



10.12.2007

THE ACT FOR RECYCLING AWARD TO "VALUE FROM RECYCLING" -CAMPAIGN

The "Value from recycling" -campaign has received the Act for Recycling Award of the year 2007. The "Value from recycling" -campaign was organized by Finnish Car Recycling Ltd, Stena Metall and Jylhä's Metal Scrap Ltd. The goal of the campaign was to promote the knowledge of the legal car recycling system and in this way recycle cars through official take-back points. Furthermore, the goal was to encourage consumers to change their car to a newer, safer and more environmentally-friendly vehicle.

With regard to media visibility, the "Value from recycling" -campaign was one of the largest social campaigns in Finland. The campaign was a success, as the share of recycled cars through Finnish Car Recycling Ltd grew by over 50 % during the campaign, and consumers' knowledge of car recycling increased.

During the campaign period of 15.9.2006–31.12.2006, all who brought their car to the take-back point of Finnish Car Recycling Ltd, received a voucher. The voucher was worth 500 euros for purchasing a new car and 200 euros for purchasing a used car at dealerships that participated in the campaign. Almost 3000 vouchers were delivered.

The campaign culminated in a public contest. The winner of the contest, who lives in Suomussalmi, received a voucher worth 10 000 euros for purchasing a new car.

The Act for Recycling Award is delivered as recognition of a significant and innovative solution related to the utilization of waste and recycled raw material in the field of environmental management. The award is presented by the Association of Environmental Enterprises and Uusiouutiset -magazine (Finnish Recycling News).

Additional information:

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