



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Italian Steering Committee

Country/Region: Italy

Name of nominated project developer: Gruppo Hera with Region Emilia Romagna

Name of nominated action: progetto RAEE in carcere

Place: Casa circondariale (prisons) of Forli-Cesena, Bologna, Ferrara

Town: Forli-Cesena, Bologna, Ferrara

Region: Emilia Romagna

Country: Italy

Year: 2009

### 2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

### 3. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

### 4. Type of Action

- Action open to general public
- Action open to target group
- Action based on the production of communication tools
- Other, please specify:

### 5. Please indicate the date(s) of the action:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



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**6. Please give a detailed and precise description of the nominated action:**

WEEE in prison, is the project conceived in 2004, became an example of collaboration between institutions and regional networks, in an alliance of social economy, training and profit system, by pursuing the value of commitment and corporate social responsibility. In cutting the detainees are trained and employed under regular contract to implement activities of disassembly and safe recovery of WEEE, becoming stable and productive sites of operation: receive WEEE collected from ecological stations Hera Group (collection points), the WEEE processed and then sent for recovery to obtain the raw materials and second they are made. The laboratory of Forli was inaugurated on 6 October 2009, to July 28, 2009 Bologna and Ferrara to October 20, 2009. During the "Week" will be made specific training activities on waste reduction in particular using the communication materials and contents of the European Week stressing the importance of the re-use and repairing of WEEE.

**7. Please describe the originality of the action:**

- 1) The project is in line with the cardinal principles of the European directive that implements the reuse of waste and the recovery;
- 2) The activity allows the social rehabilitation of disadvantaged people;
- 3) The activity is an example of virtuous co-operation between institutions, third sector, national consortia and companies united by a community interest and solidarity

**8. Please describe the target audience and how the action motivated its public/target audience:**

Main targets were the detainees. During the EWWR they not only continued their work but they also learnt the importance of what they do thank to the European campaign on waste prevention. Other targets were public authorities, and general public: the EWWR was an occasion of explaining to citizens the social and environmental importance of this activity.

**9. Please indicate the number of people who participated in the action:**

Today, three laboratories in the 12 inmates who work there treat about 10 tonnes per week to speed the project will develop its business of processing about 1000 tonnes / year.

**10. What lasting impact does the action propose to have in terms of commitment to waste reduction?**

The action implements the European Directives, namely the reuse of waste and its recovery. It could have lasting impact especially because:

- 1) The activity allows the social rehabilitation of disadvantaged people who can transfer their knowledge outside the prison;
- 2) The work is an example of virtuous co-operation between institutions, third sector, national consortia and companies united by a community interest and solidarity that can be repeated in other contexts and situations;
- 3) The activity allows the involvement of the economic-production in synergy with business profit, to develop the value and the promotion of social responsibility creating a base for a lasting dialogue.

**11. Explain how this action may be replicated in other countries/regions throughout Europe:**



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repeating the same pattern of involvement of the entire community (prisoners, institutions, third sector, consortia and companies), available in the area of collection used for particular types of waste and, finally, working with national consortia involved re-enter the market in raw materials recovered.  
The proof of the transferability of the model is the fact that it was developed in 3 prisons and territories significantly different.



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