



JOVANOTTI'S JOVA BEACH PARTY CHOOSES SINGLE-USE PAPER PACKAGING

Seda International Packaging Group, WWF Italy and Comieco join forces to ensure the festival meets its sustainability and recycling goals for the single-use paper cups & containers in the #JovaFoodGood village

Naples, 1 July 2022 – Single-use paper packaging will serve the catering needs of the Jova Beach Party 2022 village starting from tomorrow in Lignano Sabbiadoro, the first stop in Italy's most eagerly-awaited touring music festival. Helping make the tour more sustainable, the Seda International Packaging Group, World Wildlife Fund Italy (WWF Italia) and recycling association Comieco have partnered to ensure that the Italian multinational's fully recyclable single-use paper cups and food containers – set to be used by thousands of fans in the #JovaFoodGood villages – will actually be recycled, reaping the full benefits of the renewable raw material used to make them.

“Making an informed choice and opting for a certified renewable material like paper, which is both fully recyclable and widely recycled, brings significant environmental benefits”, commented **Antonio D’Amato, President of Seda International Packaging Group** (www.sedagroup.com). “Just consider drinking water consumption: We’re living in historic times, impacted by emergencies every day, including chronic water stress caused by global heating. Single-use paper packaging helps save water and reduce CO₂ emissions compared with the reusable alternatives.”

It was the singer-songwriter Jovanotti himself who insisted on this virtuous circle. But it revolves around the thousands of people who will throng to the Jova Beach Party village at every event. They are at the circle's centre and will play a key role in keeping the beaches that host the festival clean and healthy.

“As always, it takes people to make a difference, and the Jova Beach Party will be no exception,” explained **Carlo Montalbetti, Managing Director of COMIECO** (www.comieco.org). “By placing their used paper packaging in the right bins, they’ll set in motion the recycling cycle that Comieco promotes as a perfect example of the circular economy in action. Italy has already achieved a recycling rate of over 85%, meeting and exceeding the EU’s 2030 targets.”

Helping ensure every single-use paper cup and container is disposed of properly, they each feature an informational message from the WWF, Comieco and Seda, together with a QR code that takes the user to the partnership's [web page](#) with more information on sustainably-sourced paper and its recycling.

All the paper that Seda uses to make the cups and containers used in the #JovaFoodGood villages comes from certified European paper mills. That's an informed choice which contributes to the growth of Europe's green lungs and helps combat global heating, with from 3 to 5 trees being planted for every tree used.

“Sustainability is a complex challenge that's, however, crucial to our future,” observed **WWF Italy Head of Sustainability Eva Alessi** (www.wwf.it). “We need a new approach that brings companies, the general public and institutions together, involving them all. Our partnership with SEDA and Comieco aims to promote this new approach, applying it in even the most complex situations. Our natural, economic and social systems are all closely interlinked, making it increasingly important to adopt a circular economy model and apply it all times, including at big events. That's an approach which depends on linking and combining skills and specialisms with the aim of reducing the impact of our lifestyles on nature.”

Note to the Editor

The scientific evidence for the environmental superiority of single-use paper tableware can be found [here](#).



Further information:

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