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## Press Release

# Study: Italians too careless with own household waste

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Italians are unconcerned when it comes to preventing household waste: only 15 percent are convinced that they generate too much waste. In France and Germany, roughly twice as many citizens view themselves more self-critically. At the same time, the clear majority of the Italian population considers waste a serious danger. Especially plastic waste is cited as environmental risk by 81 percent. These are the results of the “IFAT Environment Index 2018” of the world’s leading trade fair for environmental technologies in Munich. On behalf of IFAT, a market research institute surveyed a representative sample of 1,086 citizens in Italy.

Around 26 million tons of plastic waste are generated in the European Union every year. But only 30 percent of this waste is recycled. According to experts it is particularly important to collect waste in groups of identical materials to be able to recycle the masses of plastic cups, shopping bags and disposable cutlery on a larger scale. 77 percent of the Italians think that the necessary waste separation is unproblematic. However, when it comes to hazardous materials in household waste, 60 percent of the consumers demand that the manufacturers label their products more clearly, for example with disposal information. 44 percent are convinced that the problem substances in the household waste are a ticking time bomb for the environment and the health.

Most of the Italians wish that the waste disposal organization would be controlled by the government: 64 percent have a positive opinion of the idea to entrust public authorities with the waste management. On the other hand, 59 percent of the surveyed citizens tend to refuse a privately organized waste stream.

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At the same time, the majority of the Italian population recognizes the benefits of the recycling economy: 63 percent are convinced that waste should be considered as raw material which should be recycled completely. Accordingly, just as many consumers believe it is fair that waste disposers earn money with collected recyclable material. 74 percent expect that environmental technologies will make waste usable so that it will become a valuable raw material.

**The next IFAT will take place from May 14 to 18, 2018 on the Munich exhibition center. More information at [www.ifat.de](http://www.ifat.de).**

#### **About the IFAT Environment Index 2018**

In November 2017, IFAT – the World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management organized by Messe München – carried out an international survey of a representative sample of the population in 5 countries on the following topics: drinking water, waste, air, environmental city projects and environmental technologies. Germany (N=1,049), France (N=1,052), Great Britain (N=1,023), Italy (N=1,086) and China (N=1,001).

#### **IFAT**

IFAT is the world's leading trade event for environmental technology. A total of 3,097 exhibitors from 59 countries, and 136,885 visitors from 168 countries took part in the last event. IFAT is held every two years; the next edition takes place from May 14 to 18, 2018 in Munich.

#### **IFAT worldwide**

Messe München's competence in organizing environmental-technology events is demonstrated not only in the world's leading trade fair for the sector, IFAT, but also in a range of other international trade exhibitions around the world. The spectrum encompasses IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and IE expo in Shanghai. With IE expo Guangzhou there is now also a regional edition of the trade fair, focusing on the market in South China.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.