



GYP SUM TO GYP SUM

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**PRESS RELEASE: GtoG (from Gypsum to Gypsum)  
The perfect loop, the path to a circular economy: a European collaborative project between the recycling industry, the demolition sector and the gypsum industry - LIFE ENV/BE/001039**

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The website of the GtoG project went live on 23 September, 2013 at [www.gypsumtogypsum.org](http://www.gypsumtogypsum.org).

The launch of the website which offers quickly and easy access to essential information on the last GtoG project developments and the 17 involved partners, is part of the Consortium on-going willingness to enhance the quality and availability of information to all the industry professionals and to all the stakeholders.

The website has a stylish and colorful design and include the GtoG interactive diagram which briefly presents each step of the value chain for effectively closing the loop of the plasterboard products. Visitors can also stay informed with the last news and the upcoming events.

The website is divided into 7 sections: the homepage, the GtoG, the news and events, the communication tools, the team, the members (which is the gateway for the Intranet) and contact us. The news and events sections and the media will be regularly updated according to the forthcoming development of the project.

Visit our website and give your feedback by posting a comment with the contact page!

**About the GtoG project:**

The GtoG is a Life + project co-financed by EC DG Environment. It started in January 2013 for a period of three years ending in December 2015.

The main objective of the GtoG project is to change the way gypsum based waste are treated. Despite the fact that a closed loop is possible, the reality is different. The GtoG project aims at transforming the European gypsum demolition waste market to achieve higher recycling rates of gypsum waste, thereby helping to achieve a resource efficient economy. Closed loop recycling for gypsum products will only happen if:

- Dismantling practices are applied systematically (as a standard) instead of demolishing buildings;
- Sorting of waste is preferably done at source, avoiding mixed waste and contamination;
- Recycled gypsum will meet stringent specifications in order to be reincorporated in the manufacturing process;

The Project wish to turn waste into a resource for closed loop recycling in accordance to the criteria set in Article 6 of the Waste Framework Directive. Therefore, GtoG innovative concept includes an integration of the supply chain to achieve higher recycling rates of gypsum waste.

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