



PRESS RELEASE

ELVAL, ONCE AGAIN, CLOSE TO THE CHILDREN WITH THE PROGRAMME “A LIFE WITHOUT WASTE : REDUCE, REUSE, RECYCLE”

April 2013

ELVAL S.A. and its Aluminium Can Recycling Centre (CANAL) are implementing, for the third consecutive year, the educational programme “Life without waste: reduce, reuse, recycle”, for primary education pupils. The programme is run in collaboration with the QualityNet Foundation (QNF) and its educational section Experiential School (“Viomatiko Scholeio”) and is part of its wider initiative “Environment Marathon” to promote Social and Environmental Responsibility.

The educational programme aims to inform, raise awareness and mobilize both the educational community and the family in issues of waste management and recycling in order to protect the environment. The programme “A life without waste” responds to today’s requirements for further raising the environmental awareness of tomorrow’s citizens, through the educational process. The programme offers a holistic approach of the issue, with material for class-work for the teacher, with interactive, experiential activities for the pupils and information material for the family.

ELVAL’s educational initiative is part of a broader corporate responsibility programme and continues the company’s long-term commitment to environmental education, which began seven years ago, with the programme “Environment & Recycling”, a landmark school programme. Thus, in the past six years, over 33,190 pupils have participated in ELVAL’s educational programmes, from 1,543 school classes, having created 2,024 original works of art, from recycled materials, of which a large number is displayed at the CANAL.

The Aluminium Can Recycling Centre (CANAL) functions also as a communication and environmental information point, welcoming daily various entities, mainly schools. Since 2003, over 28,000 pupils have visited CANAL, while environmental specialists have advised them on the processes and benefits of recycling.

“Environmental education and information are for ELVAL, a significant part of its Corporate Social Responsibility programme, on which the company invests continually. Results recorded in the past six consecutive educational years, prove its commitment and underline its continuous efforts” notes the Communications Department of the company.