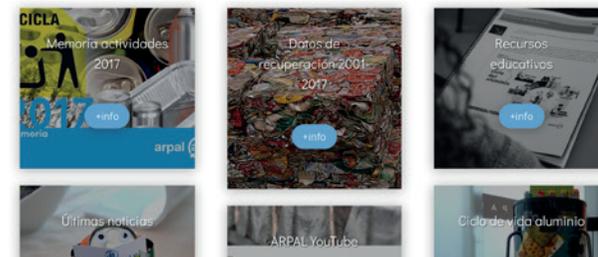
ARPAL has a large collection of documents about recycling aluminium packaging. All the information is available on the association's web, www.aluminio.org.

- 31 videos (two are subtitled in English and one is in English with Spanish subtitles) with varied information on recycling aluminium packaging.
- Poster about aluminium packaging and where to put it.
- Educational Workshop.
- Didactic Unit for under-fives (created by SUPLI schools).
- Life cycle of aluminium.
- Presentation on different types of aluminium packaging, how to recycle them and the advantages of recycling them.
- Documentation for trainers in recycling aluminium packaging.
- Posters for educational centres.
- Arts and crafts made with aluminium packaging.



ARPAL promueve el reciclado de los envases de aluminio en España desde 1994

ARPAL asegura a sus asociados la máxima eficacia en la promoción de los productos de aluminio a través de su reciclado.





ARPAL press
office

07

ARPAL also has a press office which writes up and sends out information to the media and answers journalists' requests. In 2018, 6 press notices were sent out, which were also uploaded onto the website, and several articles and interviews were written up. The press kit was also updated.





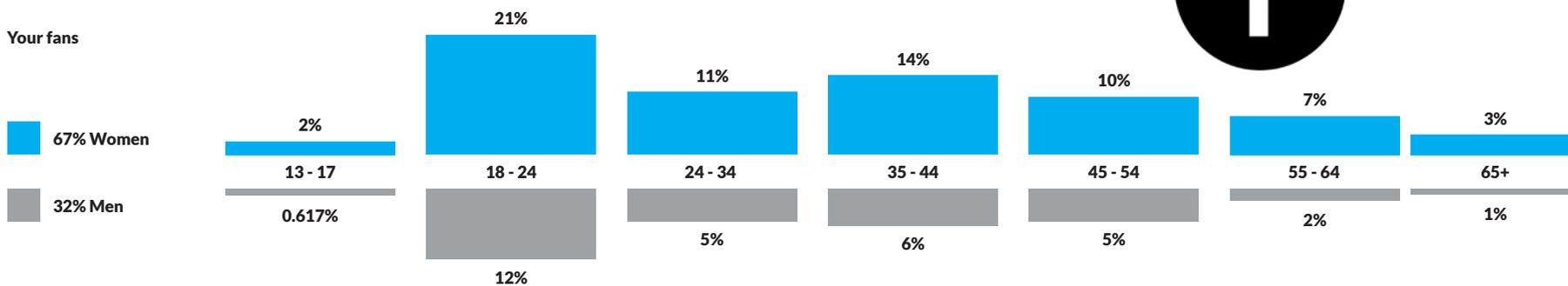
Social media

08

8.1 FACEBOOK

ARPAL's Facebook community has 3,872 followers. They are very involved with the page because each post gets shared between 60 and 90 times. The audience is mainly made up of women between 18 and 24 years old. Facebook has calculated that **ARPAL** reaches over 1,500 people a month. There is a daily post combining material that generates traffic to the association's website, news about aluminium, craftwork based on aluminium, workshops being run and information about the recycling sector.

Your fans





08



8.2 TWITTER

We managed to expand our Twitter community in 2018 and we currently have 475 followers. Interactivity has increased and every day people comment on, assess and share **ARPAL** publications. According to Twitter metrics, our content reaches over 800,000 people. The audience targeted on Twitter by **ARPAL** is 46% men and 54% women.



8.3 LINKEDIN

170 followers. **ARPAL**'s motto is: all aluminium packaging goes in the yellow container. Most visitors are media professionals.

ARPAL also publishes its website news about sustainability, recycling, etc. in groups related to LinkedIn.





8.4 YOUTUBE

The profile was created in 2011 and as of today it has 31 of its own videos, some of them with a large number of views. The most-viewed video, "Properties of Aluminium", has been seen 14,000 times. In total, the videos have 22,628 views.



arpal  alu



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Linkedin and YouTube

