

## PRESS RELEASE

### BARCOLANA51: ACEGASPSAMGA STARTS COLLECTING PLASTIC IN DESPAR STORES TO CREATE THE LARGE SARDINE "ALICE"

***Between July 7<sup>th</sup> and August 9<sup>th</sup> plastic collection points will be available in 12 Despar stores for this art installation. AcegasApsAmga will empty the bins everyday and give the collected plastic to SCART artists.***

Trieste, 5 July 2019 - *Between July 7<sup>th</sup> and August 9<sup>th</sup> special collection points will be available in 12 Despar stores. Plastic waste will be turned into the large sardine "Alice", a ten metres long art installation which will be the symbol of Barcolana51.*

*With the help of a special team, AcegasApsAmga will empty the bins and give the collected plastic to SCART artists.*

*For example, Triestinis can take their blue, transparent or white bottles to collection points in order to accomplish this special mission: plastic will be selected and then collected to create a large sardine called "Alice", the symbol of Barcolana51, a big art installation sponsored by AcegasApsAmga, Hera Group, Herambiente and Despar (together with Barcolana and Trieste Town Council) to be exhibited in October.*

A ten metre long plastic fish will stay in Piazza Unità for two weeks: for this work of art the Academy of Fine Arts of Florence and SCART artists will approximately use ten thousand plastic bottles and caps. Now it's up to the citizens to provide the raw material by bringing their plastic waste to the special collection points of the initiative "Dalla PARTE del MARE", available from this Sunday to August 9<sup>th</sup> in 12 Despar stores in Trieste.

The goal of this project is to raise public awareness about plastic waste, as well as involve Triestinis in this initiative so that they can give the best possible "raw material" and create an extraordinary sardine: Alice will be an important but also beautiful symbol of the fight against plastic.

The project "Dalla PARTE del MARE" wants to be part of that online community that is looking for good practices to substitute plastic with sustainable materials. That is why those who dispose of the "right" plastic in the collection points are asked by Despar, Barcolana and AcegasApsAmga to post a picture either on Facebook, Twitter or Instagram to create a special photo gallery and work as a team to make the sardine.

#### Joining forces to reduce plastic waste

The initiative is part of the project "Dalla PARTE del MARE", launched on June 21<sup>st</sup>, thanks to the collaboration of AcegasApsAmga, Hera Group, Despar, Trieste Town Council, Friuli Venezia Giulia Region and Barcolana. This year world's biggest regata will join forces to raise awareness about plastic waste and its environmental impact, due to improper disposal.

Together with ZeroImpactEvent, Barcolana's claim since 2016, AcegasApsAmga, Trieste Town Council and Barcolana have developed #UnPlasticTrieste to emphasize the importance of all the initiatives aiming to reduce plastic waste or the general environmental impact of the event. This multi-utility will not only increase separate waste collection in all the event venues or install water dispensers, in order to reduce plastic bottles use, but it will also give to all participants a special disposal kit that will help them on board.

The Ambasciatori della Differenziata (recycling ambassadors) will encourage and help visitors and shopkeepers disposing of their waste properly: this will especially concern the food and drink area where, from this edition on, plastic is banned and only disposable dishes, glasses and cutlery will be used.

SCART exhibition arrives in Trieste: the beautiful and useful side of waste

After its great success in 6 Northern Italy locations, SCART The beautiful and useful side of waste arrives for the first time in Trieste for Barcolana51, exhibiting exclusive works of art and art installations made from waste. Works were created by teachers and students of the Academy of Fine Arts of Florence and of the Academy of Fine Arts of Bologna and will be exhibited in Sala delle Colonne (Palazzo della Regione, entrance from river) from October 4<sup>th</sup> to October 20<sup>th</sup>.

### **Despar collection points**

#### **Despar – 111 via Fabio Severo.**

Despar – 39/41 via D'Annunzio

Despar Centostazioni – 8 piazza Libertà

Despar – 65 via Molino a vento

Despar – 6 via Rossini

Despar – 19 via Combi

Eurospar – 7 via dei Leo

Eurospar – 7 largo Barriera vecchia

Eurospar – via Koch

Eurospar – 56 via Flavia

Despar Maurizio Melon – 4/b via Stuparich

Despar Sexta – 86 via Strada di Fiume

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