

Press Release

16th October 2020



**“Feira Limpa, Compras com Gosto!” (“Clean fair, shopping with taste!”)
it is the motto of LIPOR’s new Selective Collection project**

The municipality of Póvoa de Varzim and LIPOR have launched pilot and pioneer project of Selective Collection in Aver-o-mar fair, together with parish union of Aver-o-mar, Amorim e Terroso, aiming to improve waste management.

We want that the fair

We want the Fair to be an example of good practices in waste management, providing a pleasant and attractive space for commerce and for those who visit it, through recycling and cleaning of the respective premises.

On this launch day, yellow and blue bags were distributed to all market vendors for the separation of plastic and paper/cardboard packaging at their own stand, to be later placed, when filled, in the containers made available at the Fairgrounds. In addition to this delivery, awareness-raising actions were carried out, clarifying all the steps for the correct recycling.

As an incentive to good practices, market vendors, complying with the defined rules, qualified for a drawing that will reward them with a free monthly fee.

“Clean Fair, Shopping with Taste!” it is a project that adds benefits for everyone, for market vendors and for customers, who enjoy a more pleasant space, and for the environment, the ultimate goal of yet another initiative by LIPOR, in partnership with the municipalities.

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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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