

As a result of inspections conducted in collaboration with ASCIT managing body of Capannori Municipality it has been found a huge amount of COFFEE CAPSULES. Capannori Research Centre in Tuscany has opened a "case study" on this type of packing finding a project error of the same.

Dear Lavazza,

Since June 2010, Capannori (46,000 inhabitants and home to Italy's most important paper district) had promoted the project "Concrete Steps Towards Zero Waste" based on the establishment of ZERO WASTE RESEARCH CENTRE. The Research Centre, equipped with an operating team and a scientific Committee chaired by Professor Paul Connett, aims to study the composition of the Residual Waste "downstream" of separate collection who has reached the average of 81% (certified by Tuscany Region). Starting from last July the operating team of the Research Centre within which both skilled waste management experts and engineers work, had made several visits at the waste transfer station of the municipality where not recyclable waste is taken.

Through these surveys conducted in collaboration with ASCIT managing body it has been found a large amount of COFFEE CAPSULES. On the subject ASCIT has confirmed that the information given to the users about the management of this package is to place it in the container of the "residual" to be sent for disposal as case of plastic partially contaminated by residual coffee powder. In 2007 Capannori was the first municipality in Italy to adopt ZERO WASTE RESOLUTION by 2020 ranking among the many worldwide municipalities, mainly in California and the USA as well as in Canada, Australia, South America and now also in Europe, to pursue this aim; also in the municipality separate collection has reached optimal levels that demonstrate a high level of accountability of the entire community.

It's extremely important and necessary to acquire the producers' collaboration especially if the consequence of their products is represented by not having any waste alternative to disposal operations. For this reason the research center has opened a "case study" on this type of packing finding a project error of the same (Luca Roggi's slides from the Research Centre) to open without any controversy a "shared path" for a new coffee capsule design able to overcome the difficulties users have to recycle it. During Capannori national seminar held last 20 - 21 November came out a range of alternatives that we would like to discuss with you, also considering the need for manufacturers to head more and more towards the direction to become responsible for their products from "cradle to grave".

In this accountability process resides the chance of winning the "challenge of environmental sustainability" to which everyone, citizens, businesses and public bodies, are called to answer.

Your willingness to have a constructive dialogue would be of great importance not only to help resolve a "critical aspect" on a proper waste management but also to start a positive process in the application of liability extended to companies linked to environmental and ethics sustainability.

The project manager Rossano Ercolini

English translation Giusy Cicero