



## Press Release

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Brussels, 13 April 2011

### Call for Entries - European Paper Recycling Awards 2011

Entries are now open for companies and organisations, with innovative paper recycling initiatives, to submit their work into the European Paper Recycling Awards 2011.

The award identifies projects, initiatives and campaigns that contribute to Europe's sustainability through activities focusing on paper recycling.

By promoting such initiatives and raising their profile via the means of an award scheme, the European Recovered Paper Council (ERPC) openly recognises these efforts and hopes to inspire others to copy such good practices.

"Recycling is increasingly a part of our daily lives and by playing a part in recycling, society can help secure Europe's sustainability for the future. Paper recycling contributes positively to combating climate change, waste prevention and resource efficiency and helps drive eco-design of paper products, all of which are key elements of European environmental policies," explains Ulrich Höke, Chairman of the ERPC.

Entries can be submitted under two categories:

- Information & Education
- Technology Improvement & R&D

Eligible projects, initiatives or campaigns will be evaluated based on the following criteria:

- Relevance and originality
- Achievements
- Possibility to reproduce the project
- Cost effectiveness

The initiatives may be ongoing or completed, but they must already have started; however, not before January 2007. All entries must be submitted **by 29 July 2011** before midday Brussels time.

An independent jury from across Europe will judge the entries in each category. The jury includes representatives from the European institutions as well as civic organisations and NGOs. European-wide recognition of the winning candidates' efforts will be accompanied by an original piece of paper artwork, (officially) handed to winners in an award ceremony, hosted by MEP Jo Leinen, Chairman of the European Parliament Environment Committee, at the European Parliament (Brussels) on 21<sup>st</sup> September 2011.

For more information, please contact the ERPC Secretariat, Jori Ringman, at +32 2 627 49 19, +32 478 255070 (mobile), [erpc@cepi.org](mailto:erpc@cepi.org) or visit [www.paperrecovery.eu](http://www.paperrecovery.eu)

## Notes to Editor:

- The European Recovered Paper Council (ERPC) was set up after the successful launch of the first 'European Declaration on Paper Recovery' as an industry own-initiative in November 2000 with the aim to monitor the progress made towards meeting the targets set out in the European Declaration. In 2006 the industry committed itself to meet a voluntary recycling rate target of 66% in EU 27 plus Switzerland and Norway by 2010, which is higher than in any other region in the world, and qualitative targets in areas such as waste prevention, eco-design, and research and development. **It managed to achieve 72.2%!** ERPC monitors the progress of the European Declaration openly and transparently and coordinates the joint work to achieve the set targets. Additionally, ERPC
  - coordinates the commitments of all the Signatories and Supporters.
  - takes steps to improve the quality of the information available.
  - discusses all relevant matters regarding the successful operation of the European Declaration.
  - coordinates public information on the achievements of the European Declaration
  - produces annual reports.
- Members of ERPC are [CEPI](#), [CITPA](#), [ERPA](#), [ETS](#), [INGEDE](#), [INTERGRAF](#), [FEPE](#). Supporters include the [EADP ENPA](#), [EuPIA](#), [FAEP](#), [FEICA](#), [FINAT](#), [RADTECH Europe](#). The European Commission, DG Environment and DG Enterprise, are permanent observers to the ERPC.
- For more detailed information on the Commission's aim to make Europe a recycling economy and the relative position of paper as a recycled material, we suggest the Commission's thematic strategy on waste and recycling COM(2005)666  
[http://eur-lex.europa.eu/LexUriServ/site/en/com/2005/com2005\\_0666en01.pdf](http://eur-lex.europa.eu/LexUriServ/site/en/com/2005/com2005_0666en01.pdf)