

WEEE collection day



Principle: save raw materials

This action promotes the importance of separate collection and recycling of WEEE, to save the raw materials. A WEEE collection day not only allows people to collect their old WEEE, but also include trainings and seminars, and the distribution of information material on the proper recovery of WEEE and on the raw materials thus saved. The connection between WEEE and scarce raw materials needs to be communicated clearly through all communication material and trainings: WEEE should be collected to increase separate collection AND to save the raw materials of which they are made of.

There are many different categories of WEEE that you can collect, such as:

► Television sets, refrigerators, washers & dryers, air-conditioners, audio-visual equipment, rice cookers, electric kettles, electric food processors, microwave ovens, heaters, fans, hair dryers, telecommunications equipment, electronic toys & game sets, chargers, etc.



► Computer equipment: computers, computer parts (hard drives, CD-ROM/DVD drives, PC boards), monitors, printers, scanners, computer mouse, keyboards, speakers, transformers etc.



► Accessories: ink & toner cartridges, VCD, CD, DVD, video tapes, dry rechargeable batteries, etc.



General information



reduce



difficulty

Waste stream



reuse



environmental impact



paper



packaging



recycle



cost



WEEE



organic

Objectives

- ▶ Reduce waste and collect WEEE
- ▶ Save raw materials
- ▶ Informing about the correct disposal and recovery of raw materials contained in old WEEE
- ▶ Struggle with relinquishment of WEEE

Your tools to make this action

Information materials

- ▶ What is it? Leaflets, panels to inform people about WEEE collection. Leaflets will inform about the proper disposal of WEEE and will demonstrate the risks connected to wrong disposal. The leaflets should be very simple and clear about the collection and they should inform people that the raw materials are a part of domestic WEEE. Furthermore, the leaflets to underline the importance of recycling connected to the right collection and disposal.
- ▶ How to use it?
 - These materials will contain all the information about use of WEEE, the raw materials and the collection activity. The materials will contain useful information about WEEE collection and recovery of raw material.
- ▶ How to evaluate? Number of information materials distributed, number of people achieved



Raw materials guide

- ▶ What is it? Guide to inform people about raw materials in WEEE. The guides will be a useful tool to know the most common materials contained in WEEE and how to recycle them, underlining the importance of proper collection and disposal of WEEE
- ▶ How to use it?
 - These materials will contain all the information about use of raw materials in WEEE: these guides should be specific about the description of the different kind of WEEE, to focus on the recycle. People should be informed about the different kind of disposal and treatment and, moreover, about the environmental benefit you can achieve with the recovery of raw materials (save energy, new items from the old WEEE, etc.). These guides should also underline the importance of collection fighting against the relinquishment of WEEE in public lands.
- ▶ How to evaluate? Number of guides



Collection of WEEE

- ▶ What is it? Event to inform people about the raw materials, the collection and the correct use/reuse/repair of WEEE. The event will take place in a day and will

be an opportunity to promote the collection of WEEE in an authorized area. To all those who give an old WEEE will receive the guide for free and will attend to the workshop on recycling information held by experts of the field.

- ▶ How to make/use it?
 - A day of collection to underline the importance of the right disposal of WEEE: every WEEE should be registered to evaluate the impact of the event, and every person should receive information materials to better understand the importance of right collection and disposal.



- ▶ How to evaluate? Number of WEEE collected and persons involved

Workshop about WEEE and raw materials

▶ What is it? The 2 hour seminar will give important information on the materials contained in WEEE and their proper recycling, raising awareness on the correct disposal of WEEE.

- ▶ How to make/use it?
 - 2 hour workshop led by experts through power point presentations.

- ▶ How to evaluate? Number persons involved



Common information material

Leaflets and panels

Leaflets, panels should inform people about WEEE collection. Leaflets will inform about the proper disposal of WEEE and will demonstrate the risks connected to wrong disposal.

These materials will contain all the information about use of WEEE, the raw materials and the collection activity. The materials will contain useful information about WEEE collection and recovery of raw material.



Raw materials guide

Guide should inform people about raw materials in WEEE. The guides will be a useful tool to know the most common materials contained in WEEE and how to recycle them, underlining the importance of proper collection and disposal of WEEE

These materials will contain all the information about use of raw materials in WEEE: these guides should be specific about the description of the different kind of WEEE, to focus on the recycle.



Preparing the action: Initial assessment of the situation

1 month before the EWWR

An audit will be realized to have an overview about the waste stream of WEEE and the amount of collection.



The audit allows to "take a photo" to the existing situation considering the quantity and quality of waste stream, the existence of similar initiatives and organizations / private companies in the area that deal with recycling and recovery.

Preparing the action: development and production

3 Weeks before the EWWR

Communication materials will be printed and developed to inform people about the event and invite citizens to participate: the event will be organized in an accessible venue and advertised through the local media more followed. You can ask for permission to public authorities for conducting the event and prepare logistic stuffs: you need also to promote the event with leaflet, e-mail, web site etc.

After the audit, you can ask to organization /private companies that – in the area – works in repair activities, to join the initiatives, helping you to organize the workshops, with the collaboration of the "WEEE experts".

Implementing the action

During the EWWR

The event will be held in 1 day during the EWWR. You have to register all the items collected to have an overview of the waste avoided (by weight) and the raw materials saved: moreover, you need to register all the participants to have the right number of the people involved.

Evaluation methodology

For a first evaluation of the event environmental impact, you can consider all the item collected you had registered. So you can evaluate the weight and quantity of waste avoided:

- ▶ Number of items repaired

This event should be evaluated also on a participation basis, so you can consider several number such as:

- ▶ Number of materials
- ▶ Number of workshops
- ▶ Number of persons involved

More information

▶ Examples of actions

- RAEE collection day – Emilia Romagna region, 2013
www.ewwr.eu/docs/case_studies/IT_EWWR_Awards_2013_CSF.pdf
- ofPCina.Reduction is better than pollution! – Association RaccattaRAEE, 2012
www.ewwr.eu/docs/case_studies/EWWR_2012_Case%20Studies_Association_Italy.pdf
- Reuse Interventions at Recycling Centres, Angus Council, Scotland, 2009
www.ewwr.eu/docs/case_studies/EWWR_2009-case-studies_Administration_Angus-Council_UK.pdf

▶ Interesting links

- Consorzio ReMedia: www.consorzioremedia.it
- Raccolta Raee di Amsa Milano: www.amsa.it

▶ European Week for Waste Reduction:

www.ewwr.eu

contact@ewwr.eu



With the support of
the European Commission

