

LIFE WEEE E-NEWS

Waste Electric and Electrical Equipment
Treasures to recover!
LIFE16 GIE/IT/00645



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THE LIFE WEEE PROJECT

The LIFE WEEE (Waste Electrical and Electronic Equipment) project is financed within the framework of the LIFE Governance and environmental information programme and intends to contribute to an increase of sorted WEEE collection in Tuscany and in Andalusia through the adoption of a new governance model based on widespread involvement of SMEs and retailers alongside the Municipalities. The project is divided into three types of actions

1 - Communication

actions addressed to the three target groups (citizens, companies and local authorities)

2 - Actions for the expansion of the network of collection centres

3 - Actions to improve governance of the process, in order to make collection more effective and efficient.

The project has a budget of €1,805,602 of which €1,101,604 as EU contribution. The activities began on September 1, 2017 and will end on August 31, 2020.

Project actions at a glance

The communication activities are directed at the three target groups (citizens, companies and local authorities); for citizens the project intends to provide information regarding best practices for disposal at collection centres, also using a computer tool for smartphones that will provide information on the location of the centres locally; for companies the communication effort will be focused on the dissemination of information with respect to the legal obligations that the major distributors have already in disposing of "one against zero"(Directive 2012/19/EC); for local authorities the actions will consist in disseminating information relating to the technical procedures for the management of WEEE at municipal level and the opportunities that the Communities have in terms of incentives in case of particularly virtuous and effective collection schemes. In this case the communication will be supported by specific training content targeted at policy-makers, municipal police and technical staff.

Actions for expansion of the network of collection centres: in addition to the public disposal centres and those set up for large distribution (sales surface area of electrical and electronic products greater than 400 square meters), the project aims to develop a network of smaller collection centres minors, in particular incentivising the so-called "one against zero" for WEEE of up to 25 cm. In addition to specific communication actions to encourage involvement from retailers and merchants, the project foresees facilitation that will consist in creating a specific software for the computerised management of procedures for handling WEEE.

Actions to improve governance of the process will aim to make the collection more effective and efficient.

The partners of LIFE WEEE

ANCI Toscana (leader and coordination of governance actions, capacity building actions for local authorities)

The **Chamber of Commerce, Industry and Handicrafts (CCIAA) of Florence** (Capacity Building actions for companies and citizens, governance actions)

The **Chamber of Commerce, Industry, Services and Navigation of Seville** (replication of actions on the Andalusian territory)

The **University of Florence**, Department of Civil and Environmental Engineering (Monitoring of the socio-economic impacts of the project) and the Department of Information Engineering (project and creation of app for finding collection centres)

The **Region of Tuscany** (overall coordination of the communication campaign and Governance actions)

Ecocerved Scarl (Creation of the software for management of collection for SMEs)

What are WEEE

When replaced with new appliances, electrical and battery-operated appliances become waste, specifically Waste Electrical and Electronic Equipment (WEEE).

WEEE are classified according to the type of equipment with a code that goes from R1 to R5.

		R1 - HEATING AND COOLING Refrigerators, Freezers, Air Conditioners
		R2 - WHITE GOODS Washing Machines, Dryers, Dishwasher, Extractor Hoods, Ovens
		R3 - TVs and MONITORS Televisions and screens with cathode ray tube LCD or plasma
		R4 - SMALL HOUSEHOLD APPLIANCES Computers and computer equipment, telephones, lighting equipment, photovoltaic panels
		R5 - LIGHT SOURCES Low energy bulbs, lamps and LEDs, neon lamps, fluorescent lamps

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What we should do with WEEE

Citizens

1. We separate WEEE from other types of waste
2. We do not try to disassemble them
3. We dispose of them through collection centres, retailers or the on-call home collection service

For citizens the service is always free of charge.

Companies

1. Retailers must collect WEEE free of charge with the purchase of a new appliance, provided that it is the same type. This type of obligation is called 1 against 1
2. Retailers with a sales area for electrical and electronic equipment at least 400 m² must collect very small WEEE (up to 25 cm) free of charge, even if the consumer does not purchase a new appliance. This obligation is called 1 against 0.

