



The Waste 2 Value project inaugurated at the Centronova Shopping Center

The partnership between Camst Group-IGD Siiq-Coop Alleanza 3.0 and the municipality of Castenaso leads to a circular economy project which transforms waste into resources

Bologna, 28 March 2023. “Waste 2 Value”, the circular economy project involving **Camst group, IGD Siiq, Coop Alleanza 3.0 and the municipality of Castenaso**, under the supervision of **Impronta Etica** and sponsored by **ATERSIR**, was inaugurated this morning at the **Centronova Shopping Center in Villanova di Castenaso (BO)**.

The goal of Waste2Value is to **create an innovative circular economy model for the recovery of food scraps by turning them into “new products”**. The operators along the food chain, from large scale distribution to food & beverage businesses, in fact, have a key role in the reduction and recycling of the food waste which, based on FAO’s estimates, reaches around 1.3 billion tons per year or one third of all the food produced for human consumption worldwide.

In the Camst and Coop snack bars located inside the shopping centers coffee grounds and orange peels will be collected at the end of the day. The **La Fraternità** coop will then gather the waste and put it in the compost bins, which are inside boxes painted by the young Bolognese artist Hazkj, and transform them into a soil amendment, a natural fertilizer which will be used to maintain the green zones inside the shopping center and a few vegetable gardens managed by local communities. The amendment will improve the physical characteristics of the soil and enhance the absorption of water and nutrients.

The community was actively involved in the program, as were a large number of stakeholders, during both the conceptual and development phases. **Two hackathons**, namely two creative marathons with around 80 participants comprised of students and internationally renowned researchers, were held in order to address topics relating to food waste and the development of an innovative model which would give a new life to food waste by transforming it into a resource. The involvement of **Coop Alleanza 3.0, Camst group, IGD Siiq** and those already committed to fighting food waste, allowed the participants to work as a team on the concrete development of this project in a precise location, namely Centronova.

The inauguration of the composter took place in two phases. At 9:30 a.m. two classes of elementary school students from the town of Castenaso, along with the volunteers that take care of the community vegetable gardens, went through the whole cycle of transforming waste to fertilizer beginning with the Camst and Coop Alleanza 3.0 snack bars. Then time was dedicated to the institutions involved in the project with a welcome speech from Carlo Gubellini, mayor of Castenaso, followed by the presentation of the project by Sara Teglia, Impronta Etica’s coordinator and the speeches given by Rossella Saoncella, Chair of IGD Siiq, Mario Cifiello, Chair of Coop Alleanza 3.0, Francesco Malaguti, Chair of Camst group, Francesco Tonelli of the La Fraternità coop and Vito Belladonna, Director of ATERSIR.

The event ended with the ribbon cutting ceremony and the usual photo ops which involved all the project partners who were photographed with the elementary school students and the local communities in the hope that Centronova might become an example for similar projects in the future.



Camst group

Camst group is a Benefit Cooperative Company. Born in 1945 in Bologna, today the company is one of the main players in Italy's collective catering market (schools, companies, hospitals, nursing homes) and is also active in commercial catering with the brands Tavolamica and Dal 1945 Gustavo Italiano, while event catering is carried out through Dettagli catering. Over the years the company has also expanded its business to include facility management, focusing on soft services (industrial cleaning), tech (maintenance and energy management), as well as control and remediation of environmental contamination through the Life Science Solutions division. The numerous catering and facility management services provided guarantee that Camst group is more than a choice for both private and public customers; its vocation for sustainability ensures more than a choice for people and the environment. The group is present throughout Italy and abroad, with more than 15 thousand employees, total sales of 680 million euros and 92 million meals served in the year (figures for FY 2021). For more information see: camstgroup.com

Coop Alleanza 3.0

Coop Alleanza 3.0 was born in 2016 following the merger of Coop Adriatica, Coop Consumatori Nordest and Coop Estense, but has more than 100 years of history in the Italian cooperative movement. It is Italy's largest consumer cooperative with more than 2 million members, over 350 stores spread out along the Adriatic coast from Friuli-Venezia Giulia to Puglia. Coop Alleanza 3.0 blends an entrepreneurial spirit with an ethical and social dimension which is expressed through its commitment to responding to the needs of individuals and the community, to sustaining the local economy, as well as legality, solidarity and culture. Coop Alleanza 3.0 cultivates and practices the idea of harmonious development that inspired its Sustainability Plan, a group of commitments consistent with the 17 Global Goals included in the UN's 2030 Agenda for Sustainable Development.

IGD - Immobiliare Grande Distribuzione SIIQ S.p.A.

Immobiliare Grande Distribuzione SIIQ S.p.A. is one of the main players in Italy's retail real estate market: it develops and manages shopping centers throughout the country and has a significant presence in Romanian retail distribution. Listed on the Star Segment of the Italian Stock Exchange, IGD was the first SIIQ (Società di Investimento Immobiliare Quotata or real estate investment trust) in Italy. IGD has a real estate portfolio valued at circa €2,080,9 million at 31 December 2022, comprised of, in Italy, 19 hypermarkets and supermarkets, 27 shopping malls and retail parks, 1 plot of land for development, 1 property held for trading and 6 other real estate properties. Following the acquisition of the company Winmark Magazine SA in 2008 14 shopping centers and an office building, found in 13 different Romanian cities, were added to the portfolio. An extensive domestic presence, a solid financial structure, the ability to plan, monitor and manage all phases of a center's life cycle, leadership in the retail real estate sector: these qualities summarize IGD's strong points.

Impronta Etica

Impronta Etica is a non-profit organization born in 2001 to promote sustainability and Corporate Social Responsibility (CSR), which aims to promote sustainable processes and encourage its members to transform the focus on innovation into experiences as leaders in sustainable competition. Impronta Etica, together with its members, supports the need to work with others to create an economic and social model shaped by sustainable development in which the organizations are the engines of shared value creation. The Association is open to dialogue with domestic, as well as global, institutions and international organizations.

Press Office Camst Group True Public Relations

Carlo Prato
Mob. 335 6506483
Mail: c.prato@true-rp.it

Isabella Rhode – Eleonora Errico – Giulia Cavanna
Mob. 320 0541543 – 335 100279 – 346 3043798
Mail: press@true-rp.it