

# Awareness raising activities plan and support material

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**Project Acronym:** NETWAP

**Project ID Number:** 10047692

**Project Title:** NETwork of small "in situ" WAsTe Prevention and management initiatives

**Priority Axis:** 3 Environment And Cultural Heritage

**Specific objective:** 3.3 Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

**Work Package Number:** 4

**Work Package Title:** Capacity building and raising awareness activities

**Activity Number:** 4.1

**Activity Title:** Elaboration of capacity building and raising awareness activities for 3 target groups

**Partner in Charge:** Fondazione Fenice Onlus

**Partners involved:** ENEA, Gal Molise Verso il 2000, Čistoća d.o.o., City of Zadar

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## 1. Introduction

The awareness activities program has been developed with the coordination of Fondazione Fenice Onlus, as WP leader, and the support of the whole NETWAP partnership. The program design started with a first proposal draft, elaborated by Fondazione Fenice, that was afterwards shared with all partners. The definitive program structure has been defined after this participative process.

The program is based on the objectives defined in the application form, which are related to an increase of

organic and plastic waste collection in project's areas, and the creation of a permanent cross border network of experts. Moreover, the awareness activities have been structured according to the needs assessment in both Italian and Croatian project's areas, and considering the different target groups of both areas.

The whole project, and more specifically the awareness activities program, has undergone major changes due to the Covid-19 pandemic situation, which has made it impossible to carry out many activities on the field. New didactical methodologies and new ways of virtual interactions have been foreseen, in order to achieve the stated objectives in a completely different context.

## 2. Awareness topics

Fenice Foundation, with the support of all Project Partners, has outlined the contents for the awareness activities program, based on what has been already defined in the application form.

The awareness activities topics are:

- Identification of environmental risks: sea water pollution, health hazards
- Preventive reduction model
- Effective methods for composting, recovery and reuse
- Organic and plastic waste collection and storage process in marine environment
- Global situation of plastic waste
- Types of plastics and reuse alternatives

These general topics are complemented by insights on specific items related to the project's objectives, actors and territories involved. The program therefore includes focus on:

- Plastic selection activities
- Plastic shredding
- Extrusion and creation of new plastic materials
- Composting of domestic organic waste: different options and opportunities, best practices;
- Plastic recovery of marine origin

### 3. Target groups

The target groups of the raising awareness activities have been identified with the aim of reaching all territorial stakeholders that could have a direct or indirect impact on waste reduction and better management and that could support its implementation, or eventually benefit from it.

The Project's partners have identified the following target groups, common for both Italy and Croatia:

- Primary and secondary school students and teachers
- Citizens of pilot actions territories
- Local authorities

In Italy, the territory involved in the awareness activities is the area of Fossalto, a small municipality in the Molise Region, that has been selected for the strong interest demonstrated by its local authorities in being part of the project, and where the Pilot action will be carried out. In Croatia, the territory involved directly in training activities is Ist Island, the territory of the pilot action, which is located under the administration of the municipality of Zadar. Citizens from the Ist Island will be involved in the activities.

## 4. Role of the partners

The raising awareness activities program assigned a role to every project’s partner, considering skills, territorial belonging, experience and resources. Italian and Croatian partners have different roles, due to the different national contexts.

Fondazione Fenice Onlus is the WP 4 leader and it has therefore a prominent role in the elaboration of the program.

The following tables are summarising the role and responsibilities of each partner:

Table 1. - Role of partners in Italy

INSTITUTION	ROLE	TASK
Fondazione Fenice Onlus	WP Leader	<ul style="list-style-type: none"> <li>- Elaboration of raising awareness activities program</li> <li>- Creation of contents</li> <li>- Raising awareness events organization and management (promotion, user registration, timing)</li> </ul>
Gal Molise verso il 2000	Partner	<ul style="list-style-type: none"> <li>- Gathering information and needs from the local potential participants</li> <li>- Supporting the logistic of raising awareness activities on the field</li> </ul>
ENEA	Partner	<ul style="list-style-type: none"> <li>- Technical support for the elaboration of technical contents (plastic re-use, organic waste “community composting” and marine plastic recovery)</li> </ul>

Unioncamere del Veneto	Partner	<ul style="list-style-type: none"> <li>- Online campaign for the awareness activities promotion</li> <li>- Press releases of each event</li> </ul>
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Table 2. Role of partners in Croatia

INSTITUTION	ROLE	TASK
Fondazione Fenice Onlus	WP Leader	<ul style="list-style-type: none"> <li>- Elaboration of raising awareness activities program</li> <li>- Creation of contents</li> <li>- Raising awareness events organization and management (promotion, user registration, timing)</li> </ul>
Zadar Municipality	Partner	<ul style="list-style-type: none"> <li>- Gathering information and needs from the local potential participants</li> <li>- Supporting the logistic of raising awareness activities on the field</li> </ul>
Cistoca ltd.	Partner	<ul style="list-style-type: none"> <li>- Support in the events organization</li> </ul>
Ruder Boskovic Institute	Partner	<ul style="list-style-type: none"> <li>- Technical support for the elaboration of technical contents (plastic re-use, organic waste “community composting” and marine plastic recovery)</li> </ul>
Unioncamere del Veneto	Partner	<ul style="list-style-type: none"> <li>- Online campaign for the</li> </ul>

		activities promotion - Press releases of each event
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## 5. Awareness activities format

The raising awareness activities are planned considering the pandemic situation that has drastically reduced the opportunity of live face-to-face events, and increased the acceptance of online activities.

The program includes both online and offline activities. These activities will be integrated and complementary, aiming to reach the best possible results in terms of awareness raising and motivation of the participants for a better knowledge in their territories of the waste management topics.

The activities are structured according to the major needs of the considered Italian and Croatian areas, and their contents will be therefore transferable to all environmental and economic contexts with similar characteristics in the Adriatic basin, being applicability and replicability a central element of the project.

The online events will be held via ZOOM platform, and prior registration of participants will be needed. The duration of the event will be 1 hour.

The contents will include:

- An overview of the global waste situation in touristic areas (both coastal and internal) with an explanation of major environmental risks and challenges;
- Explanation of management of the environmental risks, with reference to the methodological approach elaborated by the Netwap project;
- The “community composting” methodology explanation, including best practices already implemented in other areas.
- Interaction among participants



The event in presence will focus on the REPLASTICA workshop for schools, on the composting machine knowledge and it's closely linked with the positive results of the pilot action of community involvement in the composting process. The related contents are:

- The Re-use of plastic
- The global situation of plastic waste
- Different type of plastic
- Start composting
- The community composting as effective and viable alternative as a preventive waste reduction model;
- The functioning of the composter: practical explanation and interactive use tests.