

## **The Alliance for Beverage Cartons and the Environment Announces New Public Affairs Director for Italian Market**



The Alliance for Beverage Cartons and the Environment, ACE, has appointed Micol Bertoni as Public Affairs Director for the Italian market.

Ms. Bertoni is responsible for building and managing relationships with decision makers and stakeholders at Italian level, while contributing to optimize the industry's commitment to increase the rates of collection and recycling of beverage cartons in Italy.

Italy represents a strategic market for this sector as 64% of milk, 54% of juices and 97% of vegetable drinks are packed in beverage cartons.

"We welcome Micol to the ACE team," said Annick Carpentier, Director General of ACE. "She brings with her a deep network and knowledge of food and sustainability policies in Italy which will be essential to building awareness around the industry's work in the region."

Ms. Bertoni was most recently the Senior Public Affairs Manager for Deliveroo Italy. Prior to that, she served as the Head of International and EU Affairs for agri-food policies in Confcooperative, the main organisation representing food and agricultural cooperatives in Italy. She graduated in Business Communication from Sapienza University and obtained a Masters in Corporate Social Responsibility and Management.



“I am very excited to join ACE in this strategic role,” said Ms. Bertoni. “We are now in a crucial moment for the packaging sector which is called to fulfil new and decisive challenges, starting with environmental sustainability. I look forward to contributing to the beverage carton industry as it has a direct impact on the daily life of consumers. This is an industry with a clear vision for the future and fully committed to responding to the sustainability challenges of the sector.”

You can learn more about the benefits of beverage cartons and the ACE team on ACE’s [website](#).

## **ABOUT ACE**

The Alliance for Beverage Cartons and the Environment (ACE) is the beverage carton industry’s European platform with a mission to protect essential food and beverages. We work hand-in-hand with diverse partners across Europe to progress EU Green Deal Ambitions and provide expert insights on the essential protection and low carbon benefits of beverage cartons to regulatory officials and other EU stakeholders. Circularity, resource efficiency and innovation are at the heart of our industry which provides a safe, secure and sustainable packaging solution that consumers rely on daily.

ACE members comprise of three European beverage carton producers Elopak, SIG Combibloc and Tetra Pak and their two paperboard suppliers Billerud and Stora Enso. Together they employ roughly 24,000 people across Europe, using 95% renewable energy, to produce an estimated 44 billion beverage cartons annually which are recycled throughout ~20 facilities.

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