

LIFE WEEE

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

LIFE16 GIE/IT/000645

LIFE WEEE – 1st partner meeting - 12 September 2017
Florence



Overview of the Application Form and Project Work Plan

- Project objectives and approach
- Expected results
- Partner's roles and tasks
- Project actions and work plan



Project objectives and approach

The project aims to **maximize the collection of WEEE in Tuscany** through a new governance model based on a capillary involvement of SMEs and awareness raising activities towards citizens and its **replication and testing in Andalusia**.

The project has the following specific objectives:

- to improve the regional governance of WEEE collection and management, by encouraging virtuous behaviours among citizens and businesses and improving the exchange of information between the authorities involved
- to encourage the involvement of enterprises dealing with installation or distribution of EEE, including large distribution chains (Art. 14 of Directive 2012/19);
- to simplify administrative and bureaucratic procedures for WEEE management;
- to raise awareness among citizens, local institutions, stakeholders, businesses etc
- to test the governance model in other EU territories and scale it up.



Project objectives and approach – key actions

Improve regional governance model aiming to encourage **citizens and businesses** to manage the collection of WEEE more carefully and to foster the **collaboration and information exchange among institutions**, as stated in Art. 18 of Directive 2012/19;

Support municipalities in capacity building of public officials and improving services to citizens (training and information actions for institutional actors)

Develop a system of services and incentives for SMEs, create a green network of SMEs as collection points in a capillary way in Tuscany and Andalusia regions

Development of IT tools for companies and citizens: 1) Development of software and guidelines for the simplification of administrative and bureaucratic activities that businesses have to undertake in order to be allowed to collect WEEE in their premises; 2) App which will allow users to easily locate the closest WEEE collection sites;

Awareness raising information campaign to increase public attention on the topic and give adequate information to citizens and businesses

Test the replicability and transferability of project results through the implementation of actions in the Region of Andalusia



Project objectives and approach – expected results

- Achievement of the targets set out in annex V of the Directive 2012/19/EU in the territory of the Region of Tuscany;
- Involvement of at least 50% of the businesses in Tuscany and 75% in Andalusia working in the distribution of EEE and potentially interested in WEEE management (an estimated number of 5000/6000 in Tuscany and 2500 in Andalusia) in order to increase the number of WEEE collection points and to make it easier for citizens to dispose such wastes;
- Involvement of at least 50% of the Region of Tuscany's Municipalities in project activities aiming to improve the quality/dissemination of the information on WEEE available to citizens and to identify facilitation tools for businesses;
- Simplification of administrative procedures for businesses dealing with WEEE collection and management.
- Successfully transfer the WEEE integrated governance model in Andalusia



Partners roles and tasks

- ANCI Tuscany – Italian National Association of Municipalities - Tuscany
- C.C.I.A.A. Firenze – Chamber of Commerce of Florence
- Official Chamber of Commerce, Industry and Shipping of Seville
- Department of Civil and Environmental Engineering UNIFI
- Distributed Systems and Internet Technologies Lab – UNIFI
- ECOCERVED
- Region of Tuscany



Partners roles and tasks

LIFE WEEE Working plan includes 13 actions (**2 preparatory actions, 4 CORE ACTIONS**, 2 monitoring of the project actions, 2 communication actions and 3 management actions):

Action A.1. Mapping and networking – CCIAA FI

Action A.2. Communication plan – Tuscany Region

Action B.1. LIFE WEEE Integrated Governance Model – ANCI

Action B.2. Actions for SMEs – CCIAA FI

Action B.3. LIFE WEEE Communication campaign – Tuscany region (joint coordination with ANCI and CCIAA FI)

Action B.4. LIFE WEEE ICT Tools for SMEs and citizens - ECOCERVED



Partners roles and tasks

Obligatory actions

Monitoring of the project impact:

Action C.1. Monitoring and evaluation of the socio-economic impact – DICEA

Action C.2. Monitoring and measuring of performance indicators – DINFO

Communication and dissemination of the project and its results

Action D.1. INFORM@LIFE WEEE – Tuscany Region

Action D.2. Transferring the results and lessons learned – Tuscany Region

Project management – ANCI Tuscany

Action E.1. Project management

Action E.2. Reporting and monitoring

Action E.3. After LIFE Plan



LIFE WEEE Work plan – Preparatory actions

A.1. Mapping and networking

September - November 2017

Sub-actions:

A.1.1. Mapping and networking of SMEs (CCIAA FI)

A.1.2. Preliminary study on regulations and assessing citizens awareness (ANCI)

Deliverables:

- 1) Questionnaire for assessing baseline level of awareness of citizens on WEEE collection (10/2017)
- 2) Report on citizens and SMEs level of awareness on WEEE collection (11/2017)
- 3) SMEs and professional associations questionnaire obligations of the WEEE legislation (10/2017)
- 4) LIFE WEEE Memorandum of understanding with professional associations (11/2017)
- 5) Preliminary study on municipal regulations on waste management (11/2017)
- 6) Report on SMEs involved in EEE distribution and installation in Tuscany and Andalusia (11/2017)



LIFE WEEE Work plan – Preparatory actions

A.1.2 Communication strategy

September - November 2017

Deliverable: Communication plan (11/2017)



LIFE WEEE Work plan – Core actions

B.1. LIFE WEEE Integrated Governance Model

December 2017 – August 2020

Sub-actions:

B.2.1 LIFE WEEE permanent governance committee

A regional working group that will develop the integrated governance model for Tuscany (project partners, regional ATOs and waste management companies)

B.2.2 LIFE WEEE Integrated Governance Model

Development of the **Integrated Governance Model for Tuscany** and of the **Action Plan for Andalusia**

B.2.3 Capacity building for public officials

Technical training sessions for policy makers, technical staff and municipal police (40 training sessions in Tuscany); CCSEV will provide the training material to regional stakeholders

B.2.4 LIFE WEEE Information KIT

Info Kit providing information to public officials and help them to deliver correct information to citizens and SMEs



LIFE WEEE Work plan – Core actions

B.2 Actions for SMEs

December 2017 – August 2020

Sub actions:

B.2.2 Information and training for SMEs

Training material and modules for SMEs – organisation of 15 seminars in each region

B.2.2 Mentoring and business support

Activation of dedicated phone assistance service and web chat to assist companies with WEEE regulations and procedures

B.2.3 Marketing tools

Code of Conduct and development of marketing tools for SMEs to enable them to turn the environmental challenges into business opportunities.

B.2.4 INFO KIT for Businesses

Info kit with practical information, advice and support on how to improve their efficiency in WEEE collection in a cost-effective manner



WEEE Work plan – Core actions

B.3 LIFE WEEE Communication campaign

June 2018 – January 2020

Sub actions:

B.3.1 Public conference

Launching of the communication campaign

B.3.2 Awareness raising media campaign

Use the traditional media (printed press, including press adverts and outdoor advertising), TV and radio programmes and digital media (internet and social media) to reach citizens in Tuscany and Andalusia regions.

B.3.3. LIFE WEEE Playgroung@schools

Development of the teachers kit and organisation of 20 half day events in schools

B.3.4. Scaling up of the campaign at national level

Dissemination at national and EU level.



LIFE WEEE Work plan – Core actions

B.4 LIFE WEEE ICT tools for SMEs and citizens

January 2018 – March 2020

Sub actions:

B.4.1 WEEE management software for SMEs

Development of a tool that will allow SMEs to speed up the compilation of WEEE compulsory registration forms and transport documents and eliminate the use of paper records

B.4.2 LIFE WEEE APP

The APP will georeference the whole LIFE WEEE network of collection points in Tuscany and Andalusia. The mobile application will provide all relevant information about opening days / hours and contacts of the collection point.



LIFE WEEE Work plan – Monitoring of project impact

September 2017 – August 2020

A C.1 Monitoring and evaluation of the socio-economic impact

A.C.2 Monitoring and measuring of performance indicators



LIFE WEEE Work plan – Communication

D.1 INFORM@LIFE WEEE

September 2017 – December 2017

Sub actions:

.1.1 Basic communication tools – brochure, leaflets, project poster

.1.2 LIFE WEEE Project web site and digital communication tools

.1.3. Media relations

.1.4 Opening workshop



LIFE WEEE Work plan – Communication

D.2 Transferring of the results and lessons learned

January 2018 - August 2020

Sub actions:

D.2.1 Dissemination of targeted communication tools

D.2.2 Project dissemination events

D.2.3. Networking with other projects

D.2.4 External events and networking



TIME PLAN

Coordinator	2017				2018												2019													
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Thank you!

Lorena Vidas

lorena.vidas@ancitoscana.it

