

**CONAI presents "Renaissance for the environment",  
the new awareness campaign for recycling.  
By Connexia.**

*The Consortium confirms its collaboration with the Milanese creative agency to produce a focused communication campaign on the "Art of recycling" which celebrates the 25th anniversary of CONAI.*

Milan, 13 September 2022 - **CONAI**, the National Packaging Consortium that guarantees the achievement of European recycling targets in Italy, is celebrating 25 years of activity with a creative campaign conceived by **Connexia**, a Milanese marketing and communication agency that is part of the **Retex** Group.

The project stems from the need to promote the Consortium's key message: packaging is **not waste, it is a resource**. And, thanks to recycling and recovery processes, packaging can be reborn and help to protect the planet.

Inspired by the concept of **rebirth**, Connexia uses the world of art to amplify the message through the creation of a **photo gallery** entitled "**Renaissance for the environment, through the art of recycling, packaging becomes a masterpiece**": steel, aluminium, paper, wood, plastic, bioplastic, and glass are the subjects of **14 Renaissance-inspired shots** that have been revisited in a modern way. Led by the **creative direction of Anna Vasta and Adriano Aricò**, the team gets to the heart of the matter.



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Guiding us in this virtual art gallery is **Nicolas Ballario**, a journalist and curator of contemporary art who, in seven episodes of branded content, reveals the parallel between Renaissance art and recycling: *"The human being at the centre of the world. This is the Renaissance. And this is exactly what Renaissance for the Environment is about: the importance of human beings in relation to the environment we live in and which we have a duty to protect"*.

The virtual art gallery, which can now be visited on the Consortium's Facebook, Instagram, and YouTube channels and on the conai.org website, has also become a physical exhibition: the preview seen at the **Rimini Meeting 2022** will be available between the end of 2022 and the beginning of the new year.

*"We are very satisfied with our solid collaboration with CONAI and with the concept behind the " **Renaissance for the environment** " project, says **Massimiliano Trisolino, Managing Partner Strategy & Creativity of Connexia**. The campaign highlights values to which we are particularly attached: first and foremost the importance of protecting the environment. We are convinced that using different forms of expression in a very striking manner involving the world of art can be an effective way to promote a new vision of waste, enhancing its intrinsic value and potential contribution to reducing the impact of mankind on the planet. It is a creative experiment that we are passionate about and that we hope will involve and sensitize as wide an audience as possible "*.

*"A new way of paying homage to the seven packaging materials - steel, aluminum, paper, wood, plastic, bioplastic and glass - through the language of art", says **Luca Ruini, CONAI President**. "It is increasingly important to consider this type of waste as a resource produced by our cities - it is a real 'metropolitan mine'". These 14 shots*

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Connexia Società Benefit S.r.l.

Single-member company

Via B.

.36. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. VAT No. 12205240158 Euro Share Capital 500.000,00 i.v. · R.E.A. 1537791

[info@connexia.com](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)



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*remind us of this. Through "Renaissance for the environment" packaging becomes a precious material that can be transformed and given new life. And we Italians, who live in the country that was the cradle of the Renaissance, are aware of this: Italy ranks first among major European countries for per capita recycling of packaging".*

Link to the "Renaissance for the environment" campaign:

[https://www.youtube.com/watch?v=bfqml\\_u231g&list=PLm5njANrmq0CvleWOKDcBSVXV1E0pVF9Z](https://www.youtube.com/watch?v=bfqml_u231g&list=PLm5njANrmq0CvleWOKDcBSVXV1E0pVF9Z)

## Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)

## CONAI

CONAI is a private non-profit consortium made up of packaging producers and users, founded in 1997 in the application of the Ronchi Decree. The Decree assigned to the Consortium institutional roles and tasks of planning, connection, and coordination involving the entire packaging waste management system: CONAI is responsible for guaranteeing the achievement of the recovery and recycling objectives envisaged by European legislation and transposed by Italian legislation, and the necessary coordination with the separate waste collection activity carried out by the Municipalities, promoting cooperation between all private operators. The Consortium, which currently includes around 750,000 companies, represents Italy's first business model of a circular economy involving the private management of a public interest such as environmental protection, with a view to a shared responsibility between companies, public administration, and citizens of the process ranging from the production of the packaging to the management of its end of life. CONAI gives citizens the guarantee that packaging waste from separate collection is fully utilized through correct recovery and recycling processes. Indeed, seven supply chain consortia are part of the CONAI system that guarantees the collection and recycling of packaging waste conferred by citizens in separate collections: RICREA for steel

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packaging, CIAL for aluminum packaging, COMIECO for packaging in paper and cardboard, RILEGNO for wooden packaging, COREPLA for plastic packaging and COREVE for glass packaging. In December 2020, the seventh Consortium of the CONAI system began to take its first steps: BIOREPACK, for the organic recycling of biodegradable and compostable plastic packaging.

[www.conai.org](http://www.conai.org)

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