

LIFE Project Number
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«After Life Communication Plan»

(Action E.4)

Data Project

Project location	Greece, Belgium
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EC contribution:	1.247.300 €
(%) of eligible costs	60 %

Data Beneficiary

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1. Introduction

The primary goal of this action is to communicate and disseminate the LIFE RE-WEEE project results to all stakeholders and to continue the actions which proved to be effective, according to the overall project evaluation.

The main priority areas of the actions that the After Life plan focuses on, are the following:

- Updating the corresponding deliverables
- Information/educational actions targeted at the public
- Information/educational actions targeted at stakeholders
- Networking and result dissemination actions targeted at competent authorities, programmes, organizations, etc.

The experience gained by the beneficiaries of the project during the project implementation, and their organizations / agencies role as well, facilitate the implementation of After Life actions and ensure the expansion of the impact of the LIFE RE-WEEE project at National and European level.

2. After Life plan

The priority areas included in the After Life project planning and the individual actions to be carried out are presented below.

2.1 Updating the project deliverables

The project implementation resulted in the development of key deliverables, which can be applied at both National and European level. In this context, the deliverables will be update according to the experience gaining, but also in accordance with the applicable Legislation, when required.

More specifically, the following actions will take place after the project end, when required:

- Updating of the Good Practices Guide for the Prevention of WEEE Production and the Guide for the repair of electrical and electronic appliances, including more types of devices.
- Updating of the reuse measurement tool in accordance with the Legislation.
- Updating of the technical requirements for preparing for reuse activities with the current Legislation and European standards.
- Maintenance and promotion of the web-based platform RE(W)EEE: The ICT team of Harokopio University (HUA) will monitor the function of the platform RE(W)EEE and support the users of it. Regular communication with the public via social accounts and e-mail are planned, in order to promote the use or the platform to the public and NGOs.

Implementing body: ECYCLE, HRA, ECOREC, HUA

Implementation period: Ongoing-Within 3 years after project completion

Source of financing: Own resources / national funding programme of General Secretariat for Research and Innovation (HUA)

Relevant actions: B.4, B.6

2.2 Communication actions to the general public

The communication actions to the public mainly concern the organization of Repair Cafés, the dissemination of the Guides for WEEE production prevention and EEE repair, as well as the educational programs of Harokopio University.

The Repair – Café, as a successful action for developing reuse culture to citizens will be continued and will be financed by HRA/EOAN in parallel with other event. For 2021, HRA plans to participate, and if the covid-19 conditions allow the physical participation, in VERDE-TEC event (May 2021), in Thessaloniki International Fair (September 2021) and during the European Week for Waste Reduction (November 2021).

The good practice guide for prevention of WEEE, addressed to Citizens will be further promoted in printed and electronic version, and will be disseminated to events organized by HRA/EOAN.

The LIFE REWEEE outputs will be further disseminated by all available means of communication of HRA/EOAN: website and social media.

Moreover, Appliances Recycling SA will disseminate through the network of the company, the aforementioned guides, to the affiliated Local Authorities for posting on their websites and / or informing their citizens through events, newsletter etc.

The project videos will be also posted in the Appliances Recycling SA website in a distinct section.

The results of the project will be communicated and disseminated through classes, subjects and research-led teaching in HUA. The classes will be available through the e-platform of HUA, employing non-synchronised methods (e-class). Moreover, the material will be available to GreenHUA, the Environmental Team of Harokopio University students ([GreenHUA](#)), to be distributed to its members and presented in their seminars. The LIFE RE-WEEE project provided and will keep on providing a basis for MSc and PhD elaboration.

Finally, all the beneficiaries will contribute to the dissemination of the project results, will promote information in print / electronic press, through articles, interviews, participation in events, participation in conferences / exhibitions, etc..

Implementing body: ECYCLE, HRA, ECOREC, HUA

Implementation period: Ongoing-Within 3 years after project completion

Source of financing: Own resources / national funding programme of General Secretariat for Research and Innovation (HUA)

Relevant actions: B.4, B.6, D.6, B.5

2.3 Training / informative seminars to stakeholders

The continuation of the training and informative actions targeted to bodies involved in WEEE management is main goal of the LIFE RE-WEEE project and is expected to significantly contribute to its further expansion. Considering that Appliances Recycling S.A. has the largest network of associates and bodies involved in WEEE management, continuing the organization of training seminars was considered necessary to increasingly optimize the knowledge level related to good management practices for prevention and preparing for reuse as well.

The training actions to be carried out after the completion of the programme are targeted at:

- a. **Local authorities** that cooperate with Appliances Recycling S.A.
- b. **Selected retailers** that cooperate with Appliances Recycling S.A.
- c. **Any other stakeholder** that wishes to receive relevant training εκπαίδευση

The training activities have already been projected at the Appliances Recycling S.A. business plan. The number of the training seminars to be held is presented in the table of chapter 3.

The contents of the training actions will be based on the training material developed during the LIFE Infocycle implementation and the material developed by LIFE RE-WEEE project for increasing the WEEE potential for reuse.

Appliance Recycling SA will continue the development and updating of the training material for the entire period of 2021-2025. The content of the training actions to the involved bodies will include:

- Brief presentation of the project and its results
- Presentation and distribution of training material for proper management of WEEE to the stakeholders
- Discussion about various matters (legislation, authorization, development of SCs, good management practices, health and safety, problems at the workplace, etc.)
- Use of separate WEEE collection bins (sort at source) to be driven to the SCs when possible

The training – information activities could take place as following, in order to be adapted according to the current conditions and particularities of each stakeholder:

- a. Training events / workshops
- b. On-site training
- c. On-line training
- d. Organization of events at central locations

In addition, since the event at the Attica SC did not conduct due the restrictive measures for the COVID-19 pandemic, 5 events will be co-organized with the programme LIFE IP CEI Greece at the SCs, addressed to the Local Authorities and other stakeholders regarding the development of preparing for reuse facilitates.

Implementing body: ECYCLE, HRA, ECOREC, HUA, GF

Implementation period: Ongoing-Within 3 years after project completion

Source of financing: Own resources

Relevant actions: B.5, D.6, D.8, B.2

2.4 Networking and dissemination actions – Actions of utilization of the project results

The goal of the networking actions is to continue disseminating the main results of the project to stakeholders and other related programmes at a national and European level. This section includes the most important actions that take place within the After Life period of the project, since it aims to the dissemination and implementation of the project deliverables by other

More specifically, the networking and dissemination actions of the project results are:

- a. **Dissemination of the project deliverables related to the preparing for reuse measurement and EEE reuse**, and conclusions for legislative purposes at National level for policy makers and for the related actions of the project LIFE IP CEI Greece.
- b. **Sharing, promoting and helping with the use of the assessment tools and methodologies.** RREUSE members and other WEEE preparing for re-use operators will be the target group. A video will be developed to help operators use the assessment tool. HUA will contribute to the production of this demo in three languages (English, Greek, and French), which will facilitate the use of the tool.
- c. **Embodiment of the technical requirement to the National legislative framework.** HRA along with Ministry of Environment and Energy will take care of the adaptation to a legislative action to set the preparing for reuse framework for WEEE in Greece and to develop a secure and reliable market for reused products. To this purpose a proposal for legislative action will be prepared, based on the technical specifications for preparation for reuse, and the operation of sorting centers, produced by the project (Action B.4) and sent to the Ministry of Environment and Energy. This action is planned to be fulfilled until the end of March 2021.

- d. **Proposal to the YPEN for contribution of the project to the draft Law on recycling.** The project team is already preparing a proposal to the Ministry of Environment and Energy, in order the results raised by the project implementation to be included, such as the technical requirements to be the base for the development of the “GRC” (Green Recycling Centers). Moreover, this proposal also includes proposed methods to facilitate reuse activities in Greece, as referred in above.
- e. **Proposal for standardization of the technical requirements for all WEEE preparing for reuse stages.** The technical requirements for the operation of the SCs will be communicated to the Ministry of Environment and Energy to be integrated in the National Legislative framework. Moreover, these requirements will be communicated to the Hellenic Organization for Standardization (ELOT) to be integrated in the Greek standard (CENELEC EN:50614:2020 «Requirements for the preparing for re-use of waste electrical and electronic equipment».)
- f. **Networking with the project LIFE IP CEI Greece.** The project LIFE IP CEI Greece aims to contribute towards the implementation of the National Waste Management Plan, the National Waste Prevention Plan and the National Strategy for Circular Economy through communication actions and infrastructures development. The deliverables, practices and the results of the project LIFE RE-WEEE could be the base for the implementation of the LIFE IP actions, such as the technical requirements for all stages of WEEE preparing for reuse activities, the know-how for the development and operation of WEEE SCs which could be the base for the “GRC” development. Moreover, synergies for the organization of Repair Cafés will also take place at the “GRC” facilities. Finally, synergies at other events organization will take place addressed to the Local Authorities and the stakeholders, which will take place at the SCs facilities. The networking with the LIFE IP CEI Greece project is carried out through the project beneficiaries, given the fact that 4 LIFE RE-WEEE partners are also participated in the LIFE IP CEI Greece partnership (HRA, ECOREC, HUA, GF).
- g. **Communication of the results to other projects.** The knowledge gained during the implementation of the LIFE RE-WEEE project will be communicated to other relevant projects, by participating in their conferences/workshops. On that basis, synergies with other new LIFE and H2020 (i.e. LIFE IP -CEI GREECE, E-cycle, COLLECTORS) also during their After Life period.
- h. **Continuation of networking activities with WEEELABEX organization,** the network of many treatment facilities as certified members, and inspectors from many European countries as well. The aim is to continuously update the reuse preparing for reuse specifications. Moreover, feedback on the implementation of the specifications by the SCs will be given during the participation of Appliances Recycling SA at the General Assembly, in order for updating the specifications for their implementation in other countries and the monitoring mechanism process implemented by the WEEELABEX organization as well. Networking activities with the WEEELABEX organization will take place annually on a regular basis, and when required.

- i. **Networking with stakeholders by the GF. The target group is the stakeholders such as Local Authorities, Regions, Universities, and Ministries.** In addition, since the project LIFE IP CEI Greece addressed to common stakeholders, 2 conferences will be co-organized.
- j. **Distribution of leaflets and Layman’s report.** The project’s printed copies of leaflets and the Layman’s report will be distributed in conferences and events, while the digital ones through, the website, emails and social accounts of the project.
- k. **Participations in Conferences, workshops – Technical publications.** The objectives and main results of the project will be presented in conferences and /or peer -reviewed journals. Indicative, in 2021 conferences related to WEEE reuse and preparing for reuse, in which the project partners may participate are:
 - CEST 2021 (Conference on Environmental Science & Technology)
 - CEMEPE 2021 (Conference on Environmental Management, Engineering, Planning and Economics)
 - Thessaloniki 2021 – (virtual)
 - Crete 2021 7th International Conference on Industrial and Hazardous Waste Management
- l. **LIFE RE-WEEE website and social media maintenance.** The project website and the social media accounts are expected to remain active over the next 5 years. The website contents will be regularly updated to include any new version of the training material and information about the project events.
- m. **Actions to ensure the continuous operation of the SC’s.** Besides the above, presented in detail, necessary actions for communicating the results of the project as well as networking with stakeholders critically involved in making the most of these results, the actions of this section (actions to ensure the continuous operation of the SCs’ infrastructure) are also considered extremely critical. The successful completion of the 2 SCs put in operation which, although two separate models have been developed, they both operate under a common framework, is an especially important result of the project. These infrastructures may form the pillar of performance for the obligations of Greece as a member state, in the “preparing for reuse” section of WEEE, according to the applicable legislation. The actions necessary for the long-term sustainable operation of these infrastructures, which have been evaluated and analyzed during the implementation of the project, are a series of measures that explicitly concern the organizations involved, as well as specific measures and provisions by the co-beneficiaries (Appliances Recycling S.A. in specific). The measures concerning both parties are mentioned below:
 - Stakeholders involved: Basic measures such as Legislative provisions to facilitate the operation of the SCs and the funding of the operation of the SCs, financial measures for selling EEE, etc.
 - However, it has been decided that measures will be taken for the beneficiaries of the project after the end of the project, so that the continuous and uninterrupted

operation of the 2 SCs will be made easier. For all other beneficiaries except Appliances Recycling S.A., the measures are limited to significant networking actions with the stakeholders involved, to promote the suggestions and form the Legal Framework, as analyzed above. As far as Appliances Recycling S.A. is concerned, the measures that will help to ensure the sustainability, constitute commitments, according to the scope of the company as PRO (Producer Responsibility Organization) for the WEEE. Specific commitments for the period after the end of the project are:

1. Ensure the volume of WEEE necessary to supply the SCs for 3 years after the end of the project.
2. Optimization of the technical parameters for the operation of the collection network and an increase in the percentage of WEEE with a high probability for reuse.
3. Ensure partial funding of the operational cost of the SCs for the first 3 years after the end of the project, by means of a specific contractual commitment of the “preparing for reuse” organizations of the SCs (“preparation for reuse” contractors).
4. Commitment to re-examine the data for the continuation of the operation of the SCs after the end of the relevant contractual obligations, according to the Business Plan of Appliances Recycling S.A.

For all the above-mentioned actions and especially as far as Appliances Recycling S.A is concerned, a relevant estimation of the cost as well as of its contribution to the funding of the cost of the operation of the SCs has been performed below.

Implementing body: ECYCLE, HRA, ECOREC, HUA, GF, RREUSE

Implementation period: Ongoing-Within 3 years after project completion

Source of financing: Own resources / national funding programme of General Secretariat for Research and Innovation (HUA)

Relevant actions: All actions

3. General Table of the After Life actions

After Life action	Target Group	Quantitative information of action	Implementation period	Estimated cost
Updating of the deliverables (guides)	Stakeholders public	2	Every 2 years	€
Updating of the deliverables (tool B.1)	Preparing for reuse sector Policy makers	2	Every 2 years	€
Maintenance of EEE exchange / donation platform Re(W)eee	Public NGOs	-	5 years after the project end	5.000 €
Repair Cafés	Public	Participation in 3 exhibitions per year (9)	Ανά 2 έτη	6.000 €
Know-how for Repair Café organization (LIFE IP CEI Greece)	Local Authorities	-	5 years after the project end	€
Dissemination of the project videos	Stakeholders public	HRA participation in the events	Continuous	€
	Stakeholders public	Post at Electrocycle website	Continuous	N/A
Dissemination of the prevention and repair guides	Stakeholders	Distribution to all affiliated local authorities (email 50 every 2 years)	Every 2 years	€
	Public	Dissemination at 3 exhibitions	Every 2 years	€
Synergies with LIFE IP CEI Greece for conferences organization / events at the SCs	Stakeholders	5	5 years after the project end	2.500 €
Training seminars for WEEE management and preparing for reuse	Local Authorities	15	5 years after the project end	2.500 €
	Social Enterprises	6	5 years after the project end	4.500 €
	Retailers / Organizations / Companies	10	5 years after the project end	1.800 €
Dissemination of the tool B.1 (reuse calculation)	Stakeholders	-	5 years after the project end	1.000 €
Development of handbook – demo for tool B.1 usage	Stakeholders	-	5 years after the project end	4.500 €
Networking with programmes / bodies / Ministries	Stakeholders	-	5 years after the project end	1.000 €

Standardization of the updated technical requirements / embodiment to legislative framework	Stakeholders ELOT	-	1 year after the project end	€
Dissemination of the technical requirements to WEEE PROs in Greece	WEEE PROs	-	1 year after the project end	€
Networking with WEELABEX Organization	WEELABEX	5	5 years after the project end	1.500 €
Distribution of Layman's report	Media, public, stakeholders, national and regional authorities	-	5 years after the project end	1.000 € (if new printed copies are needed)
Educational Programmes (e-class HUA)	Academia, educators, students	-		N/A
Maintenance of the project website and social media accounts	Stakeholders public	-	5 years after the project end	2.500 €
Participation in conferences	Academia, policy makers, students, regional and national authorities	4	5 years after the project end	4.000 €
SCs operation with co-funding of ECYCLE	Operators of the SCs	Continuous	3 years after the project end	630.000 €
			Total estimated cost	670.000 €

The costs for the implementation of the plan will be covered mainly from the own resources of the partners and with the contribution of the national funding programme of General Secretariat for Research and Innovation in the case of HUA.

There are cells in the Table in which no specific amount is reported. This is because an accurate estimation of the expenses is not possible since the specific actions will take place as part of the actions of the daily operation of the beneficiaries and in conjunction with other actions (same revenue). Nevertheless, the overall estimated cost includes an estimate of all expenses, the greater part of which being partial funding and covering the cost of operation of the SCs.