

Every Can Counts made a perfect start in Belgium at the Tour de France arrival and the Libramont Fair

September 2017 – During summer 2017 the cross-European can recycling awareness programme Every Can Counts finally made it to Belgium and was present at the arrival of the Tour de France in Liège (July 2) and at the largest European agricultural fair in Libramont (July 28-31).

Over 30,000 spectators in Liège and as many as 210,000 visitors in Libramont had the opportunity to visit our stand, of which several thousand enthusiastically participated in our recycling awareness activities on the spot and online. Visitors could make small art objects, made from empty drink cans and were invited to ride on a special recycling bike with the purpose of crushing their used cans. To top it off, people could take fun 'recycling' pictures and win a bike. Indeed four lucky winners have been awarded a superb city bike, partially made from recycled drink cans!



The Facebook page of the programme (bilingual French-Dutch) is equally successful: launched in June 2017, it already counts 300 followers and its regular updates have reached more than 450,000 people in the Benelux region. The latest addition to the Facebook page is an online game contest nicknamed [#ReCycler](#) which is available in all participating Every Can Counts countries and will run until the end of September 2017.

Initiated by metal and can manufacturers, the programme was launched in the UK in 2009 and is now active in 12 European countries. Whether it is made of steel or aluminium, the beverage can is infinitely recyclable and its physical properties remain unchanged no matter how many times it is recycled. Today more than 7 cans out of 10 are recycled in Europe and this number is steadily increasing every year thanks to behaviour change campaigns like Every Can Counts which encourage Europeans to recycle their beverage cans wherever they are!

For more information:

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