



PYATEROCHKA AND SBORKA (“COLLECTION”) PROJECT LAUNCH ENVIRONMENTAL CENTRE IN YEKATERINBURG

“Pyaterochka” and Procter & Gamble joined forces with the “Sborka” (Collection) project and “EcoTechnologies” Group to launch an environmental centre in Yekaterinburg.

The centre includes a collection point for recyclables, a shop trading in zero waste goods and local products, and an exhibition on recycling technologies where visitors can learn everything they need to know about the life cycle of household waste.

[Link to publication](#)