

# Logista

## Press Release

### Il Logistico dell'Anno 2025: Special Mention to Logista for its Sustainable Practices in Circular and Sharing Logistics

*On the occasion of the 21<sup>st</sup> edition of Assologistica Award, the Company is awarded for Recycle-Cig, which is evolving thanks to a New Program Agreement with the Ministry of the Environment*

Rome, 24 November 2024

Logista, one of the leading logistics operators in Europe, has received a special mention for the Award "Il Logistico dell'Anno" – a prestigious Italian recognition dedicated to innovation leaders in logistics and supply chain – for its Recycle-Cig project, launched nationwide in 2024.

The reasons: *"Logista has launched RECYCLE-CIG, the first nationwide circuit for the collection and recycling of waste from electronic cigarettes and heated tobacco devices, classified as WEEE. The project is the result of an agreement with the Ministry of the Environment, the Italian Federation of Tobacconists, and the WEEE Coordination Centre. It adopts a circular economy model by leveraging Logista's distribution network. More than 30,000 tobacconists offer boxes for free device disposal, with no purchase obligation. In the first year the initiative has already collected 60 tons of WEEE, reducing environmental impact thanks to the reuse of boxes and integration into existing logistics flows. According to Ipsos, 80% of users of next-generation products view the project positively for its innovation and sustainability. The communication campaign was divided into an initial B2B phase to engage and train tobacconists, followed by a B2C phase to involve press, radio, social media, cinema, streaming, and influencers, with the goal of making sustainability a simple, everyday habit."*

A new Program Agreement, aimed at strengthening and expanding the collection of end-of-life electronic devices nationwide, was signed in 2025. Soon, it will be possible to collect all types of WEEE (Waste Electrical and Electronic Equipment) at participating points of sale, including small items such as mobile phones, chargers, earphones, razors, and electric toothbrushes - or in other words - any WEEE with external dimensions not exceeding 25 centimeters (classified as "very small WEEE").

The Program, renamed T-Collect, will allow consumers to dispose these electronic waste items free of charge at participating points of sale, with no obligation to make a purchase ("one-for-zero" model), leveraging a widespread network of local retailers across the entire country.

**Federico Rella**, Vice President and Corporate Affairs Director at Logista Italia, comments: *'We are proud of the special mention received for Il Logistico dell'Anno, an award that reflects Logista's commitment to actively promoting circular economy models. For us, sustainability is not a secondary goal, but the strategic driver that strengthens our activities and brings us closer to our stakeholders. Similarly, clear and responsible communication allows us to turn this commitment into shared value, boosting its impact throughout the entire supply chain.'*

#### About Logista

Logista is the leading distributor to proximity retailers in Europe. In Italy, it has built one of the largest proximity logistics and trade networks and is recognized as an efficient and neutral partner. With more than 90 depots, it supplies 60,000 points of

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sale throughout the country, guaranteeing the State a revenue of around 15 billion euros per year. Logista is committed to numerous sustainability initiatives designed to minimize the impact of business by considering environment, community and business in a vision of mutual development. Follow Logista Italia on [LinkedIn](#) and learn more on [logista.it](https://www.logista.it)

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