



MAPEI IS PARTNERING 'HACKING THE CITY | DESIGN A CIRCULAR FUTURE'

The group is launching a challenge in the 'Buildings' category of the first hackathon focused around the circular economy

Milan, 11th March 2021 – Mapei is one of the business partners of *Hacking the city | Design a circular future*, the first Italian Hackathon focused on developing circular economy projects for cities designed to promote a socio-economic system more attentive to the environment and people.

On 23rd-24th of April, university students, graduates and postgraduates from all over Italy will all take on the challenges set by industrial partners in 8 macro-categories Consumer Goods, Food, Design, Buildings, Digital, Energy, Mobility and Waste.

Mapei, which for years now has been committed to Research & Development projects to reduce the environmental impact of its own products, has set a challenge in the 'Buildings' cluster entitled "How to improve the management of end-of-life-cycle building products from a circularity perspective".

Even though the target set for 2020 of recycling 70% of building and demolition waste was hit, recycling practices mainly take the form of downcycling (loss of value), as in the case of using inert materials for landfills and road substrates.

So, the challenge is now aimed at developing upcycling (creative re-usage) ideas and projects designed to add value to waste products in the building industry (including packaging), planning how to promote these projects and, lastly, creating a sustainable Logistics strategy.

Entrants presenting the most innovative projects (chosen by the panels of judges for each category) will be awarded prizes by the partner companies.

Mapei will offer winners of the Hackathon the chance to take part in one of the training courses organised by Green Building Council Italia, which include three programs for preparing examinations on sustainable building protocols like LEED.

The event is being promoted by Tondo, an international non-profit organisation operating in the circular economy, in partnership with the Circular Economy Lab sponsored by Sanpaolo Innovation Center and Cariplo Factory and under the patronage of Fondazione Cariplo.

Mapei

Founded in 1937 in Milan, Mapei is now one of the world's leading manufacturers of chemical products for the building industry and has contributed to the construction of some of the most important architectural and infrastructural works worldwide. With 90 subsidiaries operating in 57 countries and 83 manufacturing plants in 36 different nations, the Group employs over 10,500 staff worldwide. In 2019 Mapei had a consolidated turnover of €2.8 billion. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.

Per ulteriori informazioni

UFFICIO STAMPA MAPEI

Daniela Pradella | d.pradella@mapei.it | 348 2586205 | +39 02 3767 3374
Nicoletta Balocchi | n.balocchi@mapei.it | 334 6716205 | +39 02 3767 3547



UFFICIO STAMPA

Viale Jenner, 4 - 20159 Milano, Italia
Tel. +39 02 3767 3547
mapei.com - press@mapei.it