



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Italian Steering Committee  
Country/Region: Italy  
Name of nominated project developer: CIAL – Consorzio Imballaggi Alluminio  
Name of nominated action: Ricicloamatore – Chi Reduce Vince  
Place: Italy  
Town:  
Region: -  
Country: Italy  
Website: [www.ricicloamatore.it](http://www.ricicloamatore.it)  
Nominee category: Others  
Dates of action: 17 - 25 November 2012

### 2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

### 3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

### 4. Please give a detailed and precise description of the nominated action



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“RICICLOAMATORE – CHI RIDUCE VINCE” (“RECYCLING LOVER – REDUCE AND WIN”) is an initiative organised by Consorzio CIAL (Italy’s National Association for the Reclamation and Recycling of Aluminium Packaging) during the EWWR (17-25 November 2012). The initiative has won an award as the best project in Italy in the “Other” category, dedicated to organisations which do not belong to public administration, enterprises or teaching and cultural institutions.

Consorzio CIAL is an unusual association because even though it is not for profit, with a public purpose established by the law, it is operated in the manner typical of a private sector organisation.

Consorzio CIAL’s task under the law is ensuring recycling of the aluminium that more than 8000 Italian municipalities collect through management and organisation of separate collection of urban wastes, reaching the European Union’s target, currently around 50%: a target Italy has already been achieving for several years now. In 2012 Italy recycled more than 60% of the aluminium packaging used in the country.

Italy’s excellent results are due not only to the work CIAL does every day with local and national authorities and with the companies that collect and treat packaging wastes, but also to its constant commitment to communicating with citizens.

The project entitled “RICICLOAMATORE – CHI RIDUCE VINCE” (“RECYCLING LOVER – REDUCE AND WIN”) is an example of this kind of work.

It is an online competition open to all for the entire duration of EWWR. Visitors who go to [www.ricicloamatore.it](http://www.ricicloamatore.it) and answer two simple questions about aluminium quality, good waste reduction practices and the value of recycling the material can enter a draw to win a RICICLETTA (“RICYCLE”): a city bike made of recycled aluminium, the testimonial product in the association’s communications campaign, made out of 800 beverage cans.

The initiative represents the second step in a broader project developed in 2012; the first part, in May 2012, coincided with the Giro d’Italia cycling race, which Consorzio CIAL has sponsored for about 10 years.

On that occasion the competition (which also involved a daily draw to win a CIAL RICICLETTA among entrants who responded correctly to a quiz about ecology) underlined the relationship between sports and environmental protection, with a strong emphasis on cycling competitions, to the extent that the project was entitled: “RICICLOAMATORE – CHI RECUPERA VINCE” (“RECYCLING LOVER – RECYCLE AND WIN”).

The testimonials in a video and photo feature encouraging citizens to reduce wastes and collect them separately for recycling are the cyclists on one of Italy’s top teams: Lampre ISD.

##### 5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

RICICLOAMATORE – CHI RIDUCE VINCE (RECYCLING LOVER – REDUCE AND WIN) is an initiative targeting the general public of all Italian citizens.

In the first part of the project, during the Giro d’Italia cycling race in May 2012, the 18 day preparatory period saw the participation of about 20000 people who answered two questions a day about aluminium recycling and how to reduce wastes in order to enter a draw to win a CIAL RICICLETTA (“RICYCLE”).

About 15000 citizens participated in the second part of the project, online for 9 days during the EWWR (17-25 November).

A total of 27 RICICLETTE or RICYCLES were awarded to the winners.

People from all over Italy entered the contest: from north to south, without any differences in area of origin.



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**6. Please explain why you think this action is suitable for a EWWR Award, following the main criteria listed here below:**

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

The “RICICLOAMATORE – CHI REDUCE VINCE” (“RECYCLING LOVER – REDUCE AND WIN”) competition was promoted through a number of different channels.

The association used a number of channels to encourage citizens to go to the website [www.ricicloamatore.it](http://www.ricicloamatore.it), participate in the eco-quiz and enter the draw to win a RICICLETTA (“RICYCLE”), a city bike made out of recycled aluminium:

- Full-page advertisements in local and national newspapers
- A youtube channel with a video filmed by cycling champions
- Social networks publishing photos and statements by cycling champions
- Press office

The project’s originality lies essentially in the idea of the contest to win a prize which is in itself eco-friendly, the RICICLETTA, meaning RICYCLE: an object embodying two concepts of great relevance today, sustainable mobility and recycling.

To enter the draw and win the bike, citizens had to acquire some basics notions about how to reduce wastes, recycle and collect wastes separately for recycling. If they did not answer the questions correctly they did not get a chance to enter the daily draw for the city bike.

The topics of waste prevention and reduction were addressed not only in the press campaign encouraging people to enter the competition, but through the quiz, with questions focusing on these themes.

**7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.**

**Video of the Cicloamataore at the Italy Cycling tour**

[http://www.youtube.com/watch?v=xTQP\\_c7l-P0](http://www.youtube.com/watch?v=xTQP_c7l-P0)

**Facebook page:**

<http://www.facebook.com/pages/Consorzio-CIAL/123923821043410?fref=ts>

**Website:**

<http://www.ricicloamatore.it/home.php>

**Twitter account**

<https://twitter.com/ConsorzioCIAL#ricicletta>



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