

RECALL

Recycling of Complex AHP waste



AHP recycling pilot plant

AHPs (Absorbent Hygiene Products) represent 3–4% of municipal solid waste on average, and are generally incinerated or landfilled. The project implemented a patented technology for recycling post-consumer AHP waste, such as baby diapers, feminine pads and products for incontinence.



Zero waste



Recycling

The RECALL project brought to the market an economic and environmentally friendly solution for AHP consumers, municipalities, operators in the field of waste management and recycling, and AHP producers. It realized the first application of a recently proven new recycling process for post-consumer AHP waste. It includes separate AHP waste collection and recycling without combustion. Valuable secondary raw materials are recovered including high-quality cellulose, specialty plastics and super absorbent polymers.

The project was led by AHP manufacturer Fater SPA and waste management company Contarina and received funding between 2012–2015. After the EU funding period, the beneficiary was exceptionally successful in spreading the solution with many LoI signed and recycling plants planned. A follow-up project under the Horizon 2020 programme is being implemented, focusing on further valorisation: conversion of the recovered cellulose into building blocks and polymers, and transforming secondary raw materials into final products.

- **Product available globally**
- **Focused on the B2B sector**
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eco-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

Commercialisation results & areas of success



Annual turnover: €2–5 million



As of 2020, more than 20 pre-agreements signed with clients



5+ new AHP recycling plants in 5 years



20+ new employees since end of EU funding



First ever recycling plant with capacity of 10 000 tons of AHPs per year



A new AHP recycling plant is under construction in India



Recycling offsets more than 300 kg of CO₂ emissions per ton of AHP waste



In 2019, the project's expertise influenced the defining of an Italian End-of-Waste Decree for AHP products



More than 100 patents approved and registered worldwide



Launched in 2008, the Eco-innovation initiative was part of the EU's Entrepreneurship and Innovation Programme (EIP), set up to support innovation among SMEs and to improve their competitiveness. It was included in the EIP's annual work programmes.

The eco-innovation initiative bridged the gap between research and the market. It helped good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helped the EU meet its environmental objectives but also boost economic growth.

The LIFE programme has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The Close-to-market initiative's aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

LIFE can help you to sustain and thrive even after the end of the LIFE project.

HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals. Full details are available at <https://ec.europa.eu/easme/en/life>
<https://ec.europa.eu/easme/en/section/life/life-close-market-projects>

CONTACT

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