

Environment Minister Antonio Brack was wearing a suit fully made from recycled material

Paper recycling campaign officially launched

- ***Paper recycling campaign is aimed at creating awareness of the importance of paper recycling.***
- ***Paper collection campaign will directly benefit "Fundades" and "SOS Aldeas Infantiles".***
- ***Every month, a high-profile person wearing recycled clothing will promote the campaign.***

Lima, January 22, 2008.- The first paper recycling campaign called "Recíclame, cumple TU papel" was officially launched today to help create awareness of the importance of recycling paper and properly channeling environmental conservation efforts. However, as if that were not enough, this campaign has some sort of bonus track: all the paper to be collected will not only help protect the environment, but will also help fund grants that will benefit children receiving support from "Fundades" and "SOS Aldeas Infantiles".

Environment Minister Antonio Brack announced the start of this campaign today at the "Perez Aranibar" child care institution. To prove his commitment towards this campaign and stressing that paper recycling is extremely important for his office and the country, Brack wore an original suit (pants, jacket, vest and tie) fully made from recycled paper, designed for him by the well-known fashion designer Amaro Casanova.

According to Juan Carlos Belaunde, Corporate Affairs Manager with Kimberly-Clark Perú and Chairman of the National Society of Industries' Paper and Cardboard Committee – which is leading the campaign – the paper collection mechanism is very simple, as there are paper collection containers in all "Wong", "Metro", "Vivanda" and "Plaza Vea" supermarkets. *"In the case of companies, there's a dedicated phone line which they can call (0800-00404). In this way, we will help collect larger volumes of paper"*, Belaunde explained. He also announced the creation of a website www.reciclame.net, which will be very useful to promote the recycling culture and gauge campaign performance.

Children and Paper Recycling Ambassadors

Belaunde pointed out that this campaign will have a direct social impact, as it will directly benefit children supported by "Fundades" and "SOS Aldeas Infantiles", who will receive grants consisting of 1-month treatment or support, as the case may be, for every 1.6 tons of paper collected. *"We want to combine efforts with the support of people and companies to benefit institutions that work with the neediest children. That's why every month we will designate a high-profile sports, TV, culture or political figure to serve as Paper Recycling Ambassador and help boost the campaign"* Belaunde stressed, pointing out that Paper Recycling Ambassadors will be wearing clothes fully made from recycled paper. These garments will be designed by talented youths and well-known national fashion designers.

As explained by Belaunde, the paper recycling campaign will help reduce informality, as there are more than 100,000 informal recyclers working nationwide; generate decent jobs; and foster a better use of natural resources and a more efficient use of sanitary landfills. In turn, the idea is to try to reduce recycled paper imports, which brings about foreign currency savings and energy savings of up to 25% in paper manufacturing.

Balaunde pointed out that one of the objectives of this campaign is to stop importing recycled paper (at present, more than 30% is imported by the paper industry). The country generates every day 13,000 tons of wastes, of which paper accounts for 20%, which could be recycled.

In disclosing the details of the paper recycling campaign, Belaunde also announced the I National Recycling Forum and the publication of a book by year end, stressing the importance of reducing paper consumption, reusing paper and, when appropriate, recycling paper.

"Recycling is one of the best options available to take good care of the environment. For every ton of recycled paper, we avoid cutting 20 trees", Environment Minister Antonio Brack said, stressing that unfortunately many recyclable solid wastes are still being disposed of.

Let us recall that several measures have already been taken to promote recycling in the country. In April 2006, Kimberly-Clark Perú started a program called *Nuevo Papel de la Solidaridad* together with "Fundación para el Desarrollo Solidario" (Fundades), which has made it possible to provide medical treatment to 600 disabled children at different rehabilitation centers. In 2008, the scope of the recycling proposal was extended to benefit also "SOS Aldeas Infantiles", an entity that shelters extremely needy children, guaranteeing a better quality of life, education, and protection.