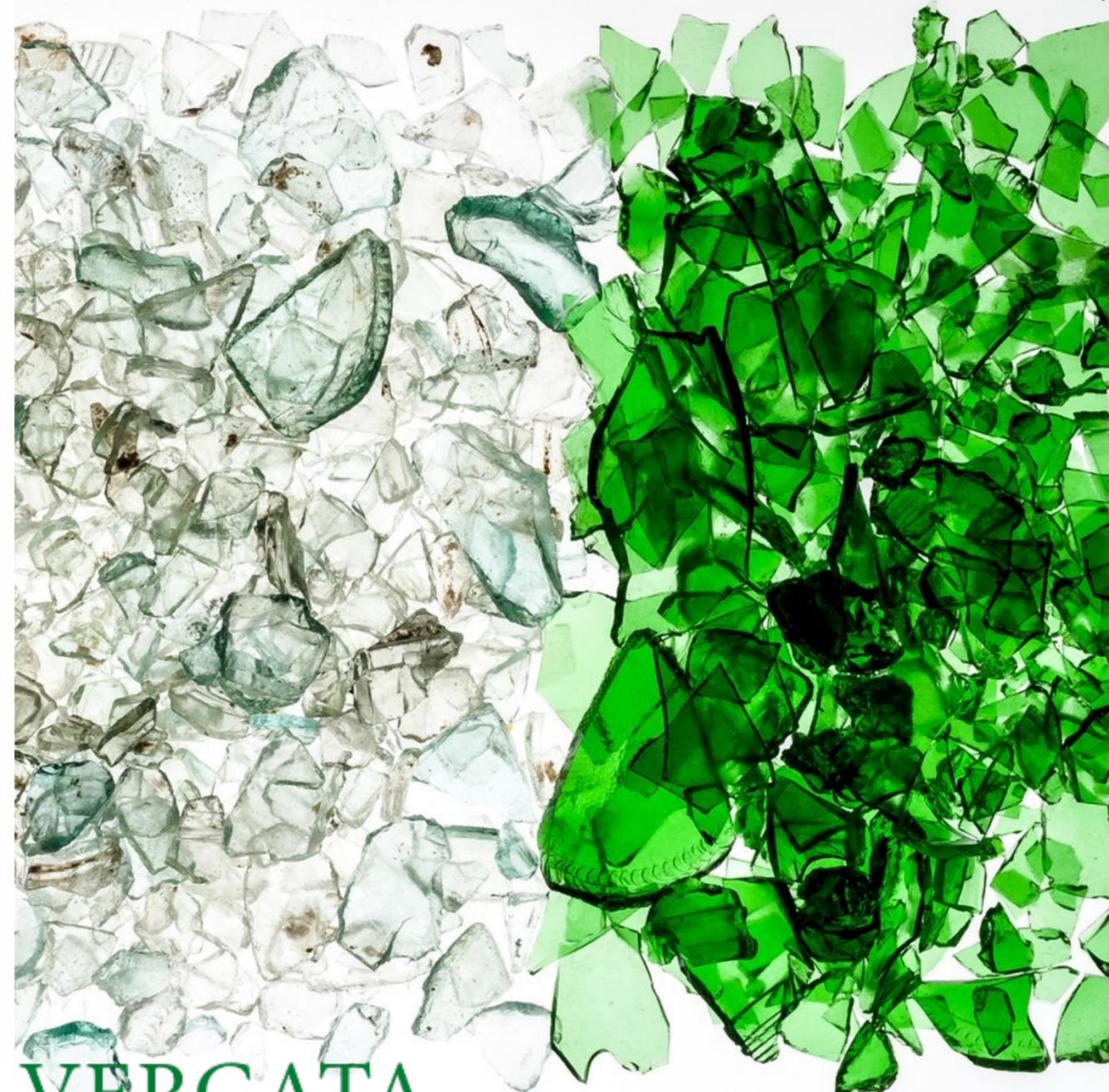


SIM Marketing AWARD XXXVI edition

The case
**CoReVe Glass Recovery
Consortium**

Engage citizens for
correct glass recycling



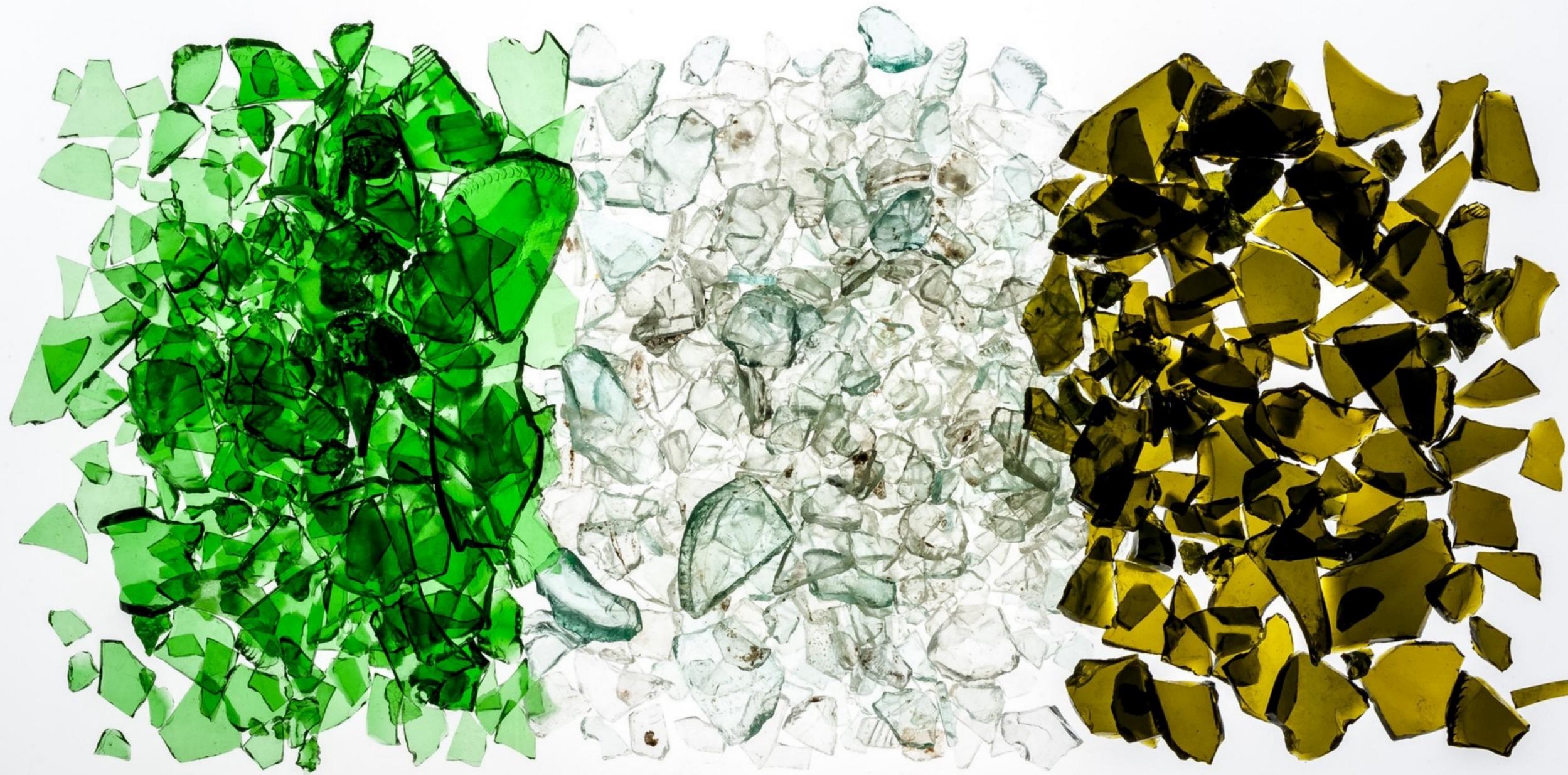
TOR VERGATA
UNIVERSITÀ DEGLI STUDI DI ROMA

For the University of Rome «Tor Vergata»



Tutor – Nicola Leone – nicola.leone@uniroma2.it





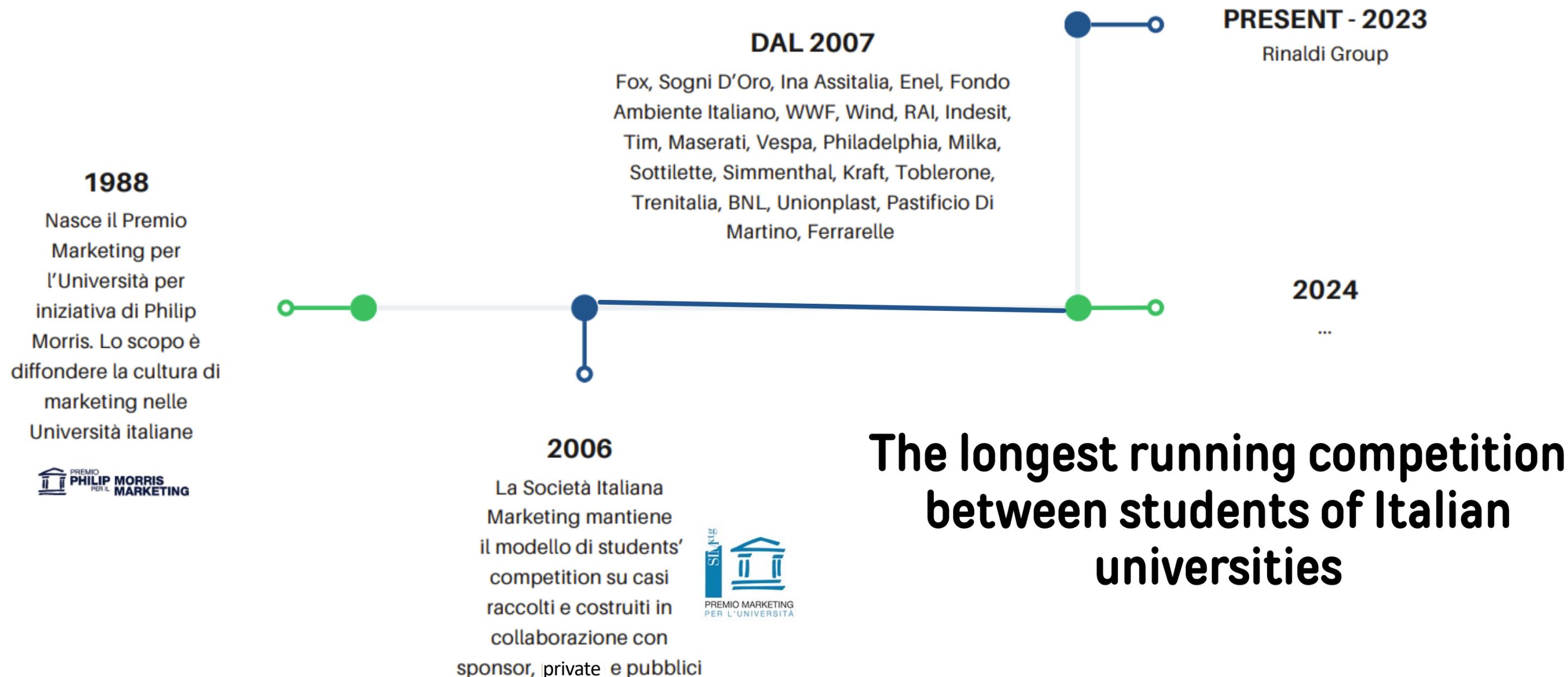
SIM Marketing AWARD A success story



Tutor – Nicola Leone – nicola.leone@uniroma2.it



The Marketing Award: a success story

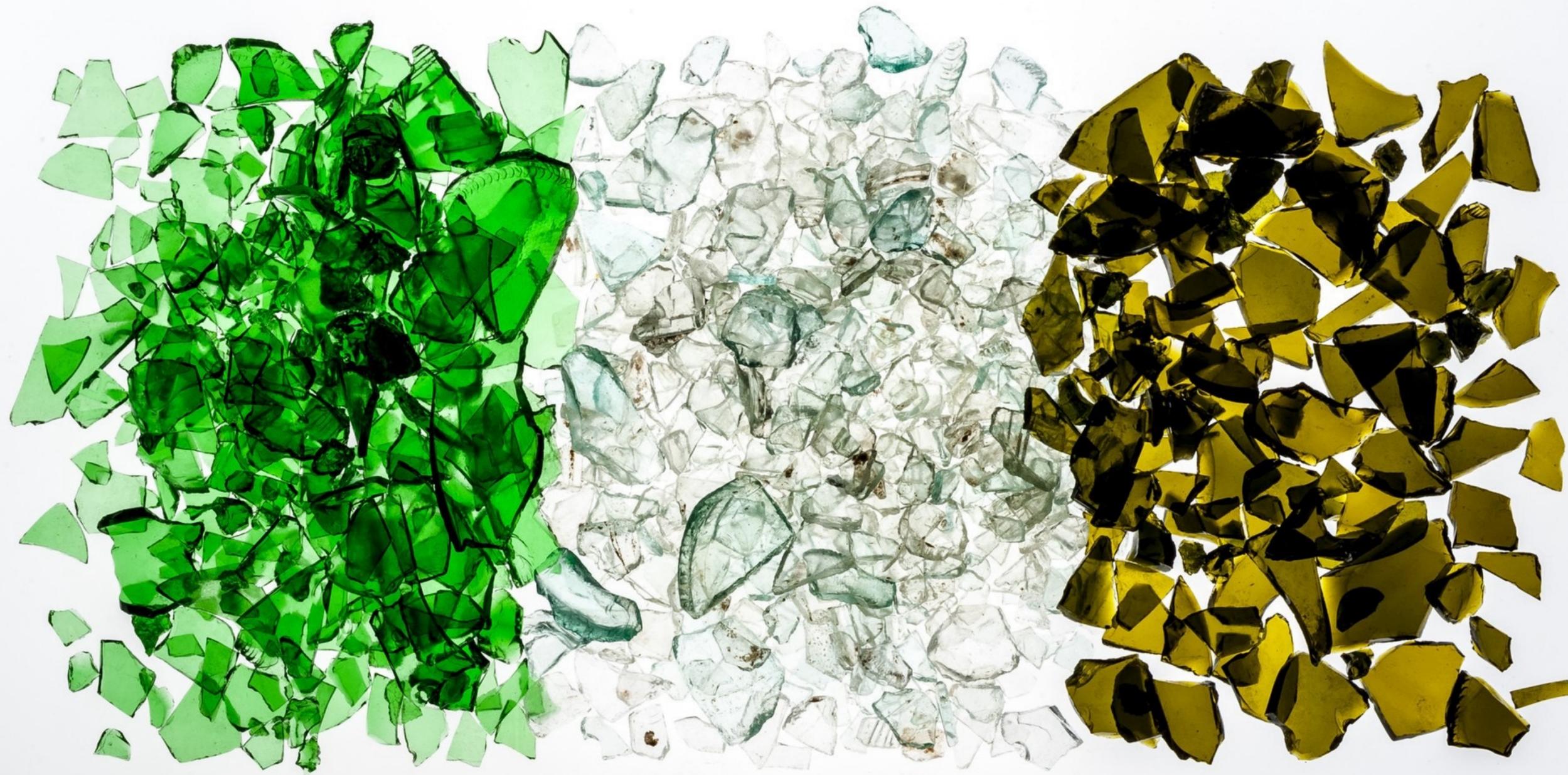


THE CoReVe CASE



Tutor – Nicola Leone – nicola.leone@uniroma2.it





Curiosity

The glass processing techniques that have remained unchanged over time were coined in Egypt and spread along all the coasts of the Mediterranean

Interesting data

	2016	2017	2018	2019	2020	2021	2022
Imnesso al consumo (kt)	2.384	2.430	2.570	2.678	2.725	2.850	2.838
Riciclato (kt)	1.688	1.769	1.886	2.069	2.143	2.183	2.293
Tasso di Riciclo (%)	70,9%	71,4%	73,9%	77,4%	78,6%	76,6%	80,8%

TARGET UE 2030=75%

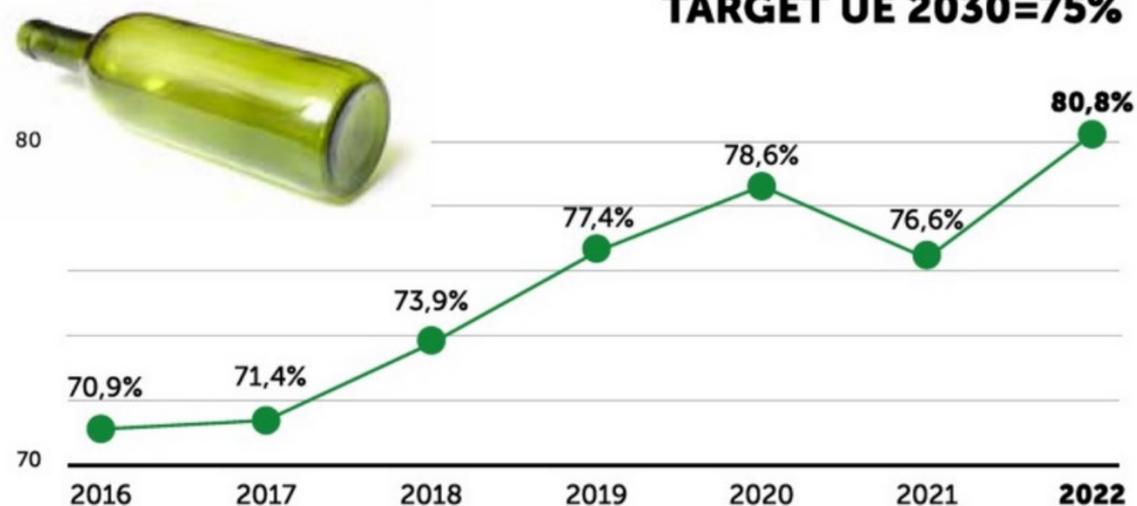


Figura 3 - Risultati di riciclo dei rifiuti di imballaggio in vetro nel periodo 2016- 2022 (000/t)

122 progetti ammessi

351 comuni coinvolti

7.089.330 abitanti coinvolti

9.500.000 di euro di valore totali dei progetti

7.000.000 di euro di cofinanziamenti

Figura 9 - I principali risultati dei bandi CoReVe-ANCI 2022 a favore dei Comuni italiani

Interesting data

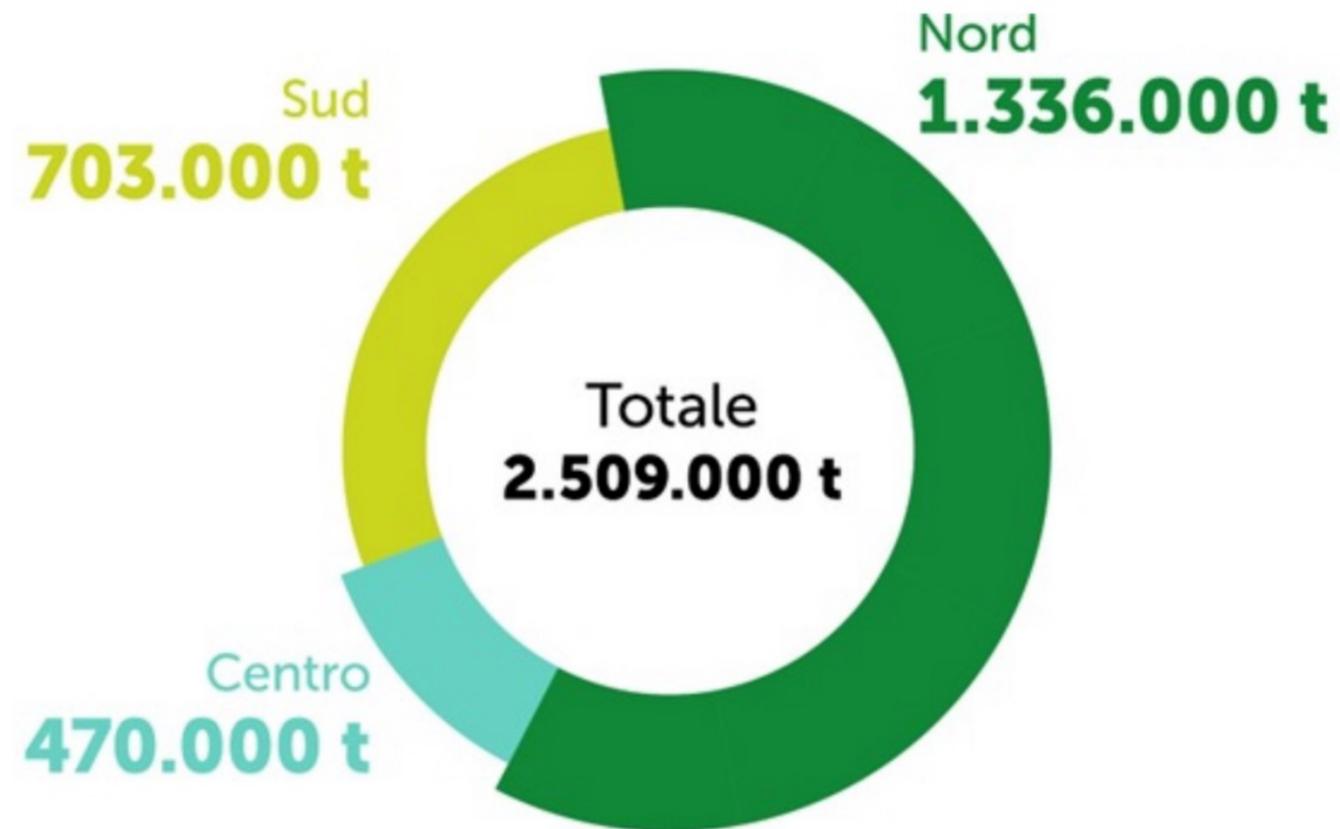


Figura 1 - Riciclo 2022 (MPS) per tipologie di sistema di gestione

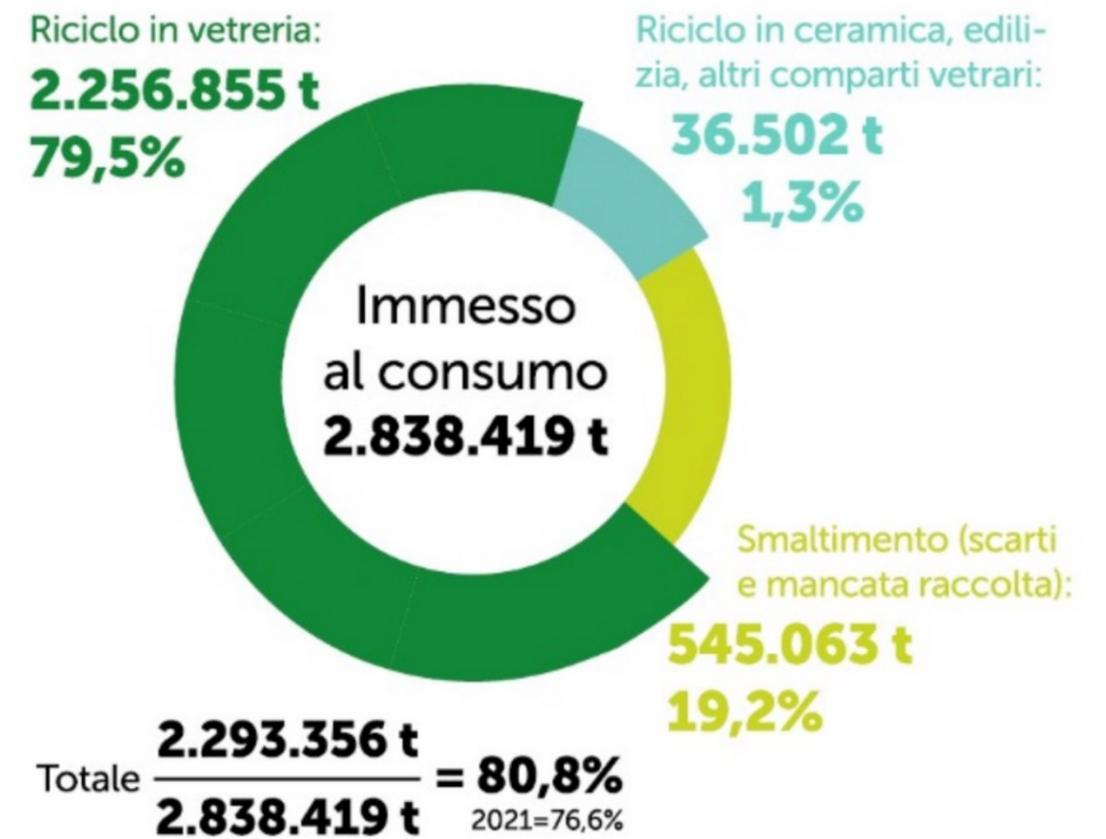


Figura 2 - Tasso di riciclo 2022

Curiosity

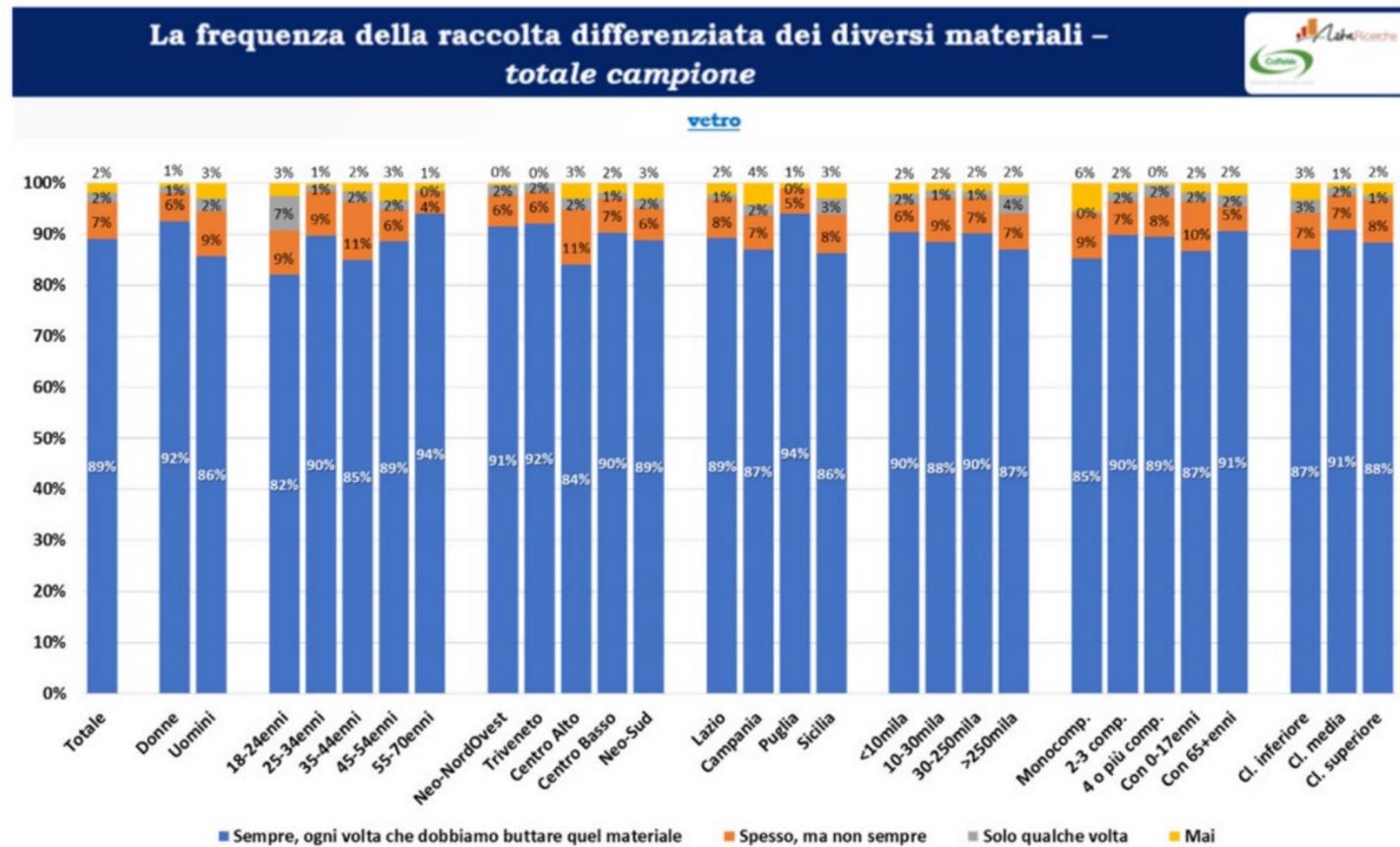


Figura 6 - Intervistati e raccolta differenziata del vetro. Indagine CoReVe - AstraRicerche, agosto 2023

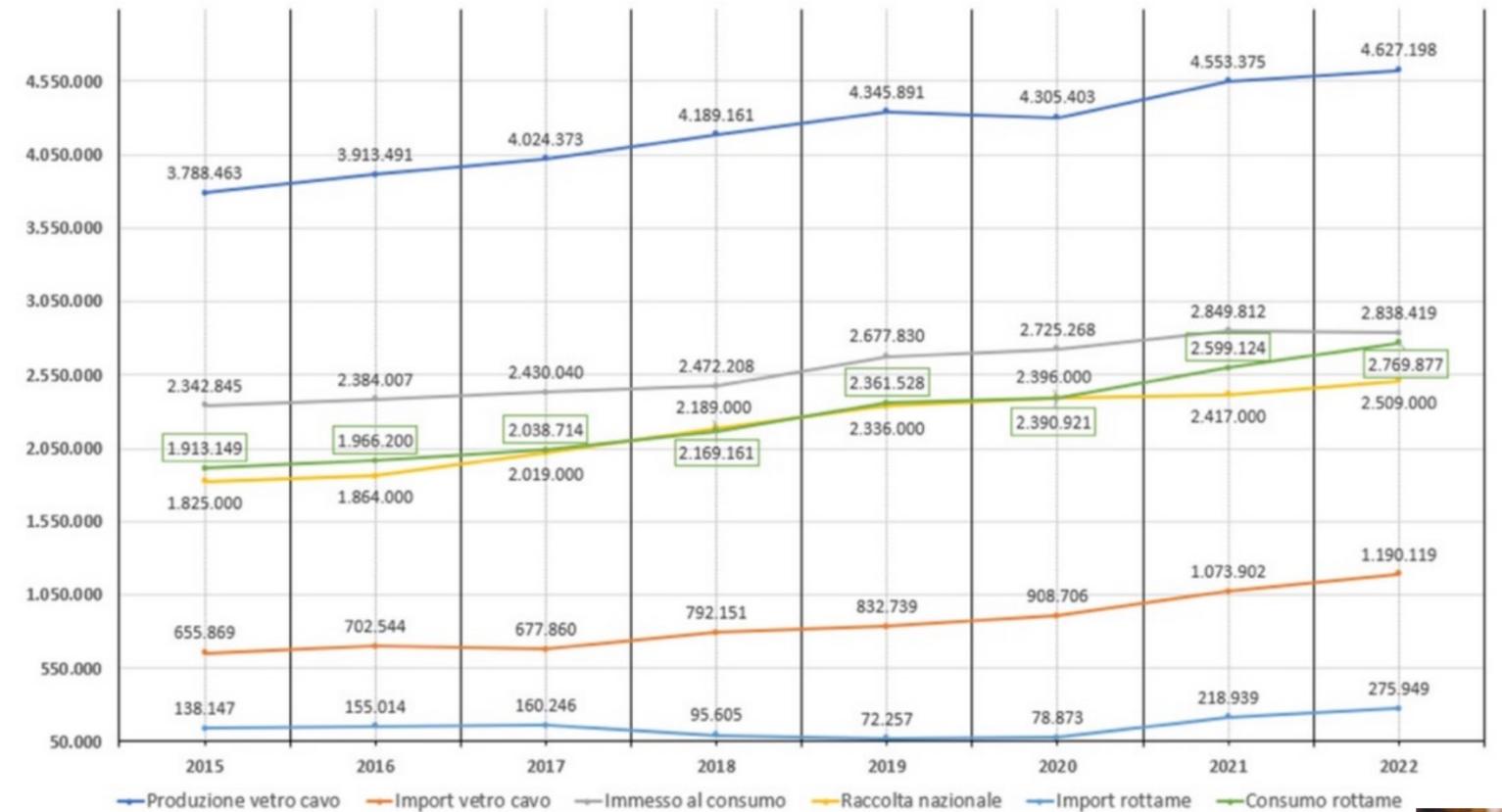


Figura 4 - Produzione nazionale vetro cavo esclusi casalinghi - Assovetro



CoReVe

- CoReVe makes information materials such as postcards, foldable posters and videos available to administrations, businesses and citizens in which good habits for correctly recycling glass are described without making mistakes.
- Ad hoc initiatives were then also created for the Municipalities in an attempt to involve them and recognize the merits of those local Administrations that have distinguished themselves for their ability to correctly collect glass and send it for recycling.
- The awareness-raising activities aim as a priority to increase the awareness of all Italian citizens regarding the importance of correct separate collection of glass packaging, highlighting the methods through which they must be disposed of at the moment in which they must be disposed of



CoReVe – The Consortium

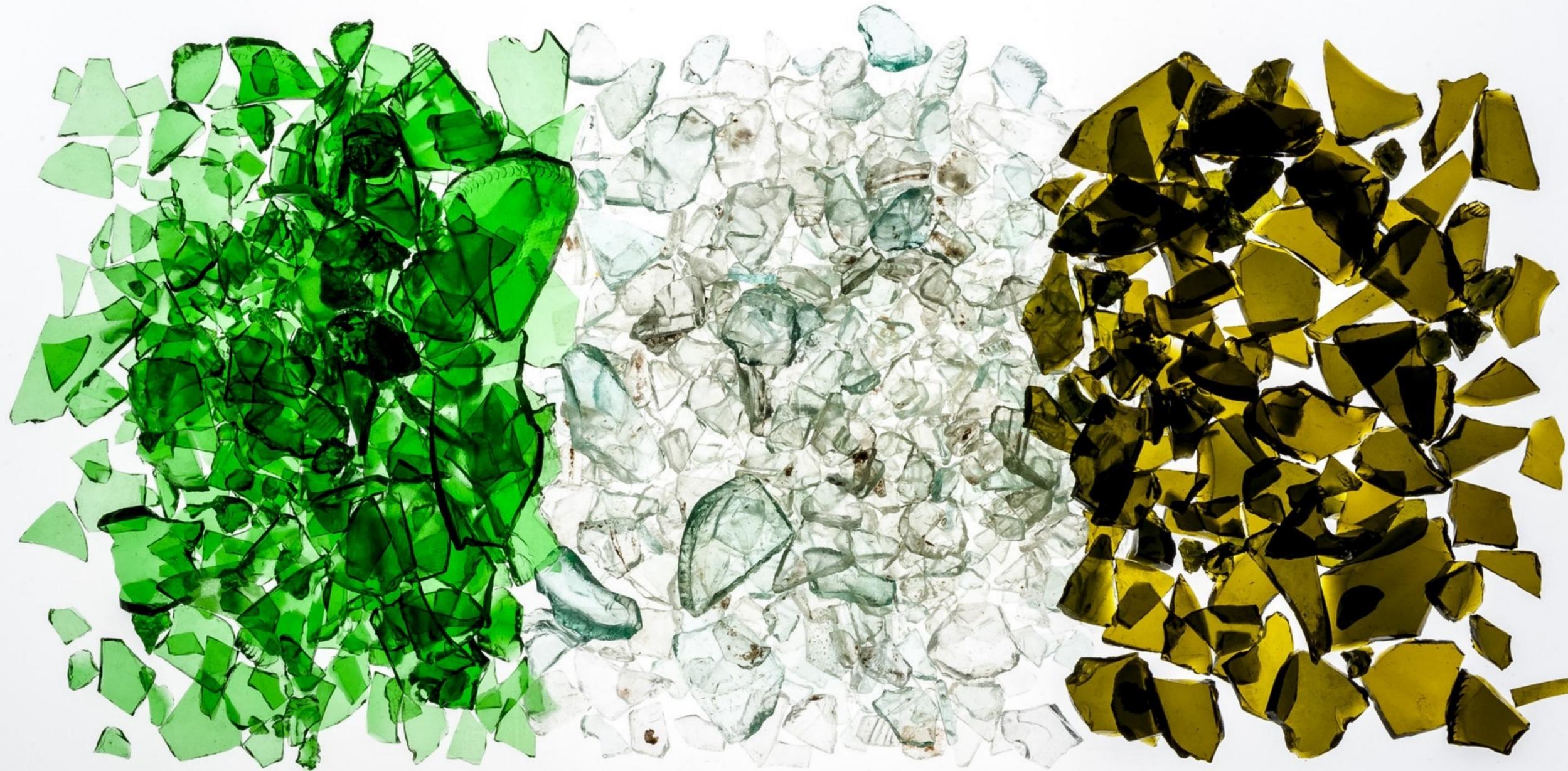
- CoReVe is the national consortium for the collection, recycling and recovery of glass packaging waste produced on the national territory
- The Consortium, established to implement the Ronchi decree in 1997, operates within the CONAI system (National Packaging Consortium), and is non-profit.
- CoReVe works to guarantee correct and effective environmental management of glass packaging waste at the end of its life and to achieve the recycling objectives set by the legislator
- The Consortium signs agreements with the Municipalities or their delegated managers that regulate the collection methods and the economic compensation to be paid to them for the greater costs involved in the separate collection of glass compared to undifferentiated collection.



CoReVe – The Consortium

- In 2022 CoReVe paid Italian administrations approximately 111 million euros (+11% compared to the previous year)
- CoReVe's activities involve over 97% of the Italian population and more than 7,500 municipalities benefit from the consortium's initiatives
- The main activities of the Consortium include information and training activities aimed at citizens, businesses and local institutions in order to raise their awareness on the topic of correct collection and consequent recycling of glass





The glass

Glass is a 100% recyclable material and can be reborn infinite times.
What peculiarities make it unique?
Chemical inertness*
Isolation of the contained product
Product hygiene
Transparency

*little or no tendency to participate in chemical reactions with other substances



The glass

Glass is a 100% recyclable material and can be reborn infinite times. What peculiarities make it unique?

Chemical inertia

Isolation of the contained product

Product hygiene

Transparency

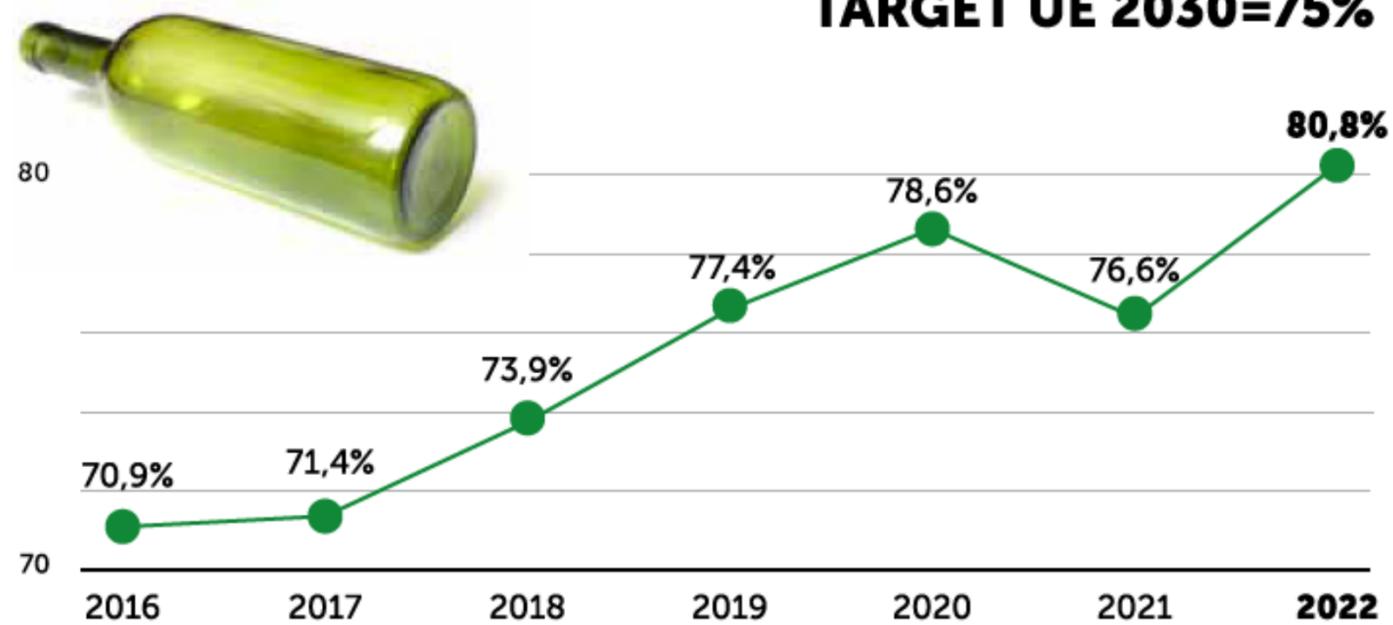


Glass is an immortal material that can constitute a resource because if correctly collected and recycled it can become a Secondary Raw Material (MPS) suitable for producing new packaging

From production to recycling: the numbers of glass in Italy

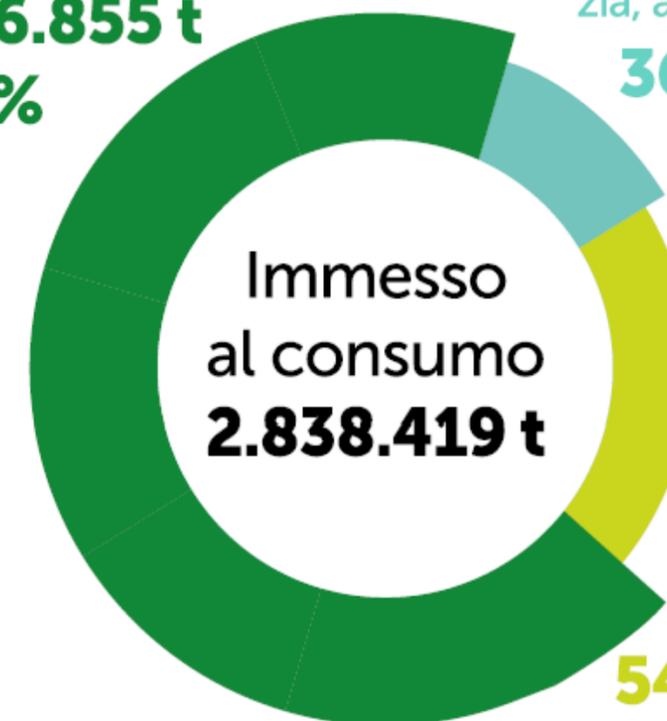
	2016	2017	2018	2019	2020	2021	2022
Immeso al consumo (kt)	2.384	2.430	2.570	2.678	2.725	2.850	2.838
Riciclato (kt)	1.688	1.769	1.886	2.069	2.143	2.183	2.293
Tasso di Riciclo (%)	70,9%	71,4%	73,9%	77,4%	78,6%	76,6%	80,8%

TARGET UE 2030=75%



Riciclo in vetreria:
2.256.855 t
79,5%

Riciclo in ceramica, edilizia, altri comparti vetrari:
36.502 t
1,3%

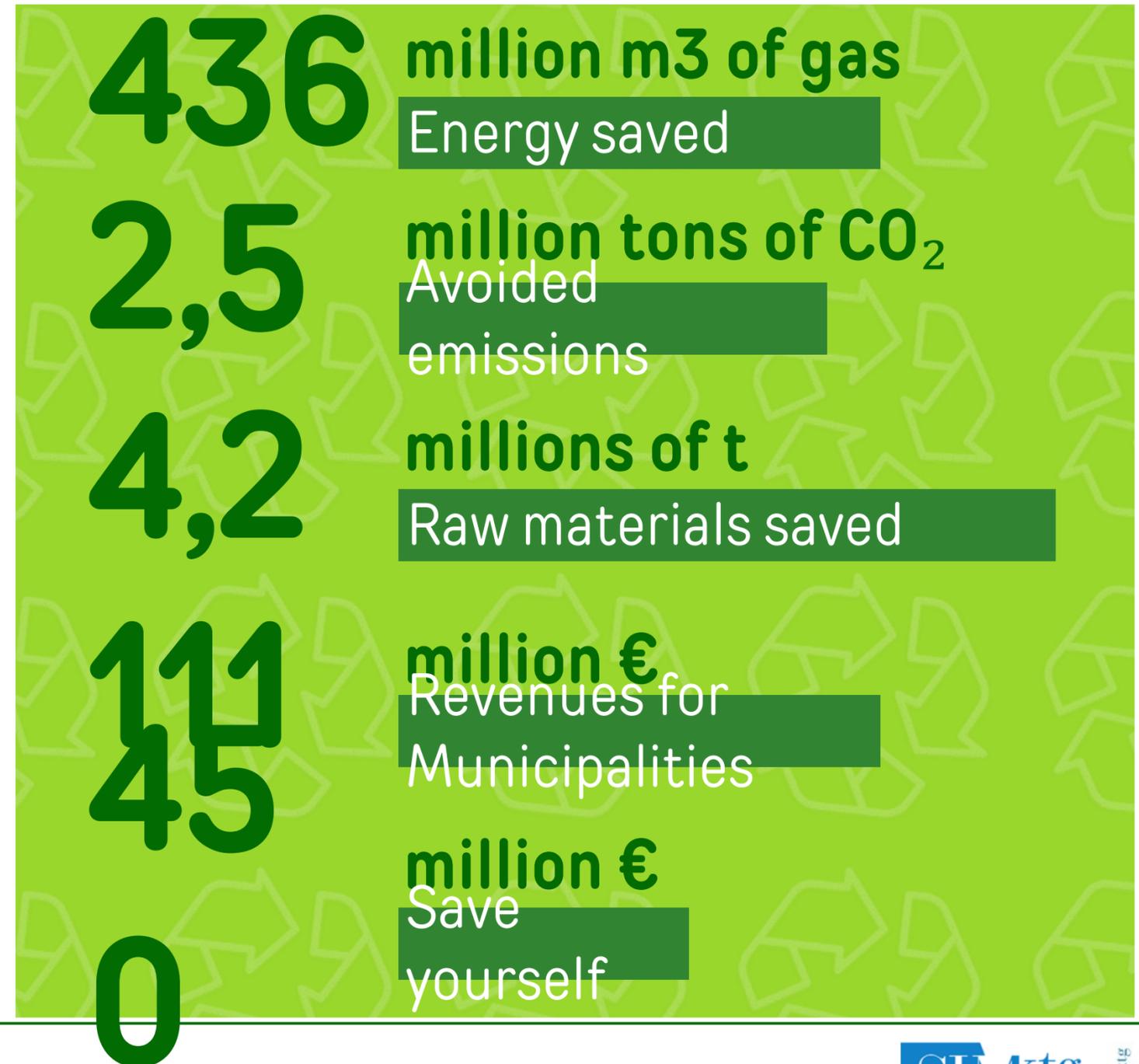


Smaltimento (scarti e mancata raccolta):
545.063 t
19,2%

Totale $\frac{2.293.356 \text{ t}}{2.838.419 \text{ t}} = 80,8\%$
2021=76,6%

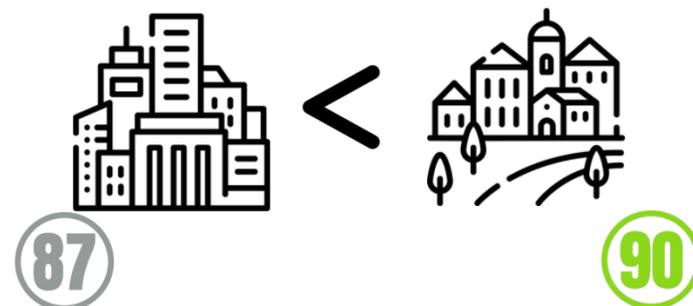
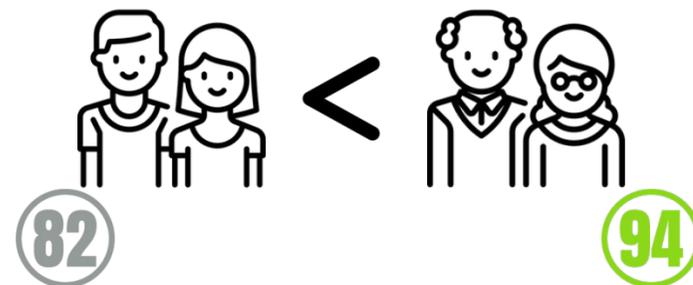
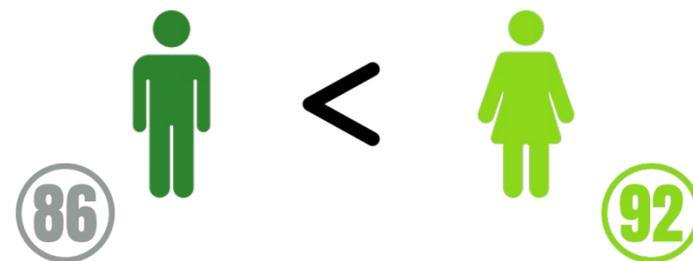
Environmental and economic benefits of recycling

- In the last year each Italian recycled 42.6 kg of glass
- (+1.6 kg compared to 2021)
- The amount of glass destined for landfill has been reduced by 100,000 tonnes
- The economic savings increased by 18 million euros, while the benefits in terms of reduction in gas consumption increased by approximately 7 million m³



Environmental and economic benefits of recycling

9 out of 10 Italians collect glass, but with some peculiarities:



The development of separate collection of packaging glass represents an important opportunity for economic growth

To be understood, an increasingly active and participatory involvement of stakeholders is needed



Environmental and economic benefits of recycling

Still many errors due to erroneous knowledge:

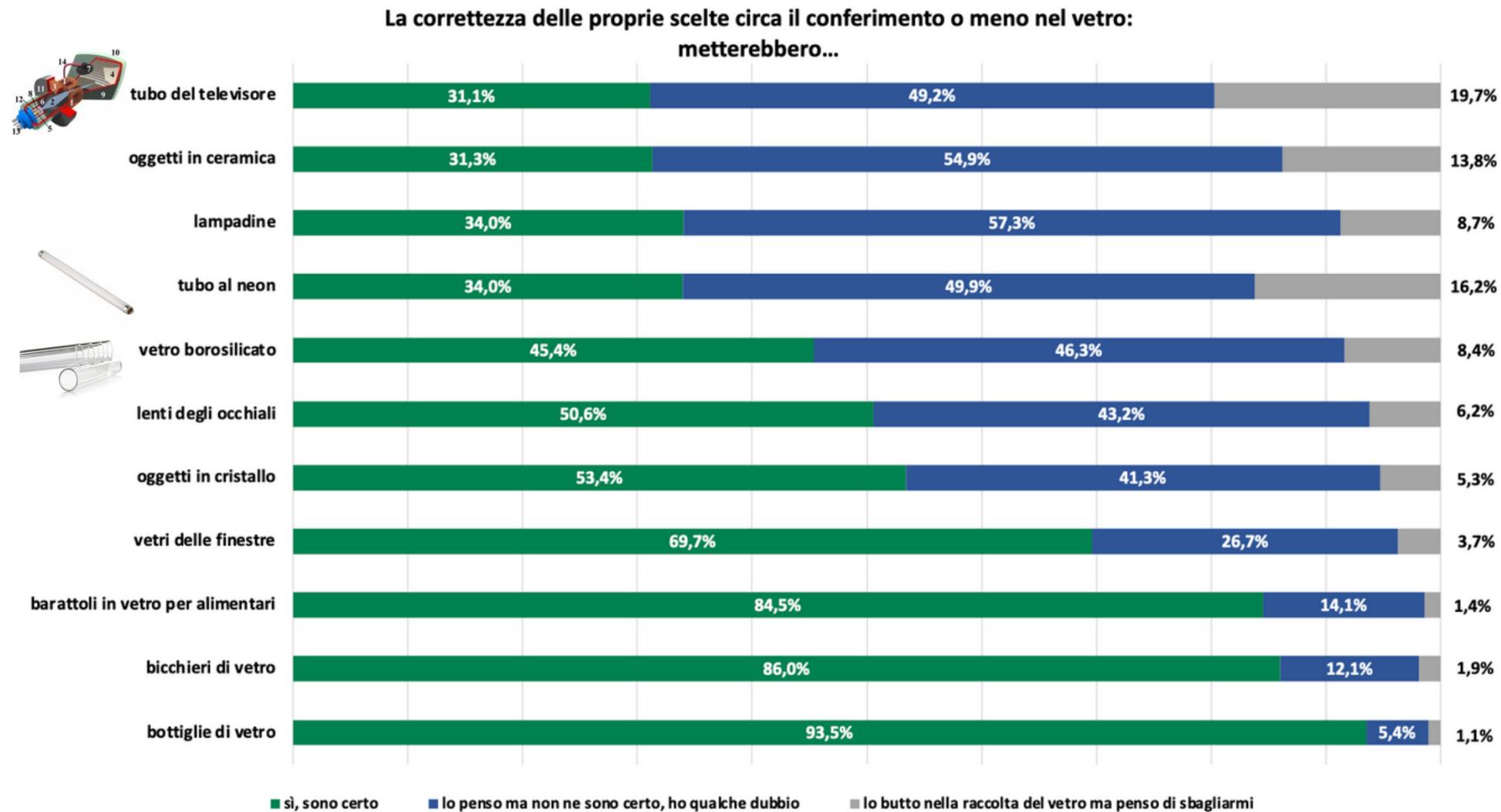
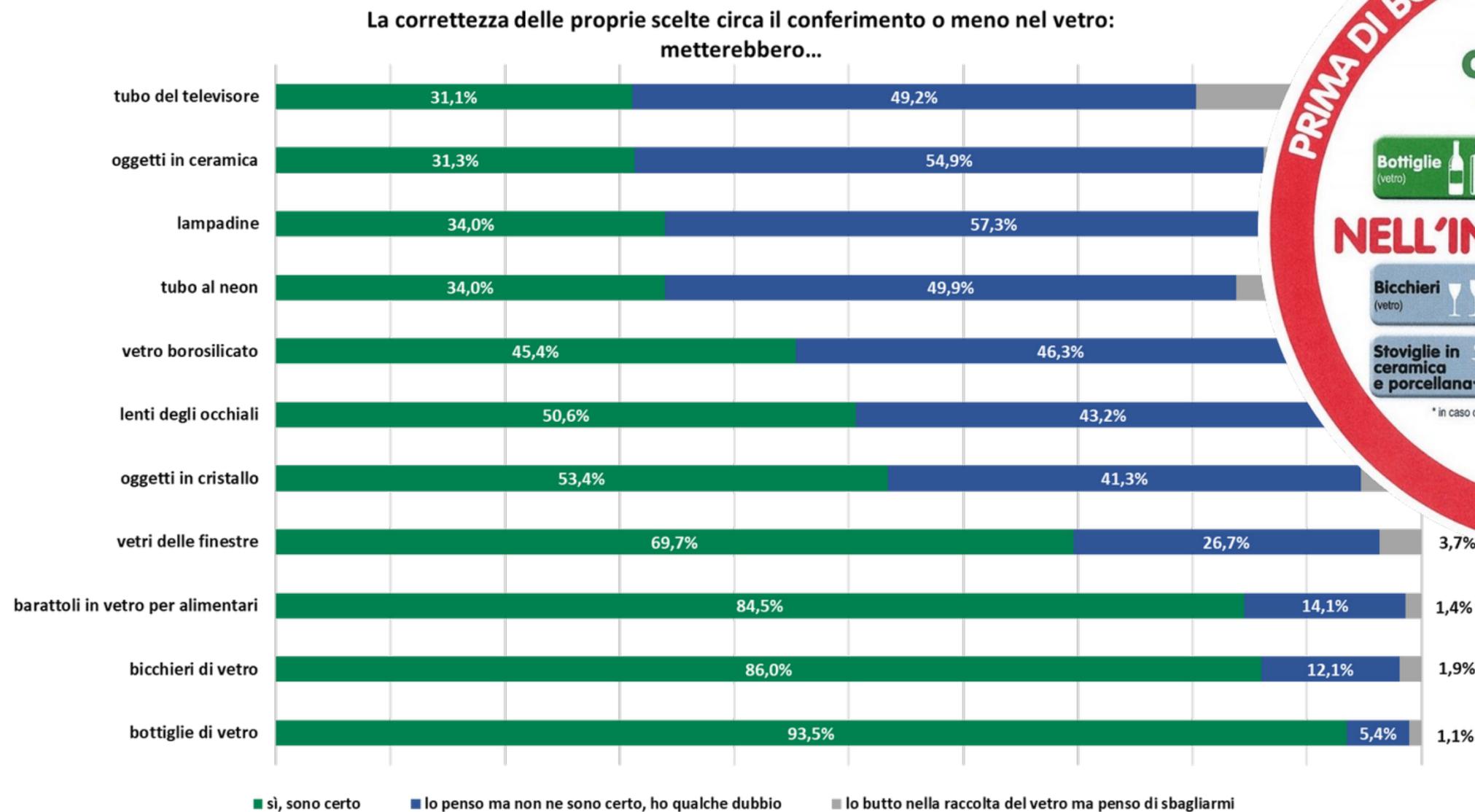


Figura 7 - Percezione del corretto conferimento di differenti materiali nella raccolta del vetro
Indagine CoReVe - AstraRicerche, 2022

Environmental and economic benefits of recycling

Still many errors due to erroneous knowledge:



PRIMA DI BUTTARE, BUTTA L'OCCHIO QUI!

In questo contenitore SOLO:

- Bottiglie (vetro)
- Vasetti (vetro)

NELL'INDIFFERENZIATO:

- Bicchieri (vetro)
- Cristallo (bicchieri e altri oggetti)
- Stoviglie in ceramica e porcellana
- Vetroceramiche e pirofile

* in caso di grossi quantitativi, conferirli presso la piattaforma comunale

CoReVe
CONSORZIO RECUPERO VETRO

andi



Environmental and economic benefits of recycling

Still many errors due to erroneous knowledge: false friends

Ceramic



Crystal

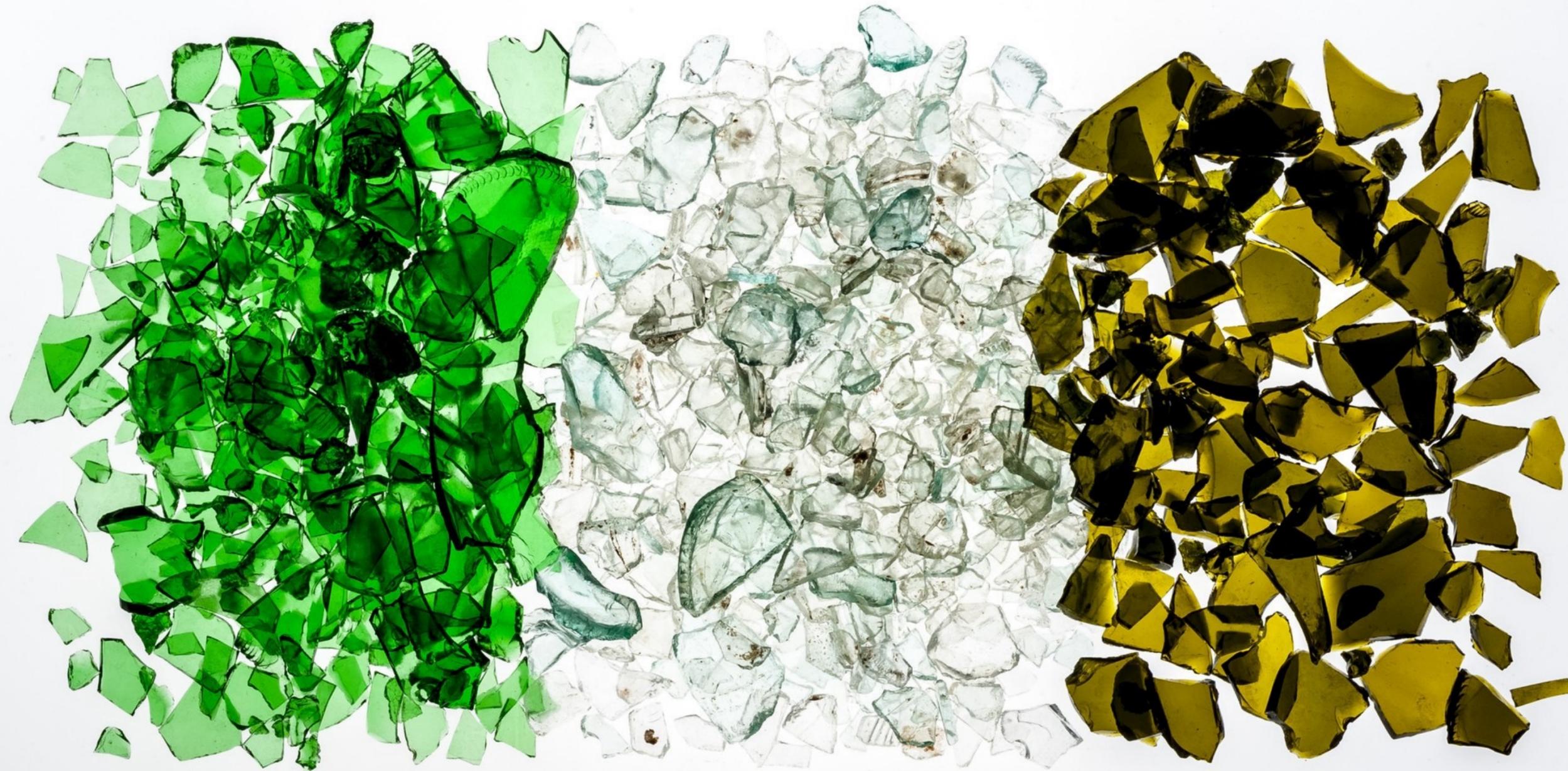


Borosilicate glass



Only bottles and jars





Glass collection

Different modes for a single goal

Collection method



Road bells



Door to door

Material



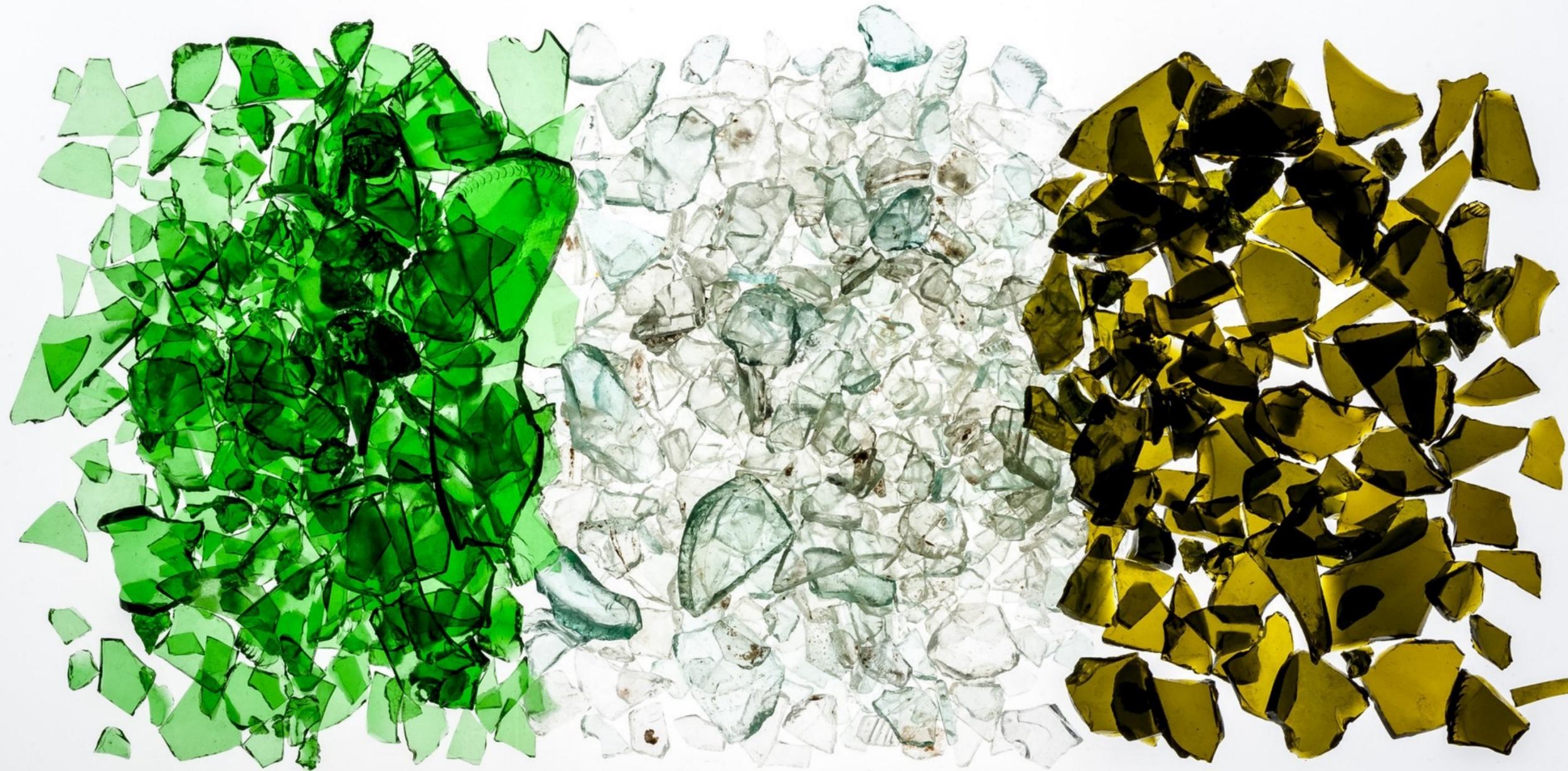
Monomaterial
Only glass



Multimaterial E.g.
glass-metal



In some municipalities, glass is collected by color



CoReVe communication

2 macro-types:

Service activities

activities and projects aimed mainly at

local communities, public

administrations and businesses

Awareness raising activities

activities and projects aimed at

everyone

citizens to increase it

awareness of the importance of correct

separate waste collection

of glass packaging

VETRO

O

FALSO

???



CoReVe communication

Service activities
Calls in collaboration with ANCI

122 progetti ammessi

351 comuni coinvolti

7.089.330 abitanti coinvolti

9.500.000 di euro di valore totali dei progetti

7.000.000 di euro di cofinanziamenti



STASERA MI BUTTI...
ma nel contenitore GIUSTO!

Grazie al riciclo del vetro

- 436 min di m³ di gas risparmiati
- 2,5 min di t di CO₂ evitate
- 4,2 min di t di materie prime risparmiate

Il vetro è immortale.
Se lo raccogli correttamente può essere riciclato all'infinito!



2023

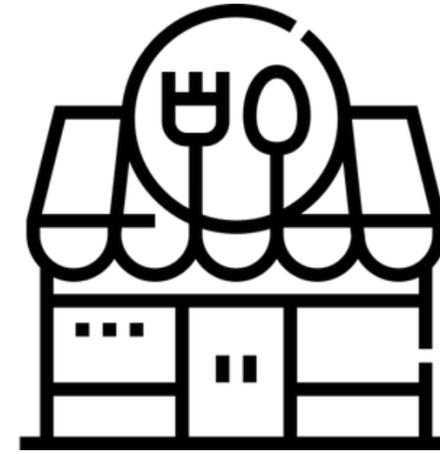


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CoReVe communication

Focus Ho.Re.Ca



The Ho.Re.Ca circuit produces large quantities of glass waste, more than 2.5 times that of domestic users

Since 2016 CoReVe has launched a series of programs dedicated to the Ho.Re.Ca circuit
Not just communication materials and gadgets, but active involvement of collection operators who become the main point of reference for merchants

**SEI
DI COCCIO?
IL VETRO
E UN'ALTRA
COSA.**

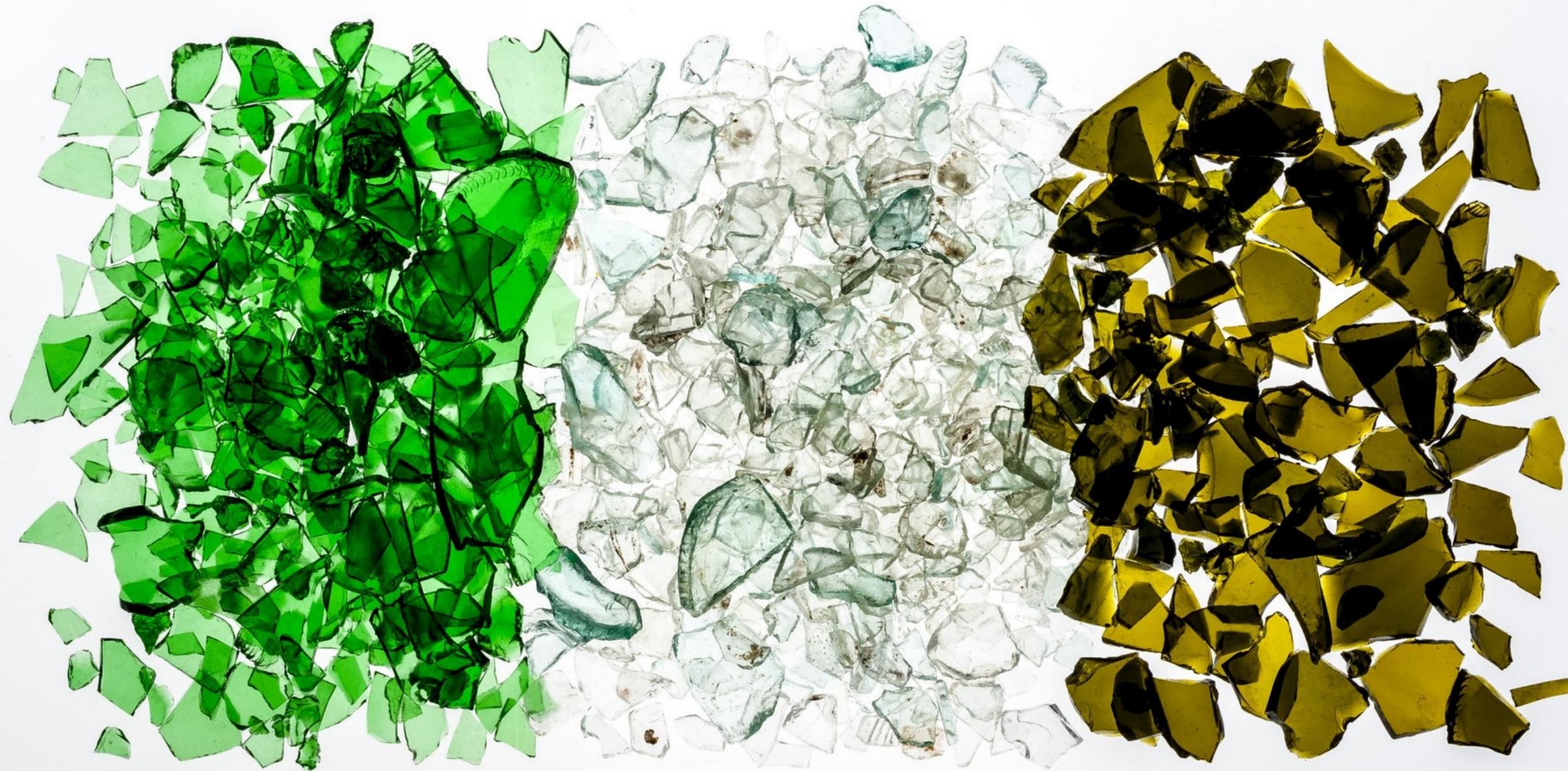
Ci sono selezioni davvero importanti.
Il Vetro.

Anche un solo frammento di ceramica, vetroceramica e porcellana può compromettere il riciclo di un intero cassonetto di vetro. Per questo, è importante distinguerli e portarli alla stazione ecologica, oppure, se in frantumi, inserirli tra i rifiuti indifferenziati.

Per differenziare i rifiuti in maniera rapida e corretta scarica l'app Junker raccolta differenziata.

Informati su coreve.it oppure su irenambiente.it







The 2024 challenge

- The commitment made to date by CoReVe has allowed our country to achieve important results in the collection and recycling process
- of this material, but it's not enough...
- It is necessary to inform citizens, Ho.Re.Ca operators and their employees to increase their awareness and their engagement towards correct separate collection of glass in order to improve its quality for the good of society

The 2024 challenge

Taking on the role of the CoReVe Marketing Team, each team will have to:

Analyze the separate waste collection market of packaging glass

Segment the market and identify the "consumer" target and the reference "business" target

Develop a two-year communication plan to achieve the objective of the 2024 challenge, also identifying innovative approaches to the chosen targets

Define all the strategic and operational aspects necessary to materialize your idea



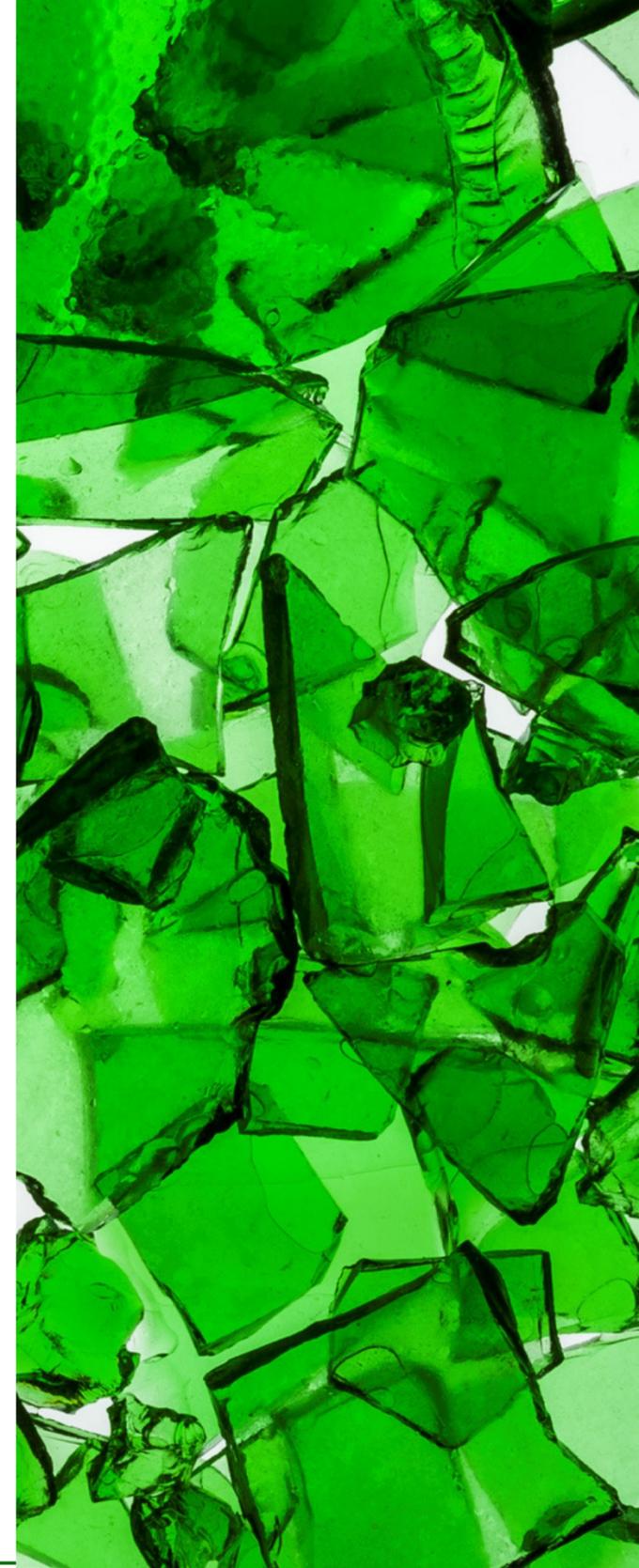
The 2024 challenge

Geographical area Italy & nightlife areas and/or historic centers
Target 1 Citizens Target 2
Ho.Re.Ca Timing 24 months Marketing leverage
Communication Budget 2,000,000 euros per year (*)

(*) You can imagine any type of TV activity but no portion of the budget should be allocated for the creation and broadcasting



Tutor – Nicola Leone – nicola.leone@uniroma2.it



The 2024 challenge

Geographical area Italy & nightlife areas and/or
historic centres

Target 1 Citizens

Target 2 Ho Re Ca Timing 24 months Marketing

“Consumer” target

Both the entire national territory and a local context of your choice.

For the national territory, the critical variable is the correct recycling rules; for the local context, the teams will have to select a nightlife area and/or historic center with the aim of reducing the abandonment of glass packaging

The 2024 challenge

Geographical area Italy & nightlife areas and/or
historic centers Target 1 Citizens
Target 2 Ho.Re.Ca
Timing 24 months Marketing leverage
Communication

“Business” targets

The teams are asked to prepare a plan aimed at the managers of public places in the cities in which they reside, carrying out local analyzes in the field and developing a strategy that contains concrete solutions that can be replicated on a national scale to improve the quality of glass collection, contributing to reduce the presence of "false friends" and therefore waste

The 2024 challenge

Target consumers

Entire National Territory:

Focus on the critical variable relating to correct recycling rules.

Choice of Local Context:

Selection of a specific area (nightlife area and/or historic centre)

Main goal:

Reduction in the abandonment of glass packaging.

Target business (Public Venue Managers)

Destination: City where the teams reside.

Activities: Carrying out local analyzes in the field.

Develop a Strategy Content: Concrete and applicable solutions.

Purpose: Improving the quality of glass collection.

Focus: Reduction of the presence of "false friends";

Minimization of waste.

Scala Objective: Replicability of solutions at national level.

