

CIRCULAR WEEEP led by Czech Technical University in Prague.

Budget of the leaving PL partner 112 000 Euro (89 600 euro ERDF)

Project overall objective:

Circular WEEEP promotes better models for management of waste from electrical, electronic equipment and plastic, covering the main recommendations of the “Circular Electronics Initiative” designed inside the EU Circular Economy Action Plan. To achieve it, **the project will design and test policies for reducing, repairing, recovering and reusing WEEEP in CE.**

Some of the planned activities:

Work Package 1

Activity 1.1. Transnational WEEEP sector assessment and activation

- Task 2. Data gathering and updating + communication . Every partner will assess the WEEEP market following the task1 guidelines, which is expected to cover at minimum the legislative framework, the waste producers and the waste potential market.

Each partner will contribute with at least 10 interviews/questionnaires from key private/public actors, trying to reach 200 key data sources.

Activity 1.2 Strategy for Transnational WEEEP-CE management

- Task 2. Market consultation + communication. The draft Transnational Strategy will be shared and presented to the 200 key actors from Activity 1, trying to gather feedback through questionnaires, local meeting, interviews, etc.

Activity 1.4 Developing Action Plans (AP) for Transnational WEEEP-CE management

- T2. Initial Self-assessment + regional communication. Partners will use the self-assessment tool to define its draft Action Plan (AP) in cooperation with local actors.

Activity 1.5 Joint design of pilot actions and awareness

Pilots will be designed based on AP details, the market assessment and the actors involvement. Key actors and citizens, as prime implementer, will be consulted and involved in the join design of the pilot actions.

Work Package 2

Activity 2.2 Pilot action on Circular users 1: WEEE lives (led by CPU – Reuse Center from Slovenija)

CPU, SLATINA and **SIERPC** will implement a pilot action for promoting the second life of repaired equipment which had been discarded as WEEE.

JS will design a campaign at school level called “Give a second live to your mobile or computer”, organising competitions in the schools to award the classes which achieve higher number of devices collected.

The campaign and competition will be implemented in schools where:

- Pupils will be taught about the problem of e-waste storage at home, polluting component in WEEE and be present in reparation process, visit second-life product centres and shops, and recycling centres.
- Classes will be scored following competition criteria, such as number and types of equipment collected, number of awareness actions promoted, etc.
- Website will publish weekly information on schools activities, classes scoring, number of equipment in second life, etc.

WEEE lives (schools campaign) CPU, SLATINA and **SIERPC**

- Selection of 5 to 8 schools
- Selection of 2 to 4 classes per school to participate.
- Design school campaign “Give a second live to your mobile or computer”.
- Launch website to publish weekly schools’ activities, classes scoring, number of equipment in second life, etc.
- Schools will receive awareness campaigns, seminars, workshops.
- Schools will visit recycling centers, second-life products centers.

- Classes will be scored following competition criteria, such as number and types of equipment collected, number of awareness actions promoted, etc.
- Monitoring

6 schools in total from 2-3 schools per local/regional area.

300 pupils involved in the awareness actions, visits, seminar, workshops and competitions.

Work Package 3

Activity 3.2 Solutions preparation

Task 2. Solutions plan proposal per region

Partners will prepare a proposal of solutions to be adopted for the 8 local and regional authorities, Prague, Rimini, Slatina, Split Dalmacia County, Bratislava, Bielsko, **Sierpc** and Gdansk.

Task 3. Key stakeholder consultation

Several local political meetings will be held, to explain the proposal of solutions, reach agreements and consensus, and establish the point of the Cooperation Agreement.

Task 4. Agreement signature

The 7 project areas will commit to the implementation of the selected activities of the proposed solutions, and their commitments will be included in the Cooperation Agreement for long-term Transnational WEEEP Management.

Activity 3.4 WEEE collect Transnational solution

Based on the Endorsed Cooperation Agreement for long-term Transnational WEEEP Management, it is expected that at least 5 of the 7 project areas will create the transnational online collecting system for WEEE.. The website and mobile site for WEEE collection will be promoted at CE level, displayed in several languages, in an easy and intuitive manner. The collecting system will be able to coordinate the logistic of collection in a more efficient manner based on the online information, with the objective to provide a cross-border and transnational collecting logistic. Agreements with public or private companies will be reached to freely use the application and commit the collection of the registered WEEE by citizens. The application will allow citizens to request a booking, identifying the type of WEEE to be collected, and selecting available collecting options and time slots. This solution allows efficient matching between the citizens necessities and the limited logistic resources.

Activity 3.5 Based on the experience on WEEE aware pilot actions implemented in Bratislava City and Rogaska Slatina Municipality, the leader CPU and the JS will support the scalation of the awareness actions for the full 8 partners regions: Prague, Romini Province, Spilt Dalmatia, Gdanks, **Sierpc**, Bielsko, Bratislava and Rogaska Slatina.

The WEEE awareness solution will be implemented in all the areas because it will be the channel to increase the project communication while being a main pillar to reach the final results.

- From school to City Hall will work on the citizen base, supporting the WEEE collection and WEEE market solution

- But more important, it will work at political level, which will directly support reaching the project commitment in terms of endorsed long-term agreements, pilot actions implementation, solution up-taken, etc.. This solution will be designed in close cooperation with media, involving them in the implementation at local and national level.