



"Message in A Can" Awareness Campaign: Costa Cruises And CIAL Consortium Donate Three Benches To Savona
October 20, 2018

Three benches made of recycled aluminum as a result of separate collection

Savona, October 20 2016 - Three benches made of recycled aluminum have been positioned at Darsena, in front of the historic "Torretta" as a gift to the community of Savona. This is one of the results of the "Message in a can" initiative, which was launched earlier this year by CIAL (Aluminum Packaging Consortium), Municipality of Savona, Ata Spa (Savona Municipality Company for waste collection) and Costa Cruises, in order to promote and develop the collection and recycling of aluminum in the city.

Between March 15 and June 30, the project included a communication campaign with a bill affixed near private residences and businesses to explain to the entire citizenry how to properly collect aluminum packaging in the specific trash cans. The analysis of glass-metal collection highlighted that during the campaign period the average percentage of aluminum separated for recycling increased by 27%.

In order to reward Savona, Costa Cruises and CIAL Consortium consigned urban furnishings made of recycled aluminum to the city: three benches, each fabricated with 60 kg of recycled aluminum (approximately 4 900 beverage cans), were positioned at Largo Ammiraglio Enrico Rioni, next to via Antonio Baglietto at Darsena, in front of "Torretta" (the tower symbol of Savona) and a few steps away from "Portini" draw bridge and Palascoccere terminal.

Stefania Lallai, Sustainability and PR Director of Costa Cruises commented: "We are very satisfied to have sustained this initiative that succeeded to sensitize the entire city about the importance of separate collection and recycling of aluminum, bringing concrete and tangible benefits. In this way, we wanted to further strengthen our bond with Savona, sharing even ashore the message of sustainability we already promote onboard our ships calling at Palascoccere, where we managed to recycle 234 tons of aluminum in 9 years."

"Savona citizens responded as best they can to our appeal to promote and develop the separate collection and recycling of aluminum packages." Added Gino Schiona, President of CIAL: "Aluminum is indefinitely and 100% recyclable and it's the ideal material to represent the principles of circular economy, which is spreading day by day; the citizens can be actively involved and promote this huge process aimed to safeguard our planet and we are glad that the citizens of Savona showed their will to play their part."

"We thank Cial and Costa Cruises for this relished gift which helps to decorate our city and for their contribution to an important and shared commitment: sensitize our citizens about a crucial environmental theme such as separate collection and recycle" declared Pietro Santi, Councillor for the Environment and Public Works of the Municipality of Savona.

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