

ACTIONS TAKEN YEAR 2010

TECHNICAL MEETINGS, PRESENTATIONS AND CAMPAIGNS

Another of the RETECORK lines of work is participation in technical meetings, presentations and campaigns in favour of cork, its environmental values and its importance as the driving force for sustainable local development for many municipalities. One can differentiate the actions of the Network with associations and businesses, where it looks for consensus and joint promotion of cork territories as well as of corks as the best system for closing bottles at a qualitative, functional and environmental level, for example, by signing collaboration agreements; speeches, seminars and exhibitions, with which it aims to influence the target audience through events, such as meetings, participation at trade fairs, symposiums, roundtables and maintaining a close relationship with the media to disseminate key messages about the material, as well as of RETECORK corporate values and mission.

Associations and businesses

- **CELIÈGE**
- **Caves Vilarnau and Institut Català del Suro**
- **Caves Recaredo**
- **COAG-Málaga**
- **Awards Gla d'Or**



- **Consejo Regulador DO Empordà**
- **Associació de Comerciants de Sant Celoni**
- **Escola Superior de Disseny y Enginyeria de Barcelona, ELISAVA**
- **Unión de Asociaciones Españolas de Sumilleres, Academia de Sumillería and Masters Sumiller de España**
- **Publication *19 líneas***
- **Patronat de Turisme Costa Brava Girona**

Speeches, seminars and exhibitions

- **Fundación Biodiversidad, Madrid**
- **Tecnotast Fair, Girona**



- Industrial Ecology Course in the Institut Català del Suro
- Alimentaria Fair, Barcelona
- Presentation of the publication *Baix Empordà*



- Presentation DO Empordà
- Arrels del Vi Fair, Sant Martí d'Empúries, Girona
- FICOR Fair, Coruche



- Multisectorial of Montes de Toledo Fair, Navahermosa
- VIVEXPO, Vivès
- Pela del Suro Party, Llofriu, Girona



- International meeting *Património cultural, a cortiça e os museus en Seixal*
- Presentation of RETECORK to Mr. Joan Morales, Dirtor of the publications *Descobrir Cuina*, *Descubrir Catalunya* and *Lonely Planet Magazine*
- Presentation of the book *La contribució catalana al desenvolupament de la indústria surera portuguesa*, in Cassà de la Selva and Palafrugell, Girona

- Products Display from Eslida and Sierra de Espadán, Castellón
- Presentation of RETECORK to Miquel Sen, Director of digital publication www.gastronomiaalternativa.com
- Feria del Vino y el Corcho Fair, Los Barrios, Cádiz
- Cooperation with Committee on Forestry (COFO, FAO), Italia
- Training sessions on Forest Certification FSC, Monells, Girona
- Meeting with Mr. Josep Ramón Jiménez and Mr. Pedro Barrera
- Presentation of RETECORK to Mr. Luís García Torrents from TP COMUNICACIÓN and DOSMASDOS
- Participation in the presentation of Forest Certification PEFC-España, Barcelona



- Meeting with Mr. Xavier Canalis from HOSTELTUR
- Eco- Sí Fair, Girona
- Meeting with Mr. Salvador García-Arbós, publication EL PUNT

Campaigns

RETECORK promotes two campaigns for the appreciation of cork under the titles *Always cork closed wines* and *RECICORK, natural recycling*. Given the nature of the campaigns, they can be promoted by large variety of agents, such as the administration, restaurant groups, hostelry establishments, shopkeeper associations, social associations, businesses in the wine producing sector, etc. The differentiation is in the degree of adaptation of the initial outline of the campaign to the specific needs and objectives of each organisation interested in promoting cork and its recycling. Each of the campaigns has a good practice guide as well as support material for its implementation.

- Palafrugell, Girona
- Vins i Licors Grau, S.A., Palafrugell, Girona
- Hotel Novotel Riudellots de la Selva, Girona



- **Pals, Girona**
- **Eslida, Castellón**



- **San Vicente de Alcántara, Badajoz**
- **XarxaFarma, Catalunya**
- **Los Barrios, Cádiz**



- **Sant Celoni, Barcelona**



- **Sierra de San Pedro, Badajoz**
- **Navahermosa, Toledo**
- **Muelas del Pan, Zamora**
- **Cádiz**