



arpal 

Asociación para el Reciclado  
de Productos de Aluminio

# ANNUAL REPORT 2022

**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 will rise to 60%, an objective that is covered in Spanish legislation.

The ARPAL Association, as of 2022, consists of the following organisations:



• **Aludium**



• **Constellium**



• **Speira GmbH**

**Novelis**

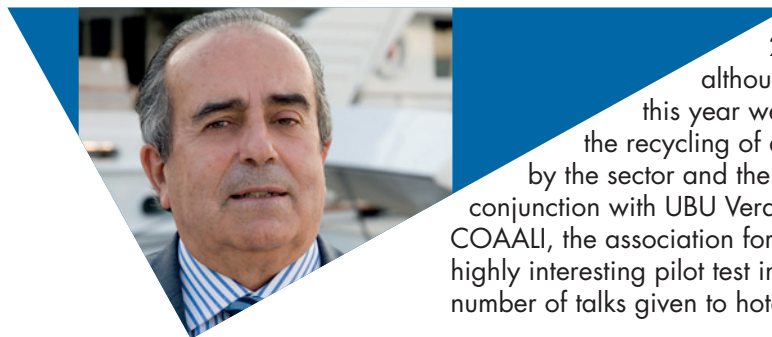
• **Novelis Europe**

**ARPAL's** mission is to promote a great number of initiatives and activities to encourage the habit of collecting and recycling aluminium packaging and to spread 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.

We work to get the following ODS:





2022 is the year that we returned to normality and in-person activities, although many of them have involved wearing face masks. Over the course of this year we have extended our activities with a new campaign dedicated to boosting the recycling of aluminium packaging for pet foods, which has been very well-received by the sector and the media. We have also commenced activities at the University of Burgos in conjunction with UBU Verde, the department for sustainability at the Engineering Faculty, and with COAALL, the association for the recycling of lightweight steel and aluminium, who have launched a highly interesting pilot test in the city of Valencia. It is also worth mentioning that we have increased the number of talks given to hotel staff in Barcelona with the Fundación Trinijove.

Furthermore, in 2022, we have consolidated our collaboration with the Association of Environmental Journalists, with whom we signed a new agreement to conduct joint activities, and with our partners in different places around Spain.

With reference to the recycling rate, this has achieved 57.2%, and the total number of items of aluminium packaging on the market has risen in 2022. In short, a year in which we have increased our activities in order to reach our objective: to recycle more than 60% in 2030.

**José Miguel Benavente**  
President of ARPAL

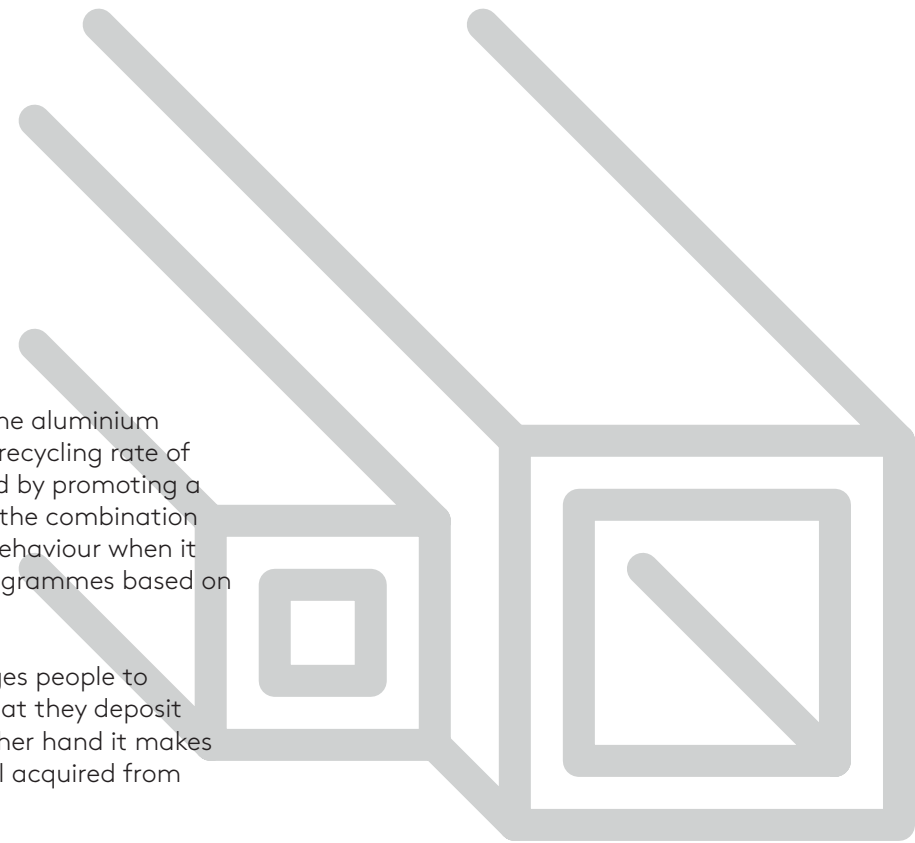


# HOW ARPAL WORKS

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 that 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 partners 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, pre-school 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 partners 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, as well as the advantages of the process. Furthermore, the materials developed by ARPAL for education and communication are demonstrated and made available to the participants, which enables us to spread the key messages about recycling aluminium packaging.

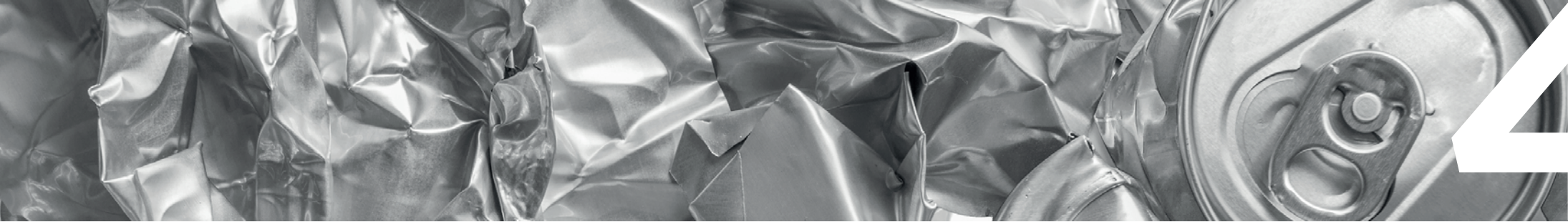
All of these materials can be found on the association's website [www.aluminio.org](http://www.aluminio.org).





# RECYCLING RATE OF ALUMINIUM PACKAGING 2022

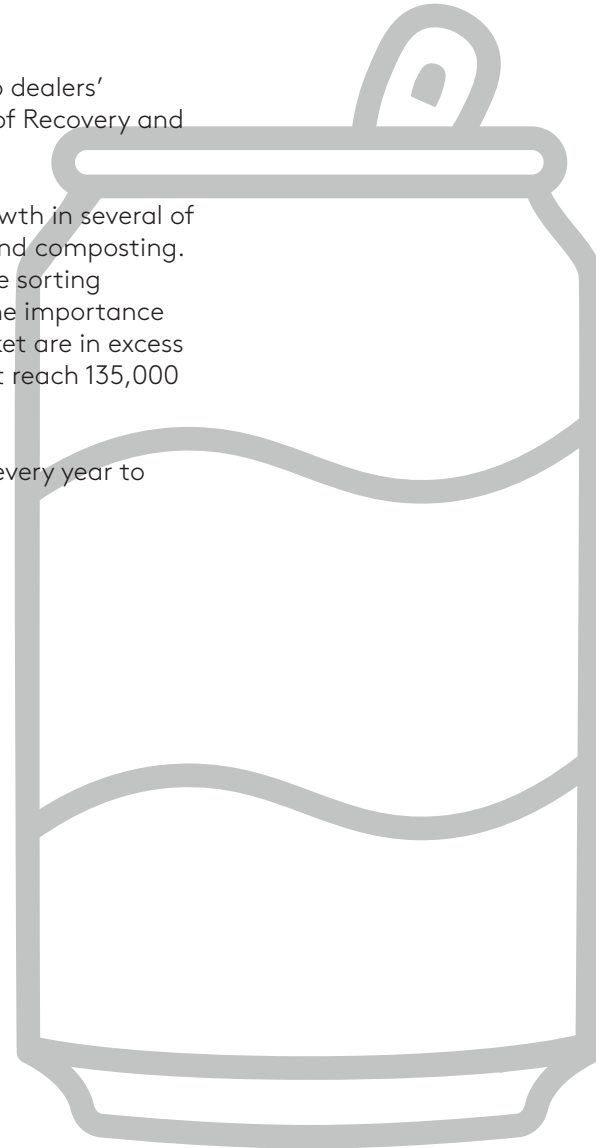




Since 2001, **ARPAL** has been studying the tonnes of aluminium recovered in scrap dealers' plants. This study has been conducted in conjunction with the Spanish Federation of Recovery and Recycling (FER) and involves the collaboration of Ecoembes.

The recycling rate for aluminium packaging in 2022 has achieved 57.2%, with growth in several of the sources of recovery: sorting plants and facilities for solid waste management and composting. An interesting piece of data is that almost 48% of the material recovered has come sorting collection processes, which suggests that the population is increasingly aware of the importance of recycling, although we still have some way to go. The tonnes placed on the market are in excess of 138,000 tonnes, a higher figure than the previous year, when the amount did not reach 135,000 tonnes.

The ARPAL website ([www.aluminio.org](http://www.aluminio.org)) contains the studies that we conduct every year to obtain the recycling rate, as well as a press release with a summary of the data.



# ARPAL PROJECTS IN 2022

## CORPORATE VIDEO

**ARPAL** has a new corporate video which presents the association and its activities in a dynamic way and emphasises the importance of placing packaging made of this material in the yellow container to begin the recycling process. The video can be viewed on the association website [www.aluminio.org](http://www.aluminio.org).

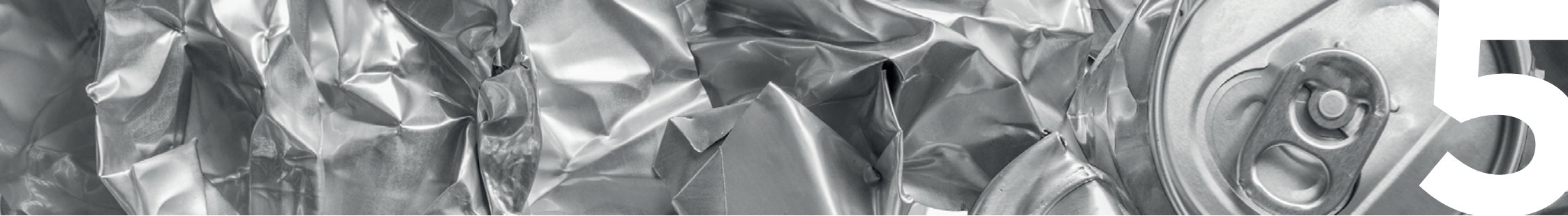


## INTERACTIVE PRESS KIT

In the Newsroom on the **ARPAL** website, [www.aluminio.org](http://www.aluminio.org) the new press kit can be consulted, in both Spanish and English. It provides an explanation of the association and its objectives, as well as the main types of aluminium packaging and the advantages of recycling them in the yellow container. It also includes the latest data on recycling. Browsing the press kit is very quick and easy, due to its interactivity.







## CAMPAIGN ON THE RECYCLING OF PET FOOD PACKAGING

In 2022, **ARPAL** launched a campaign to promote the recycling of aluminium packaging for wet pet food. We invited different organisations related to pets (veterinary associations, animal rescue centres, pet food manufacturers, etc.) to join the campaign by including their logo in the communication tools and disseminating the message. The campaign was based on cartoons in which pets themselves encouraged recycling, an informative brochure describing the advantages of recycling this packaging, a video and a press release. All our partners covered the campaign using their own communication tools, as did Ecoembes and other organisations in the sector and the media.

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

As a result of the collaboration agreement with APIA that we sign on an annual basis, in 2022 we held an online press conference to present the data for the recycling of aluminium packaging. As speakers at the webinar, **ARPAL** invited the Spanish Federation of Recovery and Recycling (FER), who conducted a study on the tonnes recovered at waste management plants, and the Beverage Can Association, to explain the specific case of this type of packaging.

## AGREEMENT WITH COALI

**ARPAL** has joined the initiative of the organisation Coalición por el Reciclaje del Acero y el Aluminio Ligero (Coalition for the Recycling of Lightweight Steel and Aluminium) to promote the recycling of small items of aluminium packaging or parts of this packaging that on occasions can get lost in the recycling chain. The pilot test held in the city of Valencia and the Picassent plant managed to recover 16% more aluminium.



Webinar: ¿Sabes cuántos envases de aluminio se reciclan en España?

17 JUNIO 2022 | 16:00h. | 91 APIA



# ACTIVITIES WITH PARTNERS

The ARPAL network of partners, who spread the message about recycling aluminium packaging in the yellow container in different places around Spain, is as follows:

## ARPAL'S PARTNERS

**Andalusia:** Equa Cádiz, Suplá in Córdoba, Sevilla, Jaén and other towns in Andalusia and the educators' association Encuentro en la Calle.

suplá

EQUA

Asociación  
encuentro  
en la calle

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

 UNIVERSIDAD  
DE BURGOS

**Catalonia:** Fundació Trinijove, Barcelona Forum District.

Fundació  
TRINIJOVE

 B  
Barcelona  
FD  
Forum District  
Social Responsibility Area

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

 Arte en  
lata  
¡una nueva forma  
de reciclar!

 paisaje  
limpio

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

 Tyrius

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

 TIRME

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

 Universidad de  
Oviedo

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

 Bizkaia  
garbiker

## ANDALUSIA

Along with our partner Suplá, we have carried out the following actions:

- Awareness-raising of aluminium recycling in the Suplá centres for pre-school education in Córdoba and Sevilla, using the didactic unit developed by the organisation's own teachers and which can be seen on the ARPAL website. Furthermore, the association also works in other pre-school centres run by the regional government of Andalusia in Cádiz, Córdoba and Jaén. In total, the recycling message has been spread to approximately 800 pupils under the age of six years old.

- Awareness-raising campaigns on recycling in school cooperatives in Córdoba, Sevilla and Cádiz (attended by 200 pupils) and in public centres in the city of Córdoba (350 pupils).

- Along with the educators' association Encuentro en la Calle, training/awareness-raising activities were organised for children and young people in disadvantaged areas.



## CASTILLA-LEÓN

In the University of Burgos, and in conjunction with UBU Verde at the Engineering Faculty, ARPAL gave two talks (in-person and online) on aluminium recycling, to which the Beverage Can Association was also invited to speak.

- As a result of these talks, the association Parafernalia from this city later contacted ARPAL to provide training for trainers who went on to offer 5 workshops at the Book Fair, which were attended by over 125 children. This association also designed a game, Pasalabra, with terms related to aluminium recycling.

- In Ávila and other towns in Castilla-León, our partner Arte en Lata Ramirín ran 24 workshops in 2021 with 837 attendees, 700 of whom were children under 10 years old. The rest were adults and monitors, who were trained to spread the message on recycling aluminium packaging at different events.

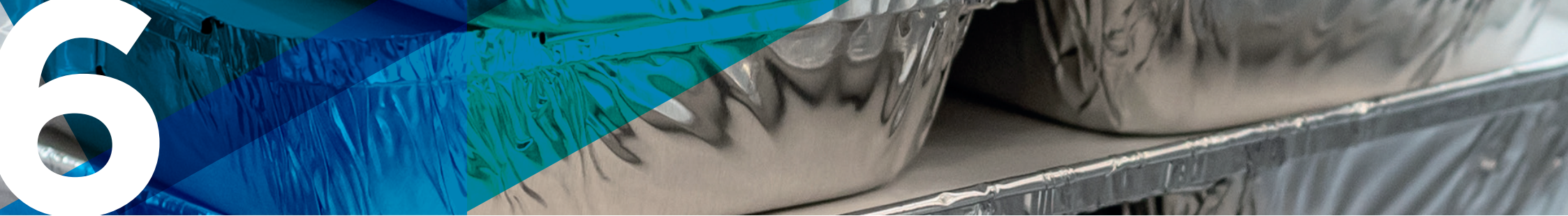


## CATALONIA

With our partner Fundació Trinijove, we held several talks for hotel staff: two at the Hotel Hilton Diagonal Mar, and another two at the Gran Hotel Central, both emblematic establishments in the city of Barcelona.

Furthermore, the Fundació has continued the campaign on awareness-raising and collection of packaging in the 50 bars and restaurants in the T1 and T2 terminals at El Prat- Barcelona airport and in hotels. Currently, it is present in the following hotel establishments in Barcelona and the surrounding area: Princess (2), AC Marriott (5), Melià (5), Hilton (2), Ilunion (4), Gran Hotel (1), Campanille (2), Palace (1) and Princesa Sofía (1).





## MALLORCA

The Environmental Technologies Park (Parque de Tecnologías Ambientales - TIRME) on the island of Mallorca receives over 10,000 visitors a year, mainly schoolchildren. The message on recycling aluminium packaging is conveyed to them all by the monitors and they are offered ARPAL merchandising.

## AUTONOMOUS COMMUNITY OF VALENCIA

In 2022 we signed a new collaboration agreement with Tyrius, the Valencian Association of Housewives and Consumers for the development and execution of an awareness-raising campaign on aluminium recycling, by means of a joint informative/training action.

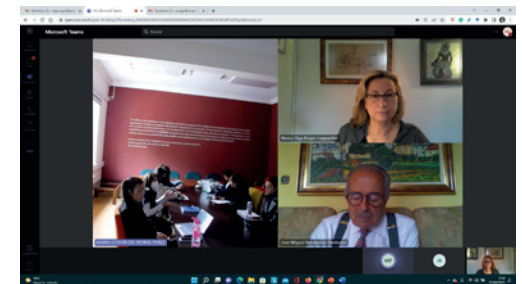
This agreement gave rise to the following:

- 6 workshops with the slogan "Responsible Consumption: Aluminium Recycling" in Benifaio, Benimodo, Benidorm, Carcaixent, Puente San Luis and Albal.
- Webinar to mark the commemoration of World Consumer Rights Day with a conference by ARPAL and a discussion.
- Session with a hybrid format (in-person and remote) in Valencia, also including a talk by ARPAL on truths and lies about recycling and a discussion with the attendees.
- Workshops aimed at a child audience at the 2nd Responsible Consumption Fair in the Autonomous Community of Valencia, with the slogan "With Recycling We All Win", held on 3 December 2022 in the city of Valencia.

By means of the different activities organised, information has been provided about aluminium, its properties and uses, and also the advantages of aluminium recycling.

## PRINCIPALITY OF ASTURIAS

A webinar was held with students of Education at the University of Oviedo, which presented the main advantages of recycling aluminium packaging and resolved doubts about the recovery and recycling of packaging.



## BASQUE COUNTRY

In 2022 we formalised our relationship with the Artigas Environmental Hall, at the Centre for Environmental Education about Waste Material in Bizkaia by signing a collaboration agreement. Thanks to this agreement, the message regarding the recycling of aluminium packaging has been conveyed to nearly 7,000 visitors (in-person and online), we have gained visibility as sponsors and we participate in several of their activities. Likewise, the organisation has translated several of our communication and education tools into the Basque language, such as the workshops, life cycle and the pet food campaign, among others.





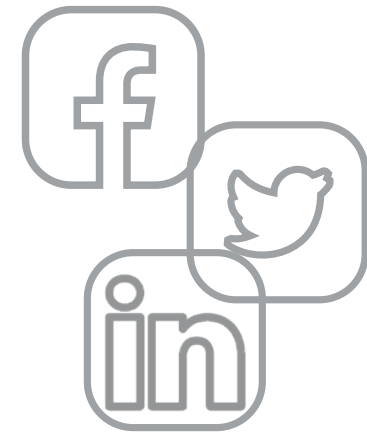
# ARPAL'S WEBSITE AND SOCIAL MEDIA

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 key pillars on which our digital strategy is based.

As regards the website ([www.aluminio.org](http://www.aluminio.org)), ARPAL periodically updates it with fresh news items, videos and information of interest to the sector, such as studies, glossaries or campaigns conducted. The website is a dynamic element where anybody who is interested can consult and download the components for awareness-raising that the association has made available to the general public for a better understanding of the recycling of aluminium packaging. Additionally, press releases and news items are uploaded to the website, while the association's day-to-day issues are covered on its social media by several posts a week.

The messages disseminated on social media are principally based on emphasising the need to recycle aluminium packaging in the yellow recycling container, by presenting advantages and experiences. Information is also provided about current issues in the sector and the features of aluminium that make it an interesting material for the production of packaging. 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.



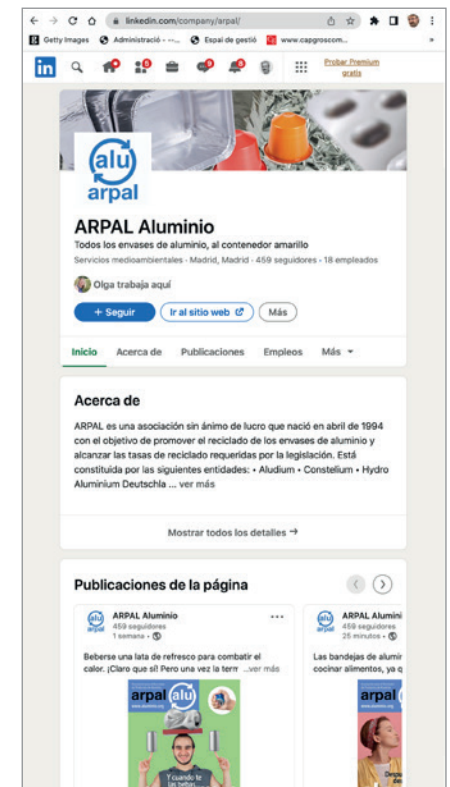
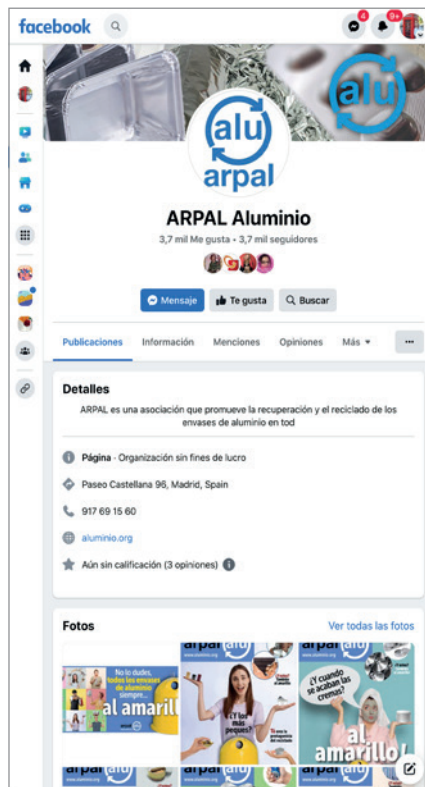


At present, **ARPAL** is present on:

- **Facebook**, with a community of 3,748 members, of whom 66% are young women, both in Spain and in South America. The engagement rate of our followers is almost 87%.

- **Twitter**, with 643 followers, mainly companies, professionals and organisations in the sector. On this social network site there is special interest in ARPAL's own content such as the activities and studies conducted by the association.

- **LinkedIn**, Through this social network we inform about the latest developments in the sector as well as the activities that ARPAL carries out to increase the recycling rate of aluminum packaging in Spain.





# PRESS OFFICE

ARPAL has issued several press releases over the course of 2022:

- In Europe, the recycling of aluminium drink cans has remained stable at 76%.
- 75,642 tonnes of aluminium packaging recycled in 2021.
- ARPAL presented its new press kit on the recycling of aluminium packaging.
- In Spain, the recycling of aluminium drink cans exceeded 72% in 2021
- Green paper on recycling small items of aluminium and steel packaging
- Campaign on recycling our pets' food packaging
- The recycling of aluminium drink cans in Europe has stayed stable at 73%, despite the impact of the new EU regulations on measuring this rate.

The most important information is published on our website, while the association's day-to-day issues are covered on its social media.





# ARPAL'S DOCUMENTARY RESOURCES

**ARPAL** has a collection of documents about recycling aluminium packaging which partners 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 different audiences, tutorials for arts and crafts, articles and interviews. This collection, which is extended every year, grew in 2022 with the addition of a new corporate video, a new interactive press kit (in Spanish and English), all the elements for the communication of the campaign on recycling pet food packaging (as well as an article that appeared in the magazine *Recupera*), as well as new interviews and news items that are of interest to the sector.





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More information: [www.aluminio.org](http://www.aluminio.org)