



*LIFE CERSUDS is funded by the LIFE Programme of the EC (Ref: LIFE 15 CCA / ES / 000091)*

## PRESS RELEASE

***Benicàssim City Council achieves a merit award for the use of ceramics in urban space through the LIFE CERSUDS project.***

- **The Mayoress of Benicàssim, Susana Marqués, as maximum representative of the Town Council of this municipality and thanks to the LIFE CERSUDS project, has received the first prize of the "Som Cerámica" awards, established by the Provincial Council of Castellón to promote the use of the ceramic product as a first quality material with enormous possibilities in its application.**

Benicàssim, 16/01/2019.- The Town Council of Benicàssim (Castellón), thanks to the LIFE CERSUDS project, has obtained the first prize in the Som Cerámica awards, established by the Provincial Council of Castellón for the merit in the use of ceramic material in the urban environment.

In the award ceremony, held on the morning of January 16, in the middle of Torre de Sant Vicent street, in Benicàssim (Castellón) where the LIFE CERSUDS demonstrator is located, members of the consortium with the mayoress of Benicàssim, Susana Marqués, were present. The Mayoress has received the award from the president of the Provincial Council of Castellón, Javier Moliner, and the other winners, in second and third place, the Mayoress of Vall d'Alba and the mayor of La Llosa, municipalities of Castellón who have also opted for the use of ceramic material to regenerate areas of their urban environment.

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The mayoress of Benicàssim, Susana Marqués, has expressed her satisfaction because, according to her words: "it is always a pride to receive a prize, but when, in addition, this prize is received for innovation and for having made exceptional use of a star product in our land such as ceramics, the pride is double".



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The President of the Provincial Council, Javier Moliner, highlighted that it is important to dedicate these awards to a product such as ceramics, which places our region at the top of international industrial competitiveness, and that encouraging the use of ceramics in urban spaces makes Benicàssim and our municipalities pioneering cities and examples of innovative and sustainable initiatives, and living showcase, which everyone can know and use as has been the case of the remodeling of the street Torre Sant Vicent, an action that can generate opportunities, export the results and work for the implementation of similar projects in other places giving value to an initiative like this.

The LIFE CERSUDS (Ceramic Sustainable Urban Drainage System) project incorporates a system consisting of a permeable surface whose skin is formed by a new material, with low environmental impact, based on the use of ceramic tiles in stock, with low commercial value. This system reduces surface runoff water for reuse in irrigation, as well as reducing diffuse pollution and improving water quality with respect to other traditional systems.

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