



AreYouR: A Facebook Page for the World of Plastic Recycling

Plastic recycling! An historic moment where consumers are improving their consciousness on plastic waste, its disposal and the need to do something more for its management and reuse.



Within the plastics and recycling industry, we have the duty and responsibility to communicate to the general public what life would be like without plastics. We're the first ones to say that something needs to change about plastics. But removing or replacing plastics is not the solution. The primary issue which we should reflect and work on is, in fact, how plastic products are produced, and then efficiently recovered from consumers for recycling. Proper management of plastic products, from design and production to recovery for recycling, will grant new life to products currently being incinerated or landfilled. Moreover, it will lower waste and reduce pollution.

Program Description

We all have seen pictures and videos and read articles against plastics that lead people to complain and accuse plastics as the sole problem. Can we do something else instead? FIMIC, along with three other companies based in Italy – TECNOFER, GAMMA MECCANICA, FILTEC – and the trade association Plastic Recyclers Europe, came together to create the AreYouR project on Facebook. AreYouR is a communication project directed to raise awareness among European citizens about the environment and the benefits connected to plastic recycling. Our Facebook pages today include: AreYouR Italia - AreYouR Dutch - AreYouR German - AreYouR Spanish - AreYouR Greek - AreYouR Portuguese. In 2020, AreYouR English and French will be opened, as well.

After only 1 ½ years, the AreYouR Facebook pages have reached over 36.000 followers. Every day, a new discussion is born between people who, not knowing each other, pursue the same targets: a cleaner planet and a circular economy!

By highlighting this issue, by making people think upon it, by creating spaces where discussions and debates can arise, by sharing factual information along with real examples in the field, we believe we can modify common beliefs that are often based on incorrect information.

This is the way things change... by acting all together.



Contact Information

Website: www.AreYouR.org/en

*Thank you for participating in the 2020 Showcase!
Your commitment to plastics recycling is greatly appreciated.*

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