

# WE BELIEVE IN RECYCLING AS

an **opportunity** to give new life cycles to  
wasted materials and places

a **strategy** to maximize tangible and  
intangible resources

a **tool** to enhance knowledge and skills

a means to **aggregate** companies, institutions,  
organizations and people

an **approach** to new production and  
consumption models

an **opportunity** to create a bridge between  
business and culture

an **opportunity** to create value and revenue  
opportunities