



-PRESS RELEASE-

E.R.I.C.A. RUNS FOR BECOMING THE FIRST ITALIAN “ZERO WASTE” COMPANY

ON THE OCCASION OF THE EUROPEAN WEEK FOR WASTE REDUCTION, THE BOARD OF DIRECTORS OF THE ALBA-BASED COOPERATIVE RESOLVED TO RESET TO ZERO ITS WASTE WITHIN 2020.

IN THE MEANWHILE, DURING ECOMONDO, E.R.I.C.A. HAS BEEN AWARDED AS ONE OF THE TEN MOST SUSTAINABLE COMPANIES IN ITALY.

Alba, November 24, 2011 – Becoming the first Italian “zero waste” company within 2020: this is what the board of directors of the E.R.I.C.A. cooperative (based in Alba, Cuneo) officially deliberated on November 18, the day before the starting of the third edition of the European Week for Waste Reduction, in which E.R.I.C.A. has been involved as member of the board of organizers.

The board's decision is a further step along the virtuous path of waste reduction that E.R.I.C.A. (who this year is 15) undertook a long time ago and that contributed to achieve the ISO 14001 certification.

The board identified some criteria and actions to be early implemented: progressive abatement of disposable items and of needless packaging (e.g. fabric towels instead of paper coils; moka pot instead of pods; tap water etc.); buying items made of recycled materials and with the lightest packaging; self-composting organic waste from the company's canteen; printing double-sided documents and reusing one-sided printed paper; calculating the correct amount of communication campaigns information materials in order to minimize store's remains.

A kind of trial run is currently ongoing in these EWWR days (www.ewwr.eu; www.menorifiuti.org), occasion chosen for presenting the commitment.



In addition to a daily precise analysis of the materials' streams, from purchasing to final disposal, at the end of the Week an undifferentiated waste product analysis will be implemented, in order to evaluate any potential refinement.

E.R.I.C.A. soc. coop. proposes to methodically develop this kind of behaviors, integrating its quality management and environment protection system with procedures able to progressively decrease produced waste, to strive for resetting them to zero within 2020.

«E.R.I.C.A. is a cooperative society in which the corporate's shape represents itself a philosophical-managerial model which principles are shared and promoted by the board of directors – says Roberto Cavallo, president of E.R.I.C.A. – The principle is that each activity developed by technicians must have a positive effect on citizens' lives. For these reasons, the option of a “zero waste” policy must also involve those people who daily collaborate with our company».

Waiting for becoming the first “zero waste” Italian company, E.R.I.C.A. has already received an important award: on the occasion of the fifteenth edition of Ecomondo Rimini, the Alba-based society was awarded by Susdef (Foundation for Sustainable Development, chaired by the former Italian Environment Minister Edo Ronchi) as one of the ten “most environmentally sustainable” Italian companies operating in the waste sector.

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