



## **Recapacicla: how to recruit older generations for sustainability**

**LOCATION:** Béjar, Almería

**VTR:** 1'26"

**SUMMARY:** The 'Recapacicla' program promotes awareness among older people over the importance of recycling in response to the lack of recycling consciousness of this sector of the population, the over 65's, made out of more than 8 million people in Spain. A very significant figure if we consider that just in Andalucía, each household generates around 1.5 kilo of waste per day. Through several sessions, our seniors particularly learn how to classify garbage. In addition to these workshops run by the regional government as well as the company ECOEMBES and Ecovidrio, they also get to socialize.

**VTR:**

At their age they still have a lot to learn. Here they learn about the importance of recycling and how to classify household waste correctly.

**Recapacicla Program Participant** *"I used to rinse out milk cartons, but they've told me that this can contaminate water and that I should not do it, so that is something I now know."*

With a little imagination they realize how to re-use something that before would go straight to the bin, as an example, how to make aromatic flowers out of egg cartons.

**Recapacicla Program Participant** *"To re-use it, because we can re-use everything, we have to do everything we can to help nature."*

**Recapacicla Program Participant** *"We can use anything, you can even make a belt with can rings, I've done it."*

Because they belong to a generation that did not get formal education in terms of sustainability. Also, this workshop is a way to fight loneliness. The program is promoted by the regional government and the companies Ecoembes and Ecovidrio.

**PEDRO ROSELLÓN**  
**Recapacicla Coach**

*"Elderly people tend to respond quite well to all kinds of activities and dynamics, particularly because they generally did not have a life full of educational opportunities and they are quite willing when given that kind of attention."*

With more than 8 million people in Spain over 65 years of age, the green crusade to try to make them self-conscious about this new way of doing things like recycling has just began.

For more information or support please call +34 647 310 157 or email [info@andalusianstories.com](mailto:info@andalusianstories.com)