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**RO PLASTIC PRIZE 2020: THE WINNERS
LIVE DIGITAL CEREMONY**

Thursday 3 December, 14.00

[\(link to attend\)](#)

France, Tanzania, Greece and the **Netherlands** collect awards in the five categories of the competition created by **Rossana Orlandi** as one of the central events of her international project, **RoGUILTLESSPLASTIC**. The competition invites creative people from around the world to envision more responsible uses of plastic and to promote its reuse, recycle and upcycling.

In the **Packaging Solutions** category, (unassigned last year), awarded in partnership with the **Bicester Village Shopping Collection**, the **Netherlands** wins with **Don Kwaing Yaw** and his **Medulla**, a material suitable for packaging projects that derives from the **compression of invasive weeds and plants that are taken from agricultural land**. [\(Link card and photo of the winning project\)](#)

In the **Awareness on Communication** Category, awarded in partnership with **INDUPLAST**, **France** is in first place with **Plastic is not Enemy** by **Mei Girault**, which celebrates the **life-saving side of plastic** in a series of posters. [\(Link card and photo of the winning project\)](#)

In the **Innovative Conscious Project** category, awarded in partnership with **Esselunga**, **Tanzania** takes home the prize with **Ecoact**, a duo whose project develops the chemical free transformation of plastic waste for the construction of construction beams. [\(Link card and photo of the winning project\)](#)

The Prize for **Innovative Textile**, awarded in partnership with the **Galleria Rossana Orlandi**, also went to the **Netherlands** and **Paulieen Nabben** who, in collaboration with Rwandan research laboratory **AMBARA**, developed **textile materials using native Rwandan plant fibers**. [\(Link card and photo of the winning project\)](#)

And finally the **Industrial Design** category, awarded in partnership with **ZARA Home**, the award lands to **Greece's Bluecycle**, a "social enterprise" which, using only recycled marine plastic, has created the **Second Nature digital design indoor and outdoor collection using 3D printing**. ([Link card and photo of the winning project](#))

The **€ 10,000 prizes awarded to each winner** will be conferred during a **digital ceremony to be livestreamed on the internet** and hosted by **Fiorenzo Galli, Director General of the Leonardo da Vinci Museum of Science and Technology in Milan**, where Rossana Orlandi elected to showcase the project. This year, in conjunction with Milano Design City which took place from 28 September to 7 October, the **135 finalists** who came from around the world for the second edition of the Ro Plastic Prize, were exhibited in the renovated Cloisters of the museum.

The International Jury, ([link to the Juries of each category](#)), chaired and coordinated by **Nicoletta Orlandi Brugnoli**, daughter of Rossana Orlandi and co-founder and curator of RoGUILTLESSPLASTIC, evaluated over **1000 projects** arriving from **65 countries** across all **5 continents**. They received almost double the number of applications in the second year, with almost equal participation from women and men, and an average age of 33 years old. The youngest applicant was a 14 year old from India and the oldest a 79 year old from Spain. The largest pool of applicants came from Italy, the United States and the Netherlands.

To deliver the Awards, with **Rossana Orlandi and her daughter Nicoletta Orlandi Brugnoli**, will be representatives of the Partners in each of the five categories of Ro Plastic.

For **Packaging Solutions** (unassigned last year), **Desirée Bollier** (Chair of Value Retail Management and Chief Merchant of **Value Retail**, creator and operator of **The Bicester Village Shopping Collection**)

“The plastic emergency has never felt so real, fuelled further this year by Covid-19 as plastic products designed to protect us make their way choke to our oceans. So too, single-use retail packaging continues to grow at an alarming rate as the increase in online consumption spurred by the pandemic, increases in its material footprint complexity. The demand exists, therefore, for a fully recyclable or fully degradable single-material packaging solution that serves multiple functions. Last year, the judges were unable to identify a robust solution that could generate immediate transformational change however this year, we have been privileged to discover designers whose solutions combine superb performance with originality, creativity, and authenticity to the cause.”

For **Awareness on Communication**, **Mario Musolino** (President, **INDUPLAST Group**);

“Induplast Packaging Group is convinced that plastic is not the problem. It is a useful and unique material, that must be included in a circular economy. Our Group is committed to a sustainable path, in favor of our planet. We offer customers eco-sustainable, recycled and recyclable packaging solutions and design innovations. We are convinced that plastic itself is “NOT GUILTY”.

For **Innovative Conscious Project**, **Roberto Selva** (Chief Marketing and Customer Officer, **Esselunga**).

“We are very proud to bestow this award, as a partner that rewards innovation, creativity, respect and protection of the environment, the values which inspire Esselunga every day. It is in our DNA to constantly seek out new solutions that can meet the needs of consumers while at the same time protect the environment. With this in mind, we are happy to reward a small yet large organization in Tanzania, whose work stands out for its functionality, the effectiveness of the idea and the ability to implement it ”.

For **Innovative Textiles, Rossana Orlandi** (Galleria Rossana Orlandi)

For **Industrial Design, Zara Home**

“Zara Home is very proud to participate in Guiltlessplastic initiative by Rossana Orlandi. We truly believe that new talents leveraging and promoting the use of recycled plastics for creative ends will bring a new perspective to the world of design. Being able to sponsor the Industrial Design award is therefore a privilege to us”

For this edition, given the dedication of all participants despite the emergency situation at the international implications, 2nd and 3rd place winners will also be named, as well as special mentions in each category. ([Link card and project photos](#))

Participating in the live event on behalf of the international jury are for Industrial Design **Alexis Georgacopoulos**, Director **ECAL**; for Innovative Conscious Project **Carlo Mango**, director of the technical and scientific divisions of **Fondazione Cariplo**; for Awareness on Communication **Gilles Massé**, Curator **The WallpaperSTORE***; for Packaging Solutions **Arthur Wang**, CEO **Miniwiz** and **Simone Maccagnan**, CEO of **Gimac**, scientific curator of the Jury.

Guido Scaccabarozzi of Demetra will present the LCA certification which was awarded last year to **Matěj Janský** for his **Urban Playground** ([link datasheet and project photos](#)). The project was part of the WE ARE NATURE installation in the last Milan Design City and was made entirely of recycled material from Vibram shoe soles, as part of Simone Maccagnan's project. ([link to Urban Playground/We Are Nature photos in the Leonardo da Vinco Museum of Science and Technology gardens](#))

Nicoletta Orlandi Brugnoli, so happy for the important participation, she is keen to stress *“The message we all want to spread is that plastic belongs to everyone, it is for everyone, and it must continue to live on through recycling technology and the ever-increasing knowledge of materials and their recyclability, which must start with a strong commitment to a shared purpose, to a future for children, for us, for the well-being of everyone.”*

“When I began drafting the guidelines of my project four years ago, I received immense criticism,” **Rossana Orlandi** recalls. *“Many people told me that I was wrong in saying that Plastic was not the culprit. Today, after years of work, collaboration, research, and debate I am even more convinced that it is our misguided behavior, our choices, and our lifestyles that cause problems and damage the Planet. With RoGUILTLESSPLASTIC and the Ro Plastic Prize, I wanted to put myself in the first person and share a sense of common responsibility that goes far beyond the concept of sustainability. Through my world, I have chosen not to condemn but to encourage the search for solutions, messages, and projects that have a real potential to solve problems rather than stopping short at sterile and inactive condemnation.*

We are now legion,” continues the **Gallerist**, *“first and foremost, there are many companies who are united in thought and action to find solutions to the problem of plastic pollution. But this “lifestyle” change must not stop at Plastic: there is a lot to do on other fronts as well. We must learn to take responsibility, to be responsible for our lives. WE ARE NATURE, held during the last Milan Design City, showed us how much Nature can do without Man. But how much can We do without Nature?”*



Members of the Press can register to view the Digital Prize Ceremony and send your questions to Rossana Orlandi, the other participants of the Ro Plastic Prize and the five winners, [via this link](#).