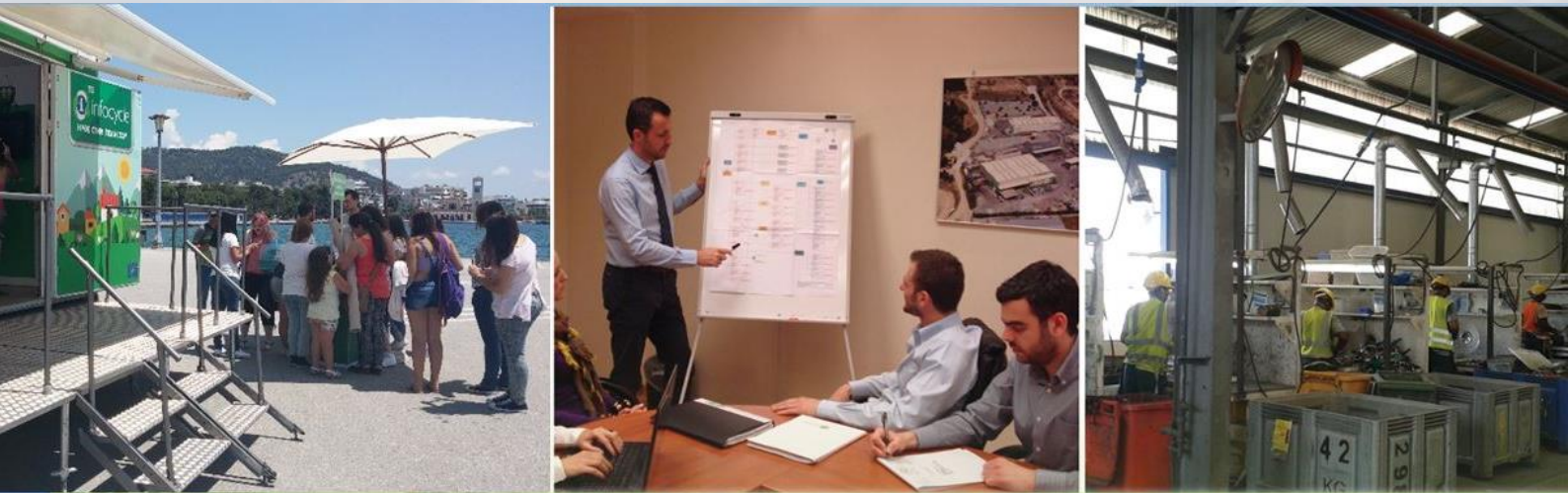




**Development of communication
and training campaign for the recycling of
Waste Electrical and Electronic Equipment (WEEE)**

Life + Information & Communication 2014 – 2016

Layman's Report





The present publication is a deliverable of the **LIFE Infocycle**, which is carried out by **Appliances Recycling S.A.**, **TERRA NOVA Ltd** and **XYZ Productions**, with the contribution of the LIFE financial instrument of the European Union.

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Total budget: **739.875 €**

EU contribution: **369.937 €**

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Why LIFE Infocycle ?

LIFE Infocycle is a comprehensive educational and information campaign for the recycling of Waste Electrical and Electronic Equipment (WEEE).

In the context of the Project, the following have been implemented:

- Multiple information and public awareness actions
- Training actions for all the stakeholders involved with the recycling of WEEE, by the use innovative tools.

Life Infocycle aims at:

Addressing the problem caused by the environmentally unsound WEEE management in the Regions of Thessaly and Epirus.

The environmental problem:

The reduced quantity of WEEE collected through the network of the authorized bodies and specifically by the network of Appliances Recycling S.A.



The environmentally unsound management of WEEE collected by the relevant private and public stakeholders.

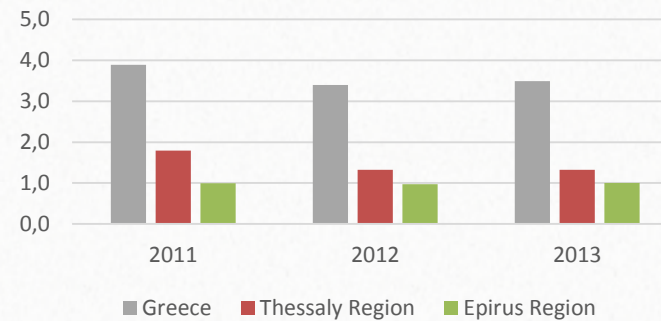
Target Areas:



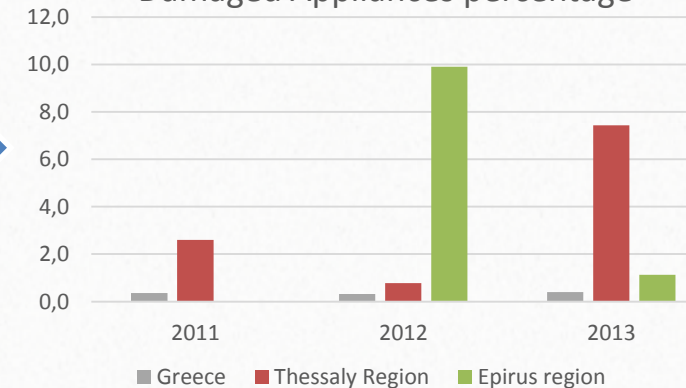
Thessaly Region

Epirus Region

WEEE collection (kg/capital)



Damaged Appliances percentage



Tools:

Communication tools:

The main communication tool was the Informational Events (Roadshow) in 15 cities of the two regions which were supported by local campaigns in:

- Local radio stations.
- Local information websites and portals.
- Local print media.
- Social media.



Training tools:

➤ 6 training videos 



Handling, collection, storage



Lamps



Screens and monitors



Heat exchange equipment



Materials and components concerning special treatment



Small and large appliances

➤ 8 Manuals and 9 Working Instructions

➤ Training Presentations

➤ Translated WEELabex Standards

Implementing an integrated information campaign

Implementation period: May-July 2015

15 Cities in Thessaly and Epirus

23 special events (Roadshow) in central City locations of Thessaly and Epirus Regions. Two-day presence in different central locations in all eight capitals of the Prefectures (Larissa, Trikala, Karditsa, Volos, Arta, Preveza, Igoumenitsa and Ioannina).

✓7000 people informed



Parallel actions:

Competition and distribution of the informational booklet

✓2100 participants



On-site collection of **3,6 tonnes** of WEEE during Roadshow



infocycle Περιβαλλοντικό πρόβλημα
Implementing an integrated training campaign
 ΠΡΟΓΡΑΜΜΑ ΠΡΟΤΥΠΩΝ ΑΝΤΙΣΤΡΟΦΗΣ ΟΙΚΟΝΟΜΙΑΣ 2014-2020
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Conducting training workshops for the stakeholders involved with the management of WEEE

The aim of the workshops was to share information, raise awareness and train the stakeholders involved with the management of WEEE, in the two Regions of the Project. Seven workshops were held in total, in the capitals of the prefectures of the two Regions.


260 Participants, including:

- Municipality representatives (Environmental Departments responsible for the collection of WEEE)
- Representatives of scrap dealers
- WEEE collectors
- Representatives of WEEE treatment operators
- Representatives of retail chains and of local retailers of electrical and electronic appliances
- Broader professional groups directly or indirectly involved with the WEEE management (associations of electricians, technicians etc.)
- Representatives of primary and secondary education community.
- Representative of Environmental Licensing Departments of the Regions.
- Representatives of the Hellenic Recycling Agency (HRA)

Μικρή διάρκεια ζωής
 • Λαπτοπς

Μέση διάρκεια ζωής
 • Πλυντήρια
 • Τηλεοράσεις

Μεγάλη διάρκεια ζωής
 • Καταψύκτες



On-site training for personnel of WEEE management companies and selected Local Authorities - Pilot training audits



The training material included:

- Training videos
- Work instructions and manuals including best practices for handling, loading and unloading, sorting, storage, depollution and treatment of WEEE, per appliance category
- Specially designed vehicle for WEEE transportation, loaded with appliances of all types, carrying both special containers for the demonstration of best practices and the appropriate Personal protection Equipment (PPE)
- Detailed presentations during the training

Training objectives:

- Training of the stakeholders involved with the WEEE management
- Providing useful tools on the best practices and the management standards.
- Awareness raising on the environmental problem and highlighting the importance of every working position.



Training for WEEE management companies

A total of **119 employees** of the management companies have been trained:

- ✓43 employees of WEEE treatment plants
- ✓26 employees of WEEE collection and storage companies (*scrap dealers*)
- ✓42 employees of WEEE collection and transportation companies
- ✓8 employees of retail companies.



Training for Local Authorities

A total of **166 people** involved with the WEEE management of the Local Authorities ' system have been trained:

- ✓17 people responsible for WEEE management
- ✓149 employees of Local Authorities



LIFE Infocycle Project results

The successful implementation of the Project has contributed significantly to reducing the environmental problem in the two Regions.

The change in the behavior of the residents of the two Regions and the increase of their awareness on WEEE recycling issues, a fact which was confirmed by a consumer research that took place after the end of the Roadshow, are recorded as significant indirect environmental benefits.

Adoption of best management practices for WEEE collection, transportation and storage. In particular, the best management practices have been adopted by the 37% of the 24 stakeholders (municipalities, scrap dealers, transporters) in total that have been evaluated, in the context of the Project.

Collection of extra **350 tonnes** during 2015, in comparison with 2013, in the Region of Epirus and of **450 tonnes** respectively in the region of Thessaly.

The **reduction of the damaged WEEE** mainly in Thessaly adds significant direct environmental benefit by the project implementation.

The 6 training videos have contributed enormously to the successful implementation of the training activities of the Project. The innovative approach of the WEEELabex standards visualization, in order to be used as training material, became the most essential Training tool developed in the context of the Project.

The specific material covered a significant gap in the education of stakeholders involved with the management of WEEE special stream, which requires specific processes and personnel expertise.

After Life...

The continuation of the Project activities after its completion is focusing on the following **5 main axes.**

- A** Updating and further developing the training materials
- F** Continuation of carrying out training seminars for bodies involved with the WEEE management
- T** Implementation of a concept “treatment area” at the informative events of Appliances Recycling S.A
- E** Performing random audits and assessments on the implementation of best management practices
- R** Continuation of networking actions and further dissemination of the Project’s results



The After Life training will aim not only to the immediate information of the trainees, but mainly to the existence of a standard training method for each stakeholder involved, through the integration of the practices and guidelines of LIFE Infocycle in its everyday operation.

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