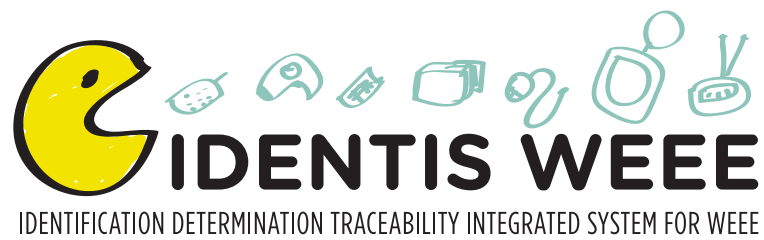


“IDENTIS WEEE” Identification DEtermination Traceability Integrated System for WEEE

LIFE10 ENV/IT/393



D-2 After-LIFE communication plan



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After-LIFE communication plan

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Section 1. Overview of the project's results

The IDENTIS WEEE project has been designed in order to give an innovative response to the need to significantly improve the separate collection of domestic and municipal Waste Electrical and Electronic Equipment (henceforward WEEE).

Project objectives

The Objectives in descending order are following:

- to increase the quality and quantity of separately collected WEEE;
- to innovate the services provided to the citizens and to distributors as well as to ensure the traceability of the WEEE separate collection and optimize the management of WEEE.
- to bridge the gap between the volume of separately collected WEEE and the amount of EEE placed on the market, by integrating existing systems for WEEE collection with innovative solutions, thus ensuring the traceability of the entire management collection system. The increase in the quantity of separately collected WEEE per inhabitant, changes from region to region because of the actions implemented. Indeed, it ranges from 70% to 120% of the current collection rates detected in the areas involved in the project.
- Improving the quality of information and knowledge that can be acquired throughout the testing of the project, in order to share and exchange data that can be useful to achieve strategic and operational targets set by institutional partners, business partners, stakeholders, and by the departments of the European Commission. The Project aims to contribute to the EU target of disseminating on the European territory an effective system for the separate collection of WEEE, which is crucial to optimize the entire management process. The project has therefore a great potential to improve the treatment – recovery – recycling of WEEE, through the prevention of risks of environmental pollution and of damage to people's health as well as through the fight against illegal systems.

Hence, an effective system for the integrated management of collection, traceability, identification, quantification and monitoring of WEEE was developed, experimented, assessed and consolidated, in order to reduce the impact of WEEE on the environment. Indeed, every year the volume of WEEE grows three times as fast as solid municipal waste, because of the increasing use and placement on the market of electrical and electronic equipment (henceforward EEE) - e.g. refrigerators, air conditioning equipment, washing machines, monitors, computers, telephones, small household appliances, electronic tools and toys, lighting equipment, etc. - with a significant rise in domestic and hi-tech WEEE. In Europe, particularly in the Mediterranean area, waste interception is quite low – on average, 15-30% of EEE placed on the market and 20-35% of generated WEEE – as against the alarming forecasts of a considerable increase in the amount of electrical and electronic equipment that will be placed on the market in the future, thus causing even more difficulties in intercepting the massive production of WEEE. Nowadays it is estimated that only 33% of EEE is



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collected separately. The remaining part could be improperly treated, thus leading to the dispersion of hazardous waste which is dangerous to people's health and to the environment, or to the illegal shipping of waste to third countries, even to non-OECD countries.

Main outputs

The project demonstrated the viability of an automatic system to collect WEEE. The testing of 5 types of prototypes lead to an assessment of the performances, that pointed out the main characteristics to be highlighted in future developments.

In detail, the prototypes in the MMC shops performed better than those on the roadside, both for the public involved and for security and maintenance reasons. The different technologies (with or without operator, scale or user display) could be mixed in future prototypes in order to maximize efficiency based on the specific social and technological environment of deployment.

The accompanying dissemination campaign, specifically the MMC corner support, bring a high visibility for both the project and the MMC chains involved that in several cases cooperated to add new shop to the experimentation and also to develop new types of containers.

The beneficiary in Italy made a follow-up of the project, namely "Shop-EVO", that involves new MMC shops in the Hera service areas. The project, ongoing as today, is planning to place 30 prototypes, an evolution of the RAEE-Shop ones, collecting data in a dedicated DPC placed in the Ecolight headquarters.

Section 2. After-LIFE dissemination strategy

The communication campaign aimed at involving the target designated for testing of new prototypes (containers WEEE) and to achieve and disseminate results of excellence. The campaign was aimed so:

- To inform the use of these instruments the targets involved - citizens, distributors, local authorities, schools, stakeholders - and first recipients of prototypes for testing, or the citizens of the municipalities and major distributors for the trial.
- to raise awareness of the target involved, about the devices for the collection of WEEE and the benefits they bring.

The Campaign has therefore aimed to convey some key verses interlocutors:

- Be part of an innovative system of protection of the environment in Italy and in Europe: new customization system of waste collection through new prototypes dedicated to all WEEE, in particular R4 and R5 whose interception today is limited.
- Why deal with Waste Electrical and Electronic Equipment WEEE: because they are the type of waste today with the highest growth trend in the world (three times higher than that of normal municipal solid waste)



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- Why, how, where differentiate WEEE in the new prototypes / containers

Because it brings environmental benefits for the environment, health, economy

How: through a simple personalized access to new prototypes / containers: CARD, barcode on the bill / invoice, Card Access Collection Centres

Where: at the points nearest road, shops / supermarkets specialize, at a mobile station

To achieve the expected results, they have been put in place initiatives and instruments diversified but integrated in order to maximize the penetration of the educational message and encourage better use of the containers. The tools and communication initiatives were then reported:

- The general awareness on the need to promote, in different ways, the collection and recovery of WEEE and the actions envisaged by the project
- Targeted information to the use of specific tools object of experimentation, ie 4 innovative containers called WEEE POINT, MOBILE WEEE, WEEE SHOP, PARKING WEEE.

In total, the Plan and its communication campaign could achieve at least 100.000 people involved in local, national, and international (citizens, stakeholders, students, at local, national and European). This figure is inclusive of all the contacts open during the course of the project (informative principals of the trial, access to the site, participation in events, disclosure print / radio, etc.).

Proposed activities in th After-Life Communication plan

- A comprehensive list of **proposed** additional dissemination activities and products, featuring:

Activity	Action / Notes	Anticipated Costs
Dissemination in the press and communication	At least 3 articles in the press, listing the results of the activities and the possible follow-ups	2.000
Development of communication materials	Mainly re-printing of already produced final materials (flyers, brochures, reports) to be promoted in fairs, meetings, schools, universities, local and national authorities, MMC.	3.000
Participation in technical seminars	The results of the experimentation will be included in presentations and used during major technical seminars by the partners' representatives.	500
Participation to exhibitions	At least 2 participation/year for each nation, to major exhibitions about environment and waste. Printed materials will be available, also roll-ups and forms to be	2.000



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Activity	Action / Notes	Anticipated Costs
	subscribed to the newsletter.	
Business meetings	At least 4 meetings, with a focus with MMC managers, in order to maximize the results of the experimentation in this type of business. The dissemination may involve the distribution of printed materials or also the deployment of new prototypes with a dedicated dissemination plan.	1.000
Maintenance of the website Identisweee.net	The website will collect all the updated infos about the follow-up of the project and made reference to the actual collection container available in the partners' areas.	4.000
Delivery of newsletter and information package	At least yearly, a e-newsletter will inform the users of any update on the experimentation, in networking activities and in new European projects about WEEE	800

Note: all materials will be produced in the languages of the beneficiaries, and in English when aimed at an international audience.