



CONNEXIA

A RETEX COMPANY

"When it comes to differentiated waste sorting, nobody can remain indifferent".

CONAI is back on the radio with a campaign dedicated to the new environmental labelling. Signed by Connexia.

Milan, 8th of May 2023 – **CONAI**, the National Packaging Consortium that ensures European recycling targets are met in Italy, is back to raise consumer awareness with a **creative campaign** devised by **Connexia**, the marketing and communications agency of **Retex**.

The subject of the new communication campaign is the **mandatory environmental labelling of packaging**, effective from 1 January 2023. An innovative tool which enables companies to provide information about the materials which make up their packaging and how to dispose of them correctly thus helping citizens to separate their waste efficiently and improve the recycling process.

Thus, it becomes important to raise consumer awareness by inviting them to read the environmental labelling on packaging, in order to avoid mistakes as they separate their waste.

The creative idea takes its cue from the place where people find themselves dealing with their waste on a daily basis: the home. Hence **Stella and Gabriele**, aka **Casa Abis**, were called on to collaborate in the creation of an **integrated social and radio campaign** in which we see and hear the comic duo as each blames the other for their mistakes, **breaking down the wall of indifference about waste collection**, playing on the couple's stereotypes with the irony and lightness that have made them popular on social media.

Connexia Società Benefit S.r.l.

Single-member company

7 Via B. Panizza, 7 · 20144 Milan · tel +39 02 8135541 · fax +39 02 89180056

Tax ID code and VAT ID 12205240158 · Share capital Euro 500,000.00 fully paid up. · Economic administrative index 1537791

info@connexia.com · www.connexia.com



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Launched on 1 May 2023, the **social campaign** is disseminated through **three forms of dedicated branded content**; It will be **transmitted by Radio RAI until 14 May with a 30"** format spot, supported by live broadcasts of Casa Abis in the course of several programmes on the main national radio station.

*"The new environmental labelling requirements for packaging posed a real challenge for the business fabric of our country," commented **Luca Ruini, CONAI President**, "A challenge addressed jointly by the Ministry of the Environment and Italian companies that led to the drawing up of clear Guidelines. Now we need to accomplish the final step: persuading citizens that they must do their part, checking and reading the labels on the packs and following the correct waste separation instructions. This new campaign is therefore the culmination of more than two years' work. I am confident that the results will surprise us."*

*"We are really very pleased with the latest creative campaign, designed for Conai," declared **Massimiliano Trisolino, Managing Partner, Strategy & Creativity, at Connexia**, "In addition to the educational aspect, something we have always prioritised and kept aligned with Conai's value set, the campaign on the new environmental labelling represents a new opportunity for our team for stimulating creative exchange, within a consolidated relationship of collaboration and mutual trust."*

Credits

Creative agency: Connexia

Executive Creative Director - Adriano Aricò

Creative Director - Anna Vasta

Copywriter - Elena Briganti

Art Director - Martina Mora

Client Director - Francesco Ferrario

Senior Account - Filippo Di Lella

Account - Eloise Bellati

Talent: Casa Abis

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Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. 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 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

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