THE 2021 FINAT SUSTAINABILITY AWARDS

www.finat.com/sustainability
SUSTAINABILITY
Sustainable practice is key to the self-adhesive label industry and has been recognized as one of the 6 pillars for FINAT’s strategy.

In addition to the growing availability of sustainable and economically-viable recycling solutions for secondary materials from the industry, companies are making concerted efforts to limit the amount of raw materials used, increase the use of recycled material and to limit the impact of labels on the recyclability of the labelled product.

For more information on FINAT’s initiatives for sustainability, including available solutions for release liner recycling, visit finat.com/sustainability

2021 FINAT SUSTAINABILITY AWARD
Is your company active in increasing the sustainability of its products and lowering its environmental impact using self-adhesive labels? Then apply now to the FINAT Sustainability Award competition and be recognized for leading the industry by example!

The 2021 FINAT Sustainability Award will recognize efforts of the self-adhesive label industry to:

- **Reduce**
  - Reduction of material used and/or waste generated
  - Using more sustainable feedstocks (e.g., recycled material)
- **Reuse**
  - Enabling reuse of labelled containers
- **Recycle**
  - Recycling of material generated by the self-adhesive industry (matrix, liner and labels)
  - Improving recyclability of labelled containers

WHAT CAN I WIN?
In recognition for your efforts, winners will be interviewed in a showcase video, and the initiative will be featured in an article in Labels and Labelling. The winning initiative will be prominently promoted in FINAT news and on the FINAT website.

Honourable mentions will receive special mention in a FINAT article, as well as on the FINAT website.

HOW DO I APPLY?
Enter the competition for free by providing details on the initiative here:

Deadline for submission of initiatives is August 31st 2021, 17:00 CET.

JURY
All entries will be judged by an independent panel of representatives from the industry, chaired by Jacques van Leeuwen, former recycling consultant of FINAT and industry veteran in the field of sustainable initiatives for the industry.

CRITERIA
Eligible projects or initiatives will be evaluated on the following criteria (in order of importance):
1. Potential for the industry
2. Cooperation along the value chain
3. Originality
4. Achievements

CONDITIONS
Entry is open to all label converters and labelstock suppliers, as well as brand owners. Projects started in 2019-2020 qualify for the competition, and at least one FINAT member must be involved in the initiative.

For more information, please contact FINAT’s Regulatory Affairs manager, Pablo Englebienne, at +31 70 312 3910 or penglebienne@lejeune.nl, or visit the FINAT Sustainability portal at www.finat.com/sustainability
ABOUT FINAT

FINAT, founded in Paris in 1958 with headquarters in The Hague (The Netherlands), is the European association for manufacturers of self-adhesive labels and related products and services.

FINAT has set sustainable practice of the industry as one of the 6 key strategic areas.

To this end, FINAT has launched a sustainability portal containing comprehensive information on available release liner recycling solutions in multiple languages, and an information campaign to educate the industry on the opportunities for release liner recycling. FINAT and TLMI have produced a harmonised LCA Guidance Document and sector approach to provide insight into the environmental hotspots of the complete life cycle of a self-adhesive label, as well as opportunities to improve.

FINAT is a founding member of CELAB Europe, a member of the International Confederation of Paper and Board Converters in Europe (CITPA) and the International Technical Centre for Bottling and Related Packaging (CETIE), a supporter of the European Paper Recycling Council (EPRC), the European Declaration on Paper Recycling and RecyClass, and an associate member of HolyGrail 2.0. FINAT actively engages in dialogue with downstream users, lawmakers and stakeholders to optimize the interaction between labels and the labelled products.