



## Press Release

16th October 2020



### **“Embrulha.” Project (Wrap it.) arrives at Póvoa de Varzim restaurants!**

Póvoa de Varzim municipality, in partnership with Lipor, reinforces its performance in terms of reducing food waste and advances with “Embrulha.”. The motto is simple: Who does not eat everything, Embrulha. (Wrap it.!

Going to lunch and dinner at a restaurant and your leftovers end up in the trash is no longer an excuse! With “Embrulha.” the aim is to promote the reduction of food waste by making biodegradable packaging available to participating restaurants for free, encouraging their customers to adopt sustainable consumption habits.

When we waste food, we are also wasting resources as important as nutrients, soil, water, labour, among others, so it is important that we all adopt more vigilant behaviours against waste.



**Para mais informações:**  
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The "Embrulha." it was developed to revive the culture of enjoying what we ordered, but we ended up not consuming at the restaurant, taking advantage of what is left, ensuring that food is transported with quality and safety. The "Embrulha." it has proved to be a successful response to the reduction of food waste in the catering sector.

Thus, in 2020, **Póvoa de Varzim City Council, LIPOR and APHORT** joined forces and launched **"Embrulha."** in 50 restaurants in Póvoa de Varzim municipality.

Do not forget! Did you go out for dinner or lunch? Did not eat everything? So, "Wrap it up."!

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### **About LIPOR**

LIPOR is the entity responsible for the management, recovery and treatment of urban waste produced by the associated Municipalities: Espinho, Gondomar, Maia, Matosinhos, Porto, Póvoa de Varzim, Valongo and Vila do Conde.

**LIPOR annually treats about 500 thousand tons of urban waste produced by 1 million inhabitants.** Based on modern urban waste management concepts, LIPOR has developed an integrated strategy for the recovery, treatment and confinement of urban waste, based on three main components: Multimaterial Recovery, Organic Recovery and Energy Recovery, complemented by a Sanitary Landfill for receiving the discards and previously prepared waste.

By clearly assuming that waste management is carried out from the perspective of the resource, LIPOR signs all efforts in its most appropriate valuation, an approach that is based on the projection of a **circular business model**, and is supported by demonstration projects on the **circular support practices**.

The Organization's performance allows it to consolidate a position that is advocated for the creation of value in the production cycle, characterized by the reintroduction of "waste" as a "resource" in the value chain.

At the national level, LIPOR intends to promote the Circular Economy theme, through the sharing of new strategies and the search for more effective solutions.



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