

Infopress Group sustains the Ecoatitude Campaign

Between 15th September and 1st December, Infopress Group is the official partner in the **EcoAtitudine Campaign**. Launched by the Reporter Press Group in partnership with the Agencies for Environment Protection and the local environmental authorities from Harghita County and Covasna County, the project „**EcoAtitudine = Responsibility, Information, Action**” is an ecological campaign addressed to the primary and secondary school attendants. The main objective is to determine the students to realize the importance of the environmental saving. It consists of various thematic activities, as the “Ecology Classes” or the contest between the schools, which are competing for the selective collection of the paper, cardboard, plastic (PET), glass or electronic waste.

Infopress Group is sustaining the campaign by financial and human support. Therefore, it prints the necessary advertising materials, helps in organizing the Ecology Classes and gets involved into the education process of what a clean and protected environment means.

Over the years, Infopress Group has been continuously manifesting its interest in selectively collecting and recycling the production waste. Anually, the company collects and valorize through recycling ~ 9000 t paper – cardboard and ~ 40 t plastic material. As a result of its environmental actions, in August 2010 Infopress Group Romania received the FSC certificate (Forest Stewardship Council), being the first certified printing house of the country. Presently, 20 – 25 % of the used paper is certified, delivering FSC products.

For additional information,
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