

ARPA

# REPORT 2020



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 rates of recycling.



It is made up of the following entities:

- **Aludium**
- **Constellium**
- **Grupo Alibérico**
- **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, with the aim of spreading this habit across Spain, in order to help protect the environment and natural resources by introducing a culture of recycling.

**ARPAL** works very closely with the Beverage Can Association (Asociación de Latas de Bebidas), with European Aluminium (EU) and the European Aluminium Foil Association (EAFA). Furthermore, it represents the aluminium industry in Ecoembes, the organisation in charge of managing the yellow and blue recycling containers in Spain.

## 2020, a year to remember



2020 has been a difficult year for everybody. Since COVID-19 invaded our lives, all economic and social activity has been brought to a standstill and we have been forced to change our habits and routines. At ARPAL we have tried to adapt as much as we can to the “pandemic era” and the “new reality” and we have done so by turning to digital activities as far as possible and promoting homeworking.

But it is not all bad news. 2020 was also the year that ARPAL incorporated two new additions: on one hand, a new associate joined the board of directors, the Alibérico Group, one of the main industrial and technological groups which specialises in the manufacture of advanced aluminium materials and which provides a worldwide benchmark. The group has a commercial presence in over 80 countries and its firm backing of innovation has led it to develop high-end, cutting-edge products for such different sectors as building, the food industry, pharmaceuticals, mass transport and alternative energy.

And, on the other hand, we also have a new international partner, the EAFA (European Aluminium Foil Association), who we were already working with to promote the recycling of semi-rigid packaging and aluminium foil, and who has now formally joined ARPAL.

Some further good news is that the recycling rate for aluminium packaging has not stopped growing. In 2020 it reached 52.1%, exceeding, therefore, the 50% target for 2025 set by the European Directive.

In short, a difficult year which we have come through with a strong desire to continue spreading our message online with digital seminars and other activities. A year, too, in which the recycling rate for aluminium packaging has continued to rise.

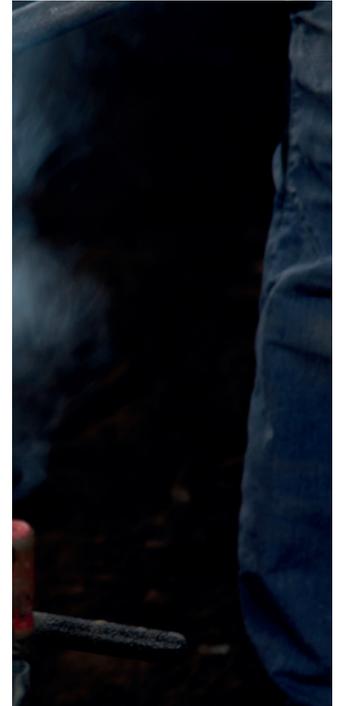
**José Miguel Benavente**

Managing Director of ARPAL

A handwritten signature in blue ink, consisting of a large, stylized 'J' followed by 'M B' and a horizontal line extending to the right.

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# HOW **WARPAL** 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 towards 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 metal yield in foundries (Pull strategy).

**ARPAL** works across the whole of Spain forging alliances with local collaborators in order to be able to develop a large number of programmes on recycling aluminium packaging in the different regions of Spain. 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.

## **DIDI** or Direct Didactics

**ARPAL** has created a network of local collaborators and volunteers who have received training in recycling aluminium packaging and who give 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](http://www.aluminio.org).

# RECYCLING OF ALUMINIUM PACKAGING IN 2020

The main study that ARPAL conducts on a yearly basis, together with the Spanish Federation of Recovery and Recycling (FER - Federación Española de la Recuperación) and with the collaboration of Ecoembes, carries out research to calculate the volume of aluminium packaging recovered in Spain in the scrap dealers' plants (or traditional waste recovery plants). This data complements that obtained by Ecoembes (packaging collected in yellow recycling containers, solid waste management plants, composting facilities and supplementary waste collections), providing a real snapshot of the sector. Directive (EU) 2018/852 of the European Parliament and of the Council sets a minimum collection rate of 50% for aluminium packaging for 2025 and 60% for 2030; and, as can be seen below, Spain has already exceeded the rate required for 2025.

The data from the 2020 study confirm that in this period 123,449 tonnes of aluminium packaging were released onto the market and 64,287 tonnes were recycled, which means a recycling rate of 52.1%. If the tonnes obtained through other evaluations are added to this figure, the total rate rises to 54%.

The different flows and tonnes of recovered aluminium packaging are as follows:

Packaging sorting plants (Ecoembes data)	<b>19.043</b>
SWM/Composting facilities (Ecoembes data)	<b>28.955</b>
Additional waste collections (Ecoembes data)	<b>10.325</b>
Traditional waste recovery plants (ARPAL data)	<b>5.964</b>
<b>TOTAL TONNES OF ALUMINIUM PACKAGING RECYCLED</b>	<b>64.287</b>
Other Evaluations	<b>2.329</b>
<b>TOTAL TONNES OF ALUMINIUM PACKAGING RECOVERED</b>	<b>66.616</b>

## ARPAL'S PARTNERS

ARPAL's local partners are the following:

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

**Castilla-León:** Arte en Lata Ramirín

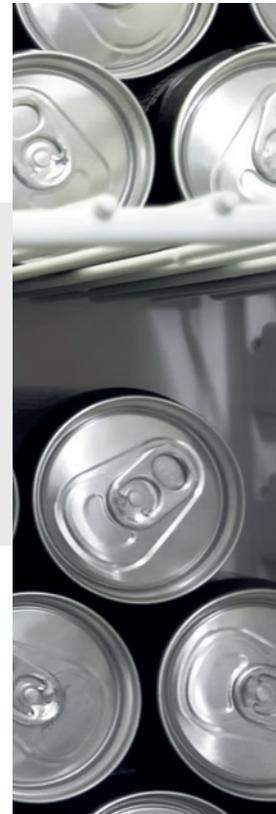
**Catalonia:** Fundación Trinirove, Barcelona Forum District and Melià Hotels.

**Autonomous Community of Madrid:** Arte en Lata Ramirín and Paisaje Limpio.

**Mallorca:** Environmental Technologies Park (Parque de Tecnologías Ambientales) in Mallorca (Tirme).

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

**Principality of Asturias:** University of Oviedo.



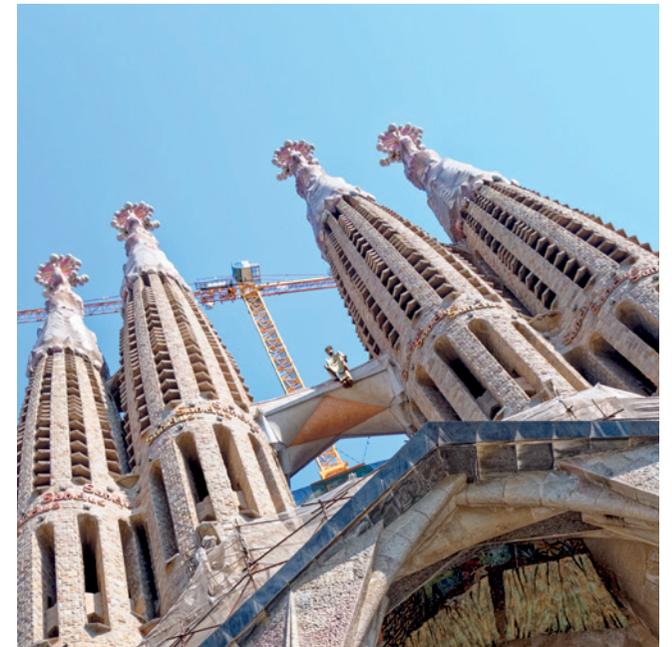
# ACTIVITIES **IN** 2020

These are the activities that ARPAL has run during 2020. From March onwards, most of them took place online due to the pandemic.

## Activities with our local **partners**

### **Catalonia:**

- Until March, the aluminium packaging collection campaign was running in bars and restaurants in Barcelona airport and hotels in the Forum area, organised by our collaborator, Fundación Trinijove.





**Castilla León:**

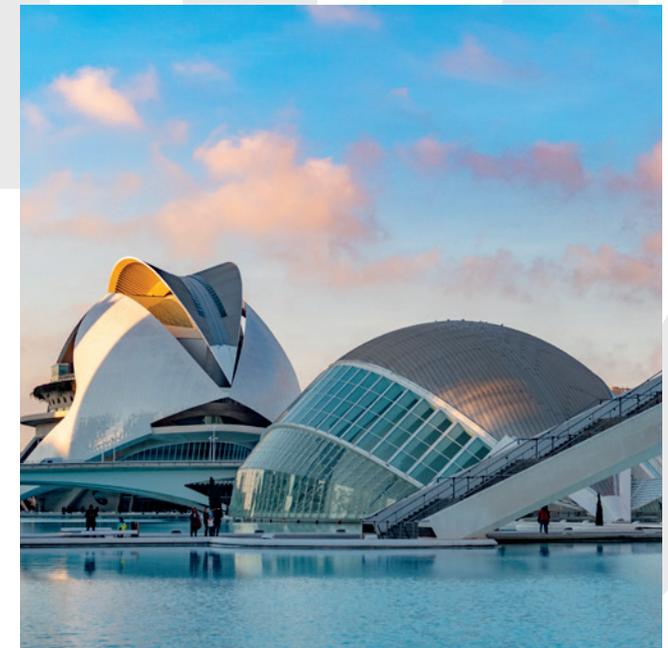
- From January to March 20 workshops took place for 475 children aged between 5 and 11. In the summer, two workshops were run following all the COVID safety measures and a mass rubbish collection took place in Soto Park in Ávila, in which 6 children and 6 adults took part.

**Andalusia:**

- En Córdoba the Didactic Unit on Recycling Aluminium Packaging is part of the School Agenda for the schools that are managed by SUPLA, our collaborating entity. Throughout 2020, workshops have been held in 86 school centres thanks to 277 professionals who have raised awareness among over 1,800 pupils.

**Autonomous Community of Valencia:**

- Nine workshops with housewives from January to March with over 150 participants. From March, the Tyrius association sent out messages and videos about recycling aluminium packaging on their social media, encouraging people to recycle even more in times of COVID.



# ACTIVIDADES 2020

## Arpal activities

**Study on the best ways to increase the recycling rate of aluminium packaging.** This study, which VIRTUS was commissioned to do by ARPAL and the Beverage Can Association (Asociación de Latas de Bebidas) and which was carried out in collaboration with ASPLARSEM, AEVERSU and ECOEMBES, finds that Spain will easily comply with the objective of recycling 60% in 2030, by introducing a series of measures which are also economically profitable. The high value of this material means the investment it requires can be recovered on a very short term basis, within about 5 years.



**Digital seminar with journalists from the Association of Journalists in Environmental Reporting (APIA - Asociación de Periodistas de Información Ambiental),** along with the Beverage Can Association to inform about and promote the recycling of aluminium packaging among communications professionals. The seminar was also streamed and can currently be found on YouTube.

<https://www.youtube.com/watch?v=PBkIp8R7AO0>



**Active participation in the preparation of the Ecoembes Strategic Aluminium Plan** to increase the recycling rate of packaging made of this material.

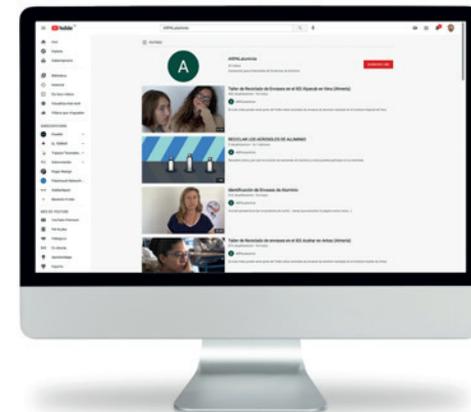


# ARPAL IN SOCIAL MEDIA

Our strategy for the promotion of the recycling of aluminium packaging 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.

For this reason, we share at least five posts 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 with a focus on the same interests as us in order to share experiences and knowledge.

**The YouTube channel ARPALaluminio has 32 videos, some of which have been seen over 15,000 times.**



## At the moment, we have a presence on:

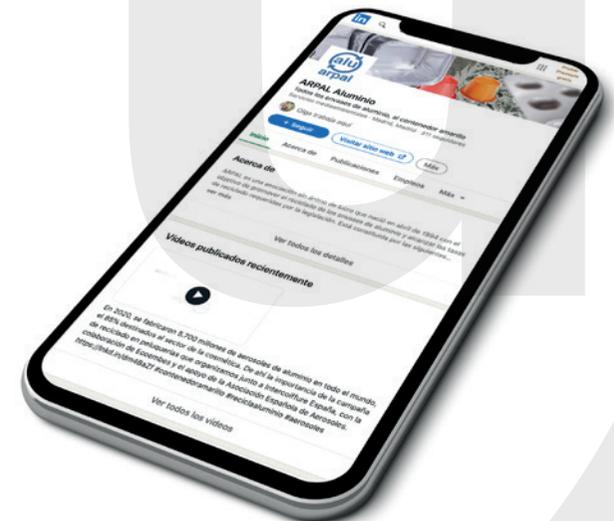
**Facebook**, with nearly 3,800 followers and 19,810 people who have seen ARPAL's publications in 2020. Additionally, there have been 1,128 interactions with our posts. ARPAL's profile was seen by 5,823 people in this period.



**Twitter**, with a community of 605 followers, 21,470 viewings of ARPAL's publications and 709 interactions.



**LinkedIn**, 253 followers, 9,255 viewings of our publications times and 330 interactions.



# ARPAL'S PRESS DEPARTMENT AND DOCUMENTARY RESOURCES

**ARPAL** also has a proactive press office which writes up and sends out information to the media and answers journalists' enquiries.

Furthermore, **ARPAL** has a collection of documents about recycling aluminium packaging which collaborators and other people interested in the subject can consult, and which is also available on the webpage [www.aluminio.org](http://www.aluminio.org). On this webpage there are: videos, Workshops, Didactic Units, posters, the life cycle of aluminium, information for the development of activities on recycling for various audiences, tutorials for arts and crafts, etc.



## La producción y el reciclado de aluminio en el mundo



→ En Estados Unidos se producen cada día 300 millones de latas de bebida de aluminio, lo que equivale casi a una lata diaria por americano. En España se consumen 90 latas por persona y año.

→ El país que más latas de aluminio recicla es Suiza, que supera el 90%. La media europea es de 64% (dato 2009). España, según datos del año 2010 alcanzó el 61,2%. Respecto a todos los envases de aluminio en España se recicla el 40% ese mismo año.

## Características del aluminio



### NO MAGNÉTICO

Si necesitas un material (de reserva, por ejemplo) a una lata de bebida y no se guarda pegado, es de aluminio. Haz la prueba en un lado de la lata, nunca en la parte superior, ya que todas las tapas son de aluminio.

### LIGERO

Un litro de aluminio pesa sólo 13,6 gramos. Las demás latas pesan más del doble.



# Aluminio

Material alumno



## Aluminio Ciclo de vida sostenible



EL RECICLADO DE LOS ENVASES DE ALUMINIO  
Fácil y Bueno para TODOS

## El ciclo del aluminio

### ¿QUIERES LLEVAR EL RECICLAJE DE ALUMINIO A TU ESCUELA?



¡Pregunta por nuestro programa de voluntarios universitarios en reciclaje de aluminio y los talleres que hacen en escuelas y centros educativos!

RECICLA @ALUMINIO!!



Decoración de objetos...

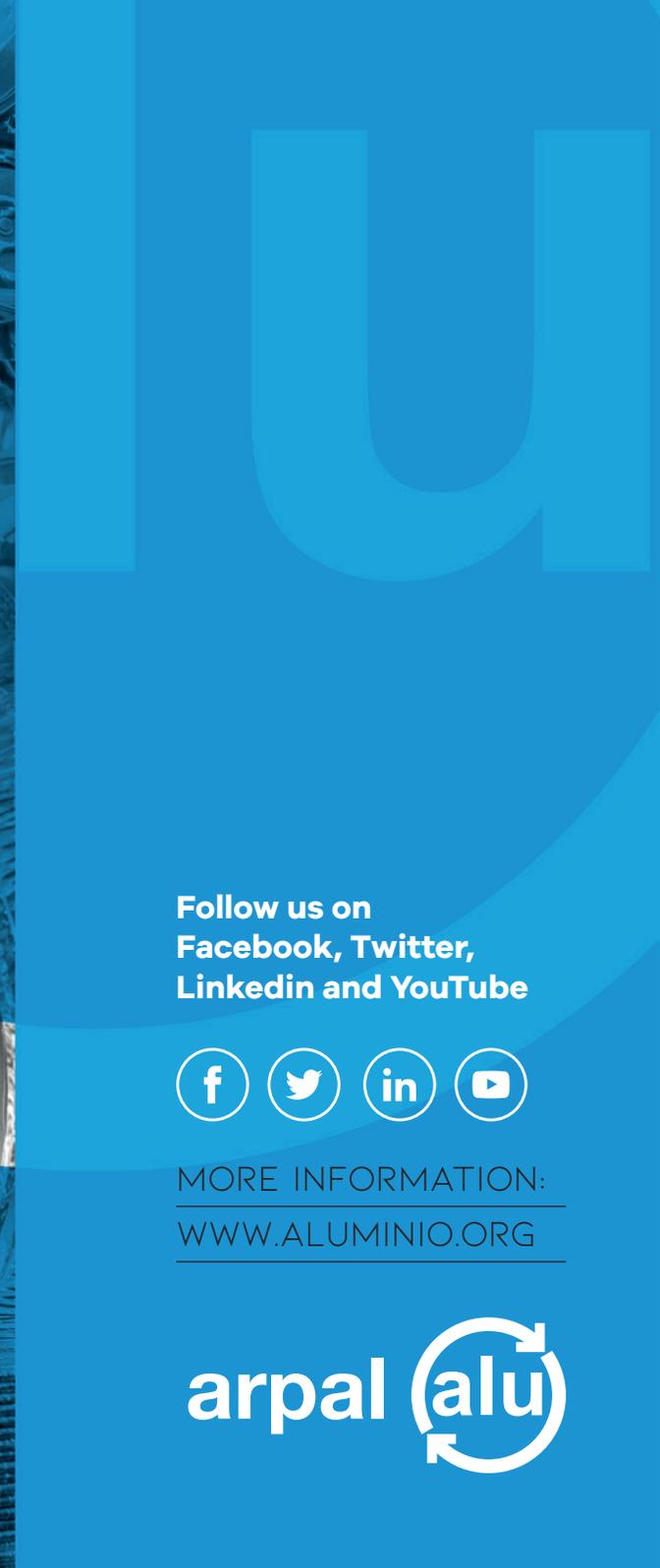
Con

Aluminio



Tutorial: Flores de alu...





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