

Ecoembes: environmental education

15 PROVINCIAL CAPITALS



Talher was awarded the contract for the environmental education programme that Ecoembes, the packaging waste management company, runs in primary and secondary schools. The project helps pupils to learn about the different types of waste and the right way to process it for separation and recycling.

In just six months, Talher created the image of the programme, “EducaEnECo: Education, Recycling and Environment” in 15 provincial capitals in Castile-La Mancha, Castile and León, Extremadura and Murcia, reaching almost 70,000 pupils through 2,741 activities. This was achieved by a team of 30 educators and five technical staff. Work will continue in coming years in the other provinces of Spain, with the aim of covering the whole of the country within three years.

70,000 pupils

2,741 activities

30 educators

