

Landeshauptstadt Innsbruck - Land Tirol

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Sustainably and creatively processed recyclable materials / Emperor Maximilian Prize winner 2023: upcycling project from Portugal

Innsbruck (ots) -

“Young-European-United” was the theme of this year’s Emperor Maximilian competition. Award winner José Rodrigues presented his “Green Steps” project. “The Emperor Maximilian Prize brings initiatives to the fore that promote the European idea and bring us closer together. A sincere thanks goes to all those who are committed to our united Europe with enthusiasm, creativity and dedication. Emperor Maximilian I left his mark on Tyrol and Europe and so the prize named after him is a mission to further develop our homeland – and homeland means within and beyond Tyrol’s borders,” explained Anton Mattle, Governor of Tyrol.

Creative ideas

“Green Steps” comes from Portugal and draws attention to the environmental pollution caused by packaging materials. José Rodrigues and his team from “Teatro Metaphora” in Madeira advocate for a more conscious use of recyclable materials and are committed to sustainability in a creative way. “A strong, united Europe needs people who creatively put their ideas into practice despite sudden obstacles. The winning project gives us hope,” explains Georg Willi, Mayor of Innsbruck.

Involving young people

“It’s about the sustainable use of recyclable materials. The prize winner shows young people what’s possible,” says Christine Oppitz-Plörer, city councillor, pleased with the interest. Almost 900 children took part in a school competition. “Inviting young people to join in is almost always going to score points,” confirms keynote speaker Verena Ringler. The human factor is crucial for the success of Europe.

The **winning project** was selected by an international jury from the state of Tyrol, the city of Innsbruck, the University of Innsbruck, the Assembly of European Regions, the Congress of Local and Regional Authorities of Europe and the Council of European Municipalities and Regions.

www.kaisermaximilianpreis.at

Contact:

Landeshauptstadt Innsbruck
Referat Außenbeziehungen
Frau Cornelia Kößler

004369060200007
cornelia.koessler@magibk.at
www.kaisermaximilianpreis.at

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