



REPORT 2019

arpal 

Asociación para el Reciclado
de Productos de Aluminio



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 recover the intrinsic value of aluminium and protect natural resources by introducing a culture of recycling

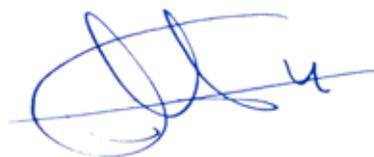


In 2019 we were little over the target of 50% for recycling of aluminium packaging in Spain, which is the rate required by current legislation until 2025 for packaging made of this material. Looking ahead to 2030, the rate of recycling should reach 60%, a figure which we will certainly reach before the end of the year.

2019 is also the year that ARPAL has expanded its activities in the Principality of Asturias, by collaborating with the University of Oviedo where our future teachers are trained. This way we can keep on promoting DIDI (Direct Didactics), the PUSH strategy that ARPAL has been developing over the last 10 years and which has allowed us to spread the message about recycling aluminium packaging to many groups, thanks to the partners we have in various parts of Spain. DIDI is based on communication and environmental education, two essential tools for success in changing people's habits.

Finally, I would like to highlight that in 2019 we have started to work more closely with Latas de Bebidas ('Beverage Cans'), given the large number of these packaging that are recently on the market. By joining forces, we can improve results and this is the path we have started on with joint projects, aimed at getting us all to recycle more aluminium packaging and to do so in a better way.

José Miguel Benavente
General Manager



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Introduction



02

How ARPAL works

From the start, ARPAL has worked to make the circular economy a reality in the aluminium sector. All their efforts have gone towards achieving Spain's highest recycling rate of aluminium packaging by communicating the value of recycling and recovery, and by promoting a proactive, responsible attitude to recycling. Experience has shown them that the combination of communication and education is a powerful tool in changing attitudes and behaviour when it comes to people's habits and for this reason, ARPAL has developed different programmes based on these two areas.

The association works with 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 possible for scrap dealers' plants to obtain the raw material, from the material acquired from different plants, to achieve a good yield in foundries (Pull strategy).

On a daily basis, ARPAL counts on its professionalism and knowledge of the sector and its leading figures to establish long-term partnerships with regional parties who really know their area and the way things are done there. This last point is important, as ARPAL works all over Spain establishing alliances, many of them with social insertion entities, to develop a large number of projects throughout the Spanish territory.

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 co-create value in this sector and to conduct studies that are highly appreciated by the market.

A true snapshot of the sector

The main study that ARPAL conducts on a yearly basis carries out research to calculate the volume of aluminium packaging recovered in Spain and how it is collected. This is done together with the Spanish Federation of Recovery and Recycling (FER) and with the collaboration of Ecoembes. The research analyses the volume of material recovered in scrap dealers' plants (or traditional waste recovery 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 amount of aluminium packaging which entered the Spanish market in 2019 was 105,320 tonnes. Of this amount, 52,814 tonnes were recycled, which makes up 50,1% of the total amount of aluminium. The total valorisation rate reached, in 2019, 51,6%. 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 in the recycling process the material's properties are maintained. 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 mineral.

02

How ARPAL works

ARPAL ARPAL represents the aluminium industry in Ecoembes, with whom the association has a very smooth relationship and has designed a Strategic Plan for the Recovery of Aluminium Packaging with a view to 2030. The association also works with other organisations such as Latas de Bebidas (with whom they carry out joint programmes), the Spanish Federation of Recovery and Recycling (FER), Paisaje Limpio ('Clean Countryside'), Ecovidrio and others. And, 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.



During 2019, ARPAL has developed recycling programmes, together with their regional partners, in the following autonomous communities:

Andalucía: with the University of Cádiz, Equa Cádiz, the association SUPLA in Córdoba, and the association AVANZA in Sevilla and in Málaga.

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 and Paisaje Limpio.

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) in Bilbao.

Autonomous Community of Valencia: with Tyrius, the Valencian Association of Housewives and Consumers.

Principality of Asturias: with the University of Oviedo.



02

ARPAL'S PARTNERS

DIDI OR DIRECT DIDACTICS

ARPAL has created a volunteer network which has had training in recycling aluminium packaging and which gives workshops and talks in schools, summer camps, events, community centres, etc. This way the habit of recycling aluminium packaging in the yellow container can be spread exponentially.

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 on the market (rigid, semi-rigid and flexible), their properties and how to recognise and recycle them. Furthermore, the materials developed by **ARPAL** for education and communication are demonstrated and made available to the participants.

All of these materials can be found on the association's website www.aluminio.org.



- **Cádiz:** Training at the University of Cádiz for volunteers and EQUA staff (16 people). The volunteers ran 40 workshops for 900 children aged between 8 and 10.

Participation in the following festivals: 'Primavera en Río' (with workshops for 100 children), in 'El gran Fregao del Río' and 'Puerto Real, espacio sostenible y saludable', (with workshops for 200 children), organising games and making a solar kitchen with aluminium packaging, where food was prepared.

- **Córdoba:** The Didactic Unit on recycling of aluminium packaging designed by SUPLA centres in 2018 has been further developed in 2019 in 87 centres in different towns in the provinces of Córdoba and Cádiz, with the involvement of 352 educators and 2,250 pupils from infant school (up to 6 years old) and primary school (from 6 to 12 years old).

The Didactic Unit on Aluminium Recycling now forms part of the official programme of the Andalusian regional government, developed by SUPLA to be introduced in the infant schools that they manage in Córdoba, Cádiz, Jaén, Málaga and Almería.

- **Málaga:** monitoring of the campaigns which started in 2011 and which reached 80 educational centres in the city and around the province. There are new projects currently being designed in conjunction with teachers in secondary education.

- **Sevilla:** 4 workshops on aluminium recycling with intergenerational groups (children up to 13 years old and groups of elderly people) with 70 participants.

Development of the Didactic Unit on the recycling of aluminium packaging in infant schools in the town of Ecija (115 children).



3.2.- Castilla-León

69 monitors were trained in several cities of the region and workshops were run with 988 children in schools. ARPAL was also present at the 'Episcopio de Ávila' Fair with workshops for over 200 children and the Medieval Markets in Ávila, also with workshops for children and adults (300 people).

Furthermore, our partners created a Nativity scene with recycled aluminium, a Christmas tree with aluminium cans and choirs made of beverage cans.

They also did the Camino de Santiago (Way of Saint James), taking the recycling message wherever they went and ran 5 workshops with aluminium packaging in hostels.

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ARPAL's programmes
with regional partners



The campaign of aluminium packaging collection has been extended to 30 hotels in the following chains: Princess, AC Marriot, Hilton, Ilunion, Zero, Tryp, Melià, Novotel and Ayre. Furthermore, the Trinijove Foundation oversees collecting the aluminium packaging in yellow containers in bars and restaurants at the airport in the T1 and T2 terminals.

ARPAL carried out a training session for staff of the Melià Sky Hotel with 50 participants and ran workshops on recycling of aluminium packaging at the opening of the terraces of the Barcelona City Novotel Hotel.

Aluminium was also present at an exhibition about the environment and waste in the Diagonal Mar Shopping Centre.

3.3.- Catalonia

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ARPAL's programmes
with regional partners

3.4.- Autonomous Community of Madrid

In conjunction with Paisaje Limpio, we took the message about recycling aluminium packaging to 4 workshops run by the European University of Madrid with families from Real Madrid FC (400 children).

And the first phase of the project has been developed in collaboration with the Autonomous University of Madrid, the Polytechnic University of Madrid and the Complutense University of Madrid to offer training on recycling aluminium packaging under the '2019 Pilot Programme for Promoting Knowledge Transfer'.

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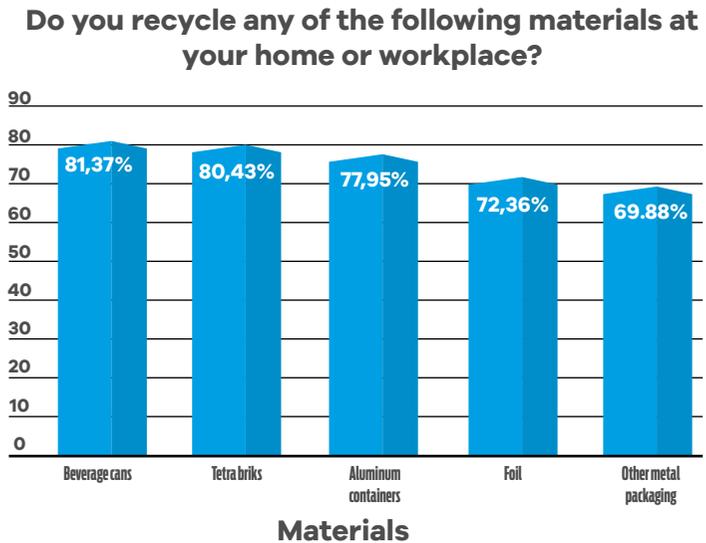
ARPAL's programmes with regional partners

3.5. Autonomous Community of Valencia

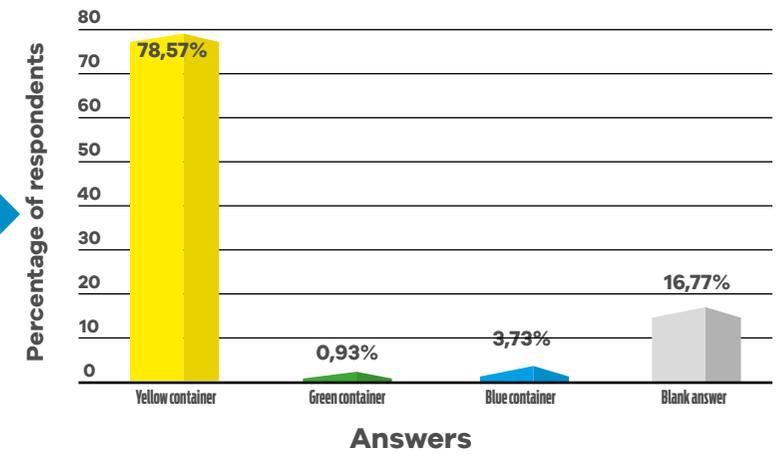
Along with Tyrius, 20 Dialogue Spaces have been developed on responsible consumption and recycling of aluminium packaging in different towns in the Autonomous Community of Valencia with over 400 participants. **ARPAL** has carried out a statistical study on knowledge, awareness and action of recycling, with regard to recycling aluminium packaging among the participants in order to determine the effectiveness of this new programme.



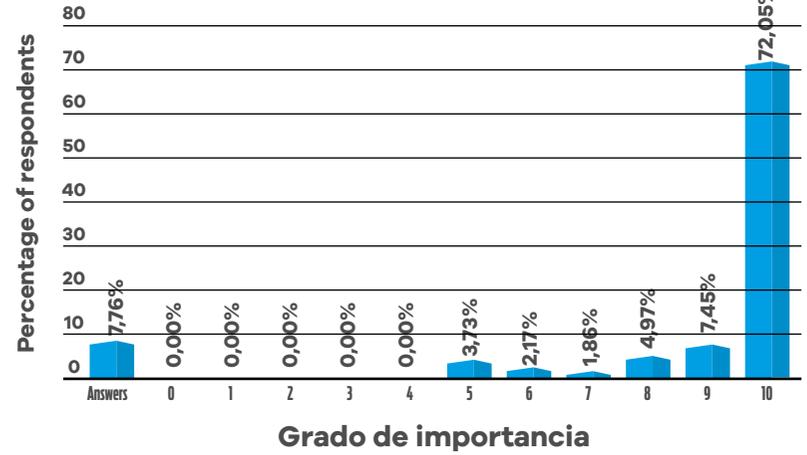
Percentage of respondents who DO recycle some material?



Do you know in which container you must deposit the aluminum containers so that they can be recycled?



Do you think it is important that you participate in the recycling of aluminum?



3.6. 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.

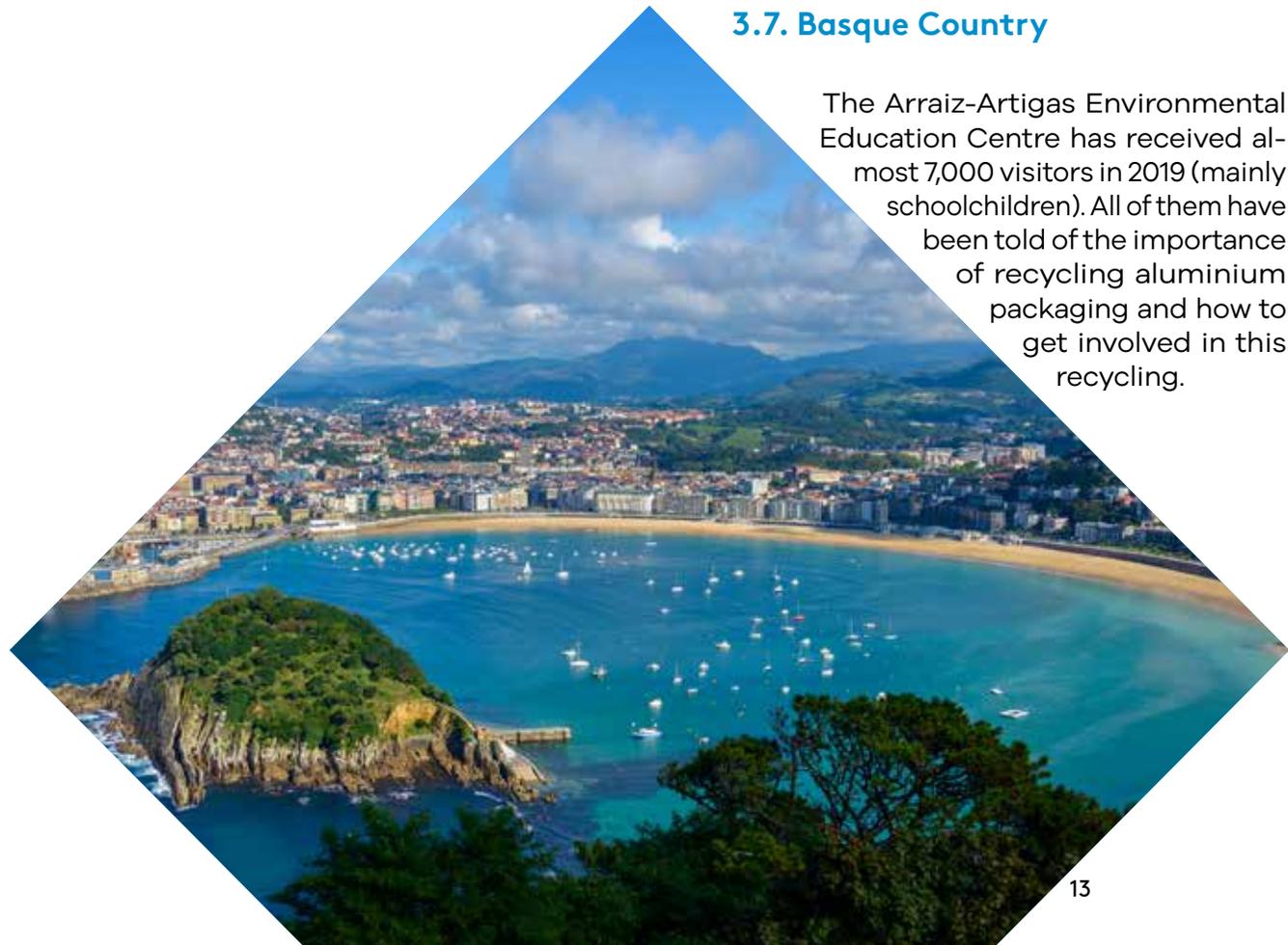


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ARPAL's programmes
with regional partners

3.7. Basque Country

The Arraiz-Artigas Environmental Education Centre has received almost 7,000 visitors in 2019 (mainly schoolchildren). All of them have been told of the importance of recycling aluminium packaging and how to get involved in this recycling.



3.8. Principality of Asturias

This new programme has been run in conjunction with the University of Oviedo to train future teachers (30 students) and to offer them tools to encourage recycling of aluminium packaging in schools. This activity was announced on Asturias TV in an interview with Professor Esther del Moral, José Miguel Benavente, General Manager of ARPAL, and Olga Roger, Director of Communications.





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ARPAL in internet

Our strategy on social media is based on four pillars: communicating the advances being made in our sector, influencing the key players involved, both public and private, as well as training and mobilising the general public. All of this has the aim of encouraging people to recycle aluminium packaging.

For this reason, we share at least five publications a week in which we explain what ARPAL is and what it does, what is going on in the sector, what characteristics make aluminium such an interesting material for the manufacture of packaging and what the benefits are of recycling it. Furthermore, we are active in communities who focus on the same interests as us, in order to share experiences and knowledge.

We are currently present on Facebook (3,891 followers), Twitter (554 followers) and LinkedIn (208 followers).

The YouTube channel ARPALaluminio already has 31 videos, some of which have been watched more than 15,000 times.

ARPAL also has a proactive press office which writes up and sends out information to the media and answers journalists' requests. In 2019 ARPAL was interviewed by TV Asturias (<https://www.youtube.com/watch?v=DVMZTUOKbgk>) and Corresponsables/DIRCOM (<https://cutt.ly/Xehdhzu> and <https://cutt.ly/VehdgEv>).

Also this year the journal Sustainability published an article on the pilot test of an educational workshop for children under 5 years old in Córdoba through a partnership with the International University of Catalonia <https://www.mdpi.com/2071-1050/11/22/6393>



06

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. The 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 resources

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 (with varied information on recycling aluminium packaging).
- Poster about aluminium packaging and where to put it in order to be recycled.
- 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 productores de aluminio a través de su reciclado.

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Le vida sostenible

VIDA ÚTIL + 6 meses

VIDA ÚTIL + 12 años

VIDA ÚTIL + 50 años

Más del 75% del aluminio producido desde hace 100 años está actualmente en uso gracias al reciclado.

arpal alu

¿QUIERES LLEVAR EL RECICLAJE DE ALUMINIO A TU ESCUELA?

alu

RECYCLE @ALUMINIO!!

arpal alu

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

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 automóviles, motores, engranajes, etc.

www.aluminio.org

El ciclo del aluminio

RECYCLE @ALUMINIO!!

Extracción

Reciclaje

Fundición

Laminación

Fabricación

Consumo

Recogida selectiva

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