

BUSINESS PRESS / ITALY

CoReVe Appoints Business Press to Promote more Efficient Glass Recycling among the Italians

CoReVe – the Italian Glass Recycle Consortium – appoints Business Press for the development of a new national campaign on glass recycle and reuse promoted by the Consortium in collaboration with the Association of Italian Municipalities (Anci), the Federation of environmental companies (Federambiente) and the Association of Glass Manufacturers (Assovetro).

The aim of the campaign called 'There is glass and glass. Learn how to recycle', starting from January 2011, is to inform the Italian public opinion and public administration about the importance of a more accurate collection of glass in order to learn how to separate glass in a more efficient way.

Before the launch of the campaign, two researches conducted by **AstraRicerche** about 'Separate collection and glass among the Italians' will describe the recycling scenario in Italy.

The second step of the campaign is a 'Green Tour' in six Italian cities with entertainment and activities in schools and city squares. The partnership with a radio broadcast will allow **CoReVe** to launch the sustainable messages of the campaign, reaching a large audience. Furthermore, the activities will be promoted through dedicated web banners, the CoReVe Social Media SmartRoom and through a local media advertising campaign. Promocards distribution will inform about what are the most frequent mistakes made during the separate collection of glass.