

arpal 

Asociación para el Reciclado
de Productos de Aluminio



**Annual
report
2021**





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. Under Directive (EU) 2018/852, in 2025 50% of aluminium packaging should be recycled and in 2030 this rises to 60%, an objective that is covered in Spanish legislation.



The ARPAL Association is made up of the following organisations:



• **Aludium**



• **Constellium**



• **Grupo Alibérico**



• **Speira GmbH**

Novelis

• **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, 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.

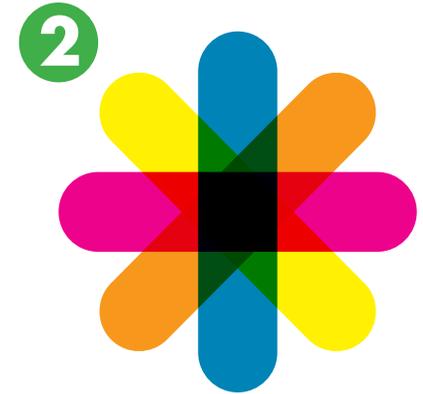


2021 has been a year in which the COVID-19 pandemic has continued to affect our lives and the activity we carry out at **ARPAL** to promote the recycling of aluminium packaging in the yellow container. We have focused on digital activities but also, timidly and where possible, we have run in-person activities which have restored a certain sense of normality to the association.

In this sense, I would like to highlight the campaign to recycle aluminium aerosol cans which was run in hair salons thanks to our collaboration with Intercoiffure España and Ecoembes and which also included the participation of the Spanish Aerosol Association (Asociación Española de Aerosoles). Likewise, I would like to emphasise the excellent work done by our local collaborators around Spain, who have continued to run workshops for children, attend trade fairs and conduct other activities which have enabled us to spread the importance of recycling aluminium packaging in numerous forums. I would also like to mention the 'Glossary of Terms related to the Collection, Sorting and Recycling of Aluminium' which we have designed in conjunction with the Association of Environmental Journalists (APIA - Asociación de Periodistas de Información Ambiental) and which I am sure will be of great use to the sector.

All of this work has brought about an increase in the recycling rate of aluminium packaging which in 2021 reached 56.1 %, four points higher than the previous year.

José Miguel Benavente
President





From the start, **ARPAL** has worked to make the Circular Economy a reality in the aluminium sector. **All the association's 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 us 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, collaborating on initiatives 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 of Trainers 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.





RECYCLING RATE OF ALUMINIUM PACKAGING 2021





In 2021, Spain recycled **75,642** tonnes of aluminium packaging through different channels such as sorting plants, waste plants, waste separation outside the home and scrap dealers. This figure, **56.1 %** of the total aluminium packaging placed on the market, represents an increase of 4 points compared to the volume of packaging recovered the previous year, when the recycling rate reached **52.1 %**. The channel which has seen the greatest rise has been that of waste separation outside the home (offices, events such as concerts, festivals, etc.), with an increase of over **50 %**. In terms of the amount of aluminium packaging placed on the market in tonnes, in 2021 this was **134,871**, up **9 %** on the previous year, when it was **123,449** tonnes.

When other evaluations were included in the data on recovery of aluminium packaging, a total rate of **57.6 %** was obtained from the evaluation of aluminium packaging.

Directive (EU) 2018/852 of the European Parliament and the Council establishes that **50 %** of aluminium packaging should be recycled in **2025** and **60 %** in **2030**. Thanks to the efforts of the general public who put more aluminium packaging in the yellow container every day and the optimisation of sorting plants, it has been possible to meet the objective set for 2025.

75.642 tonnes of aluminium packaging
56,1% of the total aluminium packaging
+4 points compared 2020

134.871 In terms of the amount of
aluminium packaging placed on the market in tonnes
+9% on the previous year

ARPAL PROJECTS IN 2021



5

5.1 CAMPAIGN TO RECYCLE ALUMINIUM AEROSOL CANS IN HAIR SALONS

Together with Intercoiffure, Ecoembes and the Spanish Aerosol Association (AEDA - Asociación Española de Aerosoles), **ARPAL** ran a campaign in 2021 to promote the recycling of aerosols in Intercoiffure hair salons in Spain. To this effect, an indoor yellow container was sent to the centres and different communication elements were used, such as stickers on the mirrors, a display stand, a video and information on the importance of recycling aluminium aerosols in the yellow container. Additionally, the campaign was spread on social media and in press releases by all the associations who took part. In parallel, the **ARPAL** website and a leading magazine for the sector published an article about recycling aerosols and an interview with the association AEDA.

Intercoiffure valued the initiative and the collaboration by its associated salons very highly.



5.2 COLLABORATION AGREEMENT WITH THE ASSOCIATION OF ENVIRONMENTAL JOURNALISTS (APIA)

In June 2021 we signed a collaboration agreement with APIA to promote the message of recycling aluminium packaging to media professionals specialising in the environment and sustainability. This agreement is renewed on an annual basis.



5.3 GLOSSARY OF TERMS RELATED TO RECYCLING OF ALUMINIUM PACKAGING

Together with APIA, the first 'Glossary of Terms related to the Collection, Sorting and Recycling of Aluminium' was created and this was made public by both organisations and in press releases. The Glossary consists of 56 terms with their definitions and their equivalents in French, English and German.



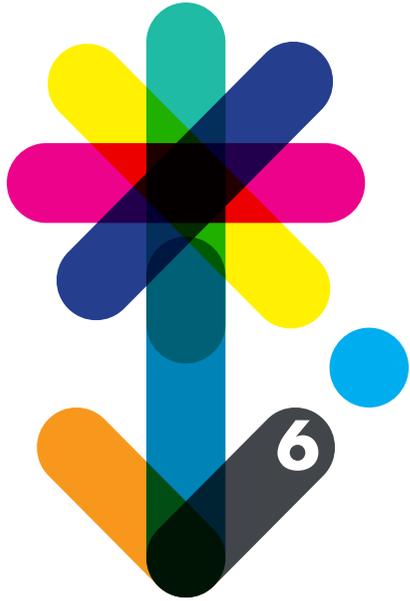
5.4 DIGITAL SEMINAR WITH ASPLARSEM

In March we held a digital seminar with ASPLARSEM entitled 'Aluminium recycling: a necessary step in the circular economy', which included presentations from ARPAL, by both the CEO and the director of communication.



5.5 OPTIMISATION OF RECYCLING ALUMINIUM FOIL

To optimise the performance of recovered foil, research is being done into hot pressing as a way to avoid it oxidising on oven surfaces.



ACTIVITIES WITH COLLABORATORS

TABLE: ARPAL'S PARTNERS

ARPAL's local partners are the following:

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



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



Principality of Asturias: University of Oviedo.



Castilla-León: Arte en Lata Ramirín, University of Burgos (UBU Verde)



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



Basque Country: Artigas Environmental Hall, Centre for Environmental Education about Waste Material in Bizkaia.



Catalonia: Fundación Trinijove, Barcelona Forum District and Melià Hotels.



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



6.1 ANDALUSIA



- The Didactic Unit designed by the SUPLA schools has been included in its programme as a cross-curricular tool. During 2021, workshops were held in the 4 Supli school centres, which means direct action reaching 210 pupils. Additionally, 14 information sessions were arranged with families in which one of the points was raising awareness about recycling aluminium packaging.
- Spreading information about workshops on recycling aluminium packaging in ACES centres (Association of Centres for Education in Social Economy -Asociación de Centros de Enseñanza de Economía Social) and running activities at Giner School in Ríos de Córdoba.



6.2 CASTILLA- LEÓN



- **Projects on Foil Recycling:**
 - Castilla-León TV did a live recording of a workshop on recycling aluminium packaging with 15 children aged between 9 and 11 years old. It showed them making a dessert using a mould made of this material and communicated the importance of recycling semi-rigid and flexible aluminium packaging in the yellow container.
 - Contest on Facebook entitled 'Best dish using an aluminium mould and recycle it'.
 - Murals made with cans in schools with the children changing the decoration from time to time.
 - Workshops in recycling aluminium packaging in the exhibition space Episcopio de Ávila, which was attended by both adults and children. There were different arts and crafts, such as making keyrings, medallions and candle-holders out of aluminium packaging.
 - Collaboration agreement with the Department of Sustainability at the University de Burgos, UBU Verde, to develop activities in 2022.



6.3 CATALONIA



- Campaign to collect packaging and raise awareness about separating aluminium packaging in 52 bars at Barcelona Airport, in both Terminals 1 and 2.
- The campaign on collecting packaging and raising awareness among hotels in the province of Barcelona continued in 2021 in the ones that stayed open. There were only 12 of them (due to the COVID-19 pandemic many hotels closed) belonging to chains such as Princess, Melià, Ilunion, AC, Hilton, Ayre, Vincci, Catalonia or Campanille.

6.4 MALLORCA



- In 2021 face-to-face visits were only possible from October, in small groups and for secondary school pupils. All of them found out about recycling of different packaging materials, including aluminium.

6.5 BASQUE COUNTRY



- Visits in person to the Artigas Environmental Education Hall were only possible from October. Around 1,700 people visited the facilities in 2021, both in person and online.

6.6 AUTONOMOUS COMMUNITY OF MADRID



Workshops at Martínez Montañés de Moratalaz School for 120 children aged between 5 and 11 and some of their parents. There were arts and crafts with aluminium packaging and ARPAL merchandising was given out, such as T-shirts, caps, etc. This activity was run in collaboration with Paisaje Limpio.



6.7 AUTONOMOUS COMMUNITY OF VALENCIA



This year different activities have been held in conjunction with Tyrius:
 - A digital seminar held to celebrate the World Consumer Rights Day (15 March) about recycling aluminium packaging.
 - A children's workshop was held in the setting of the 1st Responsible Consumption Fair in the Autonomous Community of Valencia, where ARPAL merchandising was given out, such as T-shirts, caps, bracelets, etc.



15 de Marzo Zoom

**Mesa Redonda
Consumo Sostenible:
Reciclado de Envases de Aluminio**

Presenta: Vicenta Alcácer Navarro. Presidenta TYRIUS

Participan:
Olga Roger Loppacher. Directora Comunicación ARPAL
José Miguel Benavente Rodríguez. Director General ARPAL

Modera: Beatriz Rodríguez Cano. Servicios Jurídicos TYRIUS

Fecha: 15/03/2021
Hora: 11h (Zoom)
Colabora: ARPAL



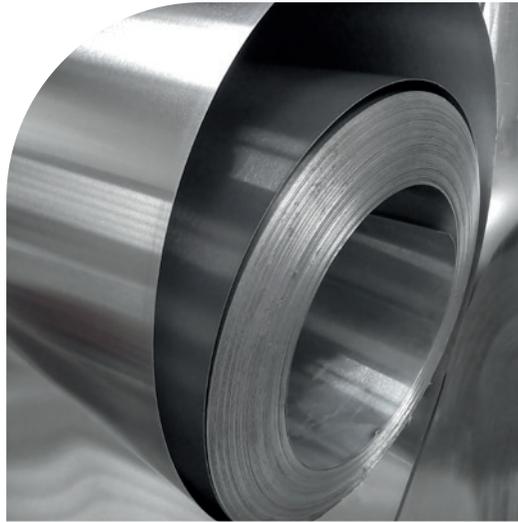



6.8 PRINCIPALITY OF ASTURIAS



In April, we held a digital seminar with students doing a Pedagogy degree and specifically with students of Education in Rural Areas. It included explanations about the different kinds of aluminium packaging that can be found on the market, how to collaborate in recycling it and the advantages of this process. Furthermore, it covered the educational and communication resources that are available to them at ARPAL to help them promote the recycling culture.







ARPAL ON SOCIAL MEDIA

Informing the population about the advances being made in the sector of recycling aluminium packaging, influencing the key players involved, both public and private, as well as training and mobilising the general public are the pillars on which our digital strategy is based.

To this end, we have designed a plan focusing on using social media to communicate the current state of the sector, what features make aluminium such an interesting material in the production of packaging, the benefits of recycling it and how we can help to recycle it. Publication frequency is at least five posts a week. In parallel, we share experiences and knowledge by participating in digital communities with a focus on the same interests as us.

At present, **ARPAL** is present on:

Facebook



with 3,835 followers. In 2021, more than 17,000 people saw our publications and the site received more than 500 visits. In this period, the interactions with our posts reached 917.



Twitter



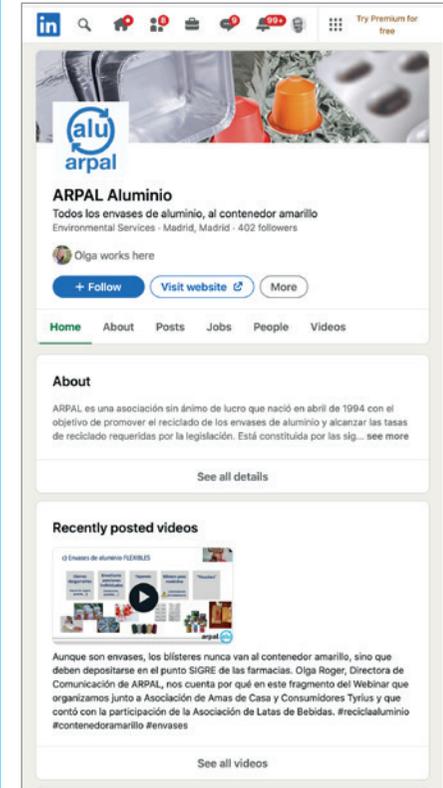
with a community of 641 followers. In 2021, ARPAL's publications were seen a total of 73,690 times and got 1,296 interactions.



LinkedIn



with 375 followers, reaching a total of 19,020 impressions and 997 interactions over the year.



Furthermore, on YouTube, some of the 32 videos published on the ARPALaluminio channel were viewed 15,700 times between them.



PRESS OFFICE



Activities developed in 2021:

- An article in the October/November issue of the magazine Infoenviro, which explained **ARPAL's** activities and the importance of recycling aluminium packaging in the yellow container, as well as providing the most significant data about the sector. It was published in both Spanish and English.
- An article about recovering aluminium from bottom ashes.
- Interview with Rafael GUINEA, president of AEVERSU.
- Press release:
 - Data on recycling of drink cans in different European countries.
 - Recycling of aluminium packaging in Spain in 2020.
 - Campaign to recycle aerosols in hair salons.
 - Glossary of Terms related to the Collection, Sorting and Recycling of Aluminium.
 - Study on the optimisation of sorting plants to recover more aluminium packaging (in conjunction with the Beverage Can Association - Asociación de Latas de Bebidas).

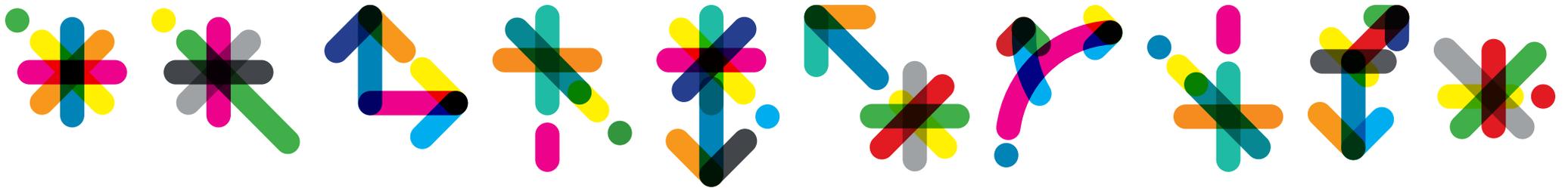


ARPAL'S DOCUMENTARY RESOURCES

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. 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, articles and interviews. This collection, which grows year by year, has increased in 2021 with the addition of a new video about recycling aluminium aerosol cans and new articles, interviews and news items.



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More information: www.aluminio.org