



Damm has recycled 29 tons of cans over the last 5 years within the framework of its recycling campaign

- **In line with its bet on a circular economy, the company has installed 400 can compactors along the Mediterranean coastline, which allow it to recycle the aluminum that is recovered**
- **Then brewery launched its aluminum recycling awareness campaign in 1994 along the beaches of the Mediterranean, through which over half a million cans are recovered every summer**

Barcelona, September 22, 2022. - Damm's bet on promoting a circular economy model that allows it to revalue the life cycle of raw materials and other materials used, goes beyond their own operations. It extends to the rest of society through sensitivity and awareness raising actions regarding the responsible use of resources. In this context, the company has recycled 29 tons of cans over the last five years, by means of the more than 400 can compactors they have placed every summer on the beaches of the Mediterranean coastline. These compactors guarantee a proper separation of aluminum for its subsequent recycling and reuse.

As a company that adheres to the United Nations World Pact, Damm works to comply with the ODS 12 to propel sustainable consumption and production models by means of projects that promote the reduction, recycling, and reuse of raw materials. Damm launched this pioneer initiative 28 years ago to raise awareness and educate the public with regard to the importance of recycling aluminum cans. By installing compactors close to beach areas, the project has allowed the company to collect **over half a million cans every summer**, the recycling of which reduces CO2 emissions by a volume equivalent to that produced by a car running its engine non-stop for over a year.

The can compactors installed by Damm along the coastline allow end users to easily recycle the cans they consume. Each compactor can take 2,000 aluminum cans, which are accumulated in sacks that allow for easy transfer to the recycling plant. Once at the recycling plant, the aluminum the cans are made of, which is 100% recyclable, is cleaned and melted, creating new aluminum sheets suitable for a new use, thus closing the material's circular cycle.

The campaign has become an effective method of raising awareness with regard to the need for recycling and reusing aluminum cans. The aluminum production process stemming from recycled aluminum cans reduces energy consumption and CO2 emissions by 95%, compared to the primary aluminum production process.

"We are exceedingly proud of the fact that our annual can recycling campaign continues to grow year after year, and that more and more citizens are encouraged to recycle all the aluminum containers they consume at beaches and surrounding areas. Simply depositing cans in the appropriate container is a gesture of vital importance in giving a second life to such a valuable material as aluminum, thus promoting a circular consumption model", said **Juan Antonio López Abadía**, Energy and Environment Optimization Director at Damm.

Damm and its firm commitment to sustainability

Recycling, and betting on a circular economy are two of the main axes that are the backbone of Damm's sustainability strategy. In order to reduce its environmental impact, the company has launched different projects geared towards reducing consumption of the elements used in containers and packaging over the last few years, by improving manufacturing and quality control through technology, and replacing those materials with the greatest environmental impact for sustainable materials. Currently, 51% of beer containers used by Damm are recyclable (this number reaches 65% in the case of Estrella Damm) and 100% are recyclable.

In 2020 **Damm became the first brewery in the nation to eliminate the use of plastic rings to**

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hold six-packs together along with their colorful, plastic wrappers, switching instead to 100% biodegradable cardboard from forests that are cared for in a sustainable and responsible manner. Furthermore, the company obtained the ASI (Aluminum Stewardship Initiative) Performance Standard and Chain of Custody Standard certifications last year, becoming **the first beverage company in the world to obtain this double certification**, which guarantees high environmental, ethical, and social standards for the entire aluminum chain, from production to can manufacturing, the brewing of the beer, and recycling.

Más información: <https://www.dammcorporate.com/es/compromiso-sociedad>