



Rifiuti di apparecchiature  
elettriche ed  
elettroniche (RAEE):  
*tesori da recuperare!*

Waste Electrical  
and Electronic  
Equipment (WEEE):  
*treasures to recover!*

## WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT: TREASURES TO RECOVER!

LIFE WEEE - LIFE 16 GIE/IT/000645  
2017 - 2021

# PROJECT SUMMARY

## **Project Title:**

Waste Electrical and Electronic Equipment: Treasures to recover!

## **Project Acronym:**

LIFE WEEE - LIFE16 GIE/IT/000645

## **Coordinating Beneficiary:**

ANCI Tuscany

## **Associated Beneficiaries**

Tuscany Region

Chamber of Commerce of Florence

Chamber of Commerce of Seville

Department of Industrial Engineering, University of Florence

Department of Industrial Engineering, University of Florence, UNIFI- DINFO

ECOCERVED limited liability consortium company

## **Project duration**

45 months

## **Start date**

01/09/2017

## **End date**

31/05/2021

## **Project Budget**

1,850,602 €

## **EC Contribution**

1,101,604 €

## **Beneficiaries' contribution**

748,998 €

## **Website**

<https://www.lifeweee.eu>

## **Facebook page**

<https://www.facebook.com/LifeWeee>

## **Instagram page**

<https://www.instagram.com/lifeweee/>

# INTRODUCTION

This document originates from the LIFE WEEE project (LIFE16 GIE / IT / 000645) - Waste Electrical and Electronic Equipment: Treasures to recover!, co-financed by the European Community's LIFE Programme, and aims to provide a complete overview of the measures that the beneficiaries intend to carry out in the 5 years following the conclusion of EU economic support, with a view towards continuing to promote the results of the project and to disseminate the "lessons learnt".

Specifically, the objectives of this scheme are:

- To continue to disseminate the project's goals and results in order to ensure distribution to an increasingly wide audience on a national and international scale;
- To provide guidelines containing best practices for the implementation of the governance model developed by the project;
- To develop networking with other funded projects further in order to build on the project's experience;
- To promote the replication of the governance model in other regional contexts

## PROJECT AIMS AND OBJECTIVES

Waste Electrical and Electronic Equipment (WEEE), such as computers, televisions, refrigerators and mobile phones, makes up one of the fastest growing waste streams in the EU. WEEE consists of a set of diverse materials whose components can cause major environmental and health problems if not properly dealt with. To improve the environmental management of WEEE, contribute to a circular economy and improve resource efficiency, it is essential to improve the collection, treatment and recycling of this waste at the end of its life cycle.

WEEE represents a key source of raw materials, which can be recovered if handled correctly. WEEE recovery targets are far from being achieved in Italy and in the rest of the European Union, even though Tuscany is one of the best performing areas in Italy in terms of separate waste collection. The culture of waste separation is widespread and represents an appropriate framework in which new and more extensive methodologies and governance methods can be tested to improve the WEEE collection system.

The analysis of the Tuscan regional context, which was carried out prior to the project, made clear the need to address some key issues to achieve the objectives set by EU Directive 2012/19 and highlighted the principle targets of these measures:

- Citizens/consumers lack sufficient knowledge about the handling and disposal of WEEE;
- Businesses involved in the installation or distribution of electrical and electronic equipment are not very involved in its collection and face complicated bureaucratic procedures for the management of WEEE;
- The lack of outreach and publicity activities about WEEE on the parts of institutions and other relevant actors undermines consumer participation in the collection, re-use, treatment and recovery of WEEE.

The project's activities aimed to provide tools that facilitate and incentivize behavioural change. In summary, the project had the following objectives:

- To improve the regional governance model with the aim of encouraging citizens and businesses to manage WEEE collection more carefully and to promote collaboration and information exchange between institutions, as required by Article 18 of Directive 2012/19/EU.
- To support local administrations with training and educational activities for institutional actors in order to improve services to citizens.
- To develop a system of services and incentives for SMEs, with the creation of a green network of SMEs as a wide-spread system of collection points.
- To develop IT tools for businesses and citizens: software and guidelines for simplifying the administrative and bureaucratic processes that businesses must carry out to enable the collection of WEEE on their premises and an app that will allow users to easily identify the nearest collection sites.
- To conduct an awareness-raising campaign to increase public understanding of the issue and To test the replicability and transferability of the project results through the implementation of measures in Andalusia

## **PRINCIPLE RESULTS AND OUTCOMES OF THE PROJECT**

The project has achieved all its objectives, leading to the following primary outcomes:

- Implementation of a regional governance model based on an ecosystem of information, training and publicity activities addressed to citizens, businesses and local administrators to encourage the proper disposal of WEEE;
- Establishment of a permanent technical committee to promote collaboration and information exchange between institutions;
- Provision of training and information courses for Public Administrations to provide guidance on strategies to promote responsible and environmentally friendly behaviour on the part of citizens;
- Provision of training courses for businesses to improve their knowledge on the regulatory obligations relating to the collection and transport of WEEE;
- Creation of a Green Network of companies that are engaged in and well-informed about the correct management of WEEE;
- Development of the CircolaRAEE software for businesses to help simplify the administrative and bureaucratic obligations related to the management of WEEE thanks to the automatic digital generation of the mandatory documentation for the collection and transport of electronic waste;
- Development and dissemination of the LIFE WEEE App to help citizens to locate their nearest WEEE collection point (Municipal Collection Centres, one-against-one points, one-against-zero points);
- Implementation of awareness-raising campaigns involving new media (social networks) and traditional media (television, posters, information brochures) aimed at citizens and businesses in order to increase the profile of the issue;
- Participation in events at a national and international level to disseminate the project's objectives and to broaden the scope of the communication campaign outside the regional context (Ecomondo, Didacta, ...);
- Validation of the replicability and transferability of the project results through the implementation of measures in Andalusia.

## AFTER-LIFE COMMUNICATION PLAN

The activities of the After-Life Communication Plan, which will be detailed below in terms of budget, can be broken down into the following lines of work:

- Continuous dissemination of materials produced by the project (Info Kits, Brochures, Guidelines);
- Participation in at least 5 events on a national and international scale (e.g. Ecomondo, Assemblea Nazionale di ANCI, Didacta, Assemblea Nazionale Albo Gestori Ambientali, Smart City Expo World Congress of Barcelona, European Commission events);
- Participation in at least 3 Workshops and Conferences;
- Continuation of the activities of the technical committee on WEEE;
- Participation in national and international working groups on WEEE collection and recovery partly through networking activities using social and web resources;
- Maintaining and updating the project's website and social media channels;
- Maintaining and updating the IT tools (Software, App) developed within the project;
- Expansion of networking activities with other funded projects;
- Continuation of established collaborative activities with project stakeholders;
- Dissemination of teaching and communication materials both in the form of digital products and, possibly, in the form of traditional (paper) products.

## TARGET GROUP OF AFTER LIFE COMMUNICATION PLAN

Throughout the project, all the main stakeholders identified as essential for the implementation and dissemination of an integrated governance model were involved, in particular:

- Municipalities
- TOs (Ambito Territoriale Ottimale – Optimal Territory Environmental Agency)
- Environmental managers
- CISPEL (Confederazione Italiana dei Servizi Pubblici ed Enti Locali – Italian Federation of Public Utilities and Local Authorities)
- Professional and trade associations.

At the same time, the measures implemented made it possible to reach the target audiences, i.e. the general public, with particular attention paid to schools, officials at all levels of public administration and businesses, especially those linked to the distribution, installation and repair of electronic devices.

<b>TARGET GROUP OF AFTER LIFE PLAN</b>	<b>PROJECT STAKEHOLDERS</b>	Municipality ATO Environmental managers CISPEL Professional and trade associations
	<b>PROJECT AUDIENCES TARGET</b>	Citizens Schools Public Officials Businesses

# TIMETABLE AND BUDGET OF AFTER LIFE COMMUNICATION PLAN

N°	Measures	Responsible beneficiary	Timetable	Resources needed	Budget
1	Maintaining and updating the project website and social media channels	Tuscany Region with the collaboration of all partners	2021-2024	Human resources	€2,500.00 for the maintenance of the website €2,500.00 for running social media channels (Facebook, Twitter) €5,000.00 for maintenance of the Andalusia website
2	Participation and promotion of the project and its results in Workshops, Conferences and Seminars at a national and international level	All partners	2021-2024	Human resources Travel expenses	ANCI: €2,000.00 Florence Chamber of Commerce: €2,000.00 UNIFI DINFO: €10,000.00 Ecocerved: €4,000.00 Chamber of Commerce of Seville: €5,000.00
3	Continued promotion and distribution of the public administration info kit	ANCI Tuscany	2021-2024	Human resources	1.500,00 €
4	Repeats of the training webinars for public officials	ANCI Tuscany	2021-2024	Human resources External instructors	2.500,00 €
5	Networking with other projects funded under both the LIFE program and other European support schemes	ANCI Tuscany	2021-2024	Human resources	2.000,00 €
6	Dissemination of material to schools, both in the form of digital products and, possibly, in the form of printed products	Tuscan Regional Authority	2021 - 2024	Human resources	3.000,00 €
7	Networking con altre 3 Regioni italiane (Nord, Centro, Sud) per la condivisione dell'esperienza del progetto legata al target scolastico (Webinar)	Tuscan Regional Authority	2022 - 2023	Human resources	2.000,00 €
8	Continuing to promote and to distribute the info kit to SMEs	Chamber of Commerce of Florence	2021-2024	Human resources	500,00 €
9	Continuing to promote and to distribute the WEEE Management Guide to SMEs	Chamber of Commerce of Florence	2021-2024	Human resources	500,00 €
10	Continuing to promote the Green Network of SMEs through videoPILLS	Chamber of Commerce of Florence	2021-2024	Human resources	500,00 €
11	Further free training for SMEs by promoting the video course	Chamber of Commerce of Florence	2021-2024	Human resources	500,00 €

<b>N°</b>	<b>Azione</b>	<b>Beneficiario responsabile</b>	<b>Timetable</b>	<b>Risorse necessarie</b>	<b>Budget</b>
<b>12</b>	Networking with other Chambers of Commerce/Board Sections in order to disseminate info kits, WEEE management guides, videoPills, video courses and promotional material	Chamber of Commerce of Florence	2021-2024	Human resources	1.500,00 €
<b>13</b>	1 training seminar per year for SMEs	Chamber of Commerce of Florence	2021-2024	Human resources	1.500,00 €
<b>14</b>	Continuation of awareness-raising actions for SMEs through the FB page of the Tuscany Regional Section (at least 4 posts per year on WEEE)	Chamber of Commerce of Florence	2021-2024	Human resources	500,00 €
<b>15</b>	CircolaRAEE software maintenance and user support	Ecocerved	2021-2024	Human resources	6.000,00 €
<b>16</b>	Updating of project documents and dissemination of promotional materials	Ecocerved	2021-2024	Human resources	5.000,00 €
<b>17</b>	Dissemination of awareness-raising videos on the issue	Seville Chamber of Commerce	2021 - 2024	External assistance	5.500,00 €
<b>18</b>	Continuation of the meetings of the Andalusian Working Group	Seville Chamber of Commerce	2021 - 2024	Human resources	5.000,00 €
<b>19</b>	Maintenance and updating of LIFE WEEE App	UNIFI – DINFO	2021 - 2024	Human resources	2.000,00 €



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