



Medica reaffirms its eco-friendly attitude and gears up for the European Week for Waste Reduction

Paris, 7 November 2011 – The Medica group’s facilities are gearing up to raise awareness about the imperative of reducing our waste to mark the European Week for Waste Reduction (EWWR), which runs from 19 to 27 November 2011.

Every Group facility, including both nursing homes and clinics, will invite families, children from local schools and community figures, as well as involving residents, patients and staff. A raft of eco-friendly initiatives spanning different age generations will be implemented around the four major themes of the European Week for Waste Reduction (consume more effectively, produce more effectively, throw less away, extend the life of products):

Locally, facilities have planned numerous activities:

- **Fun activities to raise awareness about the volume of waste produced and the need to reduce it:** children and residents will build a giant waste monster using the refuse accumulated by each facility (bottle tops and lids, cans, yoghurt pots, etc.) over one or two weeks, a “waste reduction race” board game and a drawing competition for staff members’ children.
- **“Smart cooking” workshops** involving children showing how to put old food to good use and avoid wasting food unnecessarily, e.g. using stale bread to make French toast or over-ripe tomatoes to make tomato sauce.
- **Workshops demonstrating how to reuse products:** children recover leftover balls of wool, which they pass on to residents who knit scarves to give to the Red Cross, uneaten bread collected over a period of a fortnight is weighed and given to a livestock farmer.
- **“Zero waste” buffets** at tea-time provide a pleasant and sociable way to round off the day’s events for all the participants. An eco-friendly approach will again be prominent, with non-disposable knives and forks, plates and glasses and packaging-free food.

Right across the board, Medica’s facilities will run campaigns to raise awareness of best practices including promoting “stop letterbox advertising” stickers, setting up an exhibition display on preventing waste, handing out 2012 calendars with tips on more waste-efficient consumption and guides on the production of household waste, and holding a nationwide competition for staff members’ children.

The Medica group, which was very quick to embrace a socially responsible approach, translating into an undertaking to abide by a number of key values (commitment, respect, benevolence and transparency), is also determined to keep moving forward in terms of sustainable development—not just by making the right decisions, but also by making it part of the Group’s attitude and mindset.

By participating in the **European Week for Waste Reduction**, the Group is reaffirming its eco-friendly attitude, reinforcing the numerous measures it has already taken as part of its CSR (corporate social responsibility) policy—a key avenue for its future development.

The numerous initiatives implemented recently include, for example, the creation of a **waste map** identifying the appropriate process for each type of waste (household, healthcare and special) and the partnership with a company specialising in **collecting and processing X-rays**: five months after the inception of this partnership, the 1st tonne had been collected from thirty or so facilities. By March 2012, all the Group’s facilities will be equipped with sensors facilitating **real-time adjustments to eliminate excessive consumption** of water, electricity and gas and calculating CO₂ emissions.

The Autumn 2011 edition of “Echanges”, the Group’s internal newsletter with a circulation of 20,000 distributed to employees and residents’ and patients’ families, is devoted in its entirety to the Group’s commitment to CSR (magazine available for download from the “Facilities” section of the www.medica-france.fr website). It pays tribute to the facilities’ technical agents, who act as ambassadors for sustainable development supporting changes in existing practices on the ground.

ABOUT MEDICA

Created in 1968, MEDICA is a leading provider of long and short-term dependency care in France. It operates in both the long-term care sector, with nursing homes in France and Italy, and in the postacute and psychiatric care sector. In these two sectors, the Group operated a total of around 15,100 beds and employed more than 8,000 people as of 18 October 2011.

MEDICA has been listed on the NYSE Euronext Paris stock exchange since February 2010 – Compartment B – Eligible for the Deferred Settlement Service.

MEDICA is included in the MSCI France Small Cap, CAC Small and Gaia indices.
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Website: www.groupemedica.com

Media contacts

MEDICA
Isabelle Moinot
Tel : 00 33 1 41 09 95 38
isabelle.moinot@medica.fr

Eudoxie PR
Agnès Gilbert
Tel : 00 33 1 70 38 25 54 / 00 33 6 84 61 30 71
a.gilbert@eudoxie-pr.com