



LIFE Project Number

LIFE16 GIE/IT/000645

Final Report

Covering the project activities from 01/09/2017 to 31/05/2021

Reporting Date

31/08/2021

LIFE PROJECT NAME or Acronym

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

Data Project

Project location:	Italy – Tuscany, Spain - Andalucia
Project start date:	01/09/2017
Project end date:	31/08/2020 Extension date: 31/05/2021
Total budget:	€ 1,850,602
EU contribution:	€ 1,101,604
(%) of eligible costs:	59.53 %

Data Beneficiary

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This table comprises an essential part of the report and should be filled in before submission

Please note that the evaluation of your report may only commence if the package complies with all the elements in this receivability check. The evaluation will be stopped if any obligatory elements are missing.

Package completeness and correctness check	
Obligatory elements	✓ or N/A
Technical report	
The correct latest template for the type of project (e.g. traditional) has been followed and all sections have been filled in, in English <i>In electronic version only</i>	✓
Index of deliverables with short description annexed, in English <i>In electronic version only</i>	✓
<u>Mid-term report</u> : Deliverables due in the reporting period (from project start) annexed <u>Final report</u> : Deliverables not already submitted with the MTR annexed including the Layman's report and after-LIFE plan Deliverables in language(s) other than English include a summary in English <i>In electronic version only</i>	✓
Financial report	
The reporting period in the financial report (consolidated financial statement and financial statement of each Individual Beneficiary) is the same as in the technical report with the exception of any terminated beneficiary for which the end period should be the date of the termination.	✓
Consolidated Financial Statement with all 5 forms duly filled in and signed and dated <i>Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets + full Excel file)</i>	✓
Financial Statement(s) of the Coordinating Beneficiary, of each Associated Beneficiary and of each affiliate (if involved), with all forms duly filled in (signed and dated). The Financial Statement(s) of Beneficiaries with affiliate(s) include the total cost of each affiliate in 1 line per cost category. <i>In electronic version (pdfs of signed sheets + full Excel files) + in the case of the Final report the overall summary forms of each beneficiary electronically Q-signed or if paper submission, signed and dated originals*</i>	✓
Amounts, names and other data (e.g. bank account) are correct and consistent with the Grant Agreement / across the different forms (e.g. figures from the individual statements are the same as those reported in the consolidated statement)	✓
Mid-term report (for all projects except IPs): the threshold for the second pre-financing payment has been reached	N/A
Beneficiary's certificate for Durable Goods included (if required, i.e. beneficiaries claiming 100% cost for durable goods) <i>Electronically Q-signed or if paper submission signed and dated originals* and in electronic version (pdfs of signed sheets)</i>	N/A
Certificate on financial statements (if required, i.e. for beneficiaries with EU contribution ≥750,000 € in the budget) <i>Electronically Q-signed or if paper submission signed original and in electronic version (pdf)</i>	N/A
Other checks	
Additional information / clarifications and supporting documents requested in previous letters from the Agency (unless already submitted or not yet due) <i>In electronic version only</i>	✓
This table, page 2 of the Mid-term / Final report, is completed - each tick box is filled in <i>In electronic version only</i>	✓

**signature by a legal or statutory representative of the beneficiary / affiliate concerned*

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2. List of key-words and abbreviations

Partners abbreviations

ANCI	Anci Toscana – Italian national Association of Municipalities - Tuscany
CCIAA FI	Chamber of Commerce Florence
CCSEV	Official Chamber of Commerce, Industry and Shipping of Seville
DICEA	Department of Civil and Environmental Engineer – University of Florence
DINFO	Department of Information Engineer – University of Florence
ECOCERVED	Ecocerved Scarl
RT	Tuscany Region

Other keywords

AB	Associated Beneficiary
AWG	Andalusia Working Group
CB	Coordinating Beneficiary
CP	Collection Point
EEE	Electrical and Electronic Equipment
WEEE	Waste Electrical and Electronic Equipment
PGC	Permanent Governance Committee (Tuscany)
SC	Steering Committee
SMEs	Small and Medium-sized Enterprises
WMCs	Waste Management Companies

3. Executive Summary

This document is the final technical report (Final Report) aimed to brief EASME on the whole technical implementation and the financial statement of LIFE WEEE Project with reference to the period between 1st September 2017 (Start date of the project) and the 31st May 2021 (End Date of the project).

Below the final GANTT of the project:

LIFE16 GIE/IT/000645 LIFE WEEE PROJECT - FINAL GANTT CHART

Action N°	Name of the action	2017		2018				2019				2020				2021	
		III TR.	IV TR.	I TR.	II TR.	III TR.	IV TR.	I TR.	II TR.	III TR.	IV TR.	I TR.	II TR.	III TR.	IV TR.	I TR.	II TR.
A. Preparatory action																	
A.1	Mapping and networking																
A.2	Communication strategy																
B. Core actions																	
B.1	LIFE WEEE Integrated Governance Model																
B.2	Actions for SMEs																
B.3	LIFE WEEE communication campaign																
B.4	LIFE WEEE ICT Tools for SMEs and citizens																
C. Monitoring of project impact																	
C.1	Monitoring and evaluation of the socio-economic impact																
C.2	Monitoring and measuring of performance indicators																
D. Communication and dissemination of the project and its results																	
D.1	INFORM@LIFE WEEE																
D.2	Transferring the results and lessons learned																
E. Project management																	
E.1	Project management																
E.2	Reporting and monitoring																
E.3	After LIFE Plan																

The COVID-19 health emergency and the consequent restrictions on economic and work activities imposed by the national governments of Italy and Spain have led to the necessary suspension of the main project activities from the end of February 2020. The partnership has studied countermeasures on alternative ways of carrying out the activities in order to achieve the expected results. For example, the meetings of PGC or AWG are performed in virtual way (online meeting) and training activities in presence are replaced by webinars or video-pills.

LIFE WEEE project aimed to increase the collection of WEEE in two areas, Tuscany Region and Andalusia, work towards exceeding the targets set by the Directive 2012/19/EU, adopted in Italy by Legislative Decree 49/2012 and in Spain by the Royal Degree n. 110/2015, through concrete actions addressed to three main target groups:

- Citizens;
- SMEs involved in EEE distribution and in WEEE management;
- Public administration;

And with the active involvement of local stakeholders (ATO, Municipalized Waste Management Companies, Professional Associations).

The following table compared the foreseen and achieved objectives:

FORESEEN	ACHIEVED
<p>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</p>	<ul style="list-style-type: none"> ▪ Successful testing of LIFE WEEE governance model based on an ecosystem of informative, training, communication and educational actions ▪ Facilitate and improve the exchange of information among all stakeholders with competences on WEEE collection (Central Government, Municipalities, ATOs, Waste Management

	Companies, WMC associations, SMEs associations) through PGC and Andalusian Working Group
To encourage the involvement of enterprises dealing with installation or distribution of EEE	<ul style="list-style-type: none"> All Tuscany SMEs dealing with EEE installation or distribution are informed about correct WEEE management
To simplify administrative and bureaucratic procedures for WEEE management	<ul style="list-style-type: none"> Dematerialization of compulsory documents for WEEE management and transportation through the development and distribution of an IT tool (CircolaRAEE software) to simplify and speed up the compilation of documents
To raise awareness among citizens, local institutions, stakeholders, businesses etc (all key actors involved in WEEE collection) through an information campaign	<ul style="list-style-type: none"> +5,700,000 of Tuscany citizens reached through raise awareness campaign
To test the governance model in other EU territories and scale it up	<ul style="list-style-type: none"> Successful adaptation and replication of LIFE WEEE governance model in Andalusia territory

The key actions performed as compared to the planned are summarized in the following table:

FORESEEN	EXECUTED
Governance activities aiming to encourage citizens and businesses to manage the collection of WEEE more carefully and to foster the collaboration and information exchange among institutions	<ul style="list-style-type: none"> Istituzionalization of Tuscany Permanent Governance Committee (PGC) and Andalusian Working Group among all stakeholders with competences on WEEE collection
Development of IT tools for companies and citizens (ex. app) which will allow users to easily locate the closest WEEE collection sites	<ul style="list-style-type: none"> Development and distribution to citizens, SMEs and PA of LIFE WEEE APP to locate the closest WEEE collection sites (public and private collection points) in Tuscany and Andalusia
Development of software and guidelines for the simplification of administrative and bureaucratic activities of businesses	<ul style="list-style-type: none"> Development and distribution to SMEs of CircolaRAEE software to simplify and speed up the compilation of compulsory documents
Training and information actions: economic and institutional actors / stakeholders will be adequately trained on WEEE management and on the requirements imposed by EU and national laws . Also an information campaign will be designed and delivered in order to increase public attention on the topic.	<ul style="list-style-type: none"> Organization of training seminars for SMEs (EEE installers, EEE distributors, EEE assistance centers) about WEEE correct management and bureaucratic procedures related to WEEE collection and transportation Organization of informative seminars for PA (policy makers, technical staff) to improve the communication campaign among citizens about the WEEE correct disposal Organization of informative seminars for municipal police about environmental crimes and strategies to territorial control and detection of WEEE abandoned sites

All expected results are achieved, as illustrated in the table below:

FORESEEN	ACHIEVED
Achievement of the targets set out in annexe V of the Directive 2012/19/EU in the territory of the Region of Tuscany	<ul style="list-style-type: none"> +39% increase of per capita WEEE collection rate in Tuscany from 5,6 ton/inhab. (2015) To 7,87 ton/inhab. (2019) +97% increase of per capita WEEE collection rate in Andalusia from 2,88 ton/inhab. (2015) To 5,67 ton/inhab. (2019)

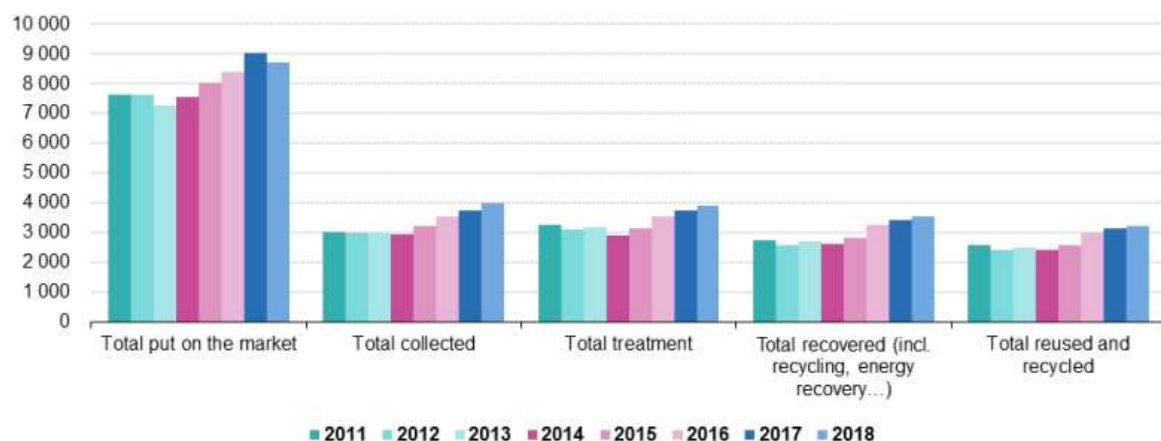
Involvement of at least 50% of the businesses working in the distribution of EEE and potentially interested in WEEE management	+48,000 SMEs reached through training and communication activities
Involvement of at least 50% of the Region of Tuscany's Municipalities in project activities aiming to improve the quality/dissemination of the information on WEEE available to citizens	+200 of Tuscany Municipalities reached through informative and dissemination activities
Simplification of administrative procedures for businesses dealing with WEEE collection and management	+1,400 SMEs have participated to training seminars about administrative procedures +1,000 trained SMEs about CircolaRAEE software functionalities and how it simplified compulsory documents management

4. Introduction

Environmental problem/issue addressed

The electronic industry is one of the fastest growing global manufacturing sector: from 2011 to 2018 the increase in the EEE put on the market at European Level is about the 14%¹.

Electrical and electronic equipment (EEE) put on the market and waste EEE collected, treated, recovered, recycled and prepared for reuse, EU, 2011–2018
(thousand tonnes)



Note: 2016, 2017 and 2018 data, as well as 2011 data for reused and recycled EEE waste: Eurostat estimates
Source: Eurostat (online data code: env_waselee)

eurostat

¹ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Waste_statistics_-_electrical_and_electronic_equipment

EEE, and in particular small appliances (Smartphones, Tablet, etc), are characterised by rapid obsolescence. This generates every year a constantly increasing waste stream.

Only 35% of all the e-waste discarded, ended up in the officially reported amounts of collection and recycling systems. The other 65% was either: exported (25%), recycled under non-compliant conditions in Europe (51%), scavenged for valuable parts (12%) or simply thrown in waste bins (12%). 1.3 million tons departed the EU in undocumented exports² ;

WEEE are dangerous and precious at the same time. E-waste contains more than 1000 different substances, many of which are toxic, such as lead, mercury, arsenic, cadmium, selenium, hexavalent chromium, and flame retardants that create dioxins emissions when burned. About 70 % of the heavy metals (mercury and cadmium) in US landfills come from electronic waste. Consumer electronics make up 40 % of the lead in landfills. These toxins can cause brain damage, allergic reactions and cancer (Puckett and Smith, 2002). E-waste contains considerable quantities of valuable materials such as precious metals. Early generation PCs used to contain up to 4 g of gold each; however this has decreased to about 1 g today¹.

Outline the information/communication strategy implemented in function of the environmental problem addressed by the project

The information and communication strategy implemented has been built starting from a general consideration: the management of WEEE need to be tackled from several and different perspectives, linked to different target groups: a) the Local and Public Authorities, for they need to know more about the efficiency of collection points, their management and organization; b) the Companies, for a complete knowledge of the whole legal framework, possibilities and duties within the framework; c) citizen, for knowledge of what are the possibilities if the home management of WEEE and, furthermore, for a complete awareness of what there's "behind" EEA and WEEE and what is the ecological footprint of them. So, starting from this communication background analysis the initial communication strategy, targeted on these three target groups (Local Authorities, Companies and Citizens) was adapted and updated just from the main criticalities: for instance, talking about citizens the results of the initial survey showed that there was a lack of knowledge about the meaning of WEEE itself and, furthermore, there was a low level of knowledge of the 1versus0 mechanism. So, Consortium decided to push on these two issues starting from a basic campaign, using pupils, students and young people as probe, and antenna to share the main messages of the communication strategy: the importance of a coherent management of WEEE from the cradle to the grave

Baseline situation

Both Italy and Spain, in 2015, are under the annual collection target sets by the WEEE Directive (2012/19/EU) that introduces the target up to 45% for 2016 and up to 65% for 2019. The annual collection target is defined as the ratio between the WEEE total collection rate and the average weight of EEE put on the market in the three-preceding year. In 2015 the per capita WEEE collection amounts to 5,6 kg in Tuscany and in 2,88 kg in Andalusia.

² *Countering WEEE Illegal Trade (CWIT) Summary Report, Market Assessment, Legal Analysis, Crime Analysis and Recommendations Roadmap*. Available from: https://www.researchgate.net/publication/281344533_Countering_WEEE_Illegal_Trade_CWIT_Summary_Report_Market_Assessment_Legal_Analysis_Crime_Analysis_and_Recommendations_Roadmap

Only the 18% of citizens in Tuscany knows the significant of the acronym EEE and the 29% of them store at home discard smartphone and phone accessories³.

The WEEE governance models of both Tuscany and Andalusian Regions presented some criticalities that the project have contributed to overcome:

N°	Criticality	How the project resolve the criticality
1	Citizens/consumers do not have sufficient knowledge about WEEE management and disposal	<ul style="list-style-type: none"> ▪ Raise awareness campaign through social (Facebook, Instagram) and traditional media (radio), billboarding, info leaflet annexed to waste tax bill ▪ Educational campaign in primary and secondary schools
2	Businesses that deal with the installation or distribution of EEE face complicated bureaucratic procedures for WEEE management	<ul style="list-style-type: none"> ▪ Training seminars for SMEs ▪ Development and delivery of CircolaRAEE software to speed up and simplify bureaucratic procedures
3	Lack of information and communication activities on WEEE both by institutions and stakeholders which prevents the development of knowledge of the key actors' involved in the WEEE distribution and collection and awareness of consumers	<ul style="list-style-type: none"> ▪ Informative seminars for capacity building of Public Administration and Waste Management Companies to improve the efficacy of communication campaign dedicated to citizens
4	Limited information exchange between institutions and stakeholders involved in WEEE management	<ul style="list-style-type: none"> ▪ Istituzionalization of Permanent Governance Committee between all regional stakeholders
5	Poor attention on WEEE in municipal regulations and non-uniformity of regulations at regional level	<ul style="list-style-type: none"> ▪ Development and distribution of guidelines to update the municipal regulation with a proposal of municipal regulation model

Stakeholders targeted

From the beginning all the main stakeholders have been involved in project activities: (i) the municipalities mainly through bilateral meetings with municipalities that have implemented targeted policies and activated communication campaigns to increase the proper collection of WEEE in order to draw up best practices deriving from their experiences that served as successful pilot cases to be replicated, (ii) the professional associations, signing a series of Memorandums of Understanding to serve as diffusers of the design actions aimed at companies with their associates, (iii) the Optimized Territorial District Authorities, to support the definition of an integrated model of sustainable governance and in line with the real needs of the territory, (iv) CISPEL TOSCANA, for promotion of project initiatives to all WMCs of Tuscany Region, (v) UNIONCAMERE and ANCI Nazionale, for scaling up of project's actions and results at national level.

Monitoring of the project impact

Throughout the life of the project, the social and environmental impacts of the project were monitored. At the beginning of the project, indicators and the methodology for their measurement were finalised. Periodic surveys were carried out to monitor the deviation between planned and actual values.

³ The analysis on public opinion has been realized by Demopolis Institute for ANCI Toscana in the field of Life WEEE Project. The survey has been conducted (May 2-10, 2018) by CAWI, CATI e CAMI methodologies on a stratified sample of 2.000 people, representative of Tuscan population +18, due categories of gender, age and living-area.

An agreement was formalised with the WEEE Co-ordination Centre, the main Italian body dealing with the recovery and analysis of data concerning the collection and treatment of WEEE, for a constant update of the WEEE collection data in Tuscany.

The quantification of the environmental impacts of the project was carried out by means of LCA analysis comparing ex-ante and ex-post scenarios with respect to the project.

Socio-economic context

It is possible to identify some elements of the socio-economic context on which the project has acted to produce short- and long-term benefits:

- Municipalities are not aware of the economic rewards (performance bonuses) which are recognised by the CDC RAEE based on the tonnes of WEEE collected; Increasing the amount and quality of collected WEEE means allowing communities to have access and benefit from a wider range of public resources.
- Today, the share of unsorted waste that ends up in landfills is still very high. Landfills' management costs represent the heaviest item of public expenditure for citizens which is funded through the local taxation system on waste. Increasing the separate collection of WEEE leads to a reduction in the amount of waste destined to landfill and consequently to a reduction of landfill management costs.
- Citizens are not aware of WEEE collection points on the territory. Identifying the nearest collection point not only makes citizens conscious of the possibility to dispose of an old appliance without buying a new one (1 vs. 0), but also avoids traffic pollution due to moving to the collection points;
- Citizens and enterprises have a poor knowledge of WEEE legislation. Awareness raising campaigns and training activities encourage a better understanding of the advantages of circular economy will have positive effects such as the spontaneous adoption/reinforcement of correct behaviours in terms of WEEE management and the correction of bad habits;
- The administrative burden related to the WEEE management is rather high for companies, in particular SMEs complain about excessive documentation to be produced, causing a lack of motivation to promote 1-1 return of WEEE and apply the 1-0 for very small WEEE. Therefore one of the aims of the project is the development of a software (Action B.4.1) in order to simplify administrative procedures for SMEs involved in WEEE collection, speeding up the compilation of compulsory registration forms and transport documents and allowing SMEs to collect data in an easy, quick, safe and efficient way, reducing also paper waste.

Expected longer term results

The project aimed to cover the gap between the actual WEEE collection rate and the targeted collection rate defined by the 2012/19/EU Directive in Tuscan and Andalusia Region through actions that enable citizens and businesses to put new virtuous behaviour into practice. Education on correct WEEE disposal and on the consequences in terms of additional pollution and wasting resources that derive from wrong behaviours (put the old EEE in mixed municipal waste) was the core and the main focus of the project. Moreover the sharing of different territorial experiences between Tuscany partners and CCSEV has led to a new e-waste governance model that could be a basis for a new European e-waste management model, considering that the problem of poor WEEE management affects all the EU member states and that the illegal trade of e-waste could be reduced only with a EU structured and strategic policy.

The methodology applied during the project based on an ecosystem of training seminars, capacity building workshops, raise awareness campaigns on social and traditional media, distribution of informative materials and IT tools to facilitate WEEE management and WEEE Collection Point localization could be easily replicated in other countries.

In terms of policy implication, the edited guidelines will permit in the next years to Municipalities and WMCs to strength communication campaigns and regulatory documents in terms of incentive to promote WEEE correct disposal.

The availability of a software like CircolaRAEE, after the end of the project, would be in line with the aim of increasing the WEEE collection, offering a simplified service to the companies, in particular SMEs, and promoting the digitization of information and data traceability.

What we collected from the development of our Playground@school Campaign, at least the what we think is the most relevant outcome is the deep consciousness to make schools the centre of any communication campaign on WEEE; and this is for two reasons: the first one is the huge impact of EEE on young generation, especially for WEEE that are those of the 1versus0 approach (those WEEE with major length less than 25 cm, that is, typically former EEE such as smartphone, tablets and all those EEA which are typical devices used by young people). The second reasons is that, taking into account the huge attention of the last decade for the environmental problems, young people showed a great interest for the “footprint” of the electronic devices: it means not only the duty of the recovery of materials such as plastics, iron, aluminium but also the willing to know the proper treatment for the recovery of hidden components such as rare earths, which are greatly involved in the composition of a great ecological and social burden: the experience of talking about this during the workshops has been one of the most interesting and fruitful for the young generation and an heritage useful for the dissemination and transfer process in other EU countries.

5. Administrative part

The project management follows the procedures established in the Partnership Agreement stipulated during the Project Opening Workshop - enclosed to the Inception Report. No changes were made to the organigram chart and in the composition of the Steering Committee.

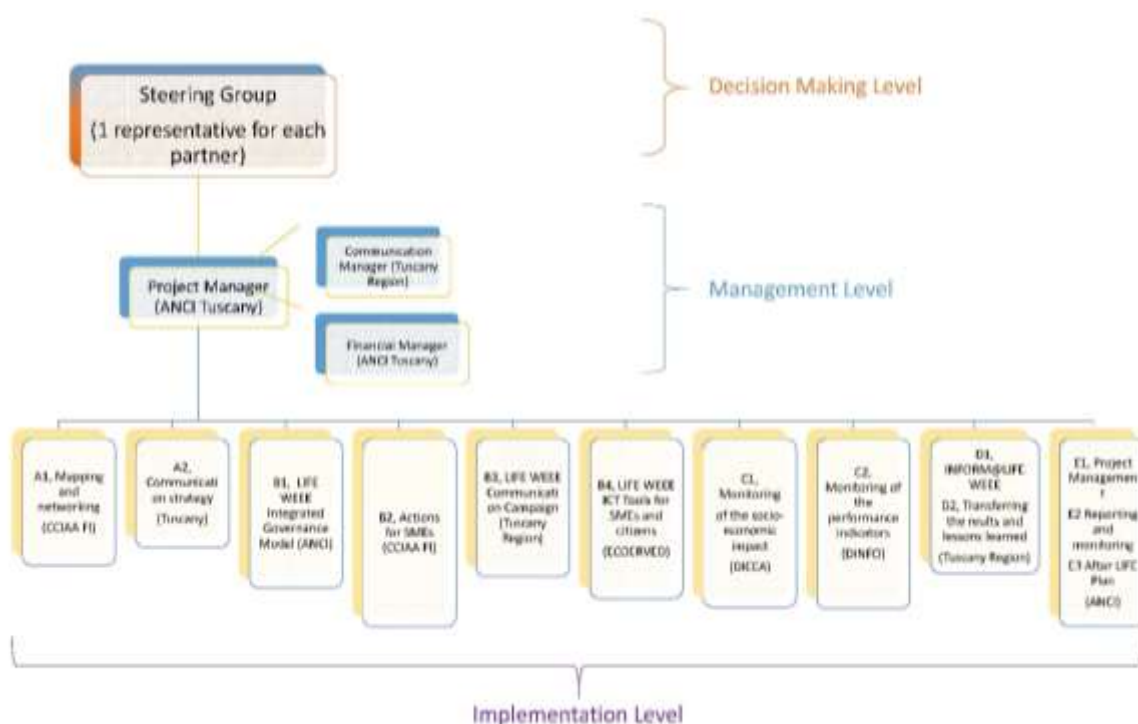


Figure 1: LIFE WEEE Project Organigram chart

During the project, 8 meetings of the SC were held:

Data	Meeting	Location	Themes
23/11/2017	I Steering Committee	ANCI Headquarter - Florence	Discussion and signing of SC regulation Discussion and signing of Internal Partnership Agreement Discussion and approval of project masterplan and timetable
05/03/2018	II Steering Committee	ANCI Headquarter - Florence	Progress and activities planning Organization of Annual Monitoring Visit
01/10/2018	III Steering Committee	CCSEV Headquarter - Seville	Progress and activities planning Exchange of best practices with Spanish stakeholders
11/04/2019	IV Steering Committee	ANCI Headquarter - Florence	Progress and activities planning Organization of Annual Monitoring Visit
04/12/2019	V Steering Committee	CCIAA Headquarter - Florence	Progress and activities planning
21/04/2020	VI Steering Committee	Online meeting	Progress and activities planning Preparation of Amendment Request for time extension of the project
18/09/2020	VII Steering Committee	Online meeting	Progress and activities planning
12/01/2021	VIII Steering Committee	Online meeting	Preparation of Layman's Report and After Life Plan Organization of Final Conferences in Florence and Seville
07/06/2021	IX Steering Committee	Online meeting	Preparation of Final Report

Please refer to Deliverables E.1.4 to E.1.12 for meetings agenda and minutes.



Figure 2: Photos of Steering Committees

During the lifetime of the project Dott. Marco Tosi has performed four Annual Monitor Visit:

Data	Meeting	Location
14/06/2018	I Annual Monitoring Visit	ANCI Headquarter - Florence
22/05/2019	II Annual Monitoring Visit	ANCI Headquarter - Florence
14/07/2020	III Annual Monitoring Visit	Online meeting
28/04/2021	IV Annual Monitoring Visit	Online meeting

Concerning communication with EASME and Monitoring team, the PM still update monthly by e-mail the Project Marco Tosi (NEEMO EEIG – Timesis) about the progress of the project activities.

On the 20th August, 2018 the CB received the letter from EASME that constitutes the amendment N°1 to Grant Agreement LIFE16 GIE/IT/000645 and that enters into force from 14/09/2018. The Amendments originates from the modifications in the General conditions of the definition of conditions for natural persons, submission of VAT certificate and threshold for submission of the certificate on the financial statements.

A second Amendment Request has been sent by Coordinating Beneficiary on the 20/05/2020, to request a time extension of 9 months. The COVID-19 health emergency and the consequent restrictions

on economic and work activities imposed by the national governments of Italy and Spain have led to the necessary suspension of the main project activities from the end of February 2020 and to request a postponement of the end date of the project to achieve the expected results. The request is approved by EASME on the 14/07/2020.

6. Technical part

6.1. Technical progress, per Action

The present report covers the project period between the beginning of the project and the 31st May 2021 (End of the project). Hereafter the descriptions of the ongoing actions and the main results obtained.

Actions A Preparatory Actions

Action A.1 Mapping and Networking

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	31/12/2017	15/05/2018

Description

Sub-action A.1.1

In the very first part of this project, the permanent staff mapped all the potentials SME's involved in EEE and WEEE in Tuscany. To evaluate the level of awareness in terms of knowledge, CCIAA's Statistics Office sent a questionnaire by email to 41.275 SME'S.

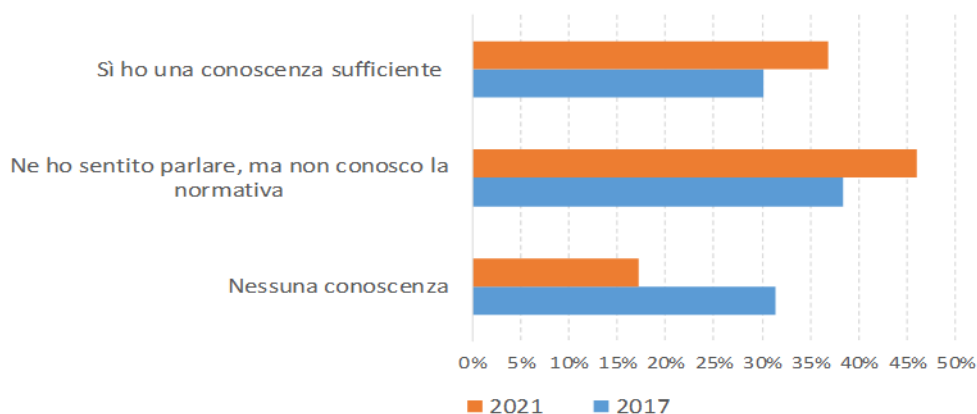
2.7% is the average of responses (1.275 questionnaires completed). The results showed very low interest and low level of knowledge about the terms of legal obligations, what the 1vs1 or 1vs0 collection is, how to dispose WEEE and also which requirements and documents are needed for WEEE collection. Only the 26% declares to be active in WEEE collection from customers and, out of this, the 46% disposes WEEE. The 24% of the interviewed companies declared to have willingness to collaborate on the matter.

To prepare activities with SMEs and assure the collaboration of Professional Associations, a Life Weee memorandum of understanding was signed with Confesercenti Toscana, Confindustria and CNA. The documents are open for other professional associations to join: Confcommercio and Confartigianato contributed to the dissemination of webinars and informational materials among their affiliated SMEs. Besides, to prevent delays in communication between the Chamber of Commerce of Florence and the SMEs registered in the others Chambers of Commerce (there is a chamber for every regional capital and one for each district), an introduction of Life WEEE project and a request for cooperation was sent to all the general managers of the Tuscan chambers, with positive feedback.

Training plan for internal staff and the structure of seminars for business operators was defined and were set roll-up banners in the main entrance and totem with info flyer 'Tesori da RecupeRAEE' at Camera di Commercio di Firenze.

On 11 march 2021, CCIAA's Statistics Office sent a new survey by email to the 35.458 SMEs targeted, to check the level of awareness as a result of the actions carried out in the Life WEEE project. The results are encouraging both in terms of response and of level of knowledge.

Grado di conoscenza RAEE e normativa integrati



This activity was also developed in Andalusia. In the first quarter of 2019, a mapping of SMEs in the recycling and EEE management sector in Andalusia was carried out.

In this report we can determine that in Andalusia, there are a total of 637 SMEs involved in WEEE collection. The Northwest of Andalusia represents 75% of the total of small and medium-sized enterprises related with WEEE management. The province which is leading the list is Seville with 314 SMEs, followed by Córdoba, Huelva, Cádiz and Málaga with a total of 111, 51, 47 and 47 SMEs, respectively. The Eastern Provinces of Andalusia count 67 SMEs between Granada (42), Jaén (16) and Almería (9).

At the same time, CCSEV, through the collaboration with FAEL, carried out at the beginning of the project a total of 250 SME surveys related to the EEE sector. In 2021, the same survey was carried out again and a total of 101 SMEs were surveyed.

In the first survey, one of the most remarkable results was that 25% of these shops, although they regularly managed EEE, were not aware of the specific regulations. Over a quarter of those companies knowledgeable about the legislation considered it hard to follow and apply. In this context, the difficulties encountered were the number of documents to collect and conserve, together with the excessive bureaucratic requirements.

Thanks to the final survey, we can see that during the life of the WEEE LIFE project, there has been an increase of 10% in the number of SMEs registered in the waste management registry.

This demonstrates the increasing involvement of the Distribution stores with sustainable development and environmental protection, being a clear benchmark of commitment to the circular economy.

It is also interesting to note that in both surveys, it can be seen that half of those surveyed are willing to participate in a project managed by public bodies, chambers of commerce and universities, whose objective is to simplify the relative bureaucracy of WEEE.

Sub-action A.1.2

Two different survey campaigns are performed in Tuscany to measure the level of awareness of citizens about WEEE collection. The first, executed in May 2018, had the objective to set the baseline in terms of knowledge of WEEE correct disposal and to focus the operative actions of the project on issues that could contribute to prevent bad habits. The second, carried out in April 2021, permit to monitor the project impact and to measure the increase of citizen's awareness as compared to the baseline.

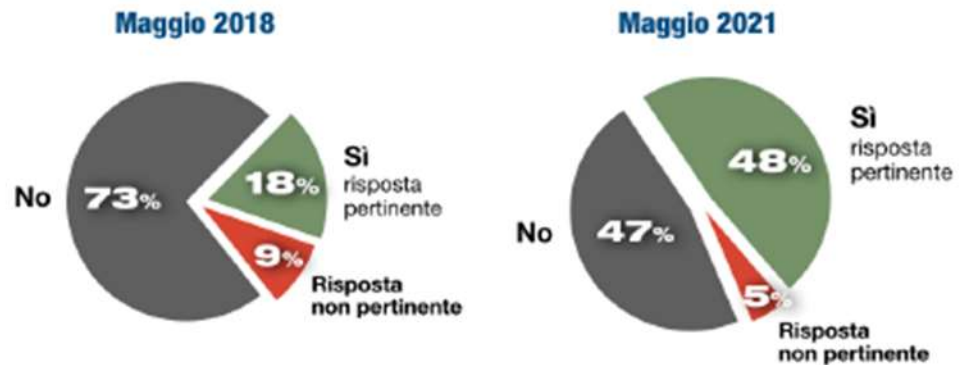
Both the surveys have been conducted by CAWI, CATI e CAMI methodologies on a stratified sample of 2.000 people/each, representative of Tuscan population +18, due categories of gender, age and living-area.

The findings of the survey of May 2021 measure an huge progress that has been made over the last three years, both in terms of information and widespread behaviour. In 2018, less than one-fifth of Tuscans (18 per cent) claimed to actually know what is meant by WEEE; today, this figure is close to

half of all citizens (48%), with an improvement of 30 points. And consistently, the knowledge of the possibilities of disposing of waste from electrical and electronic equipment has improved, with an essential municipality collection centre, but also by private retailers in the application of regulations on the free take-back of used equipment.

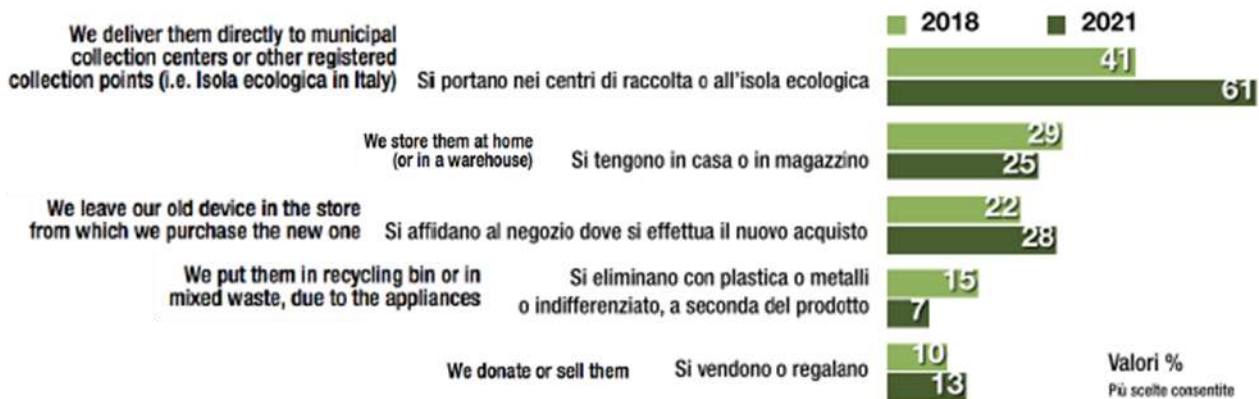
Do you know the meaning of the acronym WEEE?

Lei sa che cosa si intende per RAEE?



And how do your family usually discard mobile, smartphone and phone accessories?

L'eliminazione di telefoni, smartphone e relativi accessori



And, while environmental concerns and awareness are growing, Tuscan citizens are changing their habits. In the time period analysed, dangerous behaviours such as disposing of a small appliance by conferring its plastic, metal and undifferentiated parts, depending on the materials, were reduced to 11% of the sample.

On the other hand, the incidence of all the correct WEEE management methods has increased in Tuscany: the use of municipalities and service companies for the transfer of large household appliances (+3%), small equipment (+18%) or IT tools (+13%), but also entrusting to shops (+7% for large household appliances; +5% for IT equipment).

Today, more than 8 out of 10 Tuscans bring TVs, PCs, IT equipment and small household appliances to collection centres: a further figure that confirms the success of the awareness-raising actions promoted within the Life WEEE Project to increase public knowledge and public awareness of WEEE.

In Andalusia, the size of the sample analysed for the study on regulations and assessing citizens in 2021 has been 1,101 and in 2018 the number of responses was 956.

The average assessment of the perception of Andalusians on the recycling of electrical and electronic equipment globally has experienced an increase of 14%. From 2.68 points in 2018 we have gone to an average valuation of 3.05 points in 2021.

In the results obtained in this study, a positive trend is perceived in all the Andalusian provinces with the exception of Granada, whose global average assessment obtained in 2018 and 2021 has remained constant. Cádiz stands out with an increase of 75% in its global valuation.

Focusing on the data collected in 2021, we can see that Granada and Huelva are the only provinces who's global assessment is below 3.0, taking values between 3.1 and 3.2 in the rest of the provinces.

Andalusian citizens who have completed their University Studies have been the ones who have had the best perception (3.2) compared to people whose completed educational training is Primary From a gender perspective, women have been those who have given the best score (3.1), having experienced an increase of 16%.

People whose age is between 18 and 25 years old are the ones who have given the lowest value to the items analyzed from a global perspective (2.7), highlighting that the highest score (3.2) is concentrated in the age group that covers the 45-55 years and more than 55 years segments, the latter being the ones that have experienced the greatest increase in their valuation (23%).

Time schedule, output and indicator of progress

The action ended 5 months later than planned. This is due to the decision to entrust the administration of the citizens' survey to an external agency in order to ensure the achievement of the objectives in terms of number of the sample investigated.

Expected Result	Indicator of progress/Threshold	Result achieved	Check
<i>Sub-action 1.1</i>			
Mapping SMEs involved in WEEE management	20.000÷30.000 SMEs operating in distribution of EEE	41.275 SMEs individuated	<input checked="" type="checkbox"/>
Measure the level of awareness of SMEs about the obligations deriving from EU and national regulations on WEEE	1.350 questionnaire compiled by SMEs/Professional Association	1.275 questionnaire compiled by SMEs/PA	<input checked="" type="checkbox"/>
<i>Sub-action 1.2</i>			
Measure the level of awareness of citizens about WEEE collection	4.000 Questionnaire compiled by citizens in Andalusia and Tuscany	6.057 Questionnaires compiled	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action 1.1</i>			
A.1.1.1 SMEs and professional associations questionnaire obligations of the WEEE legislation	31/10/2017	31/10/2017	<i>1st Progress Report</i>
A.1.1.2 Report on SMEs involved in EEE distribution and installation in Tuscany and Andalusia regions and level of awareness on WEEE collection in Tuscany Region	30/11/2017	30/11/2017	<i>1st Progress Report</i>
A.1.1.3 LIFE WEEE Memorandum of understanding with professional association model	30/11/2017	30/11/2017	<i>1st Progress Report</i>
A.1.1.4 Report on SMEs level of awareness on WEEE collection in Andalusian Region	30/11/2017	30/11/2017	<i>1st Progress Report</i>

A.1.1.5 MoU Professional Associations signed	30/11/2017	30/11/2017	<i>Mid-Term Report</i>
<i>Sub-action 1.2</i>			
A.1.2.1 Questionnaire for assessing baseline level of awareness of citizens on WEEE collection	31/10/2017	31/10/2017	<i>1st Progress Report</i>
A.1.2.2 Preliminary study on municipal regulations on waste management	30/11/2017	30/11/2017	<i>1st Progress Report</i>
A.1.2.3 Report on citizens level of awareness on WEEE collection (Survey 2018) - Tuscany	30/11/2017	15/05/2018	<i>Mid Term Report</i>
A.1.2.4 Report on citizens level of awareness on WEEE collection (Survey 2018) - Andalucia	30/11/2017	15/05/2018	<i>Mid Term Report</i>
A.1.2.5 Report on citizens level of awareness on WEEE collection (Survey 2021) - Tuscany	-	31/05/2021	<i>Final Report</i>
A.1.2.6 Report on citizens level of awareness on WEEE collection (Survey 2021) - Andalucia	-	31/05/2021	<i>Final Report</i>

Action A.2 Communication Strategy

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	30/11/2017	30/11/2017

Description

The Communication Plan was issued in November 2017 as Italian version. After this, the translation in English and Spanish version was the first step of the updating process. Really the updating process of the CP was made all the times we realized that there was the possibility to make the communication campaign more fit to the target audience; i.e. the campaign for school was adapted in two different situations: the joint work with schools for drawing and building the Teacher's kit (at the beginning we thought to make a typical tender for searching the expert in charge of this and not, as we did, starting a process of collaboration with 4 different schools in order to discuss, drawn and prepare the material for the kit); furthermore our school event on WEEE – started in February 2019 and continued throughout the year until stopping for events related to COVID 19: it was decided to offer teachers an online version, less linked to the experience to be carried out in the field (Modding and hardware updates and software possible as tools to extend the operating life cycle of PCs) and more linked to the possibilities of responsible management of small WEEE and awareness of the environmental load carried by each EEA.

In Andalusia, in order to reach overall project objectives and maximise dissemination and reliability of results, a communication strategy, covering both internal and external communication was developed under the Action Plan for Andalusia. The aim was to keep all target groups informed and up to date about the project throughout its implementation, and furthermore to encourage their active participation.

In order to enhance the project's awareness-raising and information potential, a specific project website for Andalusia (www.weee-andalucia.es) has been developed. Through this website, the content of the official project website, www.lifeweee.eu, has been expanded and the different actions being developed in Andalusia within the framework of the project have been addressed to the main Andalusian target groups.

It has been continuously publishing different content throughout the project both on the networks of the Chamber of Commerce and on the project's networks:

<https://es-es.facebook.com/camaracomerciosevilla/>

<https://www.facebook.com/LifeWeee/>

<https://www.linkedin.com/company/life-weee/>

https://www.instagram.com/life_weee/?hl=es

Time schedule, output and indicator of progress

The activities of the Action A.2 are concluded as planned and the first version of Communication Plan is completed at the end of November 2017. The plan is a dynamic document that will be regularly checked and updated through the project's lifetime.

Expected Result	Indicator of progress/Threshold	Result achieved	Check
Implementation of the Communication Strategy	Production of 1 st Version of Communication Plan	Yes	<input checked="" type="checkbox"/>
Effective Communication Strategy	Continuous updating of CP	Yes	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
A.2.1 Communication Plan_ITA version	30/11/2017	30/11/2017	<i>1st Progress Report</i>
A.2.2 Communication Plan_ENG version	30/11/2017	28/02/2018	<i>Mid Term Report</i>
A.2.3 Communication Plan_SPA version	30/11/2017	28/02/2018	<i>Mid Term Report</i>

Action B Core Actions

Action B.1 LIFE WEEE Integrated Governance Model

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/11/2017	01/11/2017	31/06/2020	31/05/2021

Sub-action B.1.1

A first internal preliminary meeting has been held at CCIAA the 13rd February, 2018 between ANCI, CCIAA and Tuscany Region with these main objectives:

- a. Individuated the main stakeholders to be involved in PGC;
- b. Define the organization of PGC (plenary sessions with all or part of stakeholders, restricted number meetings, bilateral meetings);
- c. Identify the objectives of the PGC.

The partners listed two main target stakeholders to be included in the works of the PGC since the beginning with preference to bilateral meetings, the 3 Optimized Territorial Authorities (ATO Centro, ATO Sud and ATO Costa) and CISPTEL Toscana, the association of all the WMCs of Tuscany Region. The PGC is official constituted by Tuscany Region, CCIAA FI, ANCI, CISPTEL Toscana and the 3 Regional ATOs.

After the constitution, the PGC had its first (settlement) meeting in February 2018.

The PGC had the following objectives:

- Perform a SWOT analysis of the current regional governance model;
- Elaboration of preparatory documents for the revision of the "Regional Plan for Waste Management";
- Redaction of guidelines for the update of the main local regulatory documents.

In Andalusia, the working group of the project comprised the following institutions: Chamber of Commerce of Seville, the Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development, the Andalusian Federation of Municipalities and Provinces (FAMP), the Andalusian Federation of Household Appliances and Other Household Equipment (FAEL) and Recilec.

The working group has met face-to-face several times from October 2018 to May 2019. Since 2020 these meetings have been held bilaterally and online. In addition, throughout the project there has been constant communication through phone calls and emails. Also, there have been events organised by the different institutions that are part of this working group.

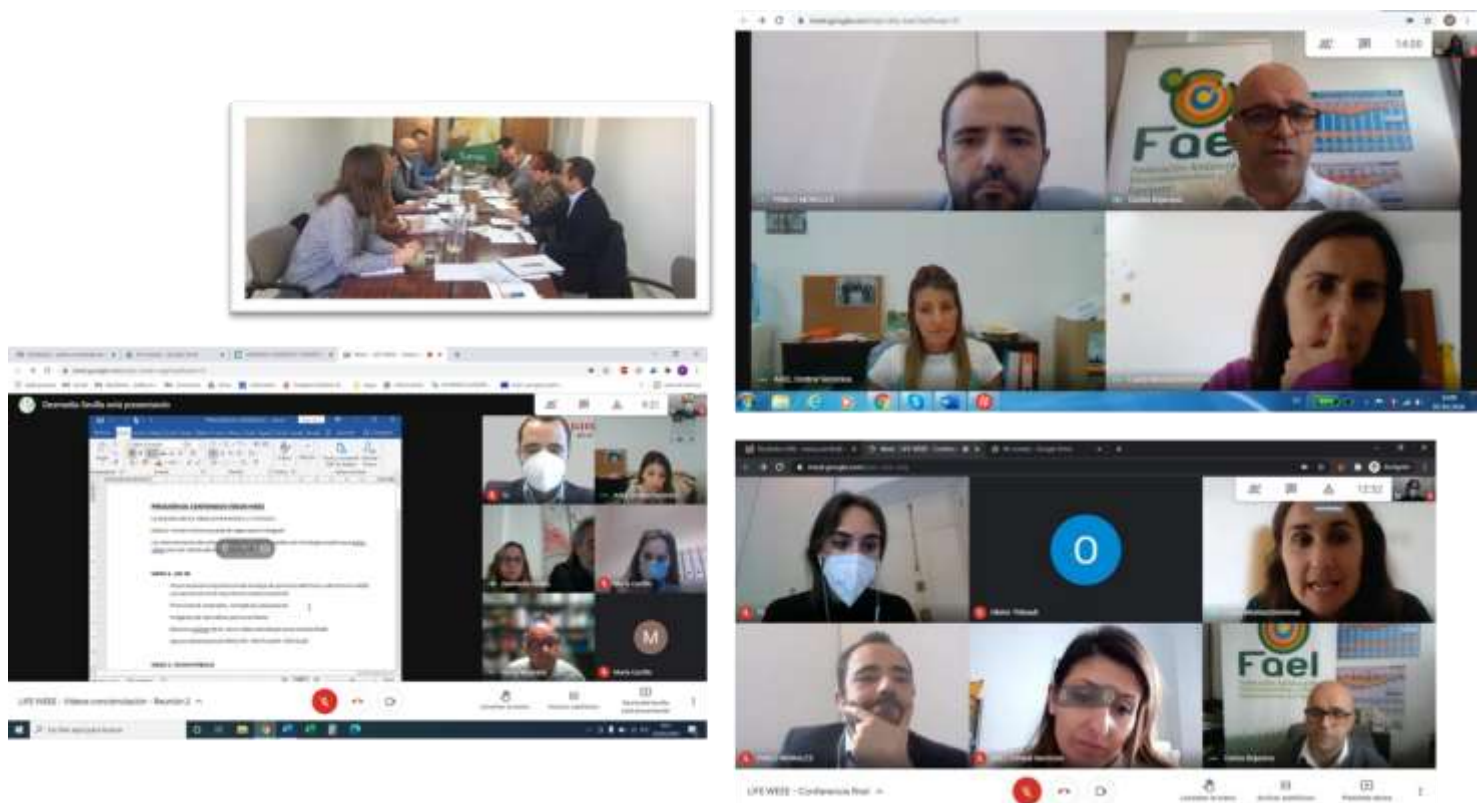


Figure 3: Andalusian Working Group meetings.

Sub-action B.1.2

The objectives of the PGC are pursued through plenary and bilateral meetings, and, from 2020 so on, by means of phone interviews and on-line meetings.

The table below lists all the meetings held during the project lifetime:

Meeting date	Location	Participants	Type of meeting	Key issues
13/02/2018	CCIAA headquarter	ANCI CCIAA RT	PGC preliminary meeting	Define PGC composition and meetings agenda
26/02/2018	RT headquarter	ANCI RT ATO Centro ATO Costa ATO Sud	PGC meeting	State of the art of Public CP network Define the different territorial peculiarity Successfull experiences and obstacoles to WEEE collection
23/04/2018	Municipal premise – Empoli	ANCI Council member of Empoli Municipality	Bilateral meeting	Municipal WEEE collection policies Best practises and lessons learnt Key factors for WEEE collection improvement
24/04/2018	Municipal premise – Capannori	ANCI Council member of Capannori Municipality	Bilateral meeting	Municipal WEEE collection policies Best practises and lessons learnt Key factors for WEEE collection improvement
27/04/2018	Municipal premise – Campi Bisenzio	ANCI Council member of Campi Bisenzio Municipality	Bilateral meeting	Municipal WEEE collection policies Best practises and lessons learnt Key factors for WEEE collection improvement
16/05/2018	Municipal premise – Agliana	ANCI Mayor of Agliana Municipality	Bilateral meeting	Municipal WEEE collection policies Best practises and lessons learnt Key factors for WEEE collection improvement
31/07/2018	ATO Sud headquarter	RT ATO Sud Rapresentative of Municipalities of South Tuscany	PGC meeting	Sharing of best practises and past experiences
16/09/2018	ATO Sud headquarter	ANCI RT ATO Sud representative SEI Toscana (WMC of South Tuscany)	PGC meeting	Defintion of Communication strategies for the involvement in the porject of the major number of Municipalities
17/09/2018	Skype Call	ANCI Council Member of Monteriggioni Municipality	Bilateral meeting	Best practises from the experience of the installation of two eco-point in Monteriggioni Municipality
29/01/2020	RT headquarter	ANCI RT CCIAA ATO Centro ATO Costa ATO Sud	First meeting after istituzionalization	Definition of restricted working groups on 4 crtical issues Planning of meetings of restricted working groups and plenary session
03/11/2020	Web Call	ANCI GEA (WMC of Garfagnana)	Bilateral meeting	Communication activities among citizens Training of technical staff Economic incentives
05/11/2020	Web Call	ANCI ATO Costa	Bilateral meeting	Communication activities among citizens Training of technical staff Economic incentives
06/11/2020	Web Call	ANCI ATO Centro	Bilateral meeting	Communication activities among citizens Training of technical staff Economic incentives

Meeting date	Location	Participants	Type of meeting	Key issues
09/11/2020	Web Call	ANCI	Bilateral meeting	Communication activities among citizens
		ESA (WMC of Isola D'Elba)		Training of technical staff
				Economic incentives
13/11/2020	Web Call	ANCI	Bilateral meeting	Communication activities among citizens
		ATO Sud		Training of technical staff
				Economic incentives
19/11/2020	Web Call	ANCI	Bilateral meeting	Communication activities among citizens
		ALIA (WMC of ATO Centro)		Training of technical staff
		SEI(WMC of ATO Sud)		Economic incentives
19/02/2021	Web Call	ANCI	PGC meeting	Bilateral meetings reporting
		RT		Draft version of guidelines
		ATO Centro		Draft version of the agreement between PGC parties
		ATO Costa		
		ATO Sud		
12/05/2021	Web Call	ANCI	PGC meeting	Final Approval of the agreement between PGC parties
		RT		
		CCIAA FI		
		ATO Centro		Presentation of final version of guidelines
		ATO Costa		
		ATO Sud		

The meetings performed in the first months of 2018 allow a snapshot of the state of the art and of the experiences regarding policies and awareness actions undertaken on the territory, highlighting the strengths and weaknesses of the current governance and management model.

The following months were dedicated to the work of preparing the amendment to the regional law proposal on the Circular Economy in which references to WEEE were included for the first time. This work, also including the preparatory operations in the Regional Commission, also saw the participation of the main stakeholders involved in the issue of the Circular Economy.

In the second half of 2019, the PGC worked on the elaboration of a proposal for a Regional Council Decision for the formal institutionalization of the Technical Table on WEEE which met on 29 January 2020 in physical form and subsequently continued its activity in virtual way, after events related to COVID – 19.

The process of modification of the regional legal framework on Circular Economy has been deeply linked with LIFEWEEE activity on B1 Action: the Regional Board Decision 20/2019 of December 16, 2019 represented an important step in this process. With this tool, the Council identified the tool of the Permanent Governance Committee on WEEE which was subsequently also included in the Regional Law of Tuscany on the subject of Circular Economy (Law 4 June 2020, n. 34 "Provisions on circular economy for the management of waste. Amendments to LR 60/1996).

The whole 2020 is dedicated to the discussion and elaboration of the guidelines for the update of the main local and regional programming documents.

The target of the Guidelines are ATOs, WMCs and Municipalities.

The objectives of Guidelines are:

- Provide ATOs and Municipalities a set of operational guidelines to enhance the effectiveness of the actual governance model and to increase citizens' awareness on e-waste issues;
- Increase the knowledge of Municipalities and propose economic and non-economic incentive models to facilitate virtuous behavior of citizens;
- Increase the knowledge of Municipalities on economic incentives made available by the CDC RAEE recognized on the basis of WEEE collected (€/ton);
- Provide to ATOs and Municipalities models for modification of municipal regulations:

1. Municipal Regulations for Waste Management Service;
2. Waste Tax Regulation (TARI);

3. Municipal Waste Collection Center Regulation;
4. Reuse center regulation (where present).

Finally, the PGC members prepare and sign an agreement for the adoption at Regional Level of LIFE WEEE governance model.

The activities carried out by the PGC have led to the following results:

- Institutionalization of a permanent regional technical table on e-waste allowing a continuous exchange of information and good practices among the main actors related to WEEE collection and treatment;
- Revision of the main regional regulatory documents with a stronger focus on e-waste and in general on recycling, recovery and reuse practices;
- Elaboration of guidelines for the strengthening of municipal regulatory documents and communication campaigns addressed to citizens: this document illustrates the LIFE WEEE integrated governance model and the best practises for its replication, a system of economic and non-economic incentives that could be apply by the municipalities to stimulate citizens' awareness and a draft model of municipal regulation in line with the principles of circular economy;
- Agreement with the main regional authorities (3 ATOs) that represent all the Municipalities of Tuscany Region for the adoption and implementation of LIFE WEEE Governance Model.

In the last month of the project, an action plan for transferability and replicability of LIFE WEEE results has been elaborated with the aim to provide to Central Government of other Italian Region or EU territory a detailed roadmap and action plan for replication and transferability of LIFE WEEE Governance Model.

In Andalusia, the Action Plan was submitted and approved on 21 September 2019, which included the actions carried out by the LIFE WEEE project and the actions necessary to maintain the philosophy and the path carried out during its implementation in Andalusia.

This Action Plan is developed in three lines of action related to the objectives and expected results. These lines arise with the main objective of increasing the collection of Waste Electrical and Electronic Equipment (WEEE) during the last stages of the project life cycle, thus reducing the negative impacts resulting from the use of raw materials and the dispersion of WEEE in the non-selective collection of waste.

The specific objectives defined in this Action Plan were:

1. Improve the regional governance model, support municipalities building the capacity of public officials and improve services to citizens, in cooperation with the Andalusian Federation of Municipalities and Provinces and the Andalusian Regional Ministry of Environment of the Andalusian Regional Government.
2. Encourage the participation of the SMEs involved in the installation or distribution of EEE, including large distribution chains (Article 14 of the distribution of EEE, including large distribution chains (Article 14 of Directive 2012/19); and simplify administrative and bureaucratic procedures for the the management of WEEE;
3. Implement an awareness-raising campaign and communication and dissemination actions and tools.

Sub-action B.1.3

The main goal of this sub-action is the capacity building of public officials to improve the efficiency of public services related to WEEE collection.

Capacity building activities were implemented providing training seminars on environmental violations and WEEE abandon addressed to Municipal Police and in information workshops to increase the efficacy of citizens' raise awareness communication campaign addressed to policy makers and technical staff of Municipalities.

ANCI has designed different training format for the three target groups. The training seminars have the following features:

Target Group	Format	Main goals	Main contents
1-Policy Makers	Webinar via web platform with access control and certification	Improve the awareness about WEEE and diffusion of best practices deriving from past successful experience	Past Experiences of WEEE management policies in other Municipalities of the same territorial district – Lesson learnt and best practices – Actual overall governance and organization of WEEE management at institutional level – Strategies to improve separate and WEEE collection – Strategies for the implementation of successful citizens' communication campaigns
2-Technical Staff	Taught lessons	Improve the communication efficacy of front-office and Collection Point technical staff	How to improve the communication skills - Communicate the correct information and appropriately message – Being able to listen and receive feedback
3-Municipal Police	External support for the integration of learning plan of the Interregional Municipal Police School with a training module	Improve the attention about the WEEE abandon and in general waste littering and about the control of unauthorized WEEE carriers	Correct e-waste streams – Compulsory transportation documents – The phenomenon of illegal e-waste trade

ANCI has performed the following seminars and workshops, with a total of 797 participants:

N°	Event	Type	Location	Data	Target	N° of participants
1	Capacity building of technical staff and policy makers	Informative seminar	Arezzo	25/10/2019	Policy makers and technical staff	22
2	Capacity building of technical staff and policy makers	Informative seminar	Firenze	08/11/2019	Policy makers and technical staff	50
3	Capacity building of technical staff and policy makers	Informative seminar	Livorno	13/11/2019	Policy makers and technical staff	37
4	Capacity building of technical staff and policy makers	Informative seminar	Lucca	22/11/2019	Policy makers and technical staff	29
5	Capacity building of technical staff and policy makers	Informative seminar	Firenze	12/12/2019	Policy makers and technical staff	25
6	Capacity building of Municipal Police	Informative seminar	Cecina (LI)	21/06/2019	Municipal Police	22
7	Capacity building of Municipal Police	Informative seminar	Cecina (LI)	25/06/2019	Municipal Police	25
8	Capacity building of Municipal Police	Informative seminar	Siena	24/09/2019	Municipal Police	29
9	Capacity building of Municipal Police	Informative seminar	Siena	01/10/2019	Municipal Police	21
10	Capacity building of Municipal Police	Informative seminar	Scarperia (FI)	15/10/2019	Municipal Police	24
11	Capacity building of Municipal Police	Informative seminar	Scarperia (FI)	18/10/2019	Municipal Police	14
12	Capacity building of Municipal Police	E-learning Webinar	E-learning platform of Scuola Interregionale di Polizia	Available from 19/11/2019 to 19/11/2020	Municipal Police	73
13	Capacity building of Municipal Police	E-learning Webinar	E-learning platform of Scuola Interregionale di Polizia	Available from 19/11/2019 to 19/11/2020	Municipal Police	73
14	Capacity building of Municipal Police	E-learning Webinar	E-learning platform of Scuola Interregionale di Polizia	Available from 19/11/2019 to 19/11/2020	Municipal Police	73
15	Capacity building of Municipal Police	E-learning Webinar	E-learning platform of Scuola Interregionale di Polizia	Available from 19/11/2019 to 19/11/2020	Municipal Police	73
16	Capacity building of Municipal Police	E-learning Webinar	E-learning platform of Scuola Interregionale di Polizia	Available from 19/11/2019 to 19/11/2020	Municipal Police	73
17	Capacity building of policy makers	Online Live Webinar	Zoom	19/01/2021	Policy Makers	32
18	Capacity building of technical staff	Online Live Webinar	Zoom	21/01/2021	Technical staff	35
19	Capacity building of policy makers	Online Live Webinar	Zoom	23/02/2021	Policy Makers	33
20	Capacity building of technical staff	Online Live Webinar	Zoom	25/02/2021	Technical staff	34
TOTAL						797

In Andalusia, CCSEV provided a guide for policy makers, technical staff and municipal police, which is available on the project website: <https://www.weee-andalucia.es/wp-content/uploads/2020/07/MANUAL-LIFE-WEEE-06-06-2019.pdf>

This manual is a "Guide for the correct management of waste electrical and electronic equipment (WEEE) in Andalusia", which aims to raise awareness among the public officials about the different ways to deal correctly with this type of waste.

During 2020, several training sessions were organised, and in 2021 the guide was distributed by e-mail, addressed to the public departments responsible for waste management in the local entities, in order to reach the target of policy makers, technicians and local police officers foreseen in the project (220 beneficiaries). Ref:

<https://www.weee-andalucia.es/jornada-tecnica-de-sensibilizacion-en-materia-de-correcta-gestion-de-raee-para-la-gestion-publica-de-los-raee/>

Sub-action B.1.4

The objective of the LIFE WEEE info kit was to provide to Local Authorities tools as support to raise awareness communication activities targeted to citizens to increase the WEEE collection. The kit consists of banners and photos that municipalities can upload on their website and social channels, a newsletter whose contents can be used for municipal newsletters and a poster that they can print and post at municipal offices. The kit has been produced only in digital format and is available for download

on the project website. The municipalities have been informed of the availability of the material during the training meetings and through a dedicated informative email.

Ref:

https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Cos-e-Life-Weee/Per-Enti-e-Associazioni-di-categoria/Kit-informativo-per-la-pubblica-amministrazione

In Andalusia, this Deliverable contains the Info Kit for Public Authorities (leaflet). This leaflet was distributed during all the public events of the project in Andalusia and due to the pandemic, it has been also disseminated by mailing.

These materials have been distributed directly with those Municipalities with which CCSEV has relationships and direct contact.

It has been communicated to the rest of Municipalities of Andalusia through the Federation of Andalusian Municipalities and Provinces (FAMP), which is part of our Working Group. Ref:

<https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-ciudadan%C3%ADa.pdf>

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Result achieved	Check
<i>Sub-action B.1.1</i>			
On-time establishment of Permanent Governance Committee	Individuation of main stakeholders to be invited	ATOs, principal Municipal Waste Companies and selected Municipalities form the PGC	☑
	Planning of the meetings' agenda	Definition of the meetings agenda with ATOs, MW Companies and Municipalities	☑
		Andalusia Working Group establishment	☑
<i>Sub-action B.1.2</i>			
Successful delivery of guidelines to update main regional and local programming and regulatory documents	Revised Version of Regional Plan for Waste Management – Tuscany Region	Revised version of Regional Action Plan for WEEE Management (Regional Law on Circular Economy with table on WEEE and works on Action Plan)	☑
	Model of municipal regulation with incentives for WEEE collection – Tuscany Region	Elaboration of guidelines for the update the main regional and local programming documents with incentives schemes and draft model of Municipal Regulation	☑
	Agreement with ATOs for LIFE WEEE governance model adoption – Tuscany Region	Agreement signed between PGC parties	☑
	Andalusia Action Plan for WEEE management	Redaction of Action Plan for WEEE management	☑
		Adoption of Action Plan	☑

<i>Sub-action B.1.3</i>			
Successful improvement of institutional capacity of public services in WEEE collection	Definition of the training format per each target group (Policy Makers, technical staff and Municipal Police)	Design of three different training cycles for PA capacity building	<input checked="" type="checkbox"/>
	Seminars and workshops for capacity buildings of public officials	Execution of seminars, workshops and webinars for capacity building of Policy Makers, technical staff and Municipal Police	<input checked="" type="checkbox"/>
<i>Sub-action B.1.4</i>			
Successful delivery of guidelines to PA to improve the efficacy of communication campaigns for citizens	Production and delivery of Info kit for Public Authorities	Availability of the Info kit for Public Authorities on the project website and delivery to Municipalities	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action B.1.1</i>			
B.1.1.1 Constitution of PGT on WEEE collection	Additional Deliverables	28/02/2018	<i>Mid Term Report</i>
<i>Sub-action B.1.2</i>			
B.1.2.1 Andalusia Action Plan for WEEE Management	30/04/2018	30/04/2018	<i>Mid Term Report</i>
B.1.2.2 Revised Version of Regional Plan For Waste Management - Tuscany	30/04/2018	15/03/2019	<i>Final Report</i>
B.1.2.3 Andalusia Action Plan for WEEE Management adopted	31/05/2018	16/12/2019	<i>Final Report</i>
B.1.2.4 Draft Model of municipal regulation with incentives for WEEE collection	31/07/2018	31/07/2018	<i>Final Report</i>
B.1.2.5 Guidelines for update of local regulatory documents	31/07/2019	30/09/2020	<i>Final Report</i>
B.1.2.6 Agreement with local governments	31/07/2019	30/09/2020	<i>Final Report</i>
B.1.2.7 Action Plan for replicability	31/03/2021	31/03/2021	<i>Final Report</i>
<i>Sub-action B.1.3</i>			
B.1.3.1 Training modules including materials for policy makers, technical staff and police - Tuscany	30/09/2018	31/10/2018	<i>Mid Term Report</i>
B.1.3.2 Training modules including materials for policy makers, technical staff and police - Andalusia	30/09/2018	31/10/2018	<i>Final Report</i>
<i>Sub-action B.1.4</i>			
B.1.4.1 Info kit for Public Authorities - Tuscany	30/09/2018	30/11/2018	<i>Final Report</i>
B.1.4.2 Info kit for Public Authorities - Andalusia	30/09/2018	30/11/2018	<i>Final Report</i>

Name of the Milestone	Deadline	Date of completion	Note
Andalusia Working Group Establishment	30/11/2017	30/11/2017	<i>The working group has been established and together with the FAMP, the authority responsible for the municipalities and provinces of Andalusia, and FAEL, the activities of the Action Plan are being executed.</i>

Revised version of Regional Plan for Waste Management approved by Tuscany Region	30/09/2018	15/03/2019	<i>The first step towards the revision of Waste Management Plan is the modification of the Regional Law 1/2015. The Regional Law 1/2015, called "Planning Law", set the Regional general strategic objectives of the Regional Government for a defined period (actually 2015-2020). All the Sectoral Plan, including the Regional Plan for Waste Management, must refer to the objectives stated in the aforementioned Regional Law 1/2015. The partnership participated to the activities for introducing the concept of circular economy with a specific strengthening with respect to WEEE. The result is the Regional Law 48 of 7th of August 2018 ("Regulations on circular economy. Amendments to Regional Law 1/2015").</i>
Capacity building information campaign - Andalusia	30/11/2018	15/03/2019	<i>A dissemination event is organized in Seville in June 2019.</i>
LIFE WEEE Agreement signed by at least 140 municipal governments	30/09/2019	31/05/2021	<i>The agreement between PGT and the three Tuscany ATOs signed in May 2021 guarantee the adoption of LIFE WEEE Governance model by all the Tuscany Municipalities (280).</i>

Action B.2 Action for SMEs

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/01/2018	01/01/2018	30/06/2020	31/05/2021

Sub-action B.2.1

According to Italian legislation, procedure for suppliers selection started, with an act of General Secretary n. 187, 26 April 2018, and Scuola Superiore di Studi Universitari Sant'Anna di Pisa was chosen. The training course takes approx. 4 hours, from 9 am to 1 pm. The lecturer (Ms. Natalia Marzia Gusmerotti) introduces the participants to the following topics, which include also group exercises:

- Required Administrative obligations;

- Technical management for temporary storage, collection points, quantitative limits;
- Documentation file, transport documentation;
- Authorizations needed for activities related to the WEEE management;
- Responsibility of the various actors involved in the management of WEEE, with particular reference to the fees and fines (analysis of judgments of interest);
- The management methods annexed to 1 vs 1 and 1 vs 0 systems;
- Collective System (CDC RAEE).

The participants are invited to fill a feedback questionnaire and express free suggestions, they are also invited to test CircolaRAEE (from first release). On year 1 training cycle we administered a questionnaire post training to have an overview of SMEs progress results.

Since the beginning, we noticed a very poor interest in WEEE management. To reach more SMEs as possible, from year 2, we expanded the training offer by including Life WEEE info-pills in some other seminars with 'hot' environmental topics related to EEE, e.g. fluorinated gases (it can be seen from the table above, seminars marked with a star). In March 2020, with two seminars left to complete year 3, due to the pandemic emergency, some internal adjustment and reorganization of activities have been made. To reach the set objectives we switched to webinar mode. On 5th May 2021 we recorded the last workshop, to make it available online for SMEs and complete the Action B.2.1, with the aim to continue the training action during After Life Plan. The video training course '*Guida alla gestione dei RAEE per distributori, installatori, manutentori e centri di assistenza tecnica*' takes approx 2 hours (divided in Part 1 & Part 2). Below the program and the link to youtube:

PART 1 - <https://youtu.be/q4VVFLymmQE>

Introduction the Life WEEE project

- Objectives of the WEEE Directive - 2 min 50'
- Legislation - 8 min 48'
- Overview of the management system - 11 min 26'
- Scope of Legislative Decree No 49 of 14 March 2014 - 19 min 41'
- EEE within the scope of application
- WEEE definition (33min 18')
- Explanation domestic/professional/dual use/equivalent WEEE (39 min 53')

PART 2 - <https://youtu.be/VDVnG4o1tGc>

EEE producer, Distributor (6min 35'), Installer, Technical Assistance Centre (13min 09')

- Requirements and obligations - Focus 19min 20'
- Enrolment in the Register of Environmental Managers and CDC WEEE
- Place of grouping (28 min 59')
- 1 vs 1 & 1 vs 0 (35 min 29')
- Load/unload register and WEEE transport document (40 min 39')
- The CircolaRAEE software (01h.02 min 40')
- Concluding remarks (01h 06 min 53')

The video corso '*Guida alla gestione dei RAEE per distributori, installatori, manutentori e centri di assistenza tecnica*' is available on Life WEEE website, CCIAA Fi website, FB page Sezione Regionale Toscana dell'Albo Gestori Ambientali and Ecocamere.

During seminars/webinars some data were collected in order to identify the main difficulties for SMEs in the management of WEEE.

Below an overview:

- Delivery of dual use WEEE in 1c1 mode and produced by non-domestic users to municipal collection centres
- Lack of knowledge of the actors in the system
- Documental exuberance
- Disposal of lighting equipment
- Communication and networking
- Operation of the system for professional WEEE

Tot workshops	24
SMEs participants	1.484
PEC/email sent	117.200

Chamber of Commerce	DAY	eMail Pec sent	eMail sent	Subscribers	SMEs Participants	
Firenze	22/06/2018	513	0	29	22	Year 1
Pistoia	25/06/2018	122	0	15	13	
Prato	12/10/2018	2.621	60	40	34	
Lucca	16/11/2018	3.948	6	22	13	
Pisa	30/11/2018	3.486	62	33	18	
Firenze(FGAS)*	14/02/2019	0	2.157	298	211	Year 2
Firenze(TRSF)*	05/02/2019	0	2.267	271	215	
Grosseto2	22/02/2019	2.383	31	28	19	
Massa	25/02/2019	1.971	31	20	18	
Arezzo	25/03/2019	3.582	41	21	17	
Livorno2	27/03/2019	2.791	52	27	24	
Siena	20/05/2019	2.444	0	40	34	
Firenze CdC RAEE*	11/06/2019	41.516	1.418	90	68	
Firenze(FGAS Sellers)*	15/07/2019	10.741	2.330	77	60	
Firenze(FGAS Install)*	23/09/2019			212	203	
Ecomondo Workshops	8/11/2019	n.a.	n.a.	n.a.	n.a.	Year 3
Empoli (FI)	29/11/2019	0	414	29	15	
Firenze (Manut+FGAS)*	19/02/2020	8.329	1.009	34	32	
Borgo S. Lorenzo (FI)	24/02/2020	1.195	207	18	13	
WEBINAR (Manut)*	29/05/2020	10.809	1.610	372	286	
WEBINAR)* FIERA DEL LEVANTE (BA)	05/10/2020	ND	ND	ND	ND	
WEBINAR)* FIERA DEL LEVANTE (BA)	06/10/2020	ND	ND	ND	ND	
WEBINAR)* FIERA DEL LEVANTE (BA)	08/10/2020	ND	ND	ND	ND	
WEBINAR LIFE	04/12/2020	8.586	2.078	255	169	
TOT Y1+Y2+Y3 >	at 31/01/2021	105.037	12.163	1.931	1.484	

The leaflet '[Info Kit - Piccolo manuale operativo per una corretta gestione dei rifiuti da apparecchiature elettriche ed elettroniche](#)' contains the code of conduct to be part of the Green Network and information about legal requirements. It was delivered in June 2019 during the CDC RAEE event and via email to all targeted companies (40.307 PEC Mail) from 2019 July 4th to July 12th. In the body of the email, the users were also informed about 'Guida alla Gestione dei RAEE', App LifeWeee, the Green Network and software CircolaRAEE, available on lifeweee.eu , fi.camcom.it.

The dissemination activity proceeded via email/PEC, through CCIAA's Environmental office, business services desk, Vidimazione e Bollatura bureau (during lockdown always open to SMEs: among other tasks, the office validates documentation for waste transport), at Fiera del Levante (BA), at seminars in-presence.

Because the Florence metropolitan area (Campi Bisenzio, Sesto Fiorentino, Firenze Osmannoro, San Donnino) records the presence of a quite remarkable Chinese-speaking community which deals mostly with EEE the [INFO KIT for SMEs was translated in Chinese](#) (digital and leaflet- 8/04/2021).

Tot n° PEC/Email sent	42.104
Tot leaflet distributed	6.337

- Sent via email to all targeted companies (40.307 PEC Mail) from July 4th to 12th 2019
- Delivered on 09/2019 in approx. 2.200 copies to the 11 Tuscany CCIAAs
- Distributed at seminars with environmental topics related to WEEE held in presence on 2019 and on 19/02/2020; 24/02/2020; 19/10/2020
- Distributed 1.600 leaflets at Ecomondo 2019, 1.000 at Fiera del Levante 2020
- Sent on 6/04/2020 via PEC to new SMEs registered on cat.3BIS Albo Gestori Ambientali and on 27/01/2021 to 313 SMEs registered to CCIAAs website newsletter (involved in WEEE)
- 1.000 distributed at CCIAA's office 'Vidimazione e Bollatura' (during lockdown always open to SMEs: among other tasks, the office validates documentation for waste transport)
- Chinese version: 300 leaflets distributed by the environmental office of Prato's Chamber of Commerce and via Wechat (digital version – n° of SMEs reached not available).

Several local agents from different municipalities in Andalusia and main actors in the sector have been contacted and trained in order to hold these Seminars aimed at SMEs, local agents and other entities related to the sector (businesses, managers, professionals, etc.). These Seminars reached around 300 SMEs, taking into account both the face-to-face and online meetings. The number of Seminars held were 6 physical Seminars in different locations in Andalusia and 4 online Seminars (addressed to different subsectors and specialisations).

The Seminars information (contents, pictures, agenda, posters) is available in the link below: <https://www.weee-andalucia.es/eventos/>



As a result of the restrictions caused by the pandemic, in the last phase of the project, the training sessions had to be held online, slightly reducing their number, but maintaining and increasing the expected impact of participating companies and their territorial balance.

In total, 4 sectorialised training sessions were held online:

- Distribution sector, 11/03/2021, with a total of 32 attendees: <https://www.weee-andalucia.es/jornada-de-sensibilizacion-en-materia-de-correcta-gestion-de-raee-para-la-distribucion-del-sector-electro/>
- Installers and furniture makers, 15/04/2021, with a total of 17 attendees. <https://www.weee-andalucia.es/jornada-de-sensibilizacion-en-materia-de-correcta-gestion-de-raee-para-instaladores-y-mueblistas-de-cocina/>
- Public Management of WEEE, on 22/04/2021, with a total of 111 participants. <https://www.weee-andalucia.es/jornada-tecnica-de-sensibilizacion-en-materia-de-correcta-gestion-de-raee-para-la-gestion-publica-de-los-raee/>
- Information Seminar on WEEE for industrial cold and professional WEEE, organised on 29/04/2021, with a total of 17 participants. <https://www.weee-andalucia.es/jornada-tecnica-de-sensibilizacion-en-materia-de-correcta-gestion-de-raee-para-frio-industrial-y-raee-profesional/>

In order to disseminate the trainings seminar, different posters were produced, e.g.:



Ecocerved has carried out the following activities, referring to different versions of the software (for details on the software, see Action B.4):

- demo presentation: we realized a demonstration presentation to explain the logic of the Beta version of the software, reporting the screenshots and illustrating the main steps and functionalities available;
- video tutorials: we created some video tutorials that show how to use the software Version 1 and later, from the login phase to the specific focus on the return 1-to-1 (with/without internal grouping site) and return 1-to-0 (<https://circolaraee.ecocerved.it/#!/docs/tutorial>).

We produced a manual for WEEE management, aimed in particular at distributors, installers and technical assistance centers (published on the project website in July 2019 - www.lifeweee.eu/lifeWeee_it/Menu-principale/Cos-e-Life-Weee/Per-le-Imprese).

Sub-action B.2.2

A dedicated email was set at the very beginning of the Life WEEE project. In order to train the staff for mentoring service, in May 2018 a convocation, approved by the general secretary for the internal personnel, was set. The phone assistance service started on 8th august 2018, the web chat on 13th september 2018. SMEs were informed on CCIAA'S website and on Green Network leaflet/flyer/html released 09/2018.

Email: life.ambiente@fi.camcom.it

Telephone Line: 055.23.92.248

What's App/mobile: 334.6315621

Skype chat: life.ambiente (dismissed: not used by SMEs)

In Andalusia, in addition to the training Seminars, a specific helpdesk and a web chat for technical aspects of WEEE were activated through the project website of the Andalusia region (<https://www.weee-andalucia.es/>).

- Direct email: info@weee-andalucia.es .
- Two different phone lines: one for normative issues and the other one for assistance related to WEEE management.
- Phone line for normative issues: 955 11 09 22
- Phone line for technical assistance: 954 31 31 37

All these services are available on the project website at: <https://www.weee-andalucia.es/>, including a skype chat at the bottom of the webpage.

Please find below a table that summarizes the number of users (SMEs) of the mentoring services in Tuscany and Andalusia:

Channel	Number of SMEs
Tuscany	
Email	3 - 4 on monthly basis
Telephone Line	4 - 5 on monthly basis
Mobile	8 calls on monthly basis
What's App	204 messages and 9 calls in total
Skype chat	0 (dismissed: not used by SMEs)
Andalusia	
Phone line for technical assistance	7 calls per day
Phone line for normative issues	40 calls in total

Sub-action B.2.3

The Green SMEs collection network was launched on the occasion of the Open Scope (15 August 2018), 1.087 SMEs dealing with EEE registered in the Albo Nazionale Gestori Ambientali have been made aware of the new regulation and information/subscriptio via email PEC. Thanks to a collaboration with Mr. Marco Bastiani – journalist and press office at PromoFirenze, external expert, a more captivating leaflet/flyer/html has been designed, in order to stimulate the interest of SMEs in participation (09/2018).

The launch of Green SMEs collection network – 1st UPGRADE took place on 2019 June 11th during the CDC RAEE event with the release of the [Info Kit - Piccolo manuale operativo per una corretta gestione dei rifiuti da apparecchiature elettriche ed elettroniche](#) that contains the code of conduct to be part of the Green Network and information about legal requirements, and the marketing tools distribution.

The Green SMEs collection network – 2nd UPGRADE took place through the creation of a short video ‘Pillole RAEE per distributori, installatori, centri di assistenza tecnica’ on air from 26/01/2020 on Camera Channel and on youtube from 17/02/2021: [Pillole RAEE per distributori, installatori, manutentori e centri di assistenza tecnica - YouTube](#)

In order to increase the collection of micro WEEE by encouraging citizens to take them to small shops in their neighbourhood (e.g. toy shops, tobacco shops, newspaper shops, etc.) on november 2018 we started a pilot project on district 5 Firenze-Novoli in collaboration with Alia, the municipality’s public waste manager. Arrangements were made with ALIA and an agreement was drawn up between Alia and the shops for a space to be dedicated to WEEE. After a 6 month trial, the results were not satisfactory in relation to the effort required, therefore micro WEEE collection continues as before with the Eco-vans stations. This pilot project was mentioned on national TV RAI 1 (see below action B.3.3 (B.3.4)).

On 2019 June 11th, during the event for SMEs with CdC RAEE and Weee Collective Systems, we delivered some marketing tools, and we launched the Green SMEs collection network – UPGRADE, by giving the flyer INFO KIT with the code of conduct to be part of the Green Network and the informations about legal requirement (available also on lifeweee.eu). Marketing tools are promptly distributed to the participants at each workshop/event (at Ecomondo too).

On 09/2020 we updated the marketing tools ordering 500 protective face masks with the logo I’Am Green. We deliver to SMEs through the office 'Vidimazione e Bollatura', at Fiera del Levante (BA) and at seminars in-presence (19/02/2020; 24/02/2020; 19/10/2020). A new stock of marketing tools (block notes, pencils, post-it) has been commissioned (29/03/2021) also for future events and for After Life Plan.



The marketing tools have been distributed to SMEs by:

- Email/PEC (Flyer OPENSCOPE 2018: 1.087 PEC sent - Flyer INFO KIT for SMEs)
- Training seminars
- Ecomondo 2018 Albo Nazionale Gestori Ambientali- Stand Sez. Toscana)
- Ecomondo2019
- Didacta 2019
- Fiera del Levante 2020 (BA)
- Camera di Commercio di Firenze desks (Flyer INFO KIT for SMEs)
- Facebook Sezione Regionale Toscana Albo Gestori Ambientali (Flyer INFO KIT for SMEs)
- Youtube Channel Camera di Commercio di Firenze (VideoPills)

Sub-action B.2.4

After realizing the lack of regulatory knowledge both for SMEs that have been dealing with WEEE for long time and for start-ups, we anticipate the delivery of INFO KIT for Businesses ‘Guida alla Gestione dei Raae’ on June 2019: a 42 pages with all information to manage WEEE properly. Available on lifeweee.eu , fi.camcom.it , it has been printed on fsc paper in 1.000 copies.

Tot n° PEC/Email sent	40.443
Tot copies distributed	991

- Sent via email to all targeted companies (40.307 PEC Mail) from 4th to 12th July 2019
- Sent via email to the 11 Tuscany CCIAAs
- Sent to the 21 Regional bureau Albo Nazionale Gestori Ambientali
- Distributed at all seminars with environmental topics related to WEEE held in presence on 2019 and on 19/02/2020; 24/02/2020; 19/10/2020
- Distributed 600 copies Ecomondo 2019
- Sent on 6/04/2020 via PEC to new SMEs registered on cat. 3BIS Albo Gestori Ambientali

In Andalusia, in order to provide new SMEs and start-ups with practical information, advice and support on how to improve their efficiency in WEEE collection in a cost-effective manner, CCSEV has developed and disseminate through businesses sector an information kit, containing practical examples that can help companies to understand their contribution to the environment role: leaflet <https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-empresas.pdf> and Manual <https://www.weee-andalucia.es/wp-content/uploads/2020/07/MANUAL-LIFE-WEEE-06-06-2019.pdf>

All the actions already mentioned above, the manual for the proper management of WEEE, the awareness videos and the Layman’s report were disseminated through FAEL’s networks to their 2.000 affiliated.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Result achieved	Check
<i>Sub-action B.2.1</i>			
Successful training of SMEs involved in WEEE collection	Training materials design	Preparation of training materials – Definition of training cycles agenda	☑
	Completion of training cycles for SMEs – Tuscany Region	3 seminar cycles completed	☑
	Completion of training cycles for SMEs – Andalusia Region	3 seminar cycles completed	☑
<i>Sub-action B.2.2</i>			
Personalised assistance to SMEs in resolving problems related to WEEE management	Activation of a dedicated phone assistance service and web chat – Tuscany Region	Completed	☑
	Activation of a dedicated phone assistance service and web chat – Andalusia Region	Completed	☑
<i>Sub-action B.2.3</i>			

Increase the number of “1-to-0” collection points	Definition of a code of conduct for GREEN SMEs – Tuscany and Andalusia Region	Completed	<input checked="" type="checkbox"/>
	Dissemination of the code of conduct – Tuscany and Andalusia Region	Completed	<input checked="" type="checkbox"/>
	Delivery of information kit and window sticker to GREEN SMEs– Tuscany and Andalusia Region	Completed	<input checked="" type="checkbox"/>
<i>Sub-action B.2.4</i>			
Successful delivery of info kity for bussiness	Production and delivery of Info kit for enterprises	Delivery of more than 40.000 info kit to businesses	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action B.2.1</i>			
B.2.1.1 Opening communication campaign for SMEs – Andalusia	31/12/2017	09/05/2019	<i>Final Report</i>
B.2.1.2 Opening communication campaign for SMEs – Tuscany	31/12/2017	31/01/2018	<i>Final Report</i>
B.2.1.3 Training materials for SMEs - Tuscany	31/03/2018	31/03/2018	<i>Mid Term Report</i>
B.2.1.4 Training materials for SMEs - Andalusia	31/03/2018	31/10/2018	<i>Final Report</i>
B.2.1.5 Fifteen workshops for SMEs - Tuscany	31/10/2020	31/10/2020	<i>Final Report</i>
B.2.1.6 Fifteen workshops for SMEs - Andalusia	31/10/2020	31/10/2020	<i>Final Report</i>
<i>Sub-action B.2.2</i>			
B.2.2.1 Chat and phone direct line dedicated to SMEs Tuscany	30/09/2018	30/09/2018	<i>Mid Term Report</i>
B.2.2.2 Chat and phone direct line dedicated to SMEs Andalusia	31/11/2018	30/11/2018	<i>Final Report</i>
<i>Sub-action B.2.3</i>			
B.2.3.1 Marketing tools for SMEs	30/06/2018	30/11/2018	<i>Final Report</i>
<i>Sub-action B.2.4</i>			
B.2.4.1 Info kit for businesses	30/11/2020	30/11/2020	<i>Final Report</i>

Name of the Milestone	Deadline	Date of completion	Note
<i>Sub-action B.2.1</i>			
Completion of training cycles for SMEs – Year 1 Andalusia	30/09/2018	31/07/2019	<i>4 seminars for SMEs (2 in Seville, 1 in Cadiz, 1 in Almeria)</i>
Completion of training cycles for SMEs – Year 1 Tuscany	30/09/2018	30/11/2018	<i>3 seminars for SMEs in 3 capital provinces of Tuscany Region (Prato 12/10/2018, Lucca 16/11/2018, Florence 30/11/2018)</i>
Completion of training cycles for SMEs – Year 2 Andalusia	30/09/2019	30/10/2020	<i>2 seminars for SMEs in Sevilla and Cadiz.</i>
Completion of training cycles for SMEs – Year 2 Tuscany	30/09/2019	31/05/2019	<i>All training seminars planned for 2019 are held.</i>

Completion of training cycles for SMEs – Year 3 Andalusia	31/05/2021	31/05/2021	<i>3 webinars held between March and April 2021.</i>
Completion of training cycles for SMEs – Year 3 Tuscany	31/05/2021	31/05/2021	<i>Last webinars held in May 2021.</i>
<i>Sub-action B.2.2</i>			
Launching of the mentoring service – Andalusia	30/09/2018	09/05/2019	<i>The mentoring service is launched during the event for SMEs in Marbella, May 9th 2019.</i>
Launching of the mentoring service – Tuscany	30/09/2018	30/09/2018	<i>Activation of chat and phone direct line for SMEs in September 2018.</i>
<i>Sub-action B.2.3</i>			
GREEN SMEs collection network launched - Andalusia	30/09/2018	09/05/2019	<i>The seminars and GREEN SMEs NETWORK are launched during the event for SMEs in Marbella, May 9th 2019.</i>
GREEN SMEs collection network launched - Tuscany	30/09/2018	30/09/2018	<i>GREEN SMEs NETWORK is launched through a press release in September 2018.</i>
GREEN SMEs collection network upgrade - Andalusia	30/09/2019	30/09/2019	<i>All SMEs that have participated to seminars are included in the GREEN SME network.</i>
GREEN SMEs collection network upgrade - Tuscany	30/09/2019	30/09/2019	<i>All SMEs that have participated to seminars are included in the GREEN SME network.</i>
GREEN SMEs collection network upgrade - Andalusia	31/05/2021	31/05/2021	<i>All SMEs that have participated to webinars are included in the GREEN SME network.</i>
GREEN SMEs collection network upgrade - Tuscany	31/05/2021	31/05/2021	<i>All SMEs that have participated to webinars are included in the GREEN SME network.</i>

Action B.3 LIFE WEEE Communication campaign

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/07/2018	01/07/2018	31/03/2020	31/05/2021

Sub-action B.3.1

The public conference for the launch of LIFEWEEE Communication campaign was organized in Florence on December, 11 2018. The event was built around the two key words of Circular Economy and Environmental Education and was disseminated through the communication channels of the Tuscany Region (Press Release) and the other partners involved. The event was attended by the Regional Councilor for the Environment, the President of ANCI Toscana, the Regional School Office of Tuscany. Among the participants two classes of the "Leonardo da Vinci" Technical Institute in Florence. The event also saw the participation of the FabLab Firenze association which presented an example of a laboratory similar to those that will later be developed in the program of 20 events planned by the Playground @ school campaign.

Sub-action B.3.2

The media communication campaign was developed starting from two fundamental resources:

a) the internet resources, i.e. the project website and social resources (mainly Facebook and Twitter) and the sites of the partners more directly involved in the implementation of the communication campaign

b) the more traditional communication resources such as press announcements, dissemination through local TV and radio and public billboards in the main cities of Tuscany.

The Internet resources has its main tool in the website, which is regularly updated and it is the main repository for all the material produced by the Consortium. The website is flanked by the two main social web resources, the Facebook page and the Twitter account which are regularly fed with news that can be both related to project activities and with news that may be of interest to the WEEE in general. The LIFEWEEE radio campaign had two different moments of development: the autumn of 2019 and the spring of 2021.

The product that was broadcast through the radio stations was a radio spot specifically created for the project as part of an overall communications service purchase. The product was examined as a draft during the second monitoring visit in May 2019 and some changes were made in the text: since the spot had a reference to the project website (www.lifeweee.eu) which was not particularly understandable in the Italian radio message, it was chosen to modify the spot that referred to a www.dovelobutto.it from which the Internet users then landed directly on the project website. After this modification the radio campaign started in October, 2019 with a first panel of local radio, whose basin of audience was a regional one.

The choice to favor radio as a means of communication for the diffusion of specific commercials is due to two substantial reasons:

a) the greater diffusion of the radio medium - at least at a local level - among the young population who are one of the targets of greatest interest as regards the "consumption" of EEA and therefore the production of WEEE

b) the indisputably higher ratio in terms of costs/benefits of the radio medium compared, for instance, to traditional press or TV programs which, at least locally, have more modest catchment areas and less aimed at young audiences.

The choice of the radio campaign was therefore guided by the previous considerations and by the consolidated experience in the Tuscany Region with respect to the selection of radio operators who are included in a regional register within which the project went to identify the broadcasters that guaranteed good basins. of users.

Each partner of the project engaged respective press offices to handle relations with the main stakeholders at local, regional and national level to wider the effectiveness of the communication campaign. Below some examples of external web site where have been published news about LIFE WEE project:

- Confindustria FI: <https://www.confindustriafirenze.it/seminario-gratuito-sulla-gestione-dei-raee-30-novembre/>
- Albo Nazionale Gestori Ambientali: <https://www.albonazionalegestoriambientali.it/Eventi.aspx>
- ECOCAMERE(national website about obligation and opportunities in environmental field): <https://www.ecocamere.it/elenco/ricerca?key=life%20weee;>
<https://www.ecocamere.it/dettaglio/notizia/303>
- CdC RAEE: https://www.cdcrree.it/GetPage.pub_do?id=2ca98095561290d8015612f8270b005e
- MET Florence: <http://met.cittametropolitana.fi.it/news.aspx?n=292247>
- Istituto Einaudi: https://www.isteinaudi.edu.it/einaudi/corsi-di-recupero-estivi/index.php?option=com_content&view=article&id=461:weee-waste-electrical-and-electronic-equipment-treasures-to-recover&catid=132&Itemid=968

For the complete lists of press articles please refer to PRESS and ARTICLE TABLE.

In Andalusia, several communication campaigns were launched:

- A first communication campaign with the aim of making known both the project and its activities.
- A second campaign in order to disseminate the 17 awareness videos.
- The third campaign in order to launch the Final Conference held in Andalusia, as well as an extension of the campaign at national level.
- In parallel with these campaigns, during the life of the project, CCSEV published several articles and posts related to LIFE WEEE.

Firstly, an extensive social media campaign was developed from June to October 2020 to reach out to citizens in the Andalusia region. The campaign was planned to be launched in March, but was delayed until June, due to the health situation. Also, because of this, the content was adapted to the situation to capture the attention of citizens. Therefore, it was decided to include as part of the campaign some posts dedicated to the recycling of masks and hydroalcoholic gel bottles.

In this way, during the months of the campaign, graphics on the recycling of waste electrical and electronic equipment and on the recycling of items related to the pandemic have been interspersed.

Three social media profiles have been used, on Facebook, LinkedIn and Instagram:

- <https://www.facebook.com/LifeWeee/>
- <https://www.linkedin.com/company/life-weee/>
- https://www.instagram.com/life_weee/?hl=es

Some of the graphics used in social media have been:



Regarding the impact of the campaign, a specific report has been carried out, although the main results are shown here:

The total reach of the campaign's actions has been 81,309 people, achieving 2,103 interactions and 380 new valuable followers (segmented by specific interests, between the three social networks):

		
Alcance total: 78.023 personas	Alcance total: 1.474 personas	Alcance total: 1.812 personas
Interacciones: 1.682	Interacciones: 25	Interacciones: 396

In terms of gender, 63% of the audience were women, mainly in the 35-44 age bracket. Within the Andalusian audience, the cities with the greatest impact were Seville, Malaga and Granada.

As an additional action, taking into account the restrictions of the pandemic that limited the dissemination of the project in person and a focused attention on this situation, a total of 17 informative and awareness-raising videos were developed. These videos include visits to recycling plants, interviews with key stakeholders and awareness-raising videos. The videos were created from a close and easy-to-understand perspective with a well thought-out script according to the regulations and the experience of the main actors.

All of them available at YouTube:

<https://www.youtube.com/watch?v=FXIZXZ2EJC0&list=PLDHyVcwEFNCsa8sDPubNi382TYHEhg1x3>

And in the Andalusia web: <https://www.weee-andalucia.es/multimedia/>

This material was disseminated through mailing, publications in the social networks of FAEL and CCSEV, apart from this, they were presented and one of the contents of the Andalusian Final Conference.

Besides that, in order to achieve the greatest possible impact of these videos, a communication campaign was contracted and the following data was obtained:

- Facebook:

1. WEEE professionals.

- Reach of communications campaigns: 265.117 people

- Displays: 277.872

2. General population:

- Reach of communications campaigns: 490.544 people

- Displays: 771.260

- LinkedIn:

1. WEEE professionals.

- Reach of communications campaigns: 20.370 people

- Displays: 30.719

2. Public Authorities:

- Reach of communications campaigns: 14.888 people

- Displays: 71.635

- YouTube:

1. WEEE professionals.

- Reach of communications campaigns: 216.627 people

- Displays: 54.029

2. Public Authorities:

- Reach of communications campaigns: 189.419 people

- Displays: 40.862

3. General population:

- Reach of communications campaigns: 221.110 people

- Displays: 50.746



As it was previously mentioned, several posts have been published in CCSEV’s network, achieving a total of 21.234 impacts and 1.631 interactions.

Ecocerved realized, through external assistance, a brochure (in Italian and in English) and a professional video (also available with subtitles in Italian and in English) to raise awareness on WEEE and disseminate the CircolaRAEE software as a project result (all links are published on <https://circolaraee.ecocerved.it/#!/docs/news/che-cose-circolaraee>).

The waste tax bill info leaflet was delivered on 10/2019 to the following municipalities: Firenze, Fiesole, Capraia e Limite, Castelfiorentino, Cerreto Guidi, Certaldo, Fucecchio, Gambassi Terme, Montaione, Montelupo F.no, Scandicci, Vinci, Campi Bisenzio, Greve in Chianti, San Casciano Terme, Tavarnelle, Barberino, Bagno a Ripoli, Figline, Incisa Valdarno, Lastra a Signa, Signa.

Tot users/families reached	450.068
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Sub-action B.3.3

The LIFE WEEE communication campaign dedicated to the world of schools (Action B.3.3) (LIFEWEEE Playground @ school) develops in two main directions:

a) the first, which we have chosen to dedicate to classes IV and V of upper secondary schools in Tuscany, consists in the realization of 20 training events of about 3 hours whose aim is to contribute to the knowledge of WEEE, of environmental problems connected and correct management procedures. The in-depth topics concern the possible reuse and recovery of WEEE as well as the analysis of the environmental benefits deriving from the correct management of WEEE. The general vision through which the laboratory will be developed is that of an analysis of the professional possibilities related to the recovery of materials.

b) the second, which we have chosen to dedicate to the IV and V classes of primary school and to those of the lower secondary school, concerns the involvement of the teachers of the Tuscan schools for the organization of a self-managed lesson in which they will be supported by the supply of a teachers kit,

made up of heterogeneous materials (information sheets, questionnaires, educational games, stories) which teachers will be able to access to develop a lesson on WEEE customized on the basis of their sensitivity, taste and skills.

LIFEWEEE has decided not to produce too much printed material: from the Tools section of www.lifeweee.eu it is possible to access the kit materials, view and download them or download only some of them and organize a lesson with your class or even one or more days of events on WEEE that may also involve the Institute.

Playground @ school has developed around some key words: KNOWLEDGE, EXPERIENCE and COMPETENCE

The campaign:

- favoring the dematerialization of knowledge, trying to avoid, as far as possible, the production of paper material

- favoring and privilege experiences with respect to frontal lessons

- fostering the competence of teaching professionals; professors of some Tuscan schools have worked to develop the materials of the Teachers kit in a common planning process.

The campaign was designed by the school for the school: with the coordination of the Regional School Office of Tuscany, the teachers were the protagonists in the creation of the contents, the choice of materials and their graphic design

To this end, a brochure for educators and children was designed specifically for Andalusian context:

<https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-centros-educativos.pdf>

Between the months of June and December 2019, a total of 20 awareness-raising and dissemination seminars related to the environment, in general, and WEEE recycling, in particular, were held in educational centres throughout Andalusia, reaching more than 2,200 students. Nineteen schools were visited before December 2020 (provinces of Seville, Huelva, Cordoba, Cadiz, Malaga, Almeria and Jaen) and 1 was visited in December, in the province of Granada.

The table of “events” can be accessed in the following link, where you can see the different conferences and seminars. In the section “more information”, it can be found to the link with more information and photographs of these events:

<https://www.weee-andalucia.es/eventos/>

The programme of the sessions was:

- Brief presentation of the WEEE LIFE Project.
- What is the Circular Economy?
- Educational video on Circular Economy
- Importance of recycling for different types of waste.
- What are WEEE (Waste Electrical and Electronic Equipment) and how are they recycled?
- Educational video on how GAE (large electronic devices) are recycled.
- Educational video on how PAE (small electronic devices) are recycled.
- Conclusions and questions.

Sub-action B.3.4

Since the beginning of the project, the partners have endeavoured to disseminate the project actions at national and European level.

Here are some references:

- Tg NEWS – Granducato Toscana TV channel_On air: 27 march 2019 Information about Life WEEE Project and seminars for SMEs <https://www.telegranducato.it/2019/03/27/tg-toscana-del-27-03-2019-edizione-delle-2030-granducato-tv>
- CCIAA PO: <http://www.po.camcom.it/news/eventi/2018/20181012-rifiuti-raee-seminario.php>

- CCIAA LI e GR: http://www.lg.camcom.it/archivio6_eventi-in-agenda_0_91.html
FB: https://www.facebook.com/pg/CameracomercioMaremmaTirreno/posts/?ref=page_inter nal
- CCIAA Arezzo-Siena su FB: <https://de-de.facebook.com/pg/ar.camcom.it/posts/>
- <http://www.confartigianatosenese.it/20-05-19-cciaa-siena-seminario-gratuito-per-le-imprese-che-gestiscono-raee/>
- Rai 1 – TV national Channel Linea Verde - On air: 9 march 2019; audience: 2millions 156thousand; share:15,6 <https://www.raiplay.it/video/2019/03/Linea-Verde-Life---Firenze-a7f5292b-d9ac-4153-9230-7bddca3ef7c7.html>
- 2019 June 6th-7th at Albo Nazionale Gestori Ambientali National Assembly;
- 2019 July 3rd to 5th edition Connecting European Chambers-Eurochambers (thanks to Unioncamere Italia);
- 6th November 2019 Ecomondo at Albo Nazionale Gestori Ambientali Conference https://www.youtube.com/watch?v=P_bmn2zo3gY
- Mosaico Europa (CCIAA's EU magazine): http://news.ucamere.net/MosaicoEuropa/MosaicoEuropa_Newsletter_23_2019.pdf

At the beginning of the project, this action envisaged the holding of a technical seminar inviting new national entities, with a view to its sustainability after the end of the project. In order to reinforce this activity, a visit to a WEEE recycling and management centre was also scheduled.

Taking into account the circumstances existing at the time of the conference and the fact that it was held virtually, the planned visit was replaced by a virtual visit to the LIPASAM facilities in Seville, and the dissemination of the conference at national and European level, both on FAEL's social networks and in LinkedIn groups on circular economy and WEEE management, as mentioned in previous sections. The final conference held in Andalusia was attended by both national and international organisations (Portuguese and Italian).

In LinkedIn, the information was disseminated throughout the following groups and accounts:

- Grupo: The LIFE Programme, con 2.446 members
- Grupo Economía Circular España, con 390 members
- Cuenta de EconomiaCircolare.com, con 16.060 followers
- Cuenta de Centro di Coordinamento RAEE (<http://www.cdcaee.it>), con 1.561 followers
- Fundación Ecotic, 1.093 followers

These publications have reached national SMEs and organisations in the WEEE recycling sector, homologated associations in other regions and other groups, including international ones.

A citizenship leaflet has also been designed:

<https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-ciudadan%C3%ADa.pdf>

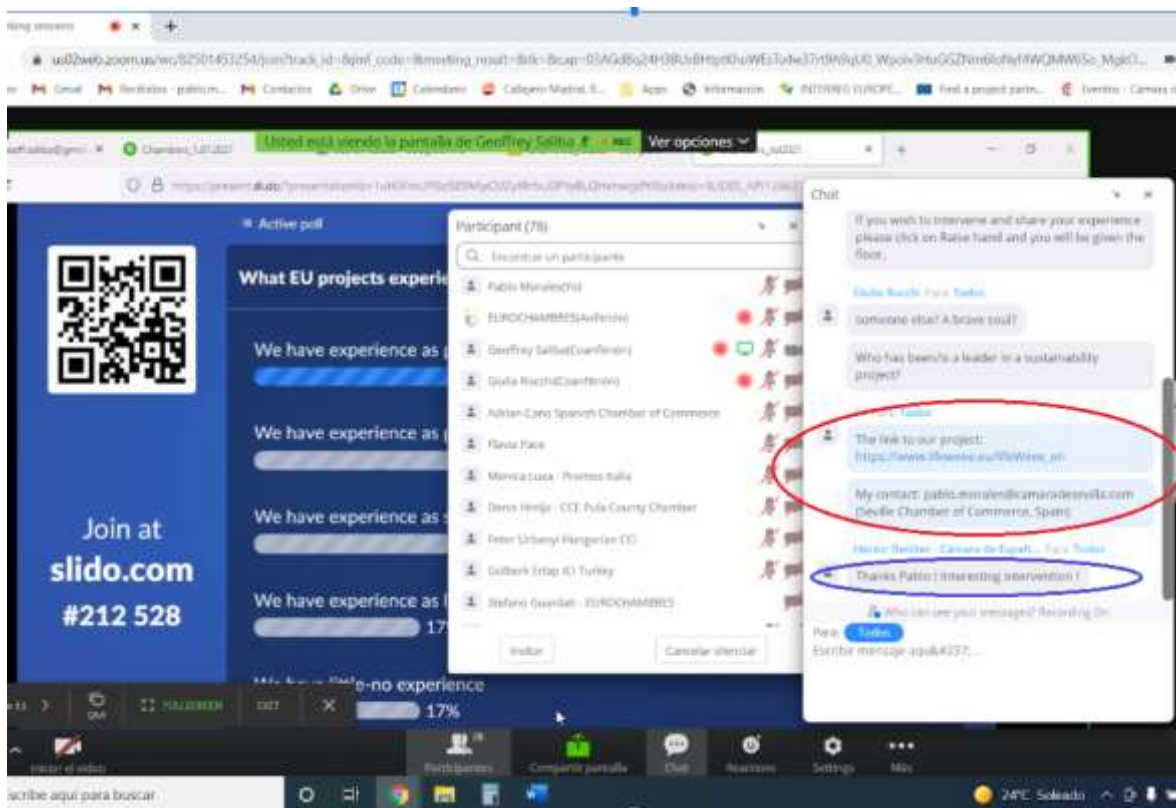
In addition, other national/international disseminations have been carried out such as meetings with other regions interested in the project, meetings with sector organisations from other regions and international online conferences.

CCSEV together with FAEL met with the Circular Economy Office of Madrid, which contacted the Chamber of Seville after learning about the project at the final conference. Below you can see a screenshot of the meeting which was held online.



FAEL (Andalusian Federation of Domestic Appliances and Other Household Equipment) has disseminated the project in working groups meetings held with the CEC (Spanish Confederation of Commerce) and with FECE (Spanish Federation of Domestic Appliance Retailers) of which other homologous associations at national level are members. In addition, they have also reported on the project in the follow-up meetings we have held with the members of the FAEL Agreement for the collection of WEEE in the field of Distribution in Andalusia, i.e., the SCRAP (Extended Producer Responsibility Collective Systems) ECOLEC, ECOASIMELEC and ERP Spain, which are based in Madrid.

On the other hand, the project has been introduced at international events. E.g. in Connecting European Chambers - 6th edition (29 June – 1 July 2021) held by Eurochambres, with more than 80 participants from EU Chambers of Commerce in the Sustainable Community of Interest in which LIFE WEEE was presented as a good practice by CCSEV.



Ecocerved guaranteed the continuing publication of news, events and updates relating to the LIFE WEEE project on www.ecocamere.it, the national platform of the Italian Chambers of commerce which deals specifically with environmental issues.

We collaborated to write a short article on the LIFE WEEE project for the last edition of 2019 "Mosaico Europa" newsletter, produced by Unioncamere Bruxelles (<https://www.unioncamere.gov.it/P42A4351C189S123/una-nuova-politica-industriale-per-l-ue-nel-nuovo-numero-di-mosaicoeuropa.htm>).

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Result achieved	Check
<i>Sub-action B.3.1</i>			
Successful launch of awareness raising campaign	Organization of a public conference to launch LIFE WEEE campaign	A public Conference has been organized in Florence on the 11 th of December 2018	☑
<i>Sub-action B.3.2</i>			
Efficacy of the awareness raising media campaign	Definition of media strategy	Individuation of the main target groups and identification of correct media strategy	☑
	Use of traditional media	Interview about WEEE project broadcasts by TGR	☑
	Use of new media (Facebook, Twitter and Instagram, digital newspapers)	Daily update of social page Publication of news about project events on local digital newspaper	☑
<i>Sub-action B.3.3</i>			
Efficacy of the awareness raising campaign in schools	Production and Delivery of Teachers kit to all schools of Tuscany and Andalusia	Definition of the contents of the Teachers Kit Authorisation from Regional School Office about the contents Design, production and delivery of LIFE WEEE Teacher's kit	☑
	Definition of the format Playground@School and realization of 20 events in schools	Definition of format and contents of Playground@School Authorisation from Regional School Office about the contents 40 Playground@School events in Tuscany and Andalusian schools	☑
<i>Sub-action B.3.4</i>			
Successful scaling up of the campaign at national level	Publication of contents of communication campaign on national web sites of ANCI and UNIONCAMERE	Scaling up of the campaign at national and European level (interview at national TV, publication of contents on national web sites)	☑

Legend: ☒ missed ☑ partially achieved ☑ achieved ☐ ongoing ☐ not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action B.3.1</i>			

B.3.1.1 Audio and Video commercials	30/04/2018	31/03/2019	<i>Final Report</i>
<i>Sub-action B.3.2</i>			
B.3.2.1 Communication Campaign Info kit	30/04/2018	30/11/2018	<i>Mid Term Report</i>
<i>Sub-action B.3.3</i>			
B.3.3.1 Authorizations from the relevant education authority to organize lessons in schools	30/09/2018	30/09/2018	<i>Mid Term Report</i>
B.3.3.2 LIFE WEEE Teachers kit	30/06/2018	30/04/2019	<i>Final Report</i>

Name of the Milestone	Deadline	Date of completion	Note
<i>Sub-action B.3.2</i>			
Launching of LIFE WEEE communication campaign	30/04/2018	11/12/2018	<i>On the 11st of December 2018 has been held the meeting for the launch of Communication Campaign and activities for schools.</i>
<i>Sub-action B.3.3</i>			
20 LIFE WEEE Playground@schools events organised	31/10/2019	31/10/2019	<i>40 events are held in schools in Tuscany and Andalusia.</i>
<i>Sub-action B.3.4</i>			
Scaling up of the campaign at National and EU level	30/09/2018	01/10/2018	<i>Live Interview of ANCI Director at the Regional TG on National Channel (RAI3); Presentation of small collection points network in collaboration with ALIA in Linea Verde (RAI1); Partecipation to ANCI National Assembly and National Assembly of Albo Gestori Ambientali; Publication of an article about LIFE WEEE project on Eurisy web magazine; Project presentation at international events. E.g. in Connecting European Chambers - 6th edition (29 June – 1 July 2021) held by Eurochambres</i>

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

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/01/2018	01/10/2017	31/03/2020	31/03/2020

Sub-action B.4.1

Ecocerved has started and completed the following activities, on the basis of the analysis of legislation and the study of document streams.

- Technical development of the software: Ecocerved developed a web application named CircolaRAEE to make available and put in relation the functions to manage all the documents about WEEE (mainly registration forms and transport documents, associated with QR codes as a first approach to interoperability with other computer systems) and

allows users to monitor time and quantity limits established by law. CircolaRAEE is now available in Italian and English version.

- Definition of the technology infrastructure: the implementation has included the use of ASP.NET technology with MVC architecture and the use of a relational database on DBMS SQL Server 2016. We choose a user interface having a responsive layout to allow for optimal viewing on devices with screen of different sizes.

The software is available on line at <https://circularaee.ecocerved.it>; the name of the software, shared with the partners, recalls, on the one hand, the Italian acronym for WEEE (RAEE) and, on the other hand, the concept of circularity, that is proposed as an auspice within this project. In total there are currently about 160 registered users of CircolaRAEE.

CCSEV and ECOCERVED have studied the legislative and administrative differences and analogies between Spanish and Italian context in order to evaluate the possibility of an adaptation of CircolaRAEE to the Andalusian area. In 2019, the Spanish government has obliged transport and treatment managers to adopt the electronic platform for WEEE data collection developed by the Environment Ministry. In the following years, the platform has been mandatory also for distributors/retailers, municipalities and producers. Adapting the CircolaRAEE software would have required an investment in resources that would not have been repaid since potential users are obliged to use the tool developed under the initiative of the Environment Ministry. We prefer to invest human resources in the upgrade of the Italian version, in the organization of webinars for the software users and in the activities of exchange of best practises between Italian and Spanish partners on how IT tools can facilitate WEEE collection, transportation and treatment.

Comparison with planned output

As established in the project timetable, we released a Beta version by the end of February 2018, the Version 1 by the end of September 2018 and the Version 2 by the end of October 2019. In May 2020 we updated the version 2 of the software thanks to users feedback; the maintenance of the software is an ongoing activity, still in progress to adapt to the needs of users.

Major problems

We have not faced any specific problem carrying out the activities.

Perspectives

Unless any regulatory changes that require substantial intervention on the version currently available, the CircolaRAEE software will remain free for 1 year from the end of the project (therefore until 31/05/2022). Later we will consider maintaining free access, depending on whether or not a market demand emerges; eventually, a hybrid form can also be envisaged, making two different versions of the software available: (i) free service, containing only basic functions; (ii) paid version, including all subsequent updates and developments (for example possibility of use by third-party users or interoperability functionality with software for warehouse management).

Tables, photographs etc. to illustrate the actions

Screenshot from the web application CircolaRAEE.



Figure 4: Home page of the software CircolaRAEE

Sub-action B.4.2

As planned in the project timetable, the development of the LIFE WEEE mobile App has been realised in different versions during the project evolution.

The application was developed using the framework Apache Cordova owned by Adobe System and is available both for iOS and Android and the frameworks have been updated during the different realises of the mobile App to make the new version compatible with the Android and iOS evolution and updates.

The final version of the App has been realised in December 2020 and contains many improvements in terms of functionalities and usability:

- Database of the collection points expanded and updated (last update April 2021);
- Various usability and interface improvements;
- Interface translation in ITA/ENG/SPA;
- Geolocalised Collection Points in Tuscany: Ecotappe, Ecostazioni, Ecofurgoni, Companies;
- Free text search field added in the collection points list view;
- Final Publication on official App Stores for iOS and Android.



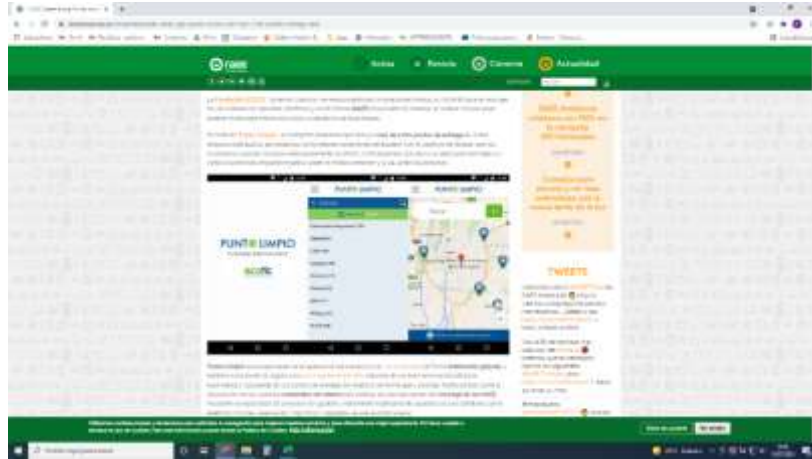
Figure 5: Screenshot of the APP: on the left, the main section with the maps for the localization of WEEE collection points in Italy and Andalusia, in the center, the info pages available (as the whole APP) in Italian, English and Spanish, on the right, the calculator instrument that shows the avoided emissions due to the recover of the WEEE correctly conferred to the Collection Center.

Actually the LIFE WEEE mobile App contains details of 224 collection points in Andalucía and 453 collection points in Tuscany (677 in total), all geolocalised and with detailed information about opening hours and typology of waste treated. Also the App contains an Environmental Impact Calculator tool to stimulate the individual responsibility by providing data on the environmental impact of a correct WEEE disposal.

The DINFO department confirms that the app will be maintained active and upgraded after the project closure.

The LIFE WEEE mobile app has been published on the App Stores for Android and iOS since June 2019 in a preliminary version with less functionalities, according to the plan. At the end of June 2021 the Android version of the App has been installed by 278 different users and actually is used in 112 active devices. The iOS version of the LIFE WEEE mobile app has been downloaded 187 times and is actually active in 70 devices. In total the active devices are 182.

CCSEV has contributed to feed the data from Andalusia for the App and it is perfectly usable in Andalusia. However, in Andalusia, another App was already in use, in particular <https://punto-limpio.info/> (web version), which is promoted by some of the key stakeholders in the region and it is in majority use by the agents.



In addition, the National Government (Ministry of Industry, Commerce and Tourism) has announced the creation of a new national platform that will probably force all the companies to integrate and use. It is expected to be linked to the EEE registry: <http://tramites.administracion.gob.es/comunidad/tramites/recurso/raee-registro-de-aparatos-electricos-y/05dbc738-6ae6-4747-a77d-c3ed2548bea5>.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Result achieved	Check
<i>Sub-action B.4.1</i>			
Draw up and improvement of WEEE management software for SMEs	Release of Beta Version	Yes	<input checked="" type="checkbox"/>
	Release of Version 1	Yes	<input checked="" type="checkbox"/>
	Release of Final Version	Yes	<input checked="" type="checkbox"/>
<i>Sub-action B.4.2</i>			
Draw up and improvement of LIFE WEEE App	Release of Version 1	Yes	<input checked="" type="checkbox"/>
	Release of Version 2	Yes	<input checked="" type="checkbox"/>
	Release of Final Version	Yes	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action B.4.1</i>			
B.4.1.1 WEEE management software for SMEs - Beta Version	28/02/2018	28/02/2018	<i>Mid Term Report</i>
B.4.1.2 WEEE management software for SMEs – Version 1	30/09/2018	30/09/2018	<i>Mid Term Report</i>
B.4.1.3 WEEE management software for SMEs – Version 2	31/10/2019	31/10/2019	<i>Final Report</i>
B.4.1.4 CircolaRAEE software development recommendations	<i>Additional report</i>	31/05/2021	<i>Final Report</i>
B.4.1.5 CircolaRAEE brochure	<i>Additional report</i>	30/09/2020	<i>Final Report</i>
<i>Sub-action B.4.2</i>			
B.4.2.1 LIFE WEEE App – Version 1	28/02/2018	28/02/2018	<i>Mid Term Report</i>
B.4.2.2 LIFE WEEE App – Version 2	30/09/2018	30/09/2018	<i>Final Report</i>
B.4.2.3 LIFE WEEE App – Final Version	01/09/2020	01/09/2020	<i>Final Report</i>

Name of the Milestone	Deadline	Date of completion	Note
<i>Sub-action B.4.1</i>			
WEEE management software for SMEs launching	01/03/2018	28/02/2018	<i>On the 28th of February 2018 has been launched the beta version of the software CircolaRAEE: https://circolaraee.ecocerved.it/#!/docs/news/versionone-beta-del-software</i>
WEEE management software for SMEs final upgrade	01/09/2020	01/09/2020	<i>The final upgrade of CircolaRAEE software is available from May 2020. On October 2020 informative brochures and video tutorials are published on CircolaRAEE website: https://circolaraee.ecocerved.it/#!/home</i>
<i>Sub-action B.4.2</i>			
LIFE WEEE APP launching	01/03/2018	11/12/2018	<i>The first version of the App and its functionalities has been presented during the event for the launch of the communication campaign of the 11st December 2018.</i>

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

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	31/08/2020	31/05/2021

Description

The Action C.1 of the project, “Monitoring and evaluation of socio-economic impact”, was aimed to determine the quality characteristics of the different types of WEEE collected in separate ways (appliances, televisions, smartphones, etc.) and their temporal variability. This has led to proceed with an analysis of the life cycle of each single component types of WEEE and thus to define the impacts of typical scenarios with respect to the recovery of raw materials and energy and final disposal.

In this manner it has been possible to evaluate the impact on the socio - economic development of separate collection of WEEE and of the recycling of those material in relation to the achievable benefits in terms of:

- environmental impacts (e.g. CO₂ and greenhouse gases reduction);
- energy savings;
- consumption of raw materials (steel, aluminium, lead, copper, plastic, glass, etc.).

The reference time horizon in the specific evaluation activity of the environmental indicators has been related to the project duration. The effects of the proposed actions on a time period of longer duration will be evaluated in order to achieve the goals set by the European Union about the recovery of WEEE. Main results of the analysis carried out for Tuscany are here reported. All results are reported and depicted in the C1 Deliverables.

In Italy, WEEE collection is regulated and organized according to the following typical groups:

- R1 (Cold and climate), e.g. refrigerators, freezers, air conditioning equipment;
- R2 (Large appliances), e.g. washing machines, dishwashers, microwave ovens;
- R3 (TV and monitor), e.g. old CRT cathode ray screens, modern LED/Plasma screens;
- R4 (Small appliances and equipment not included in other categories), e.g. irons, fryers, blenders, computers, printers, fax machines, mobile phones, video recorders, radios;
- R5 (Light sources), e.g. lamps with gas, neon lamps, mercury vapor lamps.

The C1 action was carried out in order to compare the environmental impacts of WEEE collection and management since 2015: in the first part WEEE separate collection and its appropriate treatment for materials recycling are taken into account; in the second part the impact assessment of five representative items has been carried out; in the last part the appropriate collection and management of WEEE has been compared to landfilling scenario. Environmental benefits and avoided burdens are assessed referring to the period 2015-2020.

The Life Cycle Assessment (LCA) was carried out, following the LCA phases defined by ISO 14040:2006 [2] and ISO 14044:2006 [3]: goal and scope definition, inventory analysis, impact assessment and interpretation.

In the first part of the work were defined the functional unit and the reference flow, the system boundaries and chosen the impact categories through which expressing the environmental and human health impact. In this phase the functional unit is the management (from the collection to the recovery/disposal) of 1 ton of each WEEE category in Tuscany during the 2016.

Thus, it is fundamental for the LCA study to homogenize the data, choosing to use in each scenarios the five categories in accordance with most of the data available from literature, database and from the other partners of the Life WEEE Project: ANCI Toscana, Camera di Commercio Firenze, Ecocerved S.C.a.R.L. and Regione Toscana.

The inventory, so the collection of these data, is the biggest troubling action of the LCA study: when available we used primary data (directly from the plants and from the other partners of the Project). If primary data were not available, or were accessible only in an aggregated form, secondary data from literature and database were employed.

The whole life of the waste is included in the boundaries, from the collection to the final treatment/disposal. The LCA study includes three main different scenarios: (1) incorrect collection, (2) correct WEEE disposal and treatment, (3) same phases of the second scenario with different functional unit, referred no more to 1 ton, but to the whole 35.000 tons treated, about the 41.000 tons collected in Tuscany in 2016.

As far as the indicator used to assess the impact the environment and human health associated to the increase of WEEE separate collection, thirteen main categories are taken into account in the LCA study: climate change, ozone depletion, human toxicity (cancer effects), human toxicity (non-cancer effects), particulate matter, photochemical ozone formation, acidification, terrestrial eutrophication, freshwater eutrophication, marine eutrophication, freshwater ecotoxicity, water resource depletion, mineral and fossil resource depletion.

The outcomes of the analysis carried out also includes the impacts generated by the production of the primary raw materials which instead can be replaced with the secondary raw materials recovered.

The analysis is annual update, when the WEEE collection data are available (the CDC RAEE published these data every year in March or April).

The LCA results show that the recovery of WEEE separated components gives environmental benefits and savings, mainly because of the production of secondary materials in substitution to primary materials. From 2015 to 2020 the WEEE collection was highly increased resulting in more environmental savings. It was observed that, even though the amount of collected R3-FPD and R5 is quite negligible in comparison with the other electronic devices, their recovery allows the best environmental benefit for almost every impact category.

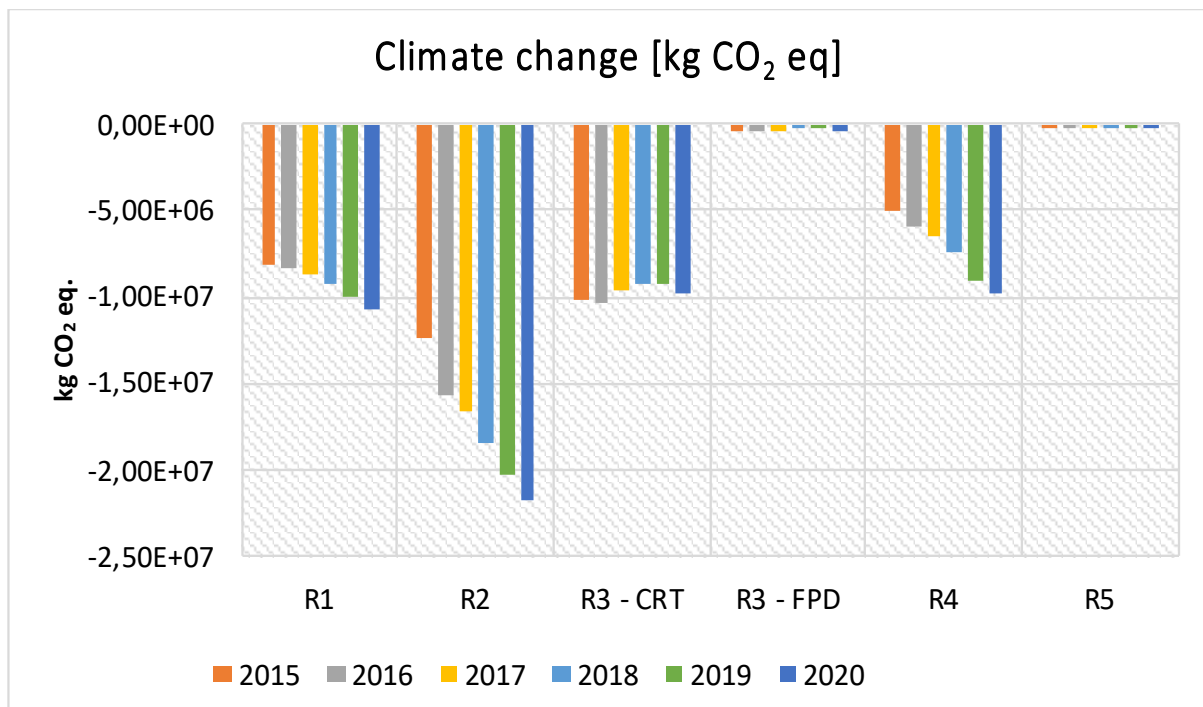


Figure 6: Trend of saved CO2 per each WEEE category due to the avoided use of primary resources.

The contribution analysis shows that the recovery of steel, ferrous metals, glass and components such as compressor, cables and PWBs result of paramount importance.

The study of five items (one for each WEEE category) shows that the separated components valorisation of a CRT TV gives high avoided burdens.

The WEEE separate collection and management, implemented and improved during the year of the project, provided significant beneficial effects with respect to the case of total landfilling of WEEE. Such benefits increased along the time as far as increased amount of WEEE were intercepted and collected separately from the mixed waste and will continue to provide environmental benefits as the separate collection is projected to increase in the future years.

Although until 2022, in Andalusia the collection rate of 2020 will not be published, the increase of WEEE collection throughout the first year of the project could be measurable. From 2017 until 2019, the WEEE collection rate increased by 9% according to the Producers' Collective Systems (SCRAP).

Simultaneously, this growth was accompanied by an increment of the WEEE collection points. From 2017, a total of 172 new points were added to this list produced by FAEL.

Related to the level of awareness among the SMEs and citizens. Thanks to the surveys, we can see that during the life of the WEEE LIFE project, there has been an increase of 10% in the number of SMEs registered in the waste management registry.

This demonstrates the increasing involvement of the Distribution stores with sustainable development and environmental protection, being a clear benchmark of commitment to the circular economy.

On another note, the average assessment of the perception of Andalusians on the recycling of electrical and electronic equipment globally has experienced an increase of 14%. From 2.68 points in 2018 we have gone to an average valuation of 3.05 points in 2021.

In the results obtained in this study, a positive trend is perceived in all the Andalusians.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Results achieved	Check
Effective and measurable evaluation of socio-economic impact of the project	Definition of indicators of project socio-economic impact	13 indicators individuated	☑
	Definition of the methodology for the measurement of socio-economic impact	Selection of LCA method	☑
	Monitoring of socio economic impact for the lifetime of the project/Editing of socio-economic impact annual report	Annual update of the LCA analysis and editing of socio-economic impact annual report	☑

Legend: ☒ missed ☑ partially achieved ☑ achieved ☐ ongoing ☐ not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
C.1.1 Preliminary Analysis Impact Indicators	30/11/2017	30/11/2017	<i>1st Progress Report</i>
C.1.2 Methodology of the monitoring of the evaluation of socio-economic impact	30/11/2017	30/06/2018	<i>Mid Term Report</i>
C.1.3 1 st Monitoring and evaluation of socio-economic impact	15/11/2018	15/12/2018	<i>Final Report</i>
C.1.4 2nd Monitoring and evaluation of socio-economic impact	15/11/2019	31/07/2020	<i>Final Report</i>
C.1.5 Final Monitoring and evaluation of socio-economic impact	31/05/2021	31/05/2021	<i>Final Report</i>

Action C.2 Monitoring and measuring of performance indicator

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	31/05/2021	31/05/2021

Description

The aim of the action C2 is to monitor:

- Project technical project in terms of on-time reach of goals and completion of Deliverable and other products;
- Project socio-economic and environmental impacts.

At the beginning of the project, it was defined two categories of indicators named KPI (Key Performance Indicators):

1. Internal KPI
2. External KPI

The External KPI are divided in 3 sub-categories:

- a) Dissemination effectiveness;
- b) Socio-economic impact;
- c) Environmental impact.

The indicators of socio-economic repercussions of the project, identified and detailed in the Annex C3 of the 1st Progress Report, are monitored jointly with DICEA and compared with the results deriving from the LCA assessment.

Each six months a check of the internal project indicator (IKPI) is performed and reported to all partners during the Steering Committee to discuss about the status of the project and, in case of necessity, to entrust corrective actions.

Over the life of the project, all partners contribute to the update of all the indicators that have been required by the coordinator of the project.

Three performance indicators report are edited.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Results achieved	Check
Effective and measurable evaluation of KPI	Definition of Key Performance Indicators	Identification of 6 Internal Assessment and 5 External Assessment KPI	☑
	Monitoring of KPI/Editing of Performance indicators annual report	Editing of Performance indicators annual reports	☑

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
C.2.1 Performance indicators monitoring report Y1	31/07/2018	31/07/2018	<i>Mid Term Report</i>
C.2.2 Performance indicators monitoring report Y2	31/08/2019	31/08/2019	<i>Final Report</i>
C.2.3 Performance indicators monitoring report Final	31/05/2021	31/05/2021	<i>Final Report</i>

Actions D

Action D.1 INFORM@LIFE WEEE

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	28/02/2018	28/02/2018

Description

Sub-action D.1.1

From the start of the project activities, a basic communication tool was prepared consisting of posters, rollups and flyers which was used to inform on the occasion of the kick off meeting and on other occasions (communication campaign in schools, 2018 Edition Festival Festambiente, networking events, etc.); the flyer printing was further strengthened with a second edition in order to have information material for the final event which, at the time of the second printing, it was thought should be done in person. Copies of the flyers that were not distributed at the final event were used for distribution in Tuscan schools

Materials have been edited and adapted to cover the different activities to be done at regional level or activities developed by the Chamber of Commerce of Seville under LIFE WEEE project.

Several communications tools for each workshop have been developed. Some examples are illustrated below:



Figure 7: Example of informative materials for workshops.

Finally, the design and production of information leaflets has been carried out, aimed at educational centres, companies and citizens. Three versions have been designed

- o Informative brochures aimed at the citizens:



<https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-ciudadan%C3%ADa.pdf>

o Informative brochures aimed at the SMEs:



<https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-emresas.pdf>

o Informative brochures aimed at the students:



<https://www.weee-andalucia.es/wp-content/uploads/2019/07/Folleto-centros-educativos.pdf>

In addition to the materials previously mentioned in other sections, other communication tools can be found on the website:

<https://www.weee-andalucia.es/material-proyecto-lifeweee/>

Sub-action D.1.2

The endowment of the web instrumentation originated from an initial project, started in September 2017 which was completed, delivered and put online in March 2018. The site in the main parts is online in the three languages of the project. The social media equipment is essentially based on the Facebook page and the Twitter account which were used to convey both information on project activities and to share news of common interest on WEEE. Social media was updated according to project needs and the availability of interesting and relevant information from other sources.

5 Newsletters have been produced during project lifetime and made available on the project website. Newsletters are widespread through social channels (Facebook and Twitter) and partners' mailing lists.

The table below summarizes per each newsletter the main topics and the target audiences:

Ed	Content	Issues	TARGET	DEADLINE	LINK
1	General objectives of the project	General information	All target groups	set-18	https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Presskit
2	Communication campaign launch event	Project Public Event	PA	gen-19	https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Presskit
	Project actions for schools	Awareness raising campaign	PA		
3	LIFE WEEE Software: how it works	LIFE WEEE Software	COMPANIES	mar-19	https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Presskit
4	LIFE WEEE APP	LIFE WEEE APP	CITIZENS	dic-19	https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Presskit
5	Webinar for schools and SMEs, Integrated Governance Model, After Life Communication Plan	LIFE WEEE project main results and After Life Plan	All target groups	mag-21	https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Presskit

Ecocerved promoted the LIFE WEEE newsletter and collaborated on the number 3 (March 2019 - www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Presskit), dedicated in particular to CircolaRAEE, the software for SMEs involved in WEEE collection.

In order to raise awareness and inform about the project, a specific project website for Andalusia (www.weee-andalucia.es) has been developed.

Through this website, the content of the project's official website, www.lifeweee.eu, is expanded and the different actions being developed in Andalusia within the framework of the project are specified.



Figure 8: Home page of Andalusian Project web site-

In Andalusia the social media used has been the following:

- <https://www.facebook.com/LifeWeee/>
- <https://www.linkedin.com/company/life-weee/>
- https://www.instagram.com/life_weee/?hl=es
- <https://es-es.facebook.com/camaracomerciosevilla/>

- <https://es-la.facebook.com/FederacionAndaluzaElectrodomesticos/>

At the end of the project, we have registered about 88.000 total visits, considering both the project website and the social media pages (Facebook, Twitter).

Sub-action D.1.3

A press kit for journalists has been prepared at the beginning of the project for the Opening Workshop. The press kit is made up of:

1. notepad with references to the LIFE WEEE project;
2. brochure with the main information of LIFE WEEE (objectives, target groups, WEEE thematic brief focus);
3. folder with references to the LIFE WEEE project;
4. press release.



Figure 9: Press kit.

The press release prepared for the Opening Workshop has a wider diffusion in local and regional digital media, most of all news web sites and digital magazines. Please refer to Annex D.1.3 for the complete text of the press release.

Sub-action D.1.4

The Opening Workshop was held on November 24th in Florence at the Montedomini Training Center. It has been structured according to the following program:

- Opening of the conference by the institutional figures of ANCI and CCIAA FI;
- Presentation of the main project objectives and activities (ANCI);
- Round table about the regulatory and organizational context of WEEE management with the main actors of WEEE life-cycle (Committee on the Environment, Public Health and Food Safety, Supervision and Control Committee on WEEE Management - Environment Ministry, WEEE CdC, Department of Local Public Services, Energy and Pollution - Tuscany region);
- Presentation of the results of the survey conducted by CCIAA FI on the knowledge and involvement of SMEs and retailers in WEEE management;
- Illustration of the project main activities by the individual partners;
- Closing remarks with Mr. Simone Gheri, Director of ANCI Tuscany, and Mrs. Federica Fratoni, Councilor for Environment and Soil Protection - Tuscany Region.

At the Workshop has been invited the principal stakeholders of LIFE WEEE: public officials, policy makers, local authorities, professional associations and waste management companies. The press offices of partners highlighted the event through advertising and press releases on the respective websites. The total number of participants is 55.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Results achieved	Check
Successful and efficient dissemination of the project and its results to general public and stakeholders	Basic communication tools completion	Project brochures, poster and roll-up produced	<input checked="" type="checkbox"/>
	Logo of the project design completion	Logo completed	<input checked="" type="checkbox"/>
	Website efficacy	5 min average visit duration 1.000 downloads at the end of the project 100.000 visits	<input checked="" type="checkbox"/>
	Annual dissemination strategy update	Permanent update of Communication strategy	<input checked="" type="checkbox"/>
	Press kit production and update	Production of the press kit for Opening Workshop	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action D.1.1</i>			
D.1.1.1 Basic communication tools (brochure, poster and roll up)	30/09/2017	30/09/2017	<i>1st Progress Report</i>
<i>Sub-action D.1.2</i>			
D.1.2.1 Project web-site and social media pages	30/11/2017	30/11/2017	<i>1st Progress Report</i>
<i>Sub-action D.1.3</i>			
D.1.3.1 Press kit	30/09/2017	30/11/2017	<i>1st Progress Report</i>
<i>Sub-action D.1.4</i>			
D.1.4.1 Opening Workshop	30/09/2017	30/11/2017	<i>1st Progress Report</i>

Name of the Milestone	Deadline	Date of completion	Note
<i>Sub-action D.1.2</i>			
LIFE WEEE website and social media published	28/02/2018	28/02/2018	<i>The web site is on line from the 28th of February 2018.</i>
<i>Sub-action D.1.4</i>			
LIFE WEEE Opening Workshop	30/11/2017	24/11/2017	<i>The Opening Workshop has been held in Florence the 24th of November 2018.</i>

Action D.2 Transferring the results and lessons learned

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/01/2018	01/01/2018	30/06/2020	30/06/2020

Sub-action D.2.1

Targeted communication tools have been designed, produced and delivery to project's audiences and they include:

- A brochure about LIFE WEEE APP distributed during all the events, workshops, seminars and Playground@School events;
- A LIFE WEEE APP video tutorial published on the project's YouTube channel. The tutorial was then advertised through the social channels Facebook and Twitter. The tutorial is showed during all the events (e.g. Ecomondo);
- CircolaRAEE video tutorials available at <https://circolaraee.ecocerved.it/#!/docs/tutorial> and showed during events and SMEs seminars and webinars.

At the end of the project, the Layman's Report has been produced. It is edited in 3 version: Italian, Spanish and English. It contains a brief overview of the project scopes and objectives, a description of the environmental issues that the project aim to resolve and of the Tuscany and Andalusia context, what the project have done and detailed information about the activities includes in the governance model developed, what results the project achieved and a quantification of environmental benefits and social impact. The Report is available on the project website and it is distributed to project stakeholders.

Sub-action D.2.2

The 18 of May 2021, the final event of the project was organized in a virtual version, due to the COVID - 19 pandemic restrictions. The speakers of the conference have been hosted in the auditorium of the Chamber of Commerce of Florence, while the auditors attend the conference through a dedicated streaming platform or on the Facebook page of Ricicla.TV. Ricicla.TV is the major company in Italy with expertise in promotion of environmental issues related events. ANCI has entrusted Ricicla.TV with the promotion of the event at national level and for making available on their website the recording of the event.

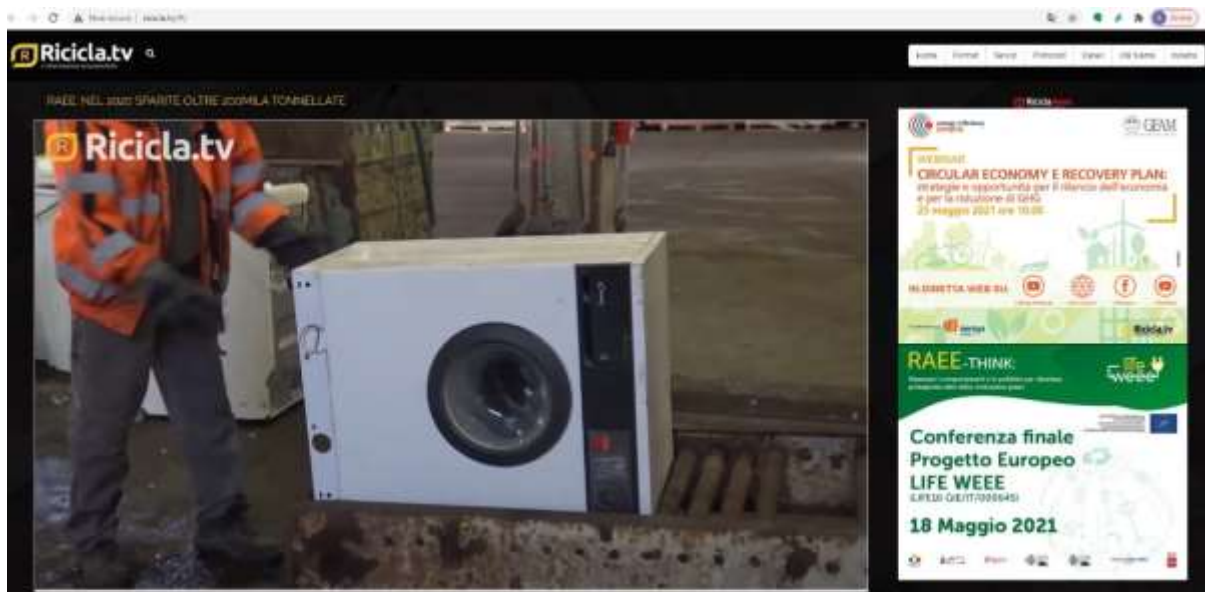


Figure 10: The promotional banner of the Final Conference on the main page of Ricicla.TV website.

The event, called “RAEE-THINK: Rethinking Behaviours and Policies in Order to Become Active Players in the Green Revolution”, focused on how - in the light of the activities and results of the project

- public administrations and institutions can enhance policies to facilitate the transition to a circular economy; how companies can act to respond to the increasing attention of consumers to sustainable growth; and how citizens can actively contribute to the "green" revolution with their choices and behaviors.

The complete programme of the event is available at: https://www.lifeweee.eu/lifeWeee_it/Menu-principale/Press/Eventi/RAEE-THINK-Conferenza-finale-del-Progetto-LIFE-WEEE-in-Toscana

In terms of attendance, the statistics were as follows:

- Total of registrations: 120
- Total of attendees in streaming: 87
- Total views of Facebook live streaming: 40
- Total views of the registration available on Ricicla.TV website: 710

A Final conference was organised in Andalusia where the activities and results of the project were presented widely. Initially, a physical conference was scheduled in 2020. However, due to the constant restrictions in Spain, the conference was finally held virtually on 13 May 2021. The conference was held at national and international level, both in terms of dissemination and attendance.

The programme was as follows:



https://www.weee-andalucia.es/wp-content/uploads/2021/05/programa-jornada_cartel.jpg

In terms of attendance, the statistics were as follows:

- Total of registrations: 90.
- Total of attendees: 62. The majority of attendees were from Andalusia, but we also counted with participants from other regions in Spain (e.g. Madrid) and from Italy, Portugal, Bulgaria...

A wide dissemination of the conference was made, as well as an extension of the campaign at national level. This was done through various channels:

1) By the project website:

<https://www.weee-andalucia.es/conferencia-internacional-sobre-buenas-practicas-y-tendencias-de-futuro-en-la-gestion-de-raee-en-andalucia/>

2) By email:

- 2.357 FAEL's affiliates (SMEs) sales points.
- 180 contacts from FAEL's homologated associations, institutions and companies related to WEEE, distribution platforms and supplier companies.

3) By specialised sector magazines with a press release:

- Noticias Cámara
- <https://www.marronyblanco.com/>
- <https://electro-imagen.com/>
- <https://www.alimarket.es/>
- <https://sonitron.net/quienes-somos/>
- <https://revistaprotiendas.com/>
- <https://www.electromarket.com/>
- <https://www.metalesymetalurgia.com/>

4) By social networks, from 4th until 12th of May, LinkedIn, Facebook e Instagram:

- LinkedIn: 2 promotions were carried out. The first reached 14,180 impressions with 137 clicks on the link and 5 new followers plus 148 organic impressions, 28 clicks on the link and 48 times shared. The second achieved a 6.93% interaction rate, 707 impressions, 19 reactions, 20 clicks on the link and was shared 9 times. In addition to the paid promotion, another English publication achieved 392 impressions, 14 reactions and 15 clicks (3.83 %) and was shared 26 times. Thus, a total of 15,279 impressions were obtained through the dissemination on LinkedIn. On the same day of the event, a publication was made informing about the event, which obtained 494 impressions. 15,773 impressions in total.



LIFE WEEE

4 de mayo ·

👏 We are happy to submit the programme of the International Conference about Good Practices and Future Trends in WEEE Management in Andalusia (Spain). Sign up now!

📅 Thursday 13th May 2021

📄 Registration: <https://cutt.ly/pbmlm6W>

➡ More info: <https://cutt.ly/4bmlTjX...> Ver más

GOOD PRACTICES AND FUTURE TRENDS IN WEEE MANAGEMENT IN ANDALUSIA (SPAIN)

Life WEEE International Conference
May 13, 2021
online

LIFE WEEE 2021 is financed by the LIFE Environmental Cooperation and Information of Instruments Manufacturing of Waste Electrical and Electronic Equipment (LIFE WEEE 2021) of the European Union.

09:00 a.m.
Opening ceremony
Ms. María López Sánchez, General Director of Environmental Quality and Climate Change of the Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development (AGPYDS) of the Regional Government of Andalusia
Ms. Teresa Muela Yañela, General Secretary of FAMP (Andalusian Federation of Municipalities and Provinces)
Mr. Francisco Méndez León, President of the Seville Chamber of Commerce
Mr. Carlos J. Bejares González, General Secretary of FAEL (Andalusian Federation of Household Appliances and Other Household Equipment)

10:15 a.m.
Block 1:
The role of the Public Administration in the correct management of WEEE
Mr. Juan Manuel Fernández Priego, Director of the Technical Office and Work Commissions Department of the FAMP
Mr. Gonzalo Tarralbe, Commercial and Institutional Relations Director of Recyclea

10:50 a.m.
Block 2:
Private management flows of WEEE and the problem of WEEE in the field of distribution and other sectors of the economy
Mr. Carlos J. Bejares González, General Secretary of FAEL
Mr. Matias Rodrigues, Director of Operations at European Recycling Platform - ERP Spain and Portugal
Mr. Luis Palomino, General Secretary of ASEGRE

11:20 a.m.
Summary of experiences: Life WEEE Project
Ms. Rosa Schina, Head of the LIFE WEEE Project Action Plan carried out in Tuscany (Italy) and lessons learned

11:50 a.m.
Conclusions and future opportunities

12:00 a.m.
Closing ceremony

Registration form

Collaborators:

The table below recaps the number of participants in the final two events:

Event	Date		Number of registration	Number of registered participants		
Final Conference Seville	13/05/2021	Online	147	78	Numbers of views of Facebook live streaming	Numbers of views of event registration on Ricicla.TV
Final Conference Florence	18/05/2021	Online and Facebook Live Streaming on Ricicla.TV Fb page Event registration available at https://www.ricicla.tv/#/Video/riciclatv/8/73563	120	87	40	710

Sub-action D.2.3

The partnership has established relationships with 5 projects funded under the LIFE program, 2 Horizon 2020 projects and an Interreg Europe project.

The connections have been concretized mainly in exchanges of best practices and participation in joint events. Particularly significant was the experience with the project RePLAY (funded under Horizon 2020): the LIFE WEEE project was invited to the internal technical working tables to bring its testimony and suggest innovative solutions to encourage initiatives for the repair of old electrical and electronic equipment.

The table below summarizes the networking activities

PROJECT ACRONYM	PROJECT TITLE	FUNDING PROGRAMME	NETWORKING ACTIVITIES
1 LESSWATT project (LIFE16 ENV/IT/000486)	INNOVATIVE WIRELESS TOOL FOR REDUCING ENERGY CONSUMPTION AND GHGS EMISSION OF WATER RESOURCE RECOVERY FACILITIES	LIFE Programme	Exchange of best practices about environmental communication
2 NaturALL LIFE Project (LIFE15 GIE/BG/000977)	NaturALL LIFE Project	LIFE Programme	Meeting about schools activities and exchange of materials for educational activities
3 LIFE RE MIDA project (LIFE14 CCM/IT/000464)	INNOVATIVE METHODS FOR RESIDUAL LANDFILL GAS EMISSIONS MITIGATION IN MEDITERRANEAN REGIONS	LIFE Programme	Participation to Final Conference
4 E-waste management project (LIFE14 GIE/SI/000176)	E-waste management project	LIFE Programme	Exchange of best practices related to raise awareness campaign
5 MEWLIFE (LIFE17 ENV IT 000180)	MEWLIFE	LIFE Programme	Exchange of best practices related to mapping territorial awareness
6 REPLAY Project	REPLAY Project	Horizon 2020 – EIT Raw Materials	Participation in working groups with Italian Fab Lab for define new methodologies for diffusion of repair culture
7 URBAN WASTE project	URBAN STRATEGIES FOR WASTE MANAGEMENT IN TOURIST CITIES	Horizon 2020	Exchange of best practices related to raise awareness campaign
8 INTERREG SMART WASTE	INNOVATION IN WASTE MANAGEMENT POLICIES	Interreg Europe	ANCI Toscana as coordinating beneficiary of LIFE WEEE project as part of the Stakeholders Table institute by the project for the improvement of the Regional Operational Programme for the European Regional Development Fund (ERDF) 2014-

Sub-action D.2.4

The partners participated at relevant national and regional events with presentation of project actions, poster to transfer project results and to improve the dissemination to a wider public. The complete lists of all events are available in Annex D2.

The principal events are:

- 1 - Information material at the presentation of the annual report of the CDC RAEE (Milan, March 27, 2018)
- 2 - Communication on LIFE WEEE (Regione Toscana) as part of the "Isola della Sostenibilità" event held at the Istituto Morante Ginori (Florence, 28 May 2018)

3 - Communication from CCIAA Florence to the Confindustria workshop on OpenScope (Florence, May 2018 (Florence, 31 May 2018)

4 - Presence of LIFE WEEE (Basic communication materials) at the Circular Economy stand of Festambiente 2018 (Grosseto 13 - 19 August 2018)

5- Fiera Didacta Italia (Florence, October 15th - 18th 2018), the most important fair in the world of the school. Fiera Didacta (<http://fieradidacta.indire.it/>) will transform for three days Florence into the European capital of the school of the future. Fiera Didacta Italia aims to promote the debate on the world of education among institutions, associations and entrepreneurs, to create a meeting place between schools and companies in the sector. LIFE WEEE will be in Fiera Didacta with basic communication material (RollUp, Poster, leaflet and some gadgets); it will be the first occasion to promote the LIFEWEEE Playground@school campaign.

6- Isola della sostenibilità (Sustainability Island, www.isoladellasostenibilita.com) is a national project in which Institutions, Research Institutions and Companies meet to educate and inform the new generations about sustainable development issues. The activities are aimed at students of all levels, families and technicians. LIFE WEEE participated in the event that took place in Tuscany and will now consolidate its presence in the final event (Rome, December 5th - 7th 2018) managing a space in which a part of the Playground@school campaign will be tested. The opportunity will also be important to consolidate and expand at national level the network of schools involved in the communication campaign.

7- Ecomondo (www.ecomondo.com), is an international event (Rimini, Novembre 6th - 9th 2018) with a format that brings together all sectors of the circular economy in a single platform: from material and energy recovery to sustainable development. LIFEWEEE will be present with general communication material within the space of one of the Consortium members who will be present at the event.

Among the activities developed by CCSEV, we may highlight the following:

-Participation in the “II Edición Premios RAEEimplicate” (November 22nd 2017). The event, which took place in Seville, was an awards ceremony organised to recognise the work of those enterprises and institutions who are deeply implicated in the WEEE collection within the region of Andalusia. The project was presented, together with its main objectives, target audience and expected results to the audience by the organiser, FAEL. This event was highly productive for networking and informing about the project as most of the attendees were related with the topic of the project and it was a way of engaging them and align their companies and their work with the project.

-Participation the official Steering Committee held in Firenze (November 23th 2017). In the meeting, the following topics were tackled: deliverables, management and coordination of the project, exchange of progresses and revision of milestones between regions, revision of the Communication Tools.

-Participation in the pening Workshop (November 24th 2017) with Italian stakeholders and a wide audience, where the project objectives in Andalusia were presented, as well as the state of the art and achievements produced so far on the management of electric and electronic waste.

-Communication Tools: communication materials provided by the Tuscany region were revised, translated, and adapted to Andalusia. It included a leaflet, brochure and project poster, which were translated into Spanish, updated and revised by Andalusian stakeholders.

-Communication campaign: CCSEV also proceed to contract external experts to support in specialised communication actions through a communication campaign addressed to SMEs, schools, municipalities and general population.

-Social networks: some dissemination actions were supported through social networks (Facebook and Twitter) both by LIFE WEEE profiles, and also through staff profiles and those of the main stakeholders. In September 2018 the management of LIFE WEEE Facebook page was also shared to be directly used by CCSEV staff. Some publications in Facebook and Twitter were made about the project and coinciding with the organisation of the meeting in Seville. Other communication synergies were done with projects implemented by the stakeholders in Andalusia (eg. Project SYMBI, developed under Interreg Europe by the Andalusian Regional Government).

Ecocerved participated to the fair Ecomondo 2019 in Rimini (Emilia Romagna, Italy) and presented the software CircolaRAEE in 3 workshops, lasting 30 minutes each event, held directly at our stand according to the published program (<https://circolaraee.ecocerved.it/#!/docs/news/life-weee-a-ecomondo-2019>) and in 1 of the “pills” held at the Italian Register of environmental operators stand (www.albonazionalegestoriambientali.it/Public/Eventi/Evento/IT2019.11.08, “GESTIONE DEI RAEE”).

We organized the participation in the “Fiera del Levante” from 3 to 11 October 2020 in Bari (Puglia, Italy) which is an important multi-sector trade fair for all southern Italy, starting from a joint initiative – with Unioncamere Puglia and the regional Section of the Register of environmental operators – to exhibit in a specific area of the fair, called Sustainable innovation Hall. We had a LIFE WEEE stand and organized specific training sessions to give information and indications on the sector legislation and to illustrate CircolaRAEE: 6 workshops, each lasting 30 minutes, were held in the events area, but were also available in live streaming (according to the program on <https://circolaraee.ecocerved.it/#!/docs/news/life-weee-alla-fiera-del-levante>).

In 2021 Ecocerved organized 3 dedicated events, each lasting 2,5 hours, to disseminate information about WEEE-related legislation and make the software CircolaRAEE available in all Italian regions. The first one (29 April 2021) was aimed at the staff of the Chambers of commerce, while the other two (14 and 20 May 2021,

<https://www.ecocamere.it/dettaglio/evento/671/webinar-sui-raee> and

<https://www.ecocamere.it/dettaglio/evento/672/webinar-sui-raee>) were open to all Italian companies;

these events were recorded to make it possible to be seen even by those who could not follow live.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress/Threshold	Results achieved	Check
	<i>Sub-action D.2.1</i>		
Successful and efficient transferring of the project results to general public and stakeholders	Technical Communication Tools completion (APP and Software tutorials and brochure)	Software tutorials published on CircolaRAEE webpage Design, production and delivery of LIFE WEE App brochure Production of LIFE WEE APP tutorial	<input checked="" type="checkbox"/>
	<i>Sub-action D.2.2</i>		
	Organization of project dissemination events	Organization of 2 Final Conference in Florence and Seville	<input checked="" type="checkbox"/>
	<i>Sub-action D.2.3</i>		
	Networking and information exchange activities with other funded projects	Connection with 8 other funded projects	<input checked="" type="checkbox"/>
<i>Sub-action D.2.4</i>			
	Participation to relevant EU, national and regional events	Participation in 23 events at regional, national and European level	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
<i>Sub-action D.2.1</i>			
D.2.1.1 LIFE WEEE info graphics	30/06/2018	30/11/2018	<i>Final report</i>
D.2.1.2 LIFE WEEE APP brochure	31/10/2018	31/10/2018	<i>Final report</i>
D.2.1.3 Video tutorials of LIFE WEEE APP	30/06/2019	30/06/2019	<i>Final report</i>
D.2.1.4 Video tutorials of CircolaRAEE software	30/06/2019	30/06/2019	<i>Final report</i>
D.2.1.5 Layman's Report ITA version	31/05/2021	31/05/2021	<i>Final report</i>
D.2.1.6 Layman's Report ENG version	31/05/2021	31/05/2021	<i>Final report</i>
D.2.1.7 Layman's Report SPA version	31/05/2021	31/05/2021	<i>Final report</i>
D.2.1.8 Andalusian Communication campaign results	Additional report	30/10/2020	<i>Final report</i>
<i>Sub-action D.2.2</i>			
D.2.2.1 Final Conference Communication kit	31/05/2021	31/05/2021	<i>Final report</i>

Name of the Milestone	Deadline	Date of completion	Note
<i>Sub-action D.2.2</i>			
Dissemination conference Seville	30/04/2019	13/05/2021	<i>The Final Dissemination Conference will has been held in Seville on the 13th of May.</i>
Final Conference	31/05/2021	18/05/2021	<i>The Final Conference has been held in Florence on the 18th of May.</i>

Action E.1 Project management

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	31/05/2021	31/05/2021

Description

Besides the day-to-day management and coordination of the project, during the lifetime of the project, the CB has organized 8 Steering Committee meetings and 4 Annual Monitoring Visits. All the meetings, after March 2020, has been held in on-line mode.

Data	Meeting	Location	Themes
23/11/2017	I Steering Committee	ANCI Headquarter - Florence	Discussion and signing of SC regulation Discussion and signing of Internal Partnership Agreement Discussion and approval of project masterplan and timetable
05/03/2018	II Steering Committee	ANCI Headquarter - Florence	Progress and activities planning Organization of Annual Monitoring Visit
01/10/2018	III Steering Committee	CCSEV Headquarter - Seville	Progress and activities planning

			Exchange of best practices with Spanish stakeholders
11/04/2019	IV Steering Committee	ANCI Headquarter - Florence	Progress and activities planning Organization of Annual Monitoring Visit
04/12/2019	V Steering Committee	CCIAA Headquarter - Florence	Progress and activities planning
21/04/2020	VI Steering Committee	Online meeting	Progress and activities planning Preparation of Amendment Request for time extension of the project
18/09/2020	VII Steering Committee	Online meeting	Progress and activities planning
12/01/2021	VIII Steering Committee	Online meeting	Preparation of Layman's Report and After Life Plan Organization of Final Conferences in Florence and Seville
07/06/2021	IX Steering Committee	Online meeting	Preparation of Final Report

All project technical documents are sharing among partners in a dedicated cloud space (Basecamp). As far as financial documentation is concerned, every AB must send every three months, and on the occasion of the compulsory deadlines (Mid-Term Report, Final Report), to the CB the updated Financial Statement and the documents proving the expenses incurred during the reporting period.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress	Threshold	Check
Efficient management of the project	Partnership Agreement signing	Yes	<input checked="" type="checkbox"/>
	Project Kick-Off Meeting	Definition of Managing structure and guidelines	<input checked="" type="checkbox"/>
	Steering Committee regulation approved	Yes	<input checked="" type="checkbox"/>
	SC meetings	SC appointment	<input checked="" type="checkbox"/>
	Shared project management tool	Cloud workspace creation	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion	Report Annex
E.1.1 Partnership Agreements	30/09/2017	30/09/2017	<i>1st Progress Report</i>
E.1.2 Steering Committee Regulation	30/09/2017	30/09/2017	<i>1st Progress Report</i>
E.1.3 Managing structure and guidelines	30/09/2017	30/09/2017	<i>1st Progress Report</i>
E.1.4 1 st Steering Committee Minutes	30/09/2017	30/11/2017	<i>1st Progress Report</i>
E.1.5 2 nd Steering Committee Minutes	30/03/2018	10/03/2018	<i>Mid Term Report</i>
E.1.6 3 rd Steering Committee Minutes	30/09/2018	01/10/2018	<i>Final Report</i>

E.1.7 4 th Steering Committee Minutes	31/03/2019	11/04/2019	<i>Final Report</i>
E.1.8 5 th Steering Committee Minutes	31/10/2019	04/12/2019	<i>Final Report</i>
E.1.9 6 th Steering Committee Minutes	30/06/2020	21/04/2020	<i>Final Report</i>
E.1.10 7 th Steering Committee Minutes	31/10/2020	18/09/2020	<i>Final Report</i>
E.1.11 8 th Steering Committee Minutes	<i>Add. Deliverable</i>		<i>Final Report</i>
E.1.12 9 th Steering Committee Minutes	<i>Add. Deliverable</i>		<i>Final Report</i>

Name of the Milestone	Deadline	Date of completion	Note
Partnership Agreement signed	30/09/2017	30/09/2017	<i>The partnership agreement is signed during the project kick-off meeting.</i>

Action E.2 Reporting and monitoring

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	31/08/2020	31/08/2020

Description

Monthly reports about project progress are sent to the External Monitor in charge, Dott. Marco Tosi, by the PM of ANCI.

All the compulsory reports have been delivered on-time to the European Commission:

- 1st Progress Report (28th February, 2018);
- Mid-Term Report (31th October 2018);
- Additional Technical Report (31th March 2019);
- 2nd Progress Report (31th December 2019);
- 3rd Progress Report (02nd March 2021).

Time schedule, output and indicator of progress

Expected Result	Indicator of progress	Thresold	Check
Efficient reporting of project activities	On-time completion and deliver of compulsory Report (yes/no)	Yes	<input checked="" type="checkbox"/>
	Communication with the Monitoring Team	Monthly report	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion
E.2.1 1 st Progress Report	28/02/2018	28/02/2018
E.2.2 Mid-Term Report	31/10/2018	31/10/2018
E.2.3 Additional Technical Report	31/03/2019	31/03/2019
E.2.4 2 nd Progress Report	31/12/2019	31/12/2019
E.2.5 3 rd Progress Report	28/02/2021	02/03/2021

Action E.3 After Life Plan

Foreseen Start date	Actual Start date	Foreseen End Date	Actual End Date
01/09/2017	01/09/2017	31/05/2021	31/05/2021

Description

All the project partners contribute to the editing of After Life Plan. The document aims to provide a complete overview of the measures that the beneficiaries intend to carry out in the 5 years following the conclusion of EU economic support, with a view towards continuing to promote the results of the project and to disseminate the “lessons learnt”.

The partners will ensure their involvement with the following objectives:

- To continue to disseminate the project’s goals and results in order to ensure distribution to an increasingly wide audience on a national and international scale;
- To provide guidelines containing best practices for the implementation of the governance model developed by the project;
- To develop networking with other funded projects further in order to build on the project’s experience;
- To promote the replication of the governance model in other regional contexts.

After a brief overview of the project actions, results and main outcomes, it is detailed the actions of the After Life Communication Plan and the dedicated budget by each partner. The actions are designed on the basis of the different target groups: project stakeholders (Municipalities, ATOs, CISPEL, Trade associations) and project audiences (Citizens, Schools, Public Officials, Businesses). The CB will ensure the continuous monitoring of the progress of the activities under the After Life Communication Plan.

Time schedule, output and indicator of progress

Expected Result	Indicator of progress	Threshold	Check
Efficient reporting of project activities	Production and delivery of LIFE WEEE After Life Plan	yes	<input checked="" type="checkbox"/>

Legend: missed partially achieved achieved ongoing not yet started

Name of the Deliverable	Deadline	Date of completion
E.3.1 After Life Plan ITA version	31/05/2021	31/05/2021
E.3.2 After Life Plan SPA version	31/05/2021	31/05/2021
E.3.3 After Life Plan ENG version	31/05/2021	31/05/2021

Name of the Milestone	Deadline	Date of completion	Note
After Life Plan Delivered	31/05/2021	31/05/2021	<i>The After Life Plan is available on the project website and is distributed in digital format to all Final Conference participants and to project stakeholders.</i>

6.2. Main deviations, problems and corrective actions implemented

The main problems encountered during project duration are related to the necessary suspension of the main project activities from the end of February 2020 due to the consequent restrictions on economic and work activities imposed by the national governments of Italy and Spain.

In particular, they are stopped:

- All face-to-face training activities;
- All environmental education activities for schools;
- The planning of dissemination events (final event in Spain and Italy scheduled for May and June 2020 respectively);
- All participation in dissemination events on a national and international scale.

The situation led to a request of a time extension of 9 months, in order to take the necessary countermeasures and reach the foreseen objectives and outcomes of the project. In particular all the training activities are move in on-line mode (webinars or e-learning seminars) as well as Playground@School are redesigned for distance learning. The planning Final Events are postponed to May 2021: given the persistence of the uncertainty of the health situation, we worked in parallel both on the traditional organization front (acquisition of estimates for the services, development of the program, location) and, as an alternative strategy, foreseeing an event not traditional, with via web participation.

ANCI

As far as ANCI is concerned, training activities for policy makers and technical staff of Local Administration have been converted to webinar mode and delivered via e-learning platform. Unfortunately, due to the persistence of health emergency, the Final Conference is transmitted via streaming. In order to guarantee the widespread to the Conference, ANCI has activated an external society with expertise in environmental events promotion, Ricicla.TV. The event is broadcasted via a streaming platform and through the Facebook page of Ricicla.TV that has about 10.000 followers. The recording of the event was made available on the Ricicla.TV website, reaching about 700 views. In general, all the planned activities are adapted and developed.

Ecocerved

We have not faced significant problems carrying out the development activities, not even due to the Coronavirus emergency, therefore we have not adopted any corrective action.

CCIAA

Although some critical issues have been identified in this period (internal adjustment and reorganization of activities, delay on release Green Network UPGRADE, delivery marketing tools, leaflet and Guida alla gestione dei RAEE) we have not faced any specific problem carrying out the activities. Despite delays recorded during the project execution, is confirmed in terms of date the completion of the project objectives.

Regarding budget, we registered an overall saving, as already mentioned in previous reports. Minor modifications among line of activities could take place.

CCSEV

As we have mentioned, a lot of changes and corrective actions have been to be implemented due to the COVID effects and applied restrictions in the Andalusia region.

The mobility is restricted since March 2020, with only a few exceptions during some months, as well as the number of people who can take part in an event. Schools and public entities were closed from March to June and nowadays a lot of them are still closed.

For these reasons, the workshops for SMEs have been to be delayed to 2021 and they are executed online, the social media campaign was delayed too, and the final workshop in Seville is organised online, not physically.

All the foreseen activities has been adapted, without causing effects on the foreseen results and objectives of the project.

DICEA

The Covid-19 restrictions have forbidden the access to University lab where the LCA software is located, till June 2020.

DINFO

The LIFE WEEE mobile app has been published on the App Stores for Android and iOS since 2019 in a preliminary version with less functionalities, according to the plan. At the end of June 2021 the Android version of the App has been installed by 278 different users and actually is used in 112 active devices. The iOS version of the LIFE WEEE mobile app has been downloaded 187 times and is actually active in 70 devices. In total the active devices are 182.

It is important to note that the LIFE WEEE mobile app is very specific since provides info and tools for WEEE disposal, with respect to more generalist applications that have better performance in terms of number of downloads and use. Despite this, the conversion rate of the LIFE WEEE App in the stores is about 41%, that is a very high value with respect to the typical 1%-2%.

Probably the low results in terms of number of downloads are due to the fact that the promotional campaign was carried out on traditional means while the online promotion must be increased with specific tools.

To increase the visibility and the results of the LIFE WEEE app, promotional activities by involving the municipalities and institutions in the after life plan and promotional campaign will be done. DINFO confirms its commitment in the App maintenance in the After Life and will promote the app and the project results in their dissemination activities during events and workshops.

For the After Life, other specific mobile app marketing campaign will be defined to increase the visibility of the app. That campaign will be promoted by ANCI, TR and the institutional partners involved also in Andalusia and will be provided via some particular marketing channel, for instance, Google Ads, Facebook Ads, Twitter Ads, Instagram Ads, App Store Optimization, etc. According to that campaign, all users resident in Tuscany that make a search for topics connected with WEEE disposal, will receive Ads promoting the LIFE WEEE App.

Also the mobile app marketing campaign in Andalusia has to be improved since the Spanish translation of the App is now available, so that the mobile app can be promoted with the same mechanism also for Andalusian users.

RT

The main difficulty that the activities have encountered are related to the persistence of the COVID - 19 pandemic which forces many companies in the public sector into smart working, slows down or prevents project activities. For example, due to problems related to the functionality of the website, the radio campaign, scheduled for the end of 2020, was postponed to spring 2021.

6.3.Evaluation of Project Implementation

Please evaluate the following aspects of the project:

- *Methodology applied*

All partners actively contributed to the achievement of the results. Regular meetings of the Steering Committee made it possible to identify any critical issues in the course of the work and to apply the necessary countermeasures in a timely manner.

All the planned results were fully achieved:

- An increase in the per capita WEEE collection rate of 39% in Tuscany and 97% in Andalusia between 2015 and 2019 was recorded;
- More than 48,000 businesses working in the distribution of EEE and potentially interested in WEEE management were involved through training and communication activities
- More than 200 municipalities in Tuscany were involved in the project actions, through informative and dissemination activities, to improve the quality of the information on WEEE available to citizens;
- The CircolaRAEE software allow the simplification of administrative procedures for businesses dealing with WEEE collection and management.

- *Compare the results achieved against the objectives and expected results foreseen in the proposal*

The following table shows, for each technical project action, the results achieved and an evaluation of these in relation to the objectives:

Action	Foreseen in the revised proposal	Achieved	Evaluation
A.1	<p><i>Objectives:</i> Mapping of SMEs involved in EEE distribution Preliminary study on municipal waste regulations Preparatory citizens survey to establish the baseline level of awareness</p> <p><i>Expected results:</i> Assess the level of awareness of SMEs about the obligations deriving from EU and national legislation Assess the level of awareness of citizens about WEEE management and correct disposal</p>	<p>41.275 SMEs identified 2.402 questionnaire compiled by SMEs 6.507 interviewed citizens in Tuscany and Andalusia Region</p>	Objectives were met, as scheduled.
A.2	<p><i>Objectives:</i> Development of Communication strategy covering both internal and external communication</p> <p><i>Expected results:</i> Keep constantly informed all target groups</p>	Production of Communication Plan in 3 versions (Italian, Spanish and English)	Objectives were met, as scheduled.

B.1	<p><i>Objectives:</i> Development of an integrated governance model for WEEE collection</p> <p><i>Expected results:</i> Constitution of the PGC and the AWC Delivery of a revised version of the Regional Waste Management Plan (Tuscany) Adoption of Action Plan for Andalusia Region Capacity building of public officials to improve institutional efficiency</p>	<p>Coordination and organization of PGC and AWC meetings</p> <p>SWOT analysis of the actual Tuscany WEEE collection governance model</p> <p>Production and adoption of Action Plan for Andalusia Region</p> <p>Revision of the Regional Waste Management Plan (Tuscany)</p> <p>Editing and delivery of guidelines for the update of the main regional and local regulatory documents with a municipal regulation model and proposal of incentives schemes</p> <p>Design and organization of three different training format for capacity building of policy makers, technical staff of CP and municipal police</p> <p>Design and delivery of and Information Kit for PA</p>	<p>This activity recorded delays related to scheduled deadlines. This is because it was decided to spend more efforts to obtain a complete and exhaustive assessment of the state of the art of collection of WEEE in Tuscany and on the strengths and weaknesses of the current governance model, auditing to all the stakeholders involved in the chain of waste management.</p>
B.2	<p><i>Objectives:</i> development of information and training modules for SMEs involved in WEEE collection development of information and training modules about the software for SMEs involved in WEEE collection</p> <p><i>Expected results:</i> informative material on regulatory requirements for SMEs collecting WEEE. informative material and guide on the use of the software developed under B.4</p>	<p>Organization of 3 cycles of seminars for SMEs involved in WEEE collection in Tuscany and Spain</p> <p>Activation of a chat and phone assistance line dedicated to SMEs both in Tuscany and Andalusia</p> <p>Creation and update of a GREEN SMEs network and delivery of dedicated marketing tools</p> <p>Editing and delivery of an info kit for businesses</p>	<p>Objectives were met, as scheduled.</p> <p>The main lesson learned within this action concerns the importance of sharing the experience with the partnership and understanding that there are different realities from which to take inspiration for comparison and improvement.</p>
B.3	<p><i>Objectives:</i> Improve the level of awareness of general public</p> <p><i>Expected results:</i> Organization of public conference to launch the project awareness raising campaign Widespread dissemination of the campaign at regional level (Tuscany and Andalusia) by means of traditional and new media Scaling up of the campaign at national level (Italy and Spain)</p>	<p>Execution of an in-depth qualitative survey to individuated the right communication channels for each type of target groups of the communication campaign to general public (children, young citizens, “unwilling” adults, “sensitive” adults)</p> <p>Public conference to launch the communication campaign in December 2018</p> <p>Daily update of project social media</p>	<p>Objectives were met, as scheduled</p> <p>The in-depth qualitative citizens survey with structured interview to focus group permit to better understand the level of knowledge of WEEE and in general waste thematic and the reasons that drive the uncorrect behaviours.</p>

	<p>Organization of activities with schools for the children awareness raising</p>	<p>Authorization from the Tuscany Regional School Office to perform activities in schools</p> <p>Delivery of a waste tax bill info leaflet to more than 450.000 users/families in Tuscany</p> <p>Design, production and delivery of teacher's kit</p> <p>Organization of 40 Playground@School events in Tuscany and Andalusian schools</p> <p>Scaling up of the campaign at national and European level (interview at national TV, publication of contents on national web sites)</p>	
B.4	<p><i>Objectives:</i> Development of the software for SMEs involved in WEEE collection and of the APP for citizens</p> <p><i>Expected results:</i> Availability of an IT tool for SMEs to manage regulatory obligations for companies; Availability of an IT tool for citizens to localize the closest WEEE collection points and to encourage the individual responsibility, providing data on environmental impact.</p>	<p>Release of Beta version and Version 1 and 2 of the software CircolaRaee (web application available at http://circolaraee.ecocerved.it).</p> <p>Release of Version 1 of the LIFE WEEE APP for the debug tests</p> <p>Final version of the LIFE WEEE APP published in the official App Stores for iOS and Android.</p>	Objectives were met, as scheduled.
C.1	<p><i>Objectives:</i> Monitoring with verifiable and data based methodology the socio-economic impact of the project</p> <p><i>Expected results:</i> Evaluate the impact in terms of socio-economic development of separate collection of WEEE</p>	<p>Definition of the methodology for the monitoring based on LCA study</p> <p>Comparison of different scenario of WEEE disposal</p> <p>Editing of annual report about socio-economic impact of the project</p>	<p>Objectives were met, as scheduled.</p> <p>The research of reliable and affordable data demand more efforts than foreseen regarding both the percentage composition of WEEE in terms of materials and the WEEE collection flows.</p>
C.2	<p><i>Objectives:</i> Monitoring of project main performance indicators</p> <p><i>Expected results:</i> Real-time monitor and control of project status</p>	<p>Definition of groups of Internal Assessment KPI and External Assessment KPI</p> <p>Monitoring and annual reporting of internal and External KPI</p>	Objectives were met, as scheduled.
D.1	<p><i>Objectives:</i> Built up the dissemination campaign to general public and main stakeholders</p> <p><i>Expected results:</i></p>	<p>On-time creation of basic communication tools (brochure with general information, poster, roll-up for main events)</p>	Objectives were met, as scheduled.

	Creation of basic and digital communication tools, development of the project web-site and construction of press kit for engage connection with local, regional and national media	Organization of the Opening Workshop in November 2017 (Florence) Project web-site on-line from February 2018 On-time creation of the virtual identity of the project (Facebook page, Twitter account)	
D.2	<i>Objectives:</i> Transferring best practises and lesson learnt to main stakeholders, sharing experience with other project and networking <i>Expected results:</i> Production of IT Tools video tutorial for helping user experience Organization of 2 public dissemination events Networking with past and on-going LIFE projects Participation in relevant regional, national and EU external events	Production and dissemination of Software and APP tutorials On-time production and delivery of Layman's report Organization of 2 Final Conference, 1 in Florence and 1 in Seville Networking with 5 LIFE project (E-WASTE, LESSWATT, RE MIDA, NaturAll LIFE, MEW LIFE), 2 Horizon 2020 project (URBAN WASTE, REPLAY Project), 1 Interreg Europe (SMART WASTE) Participation in 23 events at national and European level	Objectives were met, as scheduled.
E.1	<i>Objectives:</i> Overall project management and monitoring <i>Expected results:</i> Day-to-day management Timely and effective implementation of the work plan	The project management activity covered the entire duration of the Project. The established management procedures enabled effective project monitoring and timely resolution of the emerging critical issues.	Objectives were met, as scheduled.
E.2	<i>Objectives:</i> Internal and external monitoring and reporting of project status <i>Expected results:</i> Yearly progress reports about technical and financial project status (including compulsory reports)	On-time delivery of all the compulsory reports	Objectives were met, as scheduled.
E.3	<i>Objectives:</i> Strategic plan for after-life sustainability and replication of project actions <i>Expected results:</i> Editing of After Life Plan	Editing and delivery of After Life Plan	Objectives were met, as scheduled.

- *Indicate which project results have been immediately visible and which results will only become apparent after a certain time period.*

The project has the ambitious goal of reaching the WEEE collection targets set by the European directive (WEEE Directive 2012/19 / EU), increasing the per capita collection rate by the end of the project by 30% compared to the 2015 data, for Tuscany and Andalusia. This, above all, through awareness raising actions focused to citizens and policy makers so that the latter may undertake long-lasting communication campaigns that make virtuous behaviors customary. It is clear that actions of this nature often have long-latency dynamics that do not allow immediate

numerical results to be found. It is for this reason that the project has acted on several fronts, in order to speed up the visibility of the effects: awareness raising communication campaigns on new and traditional media, dissemination of tools to support companies for the management of compulsory bureaucratic procedures in view of the fact that this acts as an incentive for the increase in "1-to-0" collection points, development of an App that helps citizens to locate the nearest collection point.

The applied methodology has allowed the achievement of the targeted results, with an increase in the WEEE collection rate of 39% in Tuscany and 97% in Andalusia.

Other results are not immediately measurable and will only be visible in the medium to long term:

- The institutionalisation of a permanent technical table on WEEE in Tuscany and a working group in Andalusia will allow the continuation of the dialogue between institutions, municipalities, WMCs and ATOs for a continuous improvement of the governance model;
 - Thanks to capacity-building workshops for administrators and technical staff and the material provided by the project, the frequency of WEEE information campaigns will be increased, leading to a further increase in the collection rate;
 - The number of enterprises that will register with the Environmental Management Register and comply with the authorisations for the transport and management of WEEE will increase thanks to the seminars and information material disseminated by CCIAA FI;
 - Paper documentation for the transport and management of WEEE will be reduced thanks to the systematic use of the CircolaRAEE software.
- *If relevant, clearly indicate how a project amendment led to the results achieved and what would have been different if the amendment had not been agreed upon.*

Due to the restrictions on economic and working activities caused by the COVID-19 emergency and the suspension of the main project actions from February 2020, the partnership requested an extension of the project duration by 9 months. The postponement of the final date made it possible to redesign project activities, adapting them to the contingent situation and achieving all the objectives set, such as the conclusion of the third cycle of seminars for SMEs, delivered in webinar mode.

- *Describe the results of the replication efforts.*

The replicability of the project actions is already tested thanks to the activities carried out by the partner CCSEV that, from the beginning, has transferred the actions performed in Tuscany, adapting them to the Andalusian reality. Sharing experiences across two different territories is making possible to build a supranational governance model, containing prescriptions and guidelines on virtuous methods of e-waste management, which can easily be adapted to other European regions.

ANCI and CCIAA presented the project experience during the annual events (ANCI National Assembly - Arezzo - 19-21 November 2019, Albo Nazionale Gestori Ambientali National Assembly - Naples - 6-7 June 2019) organised by their national counterparts, in order to stimulate synergies with similar structures in other territorial areas for the transfer of the project best practices and for the replicability of the governance model.

During the LIFE WEEE project, two regional contexts in Italy have shown particular interest in repeating the project activities: Sicily and Apulia, both from Southern Italy.

The collaboration with Apulia has already begun, within the project, through a joint participation in the multi-sector trade fair "Fiera del Levante" (Bari, October 2020) - with Unioncamere Puglia and the regional Section of the Register of environmental operators - to exhibit in the Sustainable innovation Hall. From contacts with Sicily, in which the Chamber of Commerce of Florence also actively took part, the proposal for a two-year project was prepared with the aim of transferring knowledge and replicating actions; the proposal was submitted for the approval of the top management, including the related verification of the necessary resources.

All the ideas for collaboration have been slowed down by the situation related to COVID, but it is plausible that contacts will resume in the coming months.

- *Indicate the effectiveness of the dissemination activities and comment on any major drawbacks.*

The objective of the dissemination activities was, in addition to the promotion of best practices and project actions, to raise the awareness of citizens and enterprises on the correct disposal and management of WEEE, and to stimulate public administrations to enhance communication campaigns and initiatives in general to increase WEEE collection. Dissemination activities were based on a multi-channel approach in order to reach all target audiences (Citizens, SMEs, Public officials, Scholars) and in particular:

- Project website;
- Facebook page, Instagram and Twitter profiles;
- Radio campaign on the main radio channels in Tuscany;
- Billboards in the main cities of Tuscany;
- Waste tax bill info leaflet delivered to 450,000 households in Tuscany;
- Informative leaflets and brochures distributed at public events and during seminars;
- Participation to the main events about circular economy and in general environmental awareness such as Ecomondo in Italy.

The major feedbacks came from the social channels: the total reach of the campaign's actions has been 81,309 people, achieving 2,103 interactions and 380 new valuable followers.

After February 2020, traditional and social media campaigns were necessarily reinforced, due to the suspension of all face-to-face initiatives.

- *Policy impact*

The LIFE WEEE project contributes to the update of the main regional programming documents. The process of modification of the regional legal framework on Circular Economy has been deeply linked with LIFEWEEE activity: the Regional Board Decision 20/2019 of December 16, 2019 represented an important step in this process. The Regional Tuscany Council identified the Permanent Governance Committee on WEEE as a fundamental tool for the improvement of the Regional Governance model for the transition from linear to Circular Economy: in fact, the PGC was subsequently also included in the Regional Law of Tuscany on the subject of Circular Economy (Law 4 June 2020, n. 34 "Provisions on circular economy for the management of waste. Amendments to LR 60/1996).

The table, of permanent character, has allowed to activate a dialogue channel between the institutions and all the subjects linked to the management of WEEE and will allow a continuous updating of the governance model also in the future years.

The best practices for updating local regulatory documents and the model of municipal regulation elaborated by the project were adopted by the ATOs of Tuscany and will allow the strengthening of municipal legislative tools to facilitate and incentivize WEEE collection.

LIFE WEEE project has contributed to the specific objectives of the priority areas of the LIFE Subprogramme for the Environment. By tackling the theme of key waste-related issues with a focus on WEEE reduction, the project has implemented the 2012/19 Directive through actions which are consistent with the fundamental principles of waste reduction, resource recovery, sustainable development and circular economy. In particular, the project gives a valuable contribution towards the implementation of Art. 1, 5, 11, 14, 16 and 18 of the 2012/19 Directive.

The increase in the rate of WEEE collection both Tuscany and Andalusia means a decrease in the erroneous behaviour of citizens and businesses and therefore a reduction in the negative impacts that WEEE dispersion and poor management practices have on the environment.

LIFE WEEE contributes to raise awareness about WEEE management problem:

- Editing of guidelines for the modification of the Regional Waste Management Plan, making it more effective with regard to the collection of WEEE
- Implementing a software tool for the simplification of mandatory bureaucratic obligations for companies involved in WEEE collection allow SMEs to easily manage e-waste
- Developing an APP dedicated to citizens for the localization of closest collection points
- Fostering future citizens awareness about WEEE management with schools dedicated actions
- “Turning” on the debate between authorities (Environment Ministry), retailers, professional associations to encourage the interaction between entities involved in WEEE management

6.4. Analysis of benefits

The project actions led both to direct quantitative and qualitative environmental benefits:

a. Quantitative environmental benefits:

- Increase in WEEE collection rate in Tuscany and Andalusia;
- Increase in the number of collection sites in Tuscany and collection centers in Andalusia;
- Increase in materials recovered thanks to the correct disposal of WEEE;
- Reduction of unsorted waste destined to landfills or illegal abandoned WEEE;

b. Qualitative environmental benefits:

- Reduction of environmental risks associated to landfills thanks to the decrease of unsorted waste destined to landfills;
- Decrease of traffic pollutions:
the LIFE WEE APP allow citizens to locate the closest collection points. The App shows also mobile collection points that in Tuscany are in city center, where are not present Municipal Collection Center that are mainly in suburban areas;

In terms of economic impact could be registered the following aspects:

- Increased revenue for municipalities deriving from the 'performance bonuses' under the Program Agreement signed by ANCI Nazionale (National Association of Italian Municipalities) and the WEEE Coordination Centre thanks to the increase of WEEE conferred to the Municipal Waste Collection Centers;

- Raise Efficiency of awareness campaigns through strengthened collaboration between institutions and consequent rationalization of costs through joint communication activities between WMCs and municipalities;
- Reduction of landfills' management costs;
- The use of CircolaRAEE software will allow SMEs to collect data in an easy, quick, safe and efficient way, reducing also paper waste.

The project bring social benefits in the territory of Tuscany and Andalusian for citizens, policy makers and SMEs and in particular:

- Raising consumer awareness of the options available to them for the disposal of WEEE in an environmentally friendly and responsible manner;
- Capacity building of public officials and raising the consciousness of the importance of the role of policy makers as influencers for the behavior of citizens;
- SMEs members of the GREEN network have at their disposal a series of marketing tools that can help to increase the loyalty of customers who are more aware of environmentally sustainable choices.

The project has a high likelihood of replication. The replicability is directly tested during project's lifetime through the implementation of the project actions in Andalusia, thanks to the CCSEV. The methodology applied and the LIFE WEEE Governance model, that is an "ecosystem" of informative, awareness raising, training and educational actions, could be easily adapted to other national or European territory. The IT tools developed during the project (CircolaRAEE software and LIFE WEEE APP) could be upgrade with limited efforts with the peculiarities of other areas. The Training modules, concerning the obligations deriving from Italian legislation, for SMEs and PA could be repeated in other Italian regions.

Its replication is mainly policy-dependant: in fact in order to guarantee the efficacy of the model is essential an active involvement of the institutions as well as of the territorial organizations in charge of the relationships with the enterprises and of the management of waste collection services.

A best practises manual is a direct product of the project: the aim is to Provide ATOs and municipalities best practices for the municipal regulation's modification and for the improvement of communication campaign target to citizens in order to facilitate the proper disposal of WEEE and increase its collection. The Guidelines document contains a list of best practices for Municipalities and WMCs to overcome the criticality related to actual Governance model. The best practices are divided in 4 areas: Communication, Training, Municipal Regulation, Collection Points.

The guidelines are the working document of the PGC and will be costantly updated in the next years.

The LIFE WEEE project present innovation aspects both in terms of methodology applied and tools developed. The methodology applied led to the implementation and testing of an innovative governance model based on an ecosystem of informative, awareness raising, training and educational actions, that actively involved all the regional stakeholders.

Besides on the market there are a lot of APPs that help consumers in separate waste collection, the LIFE WEEE APP is the first dedicated only to WEEE, that permit to locate the closest collection point and that calculate in analytic way the environmental benefits related to the correct WEEE disposal.

The CircolaRAEE software allows companies, and in particular SMEs, to have available an IT tool to compile a series of compulsory documents that are currently foreseen on paper. The action developed within the LIFE WEEE project therefore represents benefits both in terms of simplification and innovation.

The project has a central role in the revision of the Regional Law of Tuscany 60/1996. The project activities contribute to the process of modification of the law on the subject of Circular Economy: the result is the enactment of the Law 4 June 2020, n. 34 "Provisions on circular economy for the management of waste. Amendments to LR 60/1996. This ensure the capitalization of project results and best practises and the permanent adaptation of the LIFE WEEE governance model. The replication of the model applied in other territory could be led to an improvement of the Directive 19/2012 on WEEE with a more highlight on th importance of informative and training campaigns for the behavioural change of consumers and businesses. The major lesson learnt from the project activities is that the only way to a real transition from linear to circular economy is an active and simultaneous involvement of all actors: Institution, Consumers, Enterprises.

The SWOT analysis of the governance model highlighted that the achievement of the targets set out in annex V of the Directive 2012/19/EU in Tuscany and Andalusia has some important barriers:

- Poor involvement in WEEE collection by Large distributors: the WEEE collection rate could be further increased if there is an extensive network of collection points e.g. at shopping malls or supermarkets;
- Greater commitment on the part of manufacturers of electrical and electronic equipment to eco-design, understood as design with a view to facilitating product disassembly: this would allow an increase in recoverable materials from e-waste.

Both of these barriers could be overcome if European states as well as central institutions were to join forces in raising the awareness of large distributors and manufacturers in a change of approach to e-waste issues.

7. Key Project-level Indicators

The list of KPI below are updated with final values in line with project results and outcome:

- Project area/Project extent: the activities of project effects all areas of Tuscany and Andalusia; in particular, seminars for SMEs and public officials and events in schools are performed in all the main cities of the two region; moreover the execution of the training activities in on-line mode has allowed to reach public officials and SMEs also of smaller municipalities.
- Human influenced by the project/Projec extent: training, informative and dissemination activities are performed in all the areas of both Tuscany and Andalusia; so we can assure that the target of 4.000.000 milions of people influenced by the project is reached.
- Involvement of NGOs and other stakeholders in the project/Project extent: Et the end of project, all targeted stakeholders are involved in project actions: all Tuscan (280) and Andalusian Municipalities (773), the 3 ATOs of Tuscany, 3 Italian Professional Association, 1 Association of WMCs, 11 Tuscan WMCs and UNIONCAMERE, the Italian association of Chamber of Commerce.
- Networking/Project extent/Professionals: The number of SMEs that adhere to the GREEN NETWORK amount at 1.484. We expected to enlarge the network in the next years to reach the set goal (beyond 3 years after the end of the project) of 2.400 SMEs.
- Networking/Project extent/Other: The value considers the SMEs that participated to the 3 cycles of training seminars both in Tuscany and Andalusia and the SMEs that received the info kit for businesses.
- Networking/Project extent/Member of interest groups: This indicator refers to number of public officials, policy makers and Municipal Police staff that have joined capacity building training seminars organized by ANCI and CCSEV.
- Jobs: Considering an increase of WEEE collection points of 31 units in Tuscany and 1.238 units in Andalusia and 2 FTE per each collection points, the new jobs created as consequence of the actions of the projects are about 2.500;
- Running costs: The final running total costs of the project is about 1.780.157,00 €.

8. Comments on the financial report

8.1. Summary of Costs Incurred

Complete the following table to show the project costs incurred compared to the approved budget and comment on each of the cost categories focussing particularly on discrepancies compared to the allowed flexibility of the 20% limit (cf. Article II.22 of the General Conditions).

PROJECT COSTS INCURRED			
Cost category	Budget according to the grant agreement in €* €	Costs incurred within the reporting period in €	%**
1. Personnel	1.110.488,00 €	1.254.137,79 €	113 %
2. Travel and subsistence	80.450,00 €	21.146,53 €	26 %
3. External assistance	191.600,00 €	209.493,36 €	109 %
4. Durables goods: total <u>non-depreciated</u> cost	-	-	
- <i>Infrastructure sub-tot.</i>	-	-	
- <i>Equipment sub-tot.</i>	-	3.568,50 €	100 %
- <i>Prototype sub-tot.</i>	-	-	
5. Consumables	-	-	
6. Other costs	347.000,00 €	168.757,90 €	49 %
7. Overheads	121.064,00 €	115.994,65 €	96 %
TOTAL	1.850.602,00 €	1.773.098,73 €	96 %

The table above shows the costs incurred by the project partners from the beginning of the project (1st September 2017) till the end of the project (31st May, 2021).

At the end of the project, the expenses reported are in line with the budget forecast, standing at 96% of the value initially allocated. Below major details per individual cost items

Personnel

Staff costs are about 113% of budgeted costs according to the Grant Agreement.

These mainly for two reasons:

- The time extension of the project of 9 months has as consequence an increase of time effort for the project staff of partners;
- Some employees present a daily rate of over 120% of estimated costs due, in the major case, to a salary increase compared with annual gross value used for the calculation of the foreseen hourly rate in the budget or to an incorrect cost estimation or to a reduction of worked hours in 2020. In fact, during the lock-down period, some entities applied to employees a forced reduction of working hours.

Staff were employed in technical activities related to the design of communication plan and its implementation, to the organization and management of the PGC and AWG meetings and to the organization and supervision of training modules for SMEs and PA. Technical staff of Ecocerved and DINFO is involved in ICT Tools design, implementation and continuous updates. All partners are constantly committed in the update of project web page and social channels and to the maximum widespread of project activities and results with dissemination actions with multichannel approach and targeted to all project audiences. The CB dedicated a full-time PM for the overall management of the project supported by an expert financial manager, as well as RT has appointed an external figure as Communication Manager (see External Assistance cost item).

Please refer to the table below for the list of employees that present a daily rate of over 120% of the estimated cost.

At this report, the 2021 daily rate is provisional because referred to the 2020 annual gross salary. The values of 2021 annual gross salary will be available in January 2022.

Partner	Employee	Budgeted Daily rate	Ref. Year	Actual Daily Rate	Variance (%)	Motivation of discrepancy
ANCI	CONTI ELENA	130,00 €	2017	161,68 €	24,37%	Salary Increase
			2018	231,15 €	77,81%	Salary Increase
			2019	269,92 €	107,63%	Salary Increase
			2020	218,71 €	68,24%	Salary Increase and reduction of working hours
ANCI	BONUCELLI FRANCESCA	130,00 €	2018	181,70 €	39,77%	Salary Increase
			2019	221,85 €	70,65%	Salary Increase
			2020	241,17 €	85,52%	Salary Increase and reduction of working hours
ANCI	TATAVITTO MARCELLA	112,00 €	2018	190,09 €	69,72%	Salary Increase
			2019	210,84 €	88,25%	Salary Increase
			2020	180,79 €	61,42%	Salary Increase and reduction of working hours
CCIAA	BALDUCCI DARIO	210,00 €	2017	257,71 €	22,72%	Salary Increase
CCIAA	DELUCA MICHELA	210,00 €	2018	272,88 €	29,95%	Salary Increase
CCIAA	TESI MARIA	210,00 €	2018	352,57 €	67,89%	Salary Increase
			2019	290,61 €	38,39%	Salary Increase
			2020	282,87 €	34,70%	Salary Increase
			2021 (prov.)	269,66 €	28,41%	Salary Increase
CCIAA	QUATTRINI STEFANO	197,00 €	2020	236,66 €	20,13%	Salary Increase
CCIAA	CALANDI SILVIO	210,00 €	2020	286,96 €	36,65%	Salary Increase
CCSEV	FLORES M. EDUARDO	280,00 €	2017	484,25 €	72,95%	Salary Increase
			2018	526,10 €	87,89%	Salary Increase
DICEA	GORI RICCARDO	250,00 €	2017	303,47 €	21,39%	Incorrect cost estimation

			2018	302,24 €	20,90%	Incorrect cost estimation
			2019	327,96 €	31,18%	Incorrect cost estimation
			2020	325,71 €	30,28%	Incorrect cost estimation
			2021	305,31 €	22,12%	Incorrect cost estimation
DICEA	PARIS ENNIO	520,00 €	2020	695,56 €	33,76%	Incorrect cost estimation
			2021 (prov.)	624,67 €	20,13%	Incorrect cost estimation
DINFO	BELLINI PIERFRANCESCO	250,00 €	2019	311,45 €	24,58%	Incorrect cost estimation
			2020	311,45 €	24,58%	Reduction of working hours
	MITOLO NICOLA	140,00 €	2019	171,67 €	22,62%	Incorrect cost estimation
	PANCONI CHRISTIAN	140,00 €	2019	194,51 €	38,94%	Incorrect cost estimation
	PANTALEO GIANNI	140,00 €	2019	194,45 €	38,89%	Incorrect cost estimation
			2020	194,47 €	38,91%	Reduction of working hours
ECOCERVED	BOTTERI MARCO	352,00 €	2020	458,57 €	30,28%	Salary Increase
RT	CASELLI RENATA	310,00 €	2017	442,48 €	42,74%	Incorrect cost estimation
			2018	452,37 €	45,93%	Incorrect cost estimation
			2019	443,41 €	43,04%	Incorrect cost estimation
			2020	452,39 €	45,93%	Incorrect cost estimation
	GIANCRISTIANO VINCENZA	144,00 €	2018	187,47 €	30,19%	Maternity leave
			2019	280,84 €	95,03%	Maternity leave

Although there was an important discrepancy between the estimated cost and the actual cost of Conti Elena and Bonuccelli Francesca (ANCI), Tesi Maria (CCIAA), Renata Caselli (RT), Eduardo Flores Morales (CCSEV) and Nesi Paolo (DINFO) mainly due to a wrong evaluation of budgeted daily rate, their figure could not be replaced with another at a lower cost for their primary role as general coordinator and their expertise in the field of environment thematic.

Travel

An important saving is registered regarding travel costs, mainly due to the restrictions caused by COVID-19 emergency. In fact, the higher costs of travel were foreseen in the second part of the project, for the attendance of the dissemination event planned in Seville for March 2020 and for travels for

dissemination activity in the edition 2020 of National and International event such as Ecomondo (Bologna) or Isola della Sostenibilità (Rome).

A small percentage of the total travel costs was supported in the first phase of the project. This is because the principal project meetings have been organized in Florence where are set the major headquarters of partners and also of the main stakeholders.

The exposed costs are related to the participation to the 3rd Steering Committee in Seville, to edition 2018 and 2019 of Ecomondo Fair in Rimini.

External Assistance

The final total amount of this cost item overlaps the foreseen budgeted value of about 9% , caused by the extension of the contract of the external Communication Manager (RT) and for the decision of ANCI to move part of the amount of “Other costs” to this cost item for the entrustment of an external society with deep expertise in surveys in order to guarantee the effectiveness of the action.

The external assistance costs presented mainly concerned the commitment of the citizens’ surveys (Action A.1), the activities related to the realization and the maintenance of the project website and the design of dissemination materials (logo, brochures, banners, Poster, roll-up – Action D.1), the training specialists for workshops for Municipal Police officials (ANCI) and for SMEs seminars (CCIAA) and the entrustment to the external Communication Manager (DR. Manrico Benelli).

Durable goods: equipment

Regarding equipments, this cost item was not foreseen in the budget. A notebook is purchased by DINFO for the activities related to the APP development.

Other costs

As well as travel costs, also for the item other costs there is a significant difference between the expenses reported and the initial budget: the final amount is 49% of the estimated costs. After February 2020 till the end of the project, due to COVID-19 health emergency, is not possible to organize public events or face-to-face seminars. Expenses for services related to the organization of the events, which were all held online, were therefore greatly reduced.

8.2.Accounting system

Each partner has activated a dedicated cost account for the registration and identification of expenditure related to the project in the analytical accounting system. Please refer to table below for the codes:

PARTNER	PROJECT DEDICATED COST ACCOUNT
ANCI TOSCANA	A dedicated cost center has been created: PROGETTO LIFE
CCIAA	The internal accountability system associated an unique code to project related expenses. The code is annually updated to distinguish the competence year of each cost item. For LIFE WEEE project the annual code are: [2017] IS602214 – 17 – Progetto LIFE [2018] IS302305 – 18 – Progetto LIFE [2019] IS302305 – 19 – Progetto LIFE [2020] IS302305 – 20 – Progetto LIFE - Progetto LIFE [2021] IS302305 – 21 – Progetto LIFE

CCSEV	The expenses and income of the WEEE project are reflected in SAP, the management tool used by the CCSEV. In particular, the analytical account of the CCSEV has assigned for the project WEEE the code: P / 011820.
DICEA	To each expenses related to the project is assigned the CUP code: B79J17000380009-LIFE_WEEE
DINFO	To each expenses related to the project is assigned the CUP code: B79J17000380009
ECOCERVED	Earnings item: 05/01/09 Projects funded Cost item: 04/01/04 Costo del Personale Diretto su commessa Cost item: 04/01/05 Rimborso spese del Personale Diretto su commessa Cost center: Prjfunded - Progetti Finanziati Project: SOFTWARE – Sviluppo Software Commission: LIFE – 1 Progetto LIFE16 GIE/IT/000645
RT	To each expenses related to the project is assigned the CUP code: B79J17000380009

The partners are obliged to give prior notice to the coordinating beneficiary for any purchases not foreseen in the budget. In any case, for expenses that require a quote, the partner must send the coordinating beneficiary or upload in the shared folder the three best tenders received. If the cost and the type of service/good fits with the expected value, the coordinating beneficiary communicates its approval. In case of a discrepancy between the value of goods / services planned and proposed cost, the coordinating beneficiary may request a meeting (via Skype) to discuss the issue only with the partners concerned, or if necessary even with other members of the partnership.

The Coordinating Beneficiary has been ensured that each partner used timesheets in line with EC requirements and all of them has adopted the LIFE Programme Model Timesheet. The compilation is done by each person employed in the project manually at the end of each working day. When a staff member has been involved in more than one LIFE or EU funded project, in the timesheet has been recorded hours in detail per each project, with indication of the acronym of the project itself. The timesheet is signed by the employee and his/her direct supervisor no later than the tenth day of the following month. When a timesheet has been signed with a delay, the explanation has been indicated in the designated area.

The Coordinating beneficiary checks that there are no faults or errors in the timesheets. In case of inconsistencies, it is obliged to immediately inquire clarification from the partner.

Each partner has been obliged to communicate to supplier to indicate in the invoice the identification number and the acronym of the project: "LIFE16 GIE/IT/000645 – LIFE WEEE". If it is not explicitly visible, the partner has been obliged the partner to stamp each accounting document with the identification number of the project, in order to avoid any double charges expenditure on other projects financed.

8.3.Partnership arrangements

Please briefly explain how financial transactions between the coordinating beneficiary and the associated beneficiaries have taken place. How is financial reporting implemented by each beneficiary and how is the consolidated cost statement prepared?

The project leader, ANCI Toscana, has been received from the EU a first pre-financing of € 330,481.20, 30% of the financial contribution requested, and a second pre-financing of € 440,641.60, 40% of the financial contribution. The Coordinating Beneficiary has been transferred each pre-financing to Associated Beneficiaries, according to shares defined in the budget as illustrated in the table below:

Beneficiary	First Pre-financing	Second Pre-financing
CCIAA	64,004.00 €	85,339.00 €
CCSEV	52,175.00 €	69,567.00 €
DICEA	18,559.00 €	24,746.00 €
DINFO	30,716.00 €	40,955.00 €
ECOCERVED	38.572,00 €	51.429,00 €
RT	53.973,00 €	71.964,00 €

Each associated project beneficiary is required to complete the Individual Cost Statement, sending the updated version to the Coordinating Beneficiary at maximum quarterly. The Coordinating Beneficiary performs a formal check of the document and, in the case of missing or incomplete data, requests integration to the partner. Once all the Individual Cost Statement has been received, the Financial Manager of ANCI Toscana update the Consolidated Cost Statement.

Partners are required to promptly notify the Beneficiary's Coordinator of any substantial changes in costs compared to the estimated costs, in terms of amount or type of goods/services acquired.

The originals of the documentation relating to the costs incurred on the project are kept at the headquarters of the partners, while any three months a scanned copy of financial documents has deliver via mail to the CB.

8.4. Estimation of person-days used per action

In order to have an overview of the use of budgeted person-days by group of actions, it is **recommended to fill in the following additional table**. Please provide estimates of % of person-days spent compared to the budgeted numbers⁴. This table will allow you and the Agency to monitor the actual absorption of budgeted time and will highlight any major deviations that should then be explained. When compiling the information you may refer to the number of days referred to in Form R2 of the proposal:

Action type	Budgeted person-days	Estimated % of person-days spent
All projects when applicable Action A: Preparatory actions	175	100%
ENV projects Action B: Implementation actions	2,514	90%
ENV and GIE projects Action C: Monitoring of the impact of the project action	604	100%
ENV and GIE projects Action D: Public awareness/communication and dissemination of results	744	95%
ENV and GIE projects Action E: Project management	1,724	115%

⁴ As we are only requesting estimations, those figures are not meant to be used for the financial reporting.

TOTAL	5,761	100%
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9. Clarification requested with Letter of Evaluation of the Fourth monitoring visit

Action B.1.2 [LIFE WEEE Integrated Governance Model]

1. Based on what you explained during the visit, it seems that the goal of signing agreements with at least 50% of Tuscan municipalities (140) to adopt the regulation and implement the LIFE WEEE governance model will not be reached and that you have assessed as more effective the signature of an agreement with the 3 Tuscan ATOs. Please clarify in the Final Report why you have decided not to pursue the original objective, considered as a crucial target in the project. Please explain how agreements with the ATOs best ensure the objective of harmonising municipal waste taxation. Please be reminded to include in the related deliverable also the signed agreements with the ATOs.

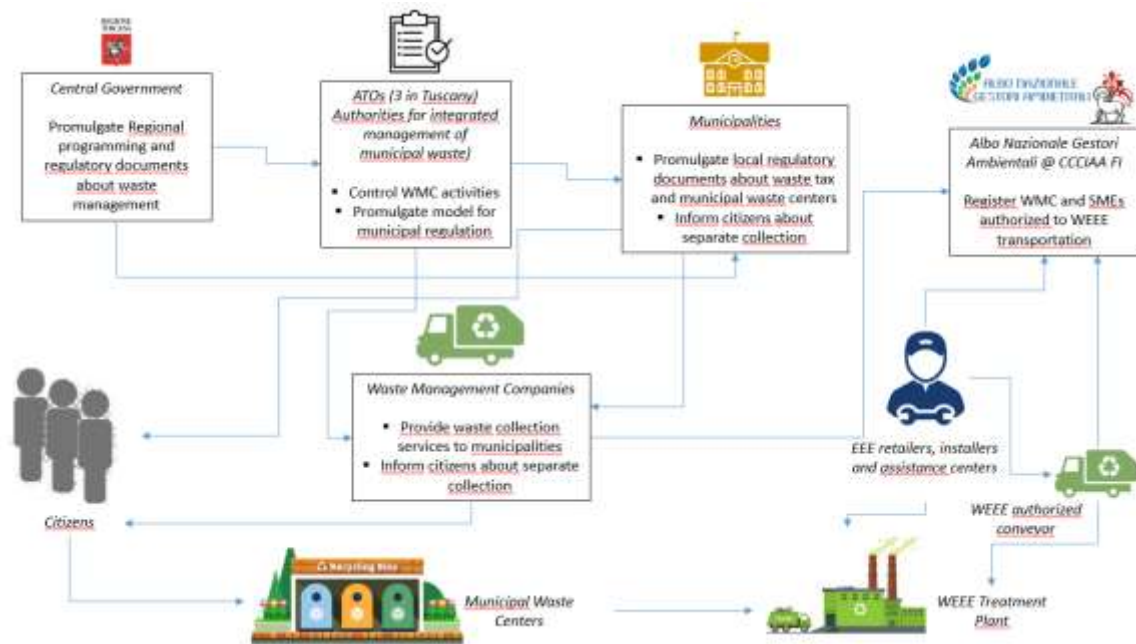
The activities carried out by the PGC have led to the following results:

- Institutionalization of a permanent regional technical table on e-waste allowing a continuous exchange of information and good practices among the main actors related to WEEE collection and treatment;
- Revision of the main regional regulatory documents with a stronger focus on e-waste and in general on recycling, recovery and reuse practices;
- Elaboration of guidelines for the strengthening of municipal regulatory documents and communication campaigns addressed to citizens: this document illustrates the LIFE WEEE integrated governance model and the best practises for its replication, a system of economic and non-economic incentives that could be apply by the municipalities to stimulate citizens' awareness and a draft model of municipal regulation in line with the principles of circular economy.

The adoption of LIFE WEEE Governance Model at Regional level is ensure though the agreement signed between PGC members and the three Regional Authorities for integrated management of municipal waste.

The Tuscany Region, in terms of waste management, is divided into 3 macro areas: Toscana Centro (provinces of Florence, Prato and Pistoia), Toscana Sud (provinces of Arezzo, Siena and Grosseto) and Toscana Costa (provinces of Massa, Carrara, Pisa, Lucca and Livorno). For each area an authority, called the Authorities for Integrated Management of Municipal Waste (ATO), supervises and controls the activities of the WMCs in the area of competence and promulgates model municipal regulations. The governing body of the ATO is the assembly consisting of one representative for each municipality in the area of competence of the ATO itself.

Municipalities promulgate, on the basis of authorities' model and of service contract with WMC, local regulatory documents about waste tax and municipal waste centers.



The 3 ATOs have actively participated in the activities of the PGC, providing an important contribution to the drafting of the guidelines mentioned above. The signing of the agreement with the ATOs guarantees that the governance model tested within the project will be widespread on a regional scale and adopted by all the municipalities in Tuscany. The ATOs will be able to modify the model of municipal regulations according to the indications provided by the guidelines, ensuring their adoption by the 280 municipalities in the Region. This passage assures:

- A capillary and homogeneous diffusion on the territory of the Governance model structured and tested within the project;
- The implementation of the guidelines in terms of modification of municipal regulations with a perspective of enhancing e-waste policies;
- The detailed planning of urban waste management, carried out through the Area Plan, will have the potential to distribute the actions of the memorandum of understanding in an integrated management mechanism that also provides for a regulatory action with respect to tariffs and to the quality of the service.

Therefore, the signing of the agreement with the ATOs maximizes the dissemination of experience and best practices of the project, thanks to the role of the ATOs in the Regional regulatory system. The signed agreement is enclosed to the Final Report (*Deliverables B1.2.6*).

2. Given that the developed guidelines include best practices for the municipalities as well as for the waste management companies, agreements with ATOs are welcome in optimising the activities of waste management companies. However, please further clarify in the Final Report how the agreements with ATOs will also ensure adoption of the guidelines and possible incentives at municipal level.

The adoption of the good practices highlighted and reported in the guidelines, including the possibility of exploring forms of incentives not necessarily linked to economic aspects (for example, incentives in the field of public transport, supply of goods and products linked to sustainability and greening) are among the essential elements of the device part of the Memorandum of Understanding (*actions aimed at transparency and dissemination of knowledge of the forms of incentives on tariffs, aimed at rewarding the virtuous behaviour of citizens and businesses*). Furthermore, a further element of value of the protocol is linked to the recovery of decommissioned / replaced IT products in the Public Administration, with respect to which the protocol commits the signatories to develop actions to

intercept this flow of EEE still with operational possibilities and, through the establishment of dedicated IT platforms, promote reuse aimed at digital literacy projects (*dissemination actions at local authorities of the use of enabling platforms and / or mechanisms for the exchange and donation of discarded/ replaced products for the development of computer basic education projects*). We believe that these two actions are the ones that introduce more elements of novelty than the complex of training and communication actions - albeit important - that characterized the heart of the project actions and that, recalling the role of connection and integration that ATOs have with respect municipalities in the context of waste management, can be effectively conveyed and stimulated by them starting from the tool of the Memorandum of Understanding.

Action B.3.4 [Scaling up of the campaign at national level]

3. Please provide with the Final Report updates concerning what was done in the frame of this action to adapt activities done at regional level to the national and EU levels. Please provide details on the events in which the produced means have been disseminated to a national audience, including relevant authorities.

Scaling up of the activities consisted in live participation to communication and educational events before march 2020 and - after the beginning of Covid-19 pandemic - in disseminating online experiences and tools, initially produced for a regional target, like the Teachers Kit. Also due to the drastic change in working methods from spring 2020, the communication activities, after a forced suspension period, have assumed a national dimension with the only limitation to become international of the Italian language: for the general Italian public it is not advisable to foresee events and products of communication in English, as live translation or subtitles only suit a highly educated audience.

The project LIFE WEEE actions and results are presented in the following national and international events:

N°	Event	Location	Date	Type of Audience	No. Of Participants	Main Purpose	National/ International Audience
1	Seminar for AEE manufacturer	Florence	31 May 2018	AEE producer, Professional Associations	50 participants	Presentation of Project objectives and actions to the main target groups, illustration of the results of SME and citizens survey (Action A1)	National
2	Participation to Festambiente 2018	Rispescia (GR)	10 - 19 August 2018	General Public, Stakeholders, Local Authorities, Professional Associations	60000 participants	Dissemination of Basic Communication Tool material and development of network	National
3	Participation to DIDACTA ITALIA	Florence	September 2018	Schools, Teachers	50.000 participants	Information stand, dissemination of Basic Communication Tool material. Foster the collaboration with schools and engage students in project planned actions	National
4	Participation to Ecomondo 2018	Rimini	6 - 9 November 2018	Local Authorities, Stakeholder, Institution, Schools, Professional Associations	100.000 participants	Dissemination of Basic Communication Tool material.	International

5	Participation Albo Nazionale Gestori Ambientali National Assembly	Napoli	6-7 June 2019	Authorities, Stakeholder, Institution, Professional Associations, SMEs	500 participants	Presentation of Project Life WEEE , illustration of the results of SME survey and actions planned for SMEs	National
6	Workshop between institutions and professional association for the improvement of collect points and the simplification of administrative procedures	Florence	11 June 2019	Sistemi Collettivi, Professional Associations , Retailers Associations,	100 participants	Foster the collaboration between institutions and SMEs involved in WEEE management in order to improve the collection points (1-to-1 and 1-to-0); presentation of the Software for the simplification of administrative and bureaucratic procedures related to WEEE management; presentation of the seminars for SMEs	National
7	Workshop between institutions and SMEs to launch seminars and project activities dedicated to SMEs	Seville	15 June 2019	Institutions, SMEs, Professional Associations	100 participants	Foster the collaboration between institutions and SMEs involved in WEEE management in order to improve the collection points (1-to-1 and 1-to-0); presentation of the seminars for SMEs	National
8	Participation to "Connecting European Chambers"	Bruxelles	3-4 July 2019	Chambers of Commerce	100.000 participants	Participation as example of joint initiative; Dissemination of the LIFE WEEE project by the Chamber of commerce of Florence	International
9	Participation to XV General Assembly of ANCI Toscana	Florence	23 September 2019	Local Authorities	500 participants	Informative stand for capacity building of Local Authorities, Dissemination of the LIFE WEEE project	National
10	Participation to Festambiente 2019	Rispescia (GR)	14 - 18 August 2019	General Public, Stakeholders, Local Authorities, Professional Associations	60000 participants	Dissemination of Basic Communication Tool material and development of network; Dissemination of LIFE WEEE APP	National
11	Participation to DIDACTA ITALIA	Florence	October, 9 - 11 2019	Local Authorities, Institution, Schools	20.000 participants	Playground@school campaign, dissemination of materials (LIFEWEEE App Brochure, projects gadgets)/ empowerment of Playground@school campaign and communication on participatory process on Teachers kit	National

12	Participation to ISOLA DELLA SOSTENIBILITA'	Florence	October, 14 2019	Local Authorities, Institution, Schools	600 participants (students)	Playground@school campaign, dissemination of materials (LIFEWEEE App Brochure)/ empowerment of Playground@school campaign and communication on projects contents	National
13	Participation to Ecomondo 2019	Rimini	5 -8 November 2019	Local Authorities, Stakeholder, Institution, Schools, Professional Associations	100.000 participants	Participation as exhibitor; Dissemination of LIFE WEEE APP and CircolaRAEE software; Foster the collaboration with main actors of WEEE collection	International
14	Participation to National Assembly of ANCI	Arezzo	19-21 November 2019	Local Authorities, National Institution	9.000 participants	Informative stand for capacity building of Local Authorities, Dissemination of the LIFE WEEE project	National
15	Smart City Expo World Congress	Barcelona	19-21 November 2019	Authorities, Stakeholder, Institution, Professional Associations, SMEs	20.000 participants	LIFE WEE activities and results have been presentend at the Snap4City/DISIT Lab stand during the event. Project flyers have been distributed.	International
16	Participation Fiera del Lavante	Bari	5 - 9 October 2020	Local Authorities, Stakeholder, Institution, Schools, Professional Associations	4.000 participants	Dissemination of the LIFE WEEE project and INFO KIT. Workshops online for PMI.	National
17	Participation to Fiera Didacta Italia	Firenze (ONLINE event)	March, 17 2021	Schools, Teachers	25 participants	Online workshop for teachers on WEEE management, LifeWEEE project, WEEE and environment and "How to reduce WEEE at the source" implemented by Regione Toscana and FabLab Firenze	National

Moreover, in 2021 Ecocerved organized 3 dedicated events to disseminate information about WEEE-related legislation and make the software CircolaRAEE available in all Italian regions. The first one was aimed at the staff of the Chambers of commerce, while the other two were open to all Italian companies; these events were recorded to make it possible to be seen even by those who could not follow live.

29 April 2021, h 9:30-12:30 (event by invitation); participants in live streaming: 64.

14 May 2021, h 9:30-12:30: <https://www.ecocamere.it/dettaglio/evento/671/webinar-sui-raee>; participants in live streaming: 238.

20 May 2021, h 9:30-12:30: <https://www.ecocamere.it/dettaglio/evento/672/webinar-sui-raee>; participants in live streaming: 341.

Action B.4.2 [LIFE WEEE APP – georeferencing of collection points]

4. I understand that very few downloads of the APP have been recorded. Please explain in the Final Report what you think are the reasons for such a low result, provide any additional information concerning the number of active users, and explain what are your plans for publicising the APP and have it downloaded by a larger population in the afterlife period. As the municipalities are directly involved in the strategy to improve the WEEE collection, they could perhaps start promoting the use of the APP in dedicated campaigns, such as the one that has been done with the "tax bill".

The LIFE WEEE mobile app has been published on the App Stores for Android and iOS since June 2019 in a preliminary version with less functionalities, according to the plan. At the end of June 2021 the Android version of the App has been installed by 278 different users and actually is used in 112 active devices. The iOS version of the LIFE WEEE mobile app has been downloaded 187 times and is actually active in 70 devices. In total the active devices are 182.

It is important to note that the LIFE WEEE mobile app is very specific since provides info and tools for WEEE disposal, with respect to more generalist applications that have better performance in terms of number of downloads and use. Despite this, the conversion rate of the LIFE WEEE App in the stores is about 41%, that is a very high value with respect to the typical 1%-2%. Conversion rate identifies the percentage of users who installed the app after visiting the dedicated page on the App Store.

Probably the low results in terms of number of downloads are due to the fact that the promotional campaign was carried out on traditional means while the online promotion must be increased with specific tools.

Here are some actions that are planned for the Afterlife period to increase the visibility of the app:

- Promotion on app store, Facebook, and on social media, etc. based on some search keywords
- Increase promotion in Spain on social networks and through the stakeholders;
- Increase the involvement of municipalities by updating the info kit for a campaign aimed at distributing the App.

During the project, during the preparation of the infoleaflet attached to the TARI bill, we asked ALIA, the waste manager of the central Tuscany area if they were willing to promote the LIFE WEEE APP. ALIA declined, as it was launching its own App at the same time. It should be noted that the two apps have totally different purposes: ALIA's app allows the citizen to request services, such as the collection of bulky items, or to get information on the separate collection of waste, while the LIFE WEEE app provides information aimed exclusively at the collection of WEEE. However, ALIA preferred to give priority to its own proprietary APP.

Action C.1 [Monitoring and evaluation of the socio-economic impact]

5. Thank you for the second "socio-economic impact annual report" from which it emerges that WEEE collection entails significant benefits. I suggest though that you present the data in the Final Report in a clearer way, to allow understanding in quicker the impact of WEEE recovery. For instance, the 2 scenarios identified (virtuous scenario and incorrect management) should be depicted for each of the representative items considered, and results put side by side, so that the reader can immediately visualise the impact of the project.

In addition, as WEEE collection has improved significantly in the project's period, please provide a clear summary of the environmental benefits linked to this increase. Finally, please describe the benefits achieved in both Tuscany and Andalusia, as foreseen in the Project document.

Please refer to the Deliverable C.1.5 annexed to the Final Report for a clearly presentation of final data related the socio-economic impact of project in terms of environmental benefits.

Please refer to the table below for a summary of the environmental benefits related to the increase in WEEE collection both in Tuscany and Andalusia:

		Final Value (2019)	Initial Value (2015)	
EAE1	Tons increase in WEEE collection	31.697		
	Tons increase in WEEE collection Tuscany	8.338		
	Tons increase in WEEE collection Andalusia	23.358		
	No. of inhabitants Tuscany	3.730.000	3.753.000	
	No. of inhabitants Andalusia	8.400.000	8.427.000	Variation
	WEEE collected per inhabitants (Kg/inhabitants) Tuscany	7,87	5,60	40,5%
	WEEE collected per inhabitants (Kg/inhabitants) Andalusia	5,67	2,88	96,9%
	Tons WEEE collected Tuscany	29.355	21.017	
	Tons WEEE collected Andalusia	47.628	24.270	

		kg Co2 eq/ton WEEE	ton Co2 eq/ton WEEE
EAE2	Saved Co2	1.400	1,4
	Tons saved CO2 TOTAL	44.375	ton Co2 eq
	Tons saved CO2 Tuscany	11.674	ton Co2 eq
	Tons saved CO2 Andalusia	32.702	ton Co2 eq
		m2/ton WEEE	ha/ton WEEE
EAE3	Avoided land use	300.000	30
	Avoided land use TOTAL	950.896	ha
	Avoided land use Tuscany	250.149	ha
	Avoided land use Andalusia	700.747	ha
		m3/ton WEEE	
EAE4	Avoided water use	450	
	Avoided water use TOTAL	14.263.443	m3
	Avoided water use Tuscany	3.752.235	m3
	Avoided water use Andalusia	10.511.208	m3
		MJ/ton WEEE	
EAE5	Avoided fossil resource use	15.000	
	Avoided fossil resource use TOTAL	475.448.100	MJ
	Avoided fossil resource use Tuscany	125.074.500	MJ
	Avoided fossil resource use Andalusia	350.373.600	MJ

6. As already pointed out in my email of 22/05/2019, following the second visit, you should include in the final impact report an evaluation of the socio-economic impact, as foreseen in the project document. More generally, please provide with the Final Report updates concerning the socio-economic analysis, which has been not properly described nor seems to have been done so far. I suggest you describe precise indicators such as: costs for the authorities related to the adoption of the governance model and system of incentives; costs for the SMEs when the developed software is used, time saved for the citizens when the APP is used and so on.

In addition, as requested more than once, I expect to find an overview of the concrete changes of practices and behaviour observed at the end of the project. Please make reference to the survey which you mentioned in Progress Report 2 and that was expected to be carried out in the last project stage. In particular, please include the results achieved in terms of households that changed behaviour, keeping in mind that the expected result was to reach 50% of the households (2,400,000 in Italy and 1,600,000 in Spain).

Regarding socio-economic impact please refer to the table below, enclosed in the Deliverable C.2.3.

		Final Value	Initial Value	Variation
EAS1	WEEE collected per inhabitants (Kg/inhabitants)			
	Tuscany	7,87	5,6	40,5%
	Andalusia	5,67	2,88	96,9%
EAS2	Citizens level of awareness (%)	56%	45%	24,4%
	Knowledge of the collection point network in the area	61%	41%	48,8%
	Knowledge of the proper WEEE collection and disposal	87%	82%	6,1%
	Knowledge of the "one to zero" collection method	20%	12%	66,7%
	Citizens aware Tuscany	2.088.800	1.688.850	399.950
	Citizens aware Andalusia	4.704.000	3.792.150	911.850
EAS3	SMEs level of awareness about obligations related to WEEE management legislation (%)	37%	30%	23,3%
EAS4	Capacity building of public officials (No. Of public officials trained)	797		
EAS5	Increase revenue from "performance bonuses" for Municipalities	1.000.596 €	€	in 4 years
	Average value of performance bonus	120	€/ton	
EAS6	Time saved by SMEs with the use of CircolaRAEE software	60	min/day	
		240	hours/year	
EAS7	Time saved by citizens with the use of APP for each conferment*	40	min/conferment	
	Conferment/year	12	conferment	
	Time saved/year	480	min/year	
EAS8	Reduction of landfills ' management costs			
	Landfills' management cost**	294	€/ton unsorted waste*year	
	Avoided landfills' cost	2.451.460	€/4 years	
		612.865	€/years	

The final surveys highlighted both in Tuscany and in Andalusia a huge increase in the citizens level of awareness (+24% from 2 initial value – 2015). It has calculated as average of 3 indicators: knowledge of the collection point network in the area, knowledge of the proper WEEE collection and disposal, knowledge of the “one to zero” collection method.

7. Thank you for having provided the results related to the collection rate of WEEE in both Tuscany and Andalusia, which show that there has been a very positive trend in 2019 when compared to 2015 (+39% in Tuscany and +97% in Andalusia). Please provide with the Final Report also the national trend (for Italy and Spain) as well as the results that other regions have registered, in order to have a clear vision of what is the impact of the project when compared to the national mean and to other areas.

Please find below a table with the national and regional trend of WEEE collected in Italy with data comparison between 2015 and 2019:

WEEE collection rate at national and regional level - Comparison between 2019 and 2015 data

Italy

	2019		2015		Variation
	WEEE collection TOTAL (ton)	WEEE collected per inhabitants (Kg/inhabitants)	WEEE collection TOTAL (ton)	WEEE collected per inhabitants (Kg/inhabitants)	
Italy	343.069	5,68	249.253	4,10	39%
Valle d'Aosta	1.294	10,30	1.057	8,24	25%
Piemonte	23.405	5,37	20.072	4,54	18%
Liguria	11.810	7,62	8.405	5,31	44%
Lombardia	64.726	6,43	51.973	5,20	24%
Veneto	31.914	6,51	23.214	4,71	38%
Trentino Alto-Adige	8.042	7,50	7.183	6,80	10%
Friuli Venezia Giulia	8.936	7,35	7.326	5,97	23%
Emilia Romagna	36.041	8,08	23.706	4,93	64%
Toscana	29.359	7,87	21.266	5,67	39%
Umbria	5.222	5,92	4.198	4,69	26%
Marche	9.349	6,13	7.239	4,67	31%
Abruzzo	6.049	4,61	4.479	3,36	37%
Lazio	29.546	5,03	17.183	2,92	72%
Campania	18.812	3,24	14.604	2,49	30%
Molise	1.602	5,24	983	3,14	67%
Basilicata	2.761	4,91	1.532	2,66	85%
Puglia	14.174	3,52	8.408	2,06	71%
Calabria	8.884	4,56	5.435	2,75	66%
Sardegna	13.816	8,43	9.703	5,83	45%
Sicilia	17.329	3,47	11.277	2,21	57%

The Tuscany Region in 2015 had a higher per capita collection rate than the national average and in general was one of the best performing Italian Regions.

The percentage increment is in line with the average recorded at the national level, but among the most virtuous Regions it is one of those that recorded the greatest increase. This confirms that the activities carried out in the area have contributed to raising awareness among citizens and businesses.

Regarding Spain, only official data on collection trends at national level are available:

WEEE collection rate at national and regional level - Comparison between 2019 and 2015 data
Spain

	2019		2015		Variation
	WEEE collection TOTAL (ton)	WEEE collected per inhabitants (Kg/inhabitants)	WEEE collection TOTAL (ton)	WEEE collected per inhabitants (Kg/inhabitants)	
Spain	371.270	7,91	230.727	4,97	61%
Andalusia	47.628	5,67	24.270	2,88	96%

Although the per capita collection rate in Andalusia continues to be lower than the national average in 2019, making a comparison between the collection data available before the start of the project and the latest available data (2019) there is almost a doubling of the amount of WEEE collected. The figure thus highlights how widespread actions in the territory, social campaigns and training activities for businesses have contributed to allowing the Region of Andalusia to take a huge step forward in e-waste collection and management.

10. Annexes

Annex D: Dissemination annexes

D1-v2) Press releases and articles;

The annex contains a summary table of the published press articles or other media dissemination results and the printed version of all articles published.

D2) Dissemination Events.

The annex contains a summary table of the past and future dissemination events and all major details of past dissemination events.

Annex I) Indicators Table

I1) Table of the Project Specific Indicators

The annex contains a summary table of the past and future dissemination events and all major details of past dissemination events.

Annex T: Deliverables

Actions A

Action A.1

A.1.1.1) SMEs Questionnaire

A.1.1.2) Report on SMEs involved in EEE distribution in Tuscany and Andalusia and SMEs level of awareness in Tuscany

A.1.1.3) Model MoU Professional Associations

A.1.1.4) Report on SMEs level of awareness in Andalusia

A.1.1.5) MoU Professional Associations signed

A.1.2.1) Citizens Questionnaire

A.1.2.2) Preliminary study on municipal waste regulations

A.1.2.3) Report on Citizens Level of awareness Tuscany (Survey 2018)

A.1.2.4) Report on Citizens Level of awareness Andalusia (Survey 2018)

A.1.2.5) Report on Citizens Level of awareness Tuscany (Survey 2021)

A.1.2.6) Report on Citizens Level of awareness Andalusia (Survey 2021)

Action A.2

A.2.1) Communication Plan ITA version

A.2.2) Communication Plan ENG version

A.2.3) Communication Plan SPA version

Actions B

Action B.1

B.1.1.1) Constitution of PGT on WEEE collection

B.1.2.1) Andalusia Action Plan for WEEE Management

B.1.2.2) Revised Version of Regional Plan For Waste Management - Tuscany

B.1.2.3) Andalusia Action Plan for WEEE Management adopted

B.1.2.4) Draft Model of municipal regulation with incentives for WEEE collection

B.1.2.5) Guidelines for update of local regulatory documents

B.1.2.6) Agreement with local governments

- B.1.2.7) Action Plan for replicability
- B.1.2.1) Andalusia Action Plan for WEEE management
- B.1.3.1) Training modules including materials for policy makers, technical staff and police - Tuscany
- B.1.3.2) Training modules including materials for policy makers, technical staff and police – Andalusia
- B.1.4.1) Info kit for Public Authorities - Tuscany
- B.1.4.2) Info kit for Public Authorities - Andalusia

Action B.2

- B.2.1.1) Opening communication campaign for SMEs – Andalusia
- B.2.1.2) Opening communication campaign for SMEs – Tuscany
- B.2.1.3) Training materials for SMEs - Tuscany
- B.2.1.4) Training materials for SMEs - Andalusia
- B.2.1.5) Fifteen workshops for SMEs - Tuscany
- B.2.1.6) Fifteen workshops for SMEs - Andalusia
- B.2.2.1) Chat and phone direct line dedicated to SMEs Tuscany
- B.2.2.2) Chat and phone direct line dedicated to SMEs Andalusia
- B.2.3.1) Marketing tools for SMEs
- B.2.4.1) Info kit for businesses

Action B.3

- B.3.1.1) Audio and Video commercials
- B.3.2.1) Communication Campaign Info kit
- B.3.3.1) Authorizations from the relevant education authority to organize lessons in schools
- B.3.3.2) LIFE WEEE Teachers kit

Action B.4

- B.4.1.1) WEEE management software for SMEs - Beta Version
- B.4.1.2) WEEE management software for SMEs – Version 1
- B.4.1.3) WEEE management software for SMEs – Version 2
- B.4.1.4) CircolaRAEE software development recommendations
- B.4.1.5) CircolaRAEE brochure
- B.4.2.1) LIFE WEEE App – Version 1
- B.4.2.2) LIFE WEEE App – Version 2
- B.4.2.3) LIFE WEEE App – Final Version

Actions C

Action C.1

- C.1.1) Preliminary Analysis Impact Indicators
- C.1.2) Methodology of the monitoring of the evaluation of socio-economic impact
- C.1.3) 1st Monitoring and evaluation of socio-economic impact
- C.1.4) 2nd Monitoring and evaluation of socio-economic impact
- C.1.5) Final Monitoring and evaluation of socio-economic impact

Action C.2

- C.2.1) Performance indicators monitoring report Y1
- C.2.2) Performance indicators monitoring report Y2
- C.2.3) Performance indicators monitoring report Final

Actions D

Action D.1

D.1.1.1) Basic communication tools (brochure, poster and roll up)

D.1.2.1) Project web-site and social media pages

D.1.3.1) Press kit

D.1.4.1) Opening Workshop

Action D.2

D.2.1.1) LIFE WEEE info graphics

D.2.1.2) LIFE WEEE APP brochure

D.2.1.3) Video tutorials of LIFE WEEE APP

D.2.1.4) Video tutorials of CircolaRAEE software

D.2.1.5) Layman's Report ITA version

D.2.1.6) Layman's Report ENG version

D.2.1.7) Layman's Report SPA version

D.2.1.8) Andalusian Communication Campaign results

D.2.2.1) Final Conference Communication kit

Actions E

Action E.1

E.1.1) Partnership Agreement

E.1.2) Steering Committee Regulation

E.1.3) Managing structure and guidelines

E.1.4) 1st Steering Committee Minutes

E.1.5) 2nd Steering Committee Minutes

E.1.6) 3rd Steering Committee Minutes

E.1.7) 4th Steering Committee Minutes

E.1.8) 5th Steering Committee Minutes

E.1.9) 6th Steering Committee Minutes

E.1.10) 7th Steering Committee Minutes

E.1.11) 8th Steering Committee Minutes

E.1.12) 9th Steering Committee Minutes

Action E.2

E.2.1) 1st Progress Report

E.2.2) Mid-Term Report

E.2.3) Additional Technical Report

E.2.4) 2nd Progress Report

E.2.5) 3rd Progress Report

Action E.3

E.3.1) After Life Plan ITA version

E.3.2) After Life Plan SPA version

E.3.3) After Life Plan ENG version

Annex F: Financial Annexes

F0) Consolidated Cost Statement 20210531

F1) Consolidated Cost Statement 20210531 Signed

F2) ANCI Individual Cost Statement 20210531

F3) ANCI Individual Cost Statement 20210531 Signed

- F4) CCIAA Individual Cost Statement 20210531
- F5) CCIAA Individual Cost Statement 20210531 Signed
- F6) CCSEV Individual Cost Statement 20210531
- F7) CCSEV Individual Cost Statement 20210531 Signed
- F8) DICEA Individual Cost Statement 20210531
- F9) DICEA Individual Cost Statement 20210531 Signed
- F10) DINFO Individual Cost Statement 20210531
- F11) DINFO Individual Cost Statement 20210531 Signed
- F12) ECOCERVED Individual Cost Statement 20210531
- F13) ECOCERVED Individual Cost Statement 20210531 Signed
- F14) RT Individual Cost Statement 20210531
- F15) RT Individual Cost Statement 20210531 Signed