

LAYMAN'S REPORT

END REPORT

Welcome

To the Life E-Waste Governance Layman's Report.



Project promoter:
ZEOS, ravnanje z električno in elektronsko opremo, d.o.o.

The area of project's operations:
Slovenia

Area*:
20,271 km²

Inhabitants*:
2,100,126

Households:
824,618

Municipalities*:
212

Public service for
waste management providers:
68

* Source: Republic of Slovenia statistical office, 2020

LIST OF ABBREVIATIONS:

WEEE - waste electrical and electronic equipment/e-waste
EEE - electrical and electronic equipment
WBA - waste batteries and accumulators
WGC - waste grave candles
LHA - large household appliances
C&F - cooling and freezing appliances
TV - TV sets and monitors
SA - small appliances

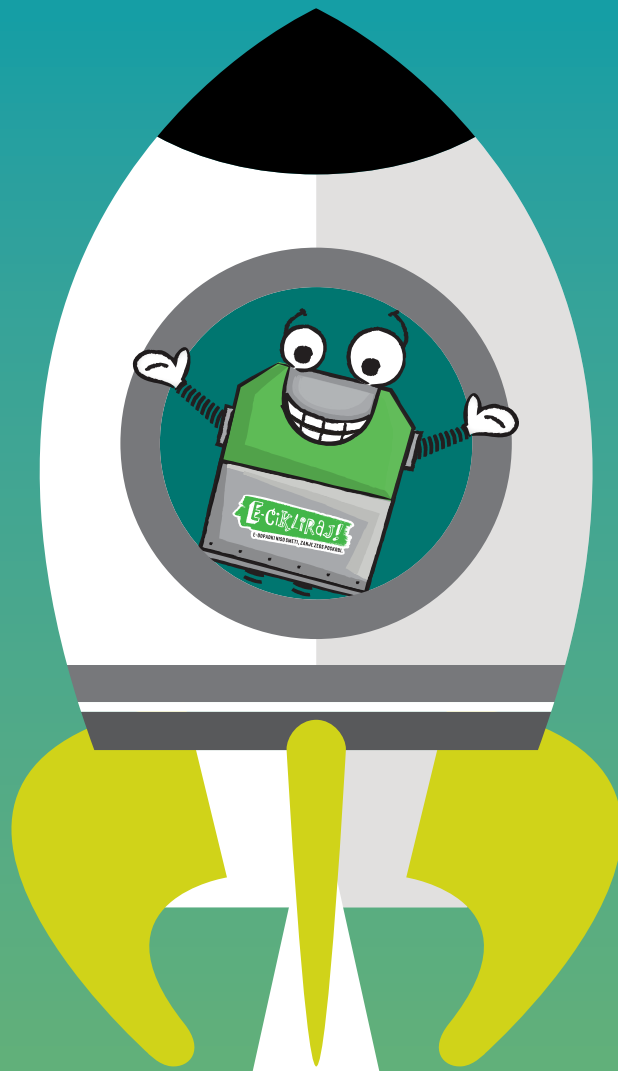


Emil Šehić, M.Sc.,
Director ZEOS, d.o.o,
and Head of the Life E-waste
governance project

A successful move in the right direction!

To assure the efficiency of waste management processes awareness-raising, a constant flow of key information and direct communication with households are just as important as waste separation and collection infrastructure. Communicating the benefits of proper e-waste collection and treatment for the society in general as well as for each and every individual must be constant. Conveying simple and straightforward messages, which have the potential to result in a permanent change of behaviour and habits of e-waste handling by the general public is of utmost importance. This is how a move towards the nation-wide environment-friendly consumer behaviour as well as general society's shift towards sustainability and green-economy is assured.

We are grateful for the general and financial support of the EU commission and the Republic of Slovenia Ministry of Environment and Spatial Planning. Without them, our efforts to achieve the above would not be as successful and reaching our goals would be much more difficult. We proudly share the happiness of meeting all our goals in full with both of them. We also share it with our numerous partners and supporters.



We are happy because

- we have established consumer-friendly e-waste and waste batteries collecting network, which is both permanent and efficient;
- our results show a constant improvement in collecting of small appliances;
 - we have improved the recognition of Life programme and e-waste and waste batteries management issues;
 - we have developed environmental contents interesting enough to get regular media coverage ;
- we have become an essential partaker in the process of environmental legislation;
 - we have sparked the interest of environmental and similar organizations and strengthen the network of waste management process stakeholders;
 - we have made a positive impact on waste management processes in general.

Who are we?

We are a WEEE, WBA and WGC collective schemes operator. We provide a cost-efficient meeting of all legal obligations on behalf of producers, purchasers and sellers of electric and electronic equipment, portable batteries, accumulators, and grave candles.

We are a non-profit organization. Our responsible, productive, and target-oriented operation is based on the company's mission, vision, and values. It is marked by innovativeness, competence, reliability, social responsibility, international cooperation, and transparency.

We are also focusing on educating and actively raising the awareness of Slovenian residents and communities about the proper handling and treatment of WEEE, waste batteries and waste grave candles. For this purpose, we have undertaken the Life projects, a European financial mechanism, aimed at environment protection.

In fifteen years of our operation, we established a widespread and firm network of international connections and partnerships, which helps to increase our company's influence beyond our home country and transfer knowledge and good practice from other countries to Slovenia.



About the project

The Life E-waste governance project was focused on the intensive and continuous informing of EEE and batteries users about the necessity of proper disposal of these once they have served their purpose and are considered waste. One of the project's main goals was to establish a close-knit, firm and consumer-friendly e-waste collection network. We have provided hundreds of street-containers for e-waste and waste batteries and integrated them in public waste-collection points, the so-called eco-islands, all over Slovenia. We have established the so-called green corners for WEEE and waste batteries collection in larger stores and shopping centres. We have provided a regular mobile collection of WEEE and waste batteries in non-urban and rural areas. We have informed the general public about the new possibilities for e-waste disposal through numerous awareness-raising activities and campaigns. We shall continue to develop our collection network after the project ends.



BUDGET

1.795.765.00 EUR



CO-FINANCERS

919,209.00 EUR
European Commission

153,202.00 EUR
Ministry of the Environment
and Spatial Planning of the
Republic of Slovenia



DURATION

1. 1. 2016 - 30. 12. 2020



GOALS

- to raise awareness about the necessity of proper WEEE and WPBA management
- to change consumers' habits in WEEE and WPBA separation
- to establish a network for WEEE and WPBA collection and education about e-waste management
- to establish the first small appliances collection network in Slovenia
- to increase the collection of WEEE and WPBA in Slovenia



STAKEHOLDERS

- providers of public service in waste management
- EEE sellers
- EEE producers
- municipalities
- non-government organizations
- waste management schemes
- Life projects and other similar projects
- legislator

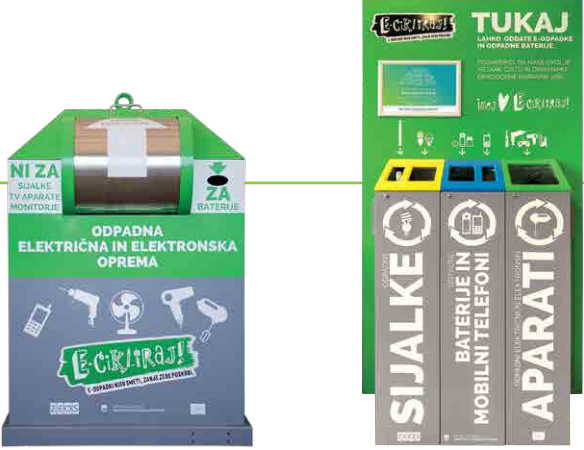


TARGET GROUP

- households (families)
- consumer and users of EEE (youth, working population, pensioners)
- educational institutions (kindergartens, primary and secondary schools=)
- general and international public

SUSTAINABLE PROJECT RESULT:

Consumer-friendly WEEE and WPBA collection network



The urban collection infrastructure includes a street container and a green corner. The street container is a green and blue cabinet with a top-loading hatch, labeled 'NIZA' and 'ODPADNA ELEKTRIČNA IN ELEKTRONSKA OPREMA'. The green corner is a vertical cabinet with three compartments: 'SIJALKE' (light bulbs), 'BATERIJE IN MOBILNI TELEFONI' (batteries and mobile phones), and 'APARATI' (appliances). A sign above it says 'TUKAJ LAHKO ODLOŽITE E-ODPADEK IN ODPADEK BATERIJE'.

URBAN AREAS

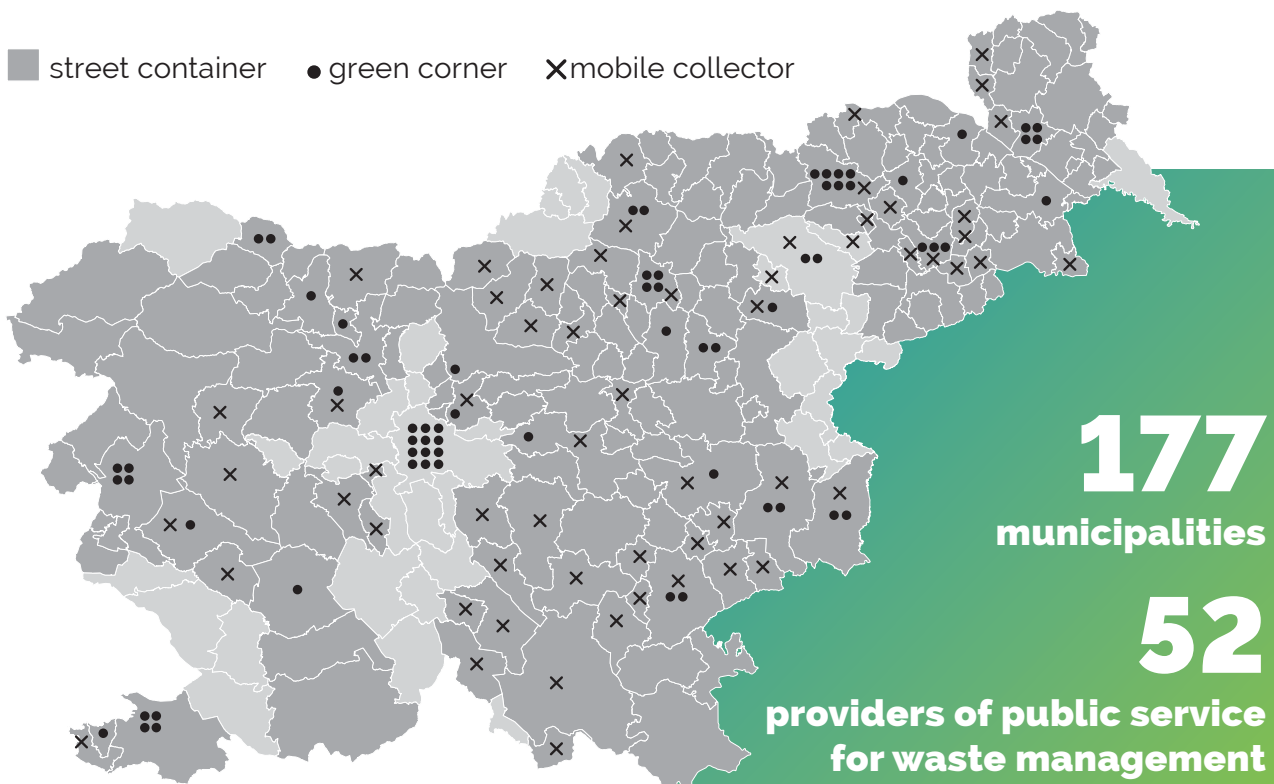
730 street containers **71** green corners



The rural collection infrastructure is a mobile collector, a green trailer with a ramp and a glass door. It is labeled 'MOBILNO ZBIRANJE E-ODPADKOV' and 'WWW.STARIAPARATI.SI'. Inside, there are collection bins for 'SIJALKE' and 'APARATI'.

RURAL AREAS

1 mobile collector

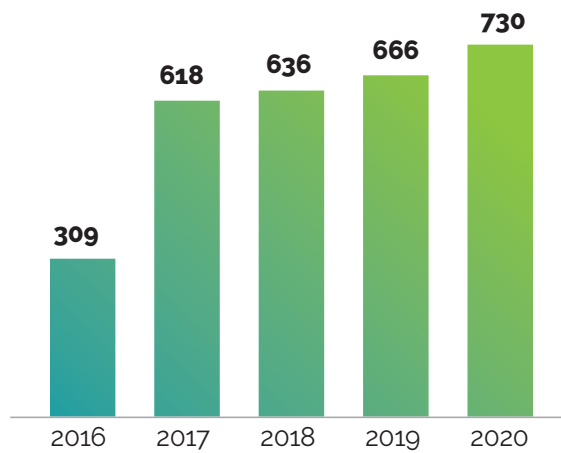


Street containers

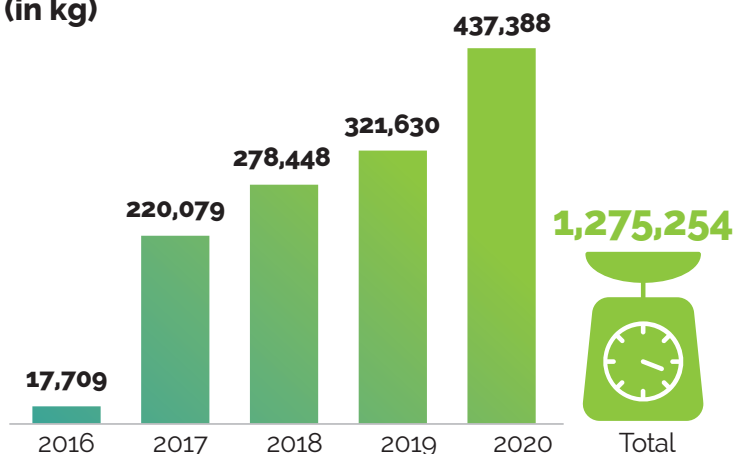
Location: eco-islands (public collection points for special waste collection) and other frequently used locations across Slovenia.



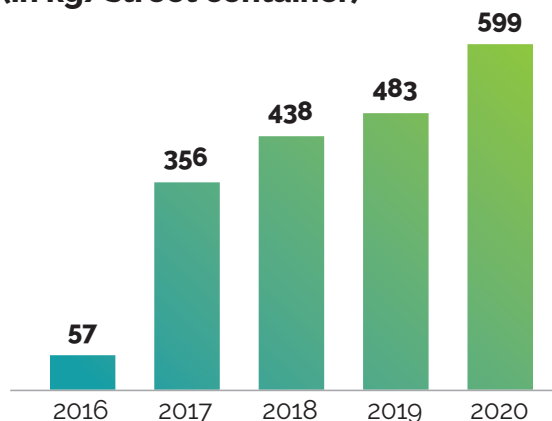
NUMBER OF STREET CONTAINERS



COLLECTED WEEE (in kg)



COLLECTED WEEE (in kg/street container)

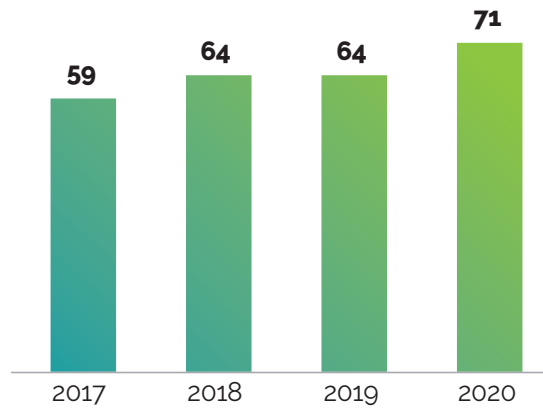


Green corners

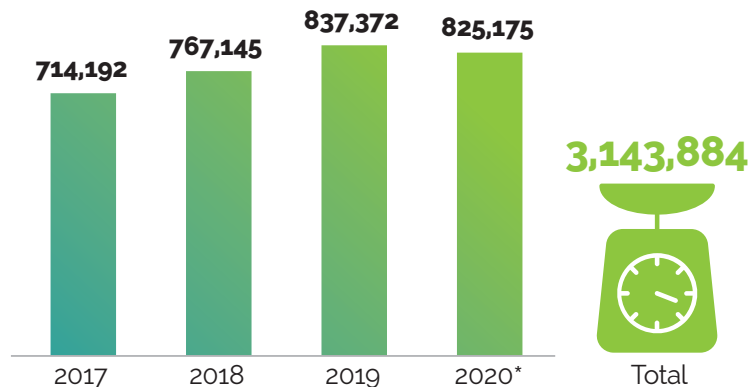
Location: in appliance stores and shopping centres



NUMBER OF GREEN CORNERS



COLLECTED WEEE (in kg)



Mobile collector

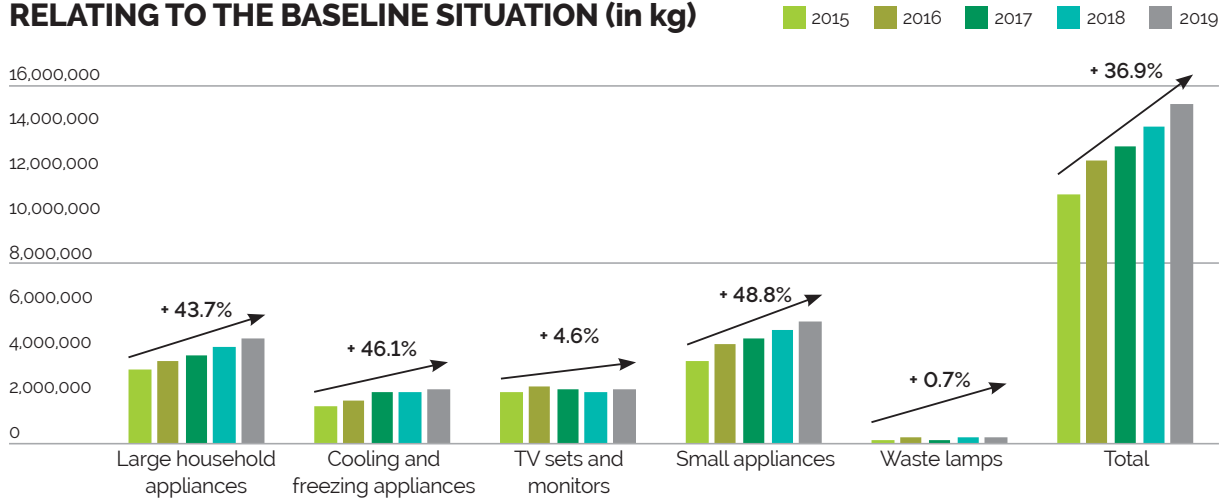
We have done 135 mobile collecting campaigns in the three years and collected 284,111 kg of WEEE and WPBA. Purpose: to encourage households to separate and collect e-waste, to establish cooperation with local providers of public services for waste and hazardous waste management.



* Because of the pandemic, appliance stores and shopping centres were closed, influencing the fall of collected quantities.

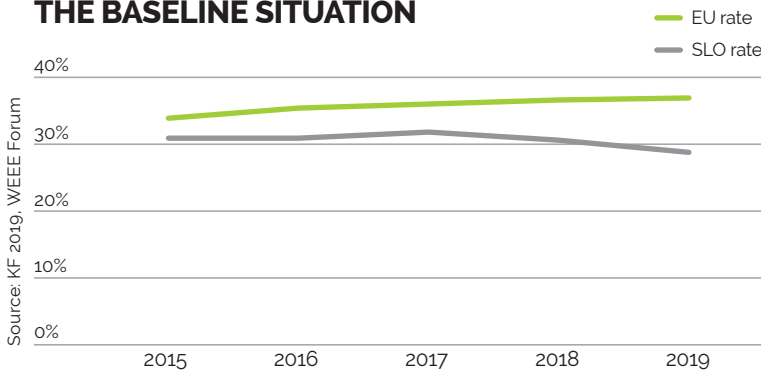
E-waste collection growth

SMALL APPLIANCES COLLECTED IN SLOVENIA RELATING TO THE BASELINE SITUATION (in kg)



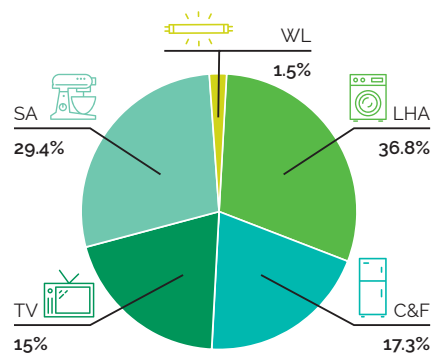
In comparison to the year 2015 (the baseline situation), there has been a 36.9% growth in small appliances collection. The most significant rise in collection rate regarding the structure of collected e-waste has also been in small appliances: 48.8%.

COMPARISON OF SMALL APPLIANCE COLLECTION RATE REGARDING THE STRUCTURE OF COLLECTED E-WASTE IN SLOVENIA AND THE EU RELATING TO THE BASELINE SITUATION



Source: KF 2019, WEEE Forum

STRUCTURE OF COLLECTED E-WASTE IN SLOVENIA IN THE YEAR 2019



According to the WEEE Forum Key Figures data, Europe has seen a 20% growth of collected WEEE in the year 2019 compared to 2015, while in Slovenia, a 36.6% growth has been recorded. This result shows the growth in WEEE collection in Slovenia has been 18.9% more intense. Despite the rise in general quantities of collected WEEE in Europe, a 2% fall in small appliances collection has been recorded. In Slovenia, however, a 36.1% growth has been recorded in small appliances collection. This puts Slovenia among the good-practice examples.

* Because the 2020 data couldn't be obtained before the project's end, the 2019 data is being used in the analysis.

Communication channels

To motivate the EEE users' behavioural changes a long-term strategy is needed, establishing a communication which provides information and encourages the active involvement of the public in the project's activities. Through the project's duration, we have established a variety of communication channels, which help us reach all our target groups and provide them with custom-made activities and campaigns. The messages are designed to target each group specifically, depending on their backgrounds, interests, age, etc.

AWARENESS-RAISING CAMPAIGNS AND EVENTS

PRINTED INFORMATION (REPORTS, LEAFLETS, POSTERS)

SOCIAL MEDIA, PROJECT AMBASSADORS' SOCIAL NETWORKS

CONSUMER-FRIENDLY COLLECTION NETWORK

WEB PAGES (www.e-odpadki.zeos.si)

WORKSHOPS AND CONFERENCES

MEDIA COVERAGE, RADIO ADVERTISING

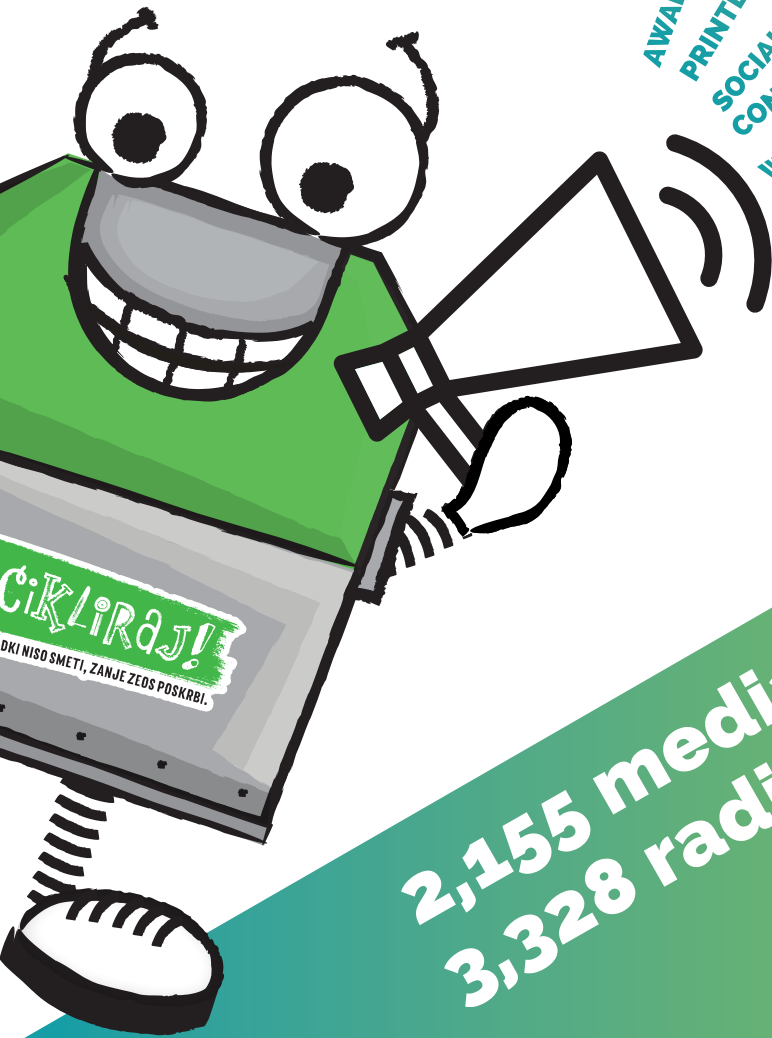
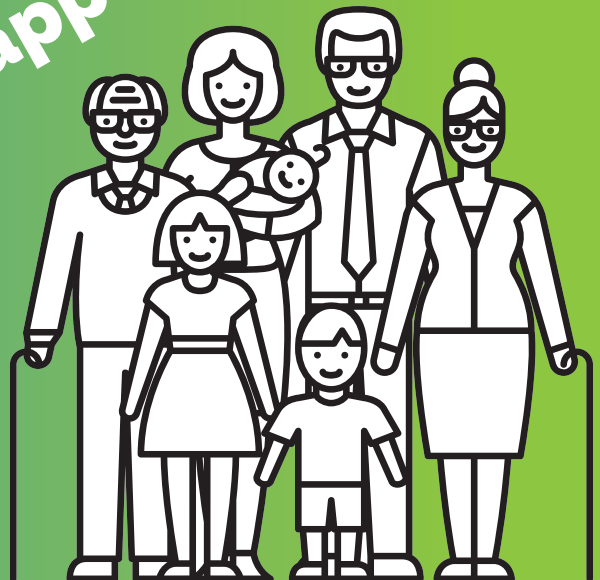
TELEPHONE SURVEY

INFORMATION BOARDS

E-NEWSLETTER

2,155 media appearances
3,328 radio appearances

WE ARE CHANGING THE
WEEE SEPARATION HABITS
OF ALL GENERATIONS.



Professionals and experts

1 NATIONAL EXPERT CONFERENCE



95 PARTICIPANTS



Aim: To involve and connect stakeholders in the e-waste management process and create the environment and sustainability-related content for end-consumers.

17 WORKSHOPS WITH PROVIDERS OF PUBLIC SERVICES IN WASTE MANAGEMENT



517 PARTICIPANTS



Aim: To inform key stakeholders with project activities and changes in legislation. To motivate them to fulfil legal objectives.

40 LOCAL PRESS CONFERENCES



1,120 PARTICIPANTS



Aim: To introduce new possibilities for waste small appliance disposal to local communities, and establish media presence locally and nationally.

NETWORKING WITH STAKEHOLDERS

Aim: To strengthen and expand the project's network; to include all key stakeholders in the waste management process; to spread information and share good practices.

General public

64 INTERACTIVE
EVENTS IN
APPLIANCE STORES



9,910 CONSUMERS
REACHED



Aim: To inform consumers about green corners and the correct separation and disposal of waste appliances and waste batteries. Motivational model for 2018: charity. Through e-waste collection to donations for a charity, which organizes visits of actors/clowns in paediatric hospitals, providing entertainment and motivation for hospitalized children.

63 ECO-WORKSHOPS
WITH
THE YOUTH



2,241 PARTICIPANTS



Aim: to include and involve the youth – future decision-makers. To introduce new possibilities and new locations for e-waste disposal; to motivate and encourage innovative thinking and new ideas about waste disposal and treatment.

135 MOBILE COLLECTIONS
OF E-WASTE AND
WASTE BATTERIES



15,650 PARTICIPANTS
FROM
53 SCHOOLS



Aim: to encourage households in sparsely populated areas with limited or no possibilities for correct e-waste disposal to separate and collect e-waste through our mobile collection service.

10 CULTURAL AND SOCIAL EVENTS



21,800 PARTICIPANTS AND MORE



Aim: To introduce the project at various popular local events; to establish a dialogue with local residents; to build trust and cultivate relationships.

AWARENESS-RAISING WPBA COLLECTING CAMPAIGN

14.5 TONS OF WASTE BATTERIES COLLECTED



18,930 PARTICIPANTS FROM 38 SCHOOLS



CO-OPERATION WITH A LOCAL RADIO STATION



COMPETITION



Aim: To motivate schools to collect more waste batteries through competition, awards, and local radio reports. To reach both school children and their families and raise their awareness about the importance of waste batteries separation.

Competition: 44 entries – design for a home battery collector.

TWO REGIONAL AWARENESS RAISING WEEE COLLECTION CAMPAIGNS

CO-OPERATION WITH LOCAL RADIO STATIONS AND LOCAL PROVIDERS OF WEEE COLLECTING

9,200 PARTICIPANTS FROM 23 SCHOOLS



Aim: To reach our targets through advertising; to encourage competitiveness between participating schools.

TWO REGIONAL AWARENESS RAISING WASTE SMALL APPLIANCES COLLECTION CAMPAIGNS

A CAMPAIGN IN CO-OPERATION WITH HANDBALL CLUB

A CAMPAIGN IN CO-OPERATION WITH SCHOOLS AND LOCAL RADIO STATION

4,450 PARTICIPANTS FROM 10 SCHOOLS



Aim: to increase small appliance disposal in street containers; to motivate households to dispose of their small appliances through street containers.



ADVERTISING IN CHILDREN MAGAZINES FOR POPULAR SCIENCE
67,991 PARTICIPATING CHILDREN



E-SHOP ADVERTISING CAMPAIGN

PHOTO EXHIBITIONS INFORMATION BOARDS



International public

1 INTERNATIONAL
EXPERT
CONFERENCE



85 PARTICIPANTS (SPEAKERS FROM
THE CZECH REPUBLIC, ROMANIA,
FINLAND, AND SWEDEN)



Aim: To exchange ideas and share good practices in WEEE management; to develop responses to environmental challenges in e-waste management.



**INTERNATIONAL ONLINE WORKSHOP:
SHARING OF PROJECT'S EXPERIENCES
21 PARTICIPATING REPRESENTATIVES
FROM 11 COUNTRIES**

Aim: To exchange awareness-raising practices and experiences among European management schemes. Life project operators and other interested companies and organizations.

**INTERNATIONAL WORKSHOP
WITH STUDENTS FROM INDIA**

39 PARTICIPANTS



Aim: To build international networks and inform the global public about e-waste management processes in Slovenia, about the Life project and the opportunities it brings.



**INTERNATIONAL WEEE DAYS
(organized by WEEE forum)**

Aim: To introduce the project and project activities; to inform and raise awareness about the importance of proper WEEE separation and disposal.



INTERNATIONAL NETWORKING

Aim: To present the project's messages and activities at the international environmental conferences and meetings of Life project operators and joint schemes associations.

Project ambassadors

Our supporters and promoters spreading the voice about project aims and activities: Mojca Mavec (reporter and TV personality), Andrej Težak – Tešky (actor/improviser and stand-up comedy promotor), Zlatko (musician).



Corporate identity of the project

For four years the project's unique visual identity has been a vital element of the project's recognition. Together with the project's mascot, the vibrant and good-spirited street container Eci, they are one of the main reasons the project and its E-cikiraj! (E-cycle!) the slogan has become a household name in Slovenia. Due to carefully planned continuous exposure on our web-platforms, Facebook and Instagram pages, leaflets, and posters, as well as street containers, mobile container and green corners, the project and its activities have achieved a nation-wide recognition and support as well as regular coverage in both local and national media.

The basic idea of the visual identity is a journey from grey to green. Gray – a symbol for waste, pollution, and unhealthy environment; green – a symbol of nature, healthy environment, sustainability, and green future. The transformation of grey into green symbolizes the transformation of e-waste with its potentially harmful substances, from being a polluter to becoming a valuable source of precious materials, thus promoting recycling, reusability, and circular economy. The flower elements constructed from broken electric and electronic devices enhance the idea of something broken and flawed, getting a new lease of life as something useful and beautiful even further.

Thank you to all our joint scheme members, providers of public service in waste management, waste collection and processing companies, producers, sellers, schools, non-government organizations, local communities, and individuals, who participated in our Life – E-waste Governance project activities. The project's success is your success!





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www.instagram.com/stariaparati

www.flickr.com/photos/eodpadki/albums

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