

**29/06/2011**

**ELVAL HELLENIC ALUMINIUM INDUSTRY S.A.**

**ELVAL S.A. promotes a “life without garbage”**

This year, a new educational programme and competition for schools, “Life without Garbage: Reduce, Reuse, Recycle”, was unveiled to primary school children by ELVAL and the Aluminium Can Recycling Centre, which was created by the company, as part of its corporate responsibility strategy. The aim of the programme is to inform and raise awareness about waste management and recycling, and to mobilise schools and families, with the ultimate goal of protecting the environment. Particular emphasis is placed on the recycling of aluminium, often described as a “green metal”, because it can be recycled endlessly without losing its properties.

ELVAL’s new educational initiative is part of a broader corporate responsibility strategy. It continues the company’s long-term commitment to environmental education, which began five years ago with a landmark programme for schools, “Environment & Recycling”. To date, 29,130 children have completed the programme, entering 2,024 projects in previous competitions for schools.

As part of this educational programme, a new competition was organised this year, on the topic of “Life without Garbage: Reduce, Reuse, Recycle”, in which participating classes entered projects. Winning schools received interactive whiteboards and books for school libraries. The prizes were awarded on Friday, 10 June 2011, at the Aluminium Can Recycling Centre, during an event in which children played with the programme’s main characters, Aluminios and Alumina, recycled soft drink cans, learned about the benefits of recycling for the environment, and, of course, received their prizes.

Speeches were given by the deputy mayor of Halandri, Afroditi Hadjigeorgiou, the Chairman of the Board of Directors of ELVAL, Miltiadis Lidorikis, and the company’s communications manager, Erietta Papadogianni.

The programme was run in collaboration with “Experimental School” and the non-profit organization QualityNet Foundation, and is part of “Environment Marathon”, a QualityNet initiative to promote environmental responsibility implemented under the auspices of the Ministry of Education, Lifelong Learning & Religious Affairs.