

RAEE-THINK:

Rethinking Behaviours and Policies in Order to Become Active Players in the Green Revolution



Final conference of the LIFE WEEE European project 18 May 2021

Streaming live from the auditorium of the Florence Chamber of Commerce

Life WEEE is co-funded by
LIFE Environmental
Governance and Information,
the financial instrument for
the environment of the European Commission



9:00 Institutional greetings

Clr. Monia Monni, Councillor for the Environment, circular economy, soil conservation, public works and civil protection, Tuscany Region
Dr. Giuseppe Salvini, Secretary General of the Florence Chamber of Commerce
Dr. Simone Gheri, Director of ANCI Tuscany

Tools to help municipalities to rethink environmental policies

09:20 **CDC WEEE Initiatives to Support Public Administrations and Businesses**
Dr. Fabrizio Longoni, CDC WEEE - WEEE Coordination Centre

09:40 **Recovery Plan: Reforms and Investments for Municipal Authorities to Facilitate Ecological Transition and Protection of the Local Area**
Dr. Leonardo Borsacchi, ARCO-PIN University of Florence

10:00 **New Technologies and Coordination Between Control Bodies to Combat Environmental Offences**
Com. Federico Romani, Commander of the Municipal Police of Lamporecchio and Larciano

Information and facilitation for businesses as keys to active involvement

10:20 **Drivers and Obstacles for WEEE Management Following Circular Economy Principles**
Dr. Natalia Gusmerotti, Sant'Anna School of Advanced Studies

10:40 **Digital Technology to Support Companies with Simplified WEEE Management: The CircolaRAEE Software, Use Cases and Best Practices**
Dr. Manuela Medoro, Ecocerved

11:10 Coffee break



A comparison between the citizens of today and those of tomorrow

11:30 **WEEE, Treasures to Be Salvaged: An Updated Overview of the Level of Environmental Awareness Among the Public in Tuscany**
Dr. Pietro Vento, Demopolis Institute

11:50 **Playground @ School: Integrated Design and Play as Tools for Environmental Awareness**
Barbara Codacci Ph.D., Tuscany Region

12:10 **Second Life: Repair, Recycling and Reuse. Children and the Life Cycle of Electronic Devices**
Dr. Maria Giulia Nassi, FabLab Florence

The role of European projects in the green transition

12:30 **The LIFE WEEE project: Information and Communication, the Key Elements for Raising Environmental Awareness**
Engr. Rosa Schina, ANCI Tuscany

12:50 **The RePLAY Project: Urban mining and Circular Economy**
Dr. Milena Bigatto, HIT - Trentino Innovation Hub
Dr. Gianluca Lopez, MUSE - Science Museum
Dr. Adolfo Villafiorita, Shair.Tech Srl

13:10 **Interreg Europe's SMART WASTE Project: Supporting Innovation in Waste Management**
Dr. Massimiliano Di Mattia, ARRR - Regional Resources Recover Agency S.p.A

13:30 Closing remarks

The event will be streamed in Italian with simultaneous translation in English.

Throughout the event it will be possible to ask questions to the speakers via chat.

The speakers will respond at the end of the speech.

>> Registration