

WRITTEN QUESTION P-2285/03
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to the Commission

Subject: Counterproductive campaign by the Málaga municipal authority

A campaign to raise public awareness as to the need to recycle household waste, unveiled in early March 2003 by the environmental services unit of the Málaga municipal authority, has provoked fierce criticism from environmental and conservationist groups. The slogan chosen for the campaign is: 'Re-use is a thing of the past. Recycling is the future'.

The campaign seeks to encourage Málaga's citizens not to re-use objects but to discard them for subsequent recycling. In doing so it contradicts basic environmental principles and Directive 91/156/EEC¹ (which requires institutions firstly to prevent waste production, secondly to encourage re-use, and thirdly to recycle waste, in that order).

Is the Commission aware of the aforementioned campaign? Will it say whether or not the campaign has been financed from the Cohesion Fund? If so, what measures does it intend to take in this regard?

Does it believe that this campaign may give rise to misleading information and undermine the environmentally friendly practices of the very citizens it is targeting?

¹ OJ L 78, 26.3.1991, p. 32.