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PLASTEKO NEWSLETTER

PLASTEKO
Interreg Europe

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THE PLASTEKO CONSORTIUM



€1,610,258.00



from 1 Aug 2019
to 31 Jul 2023

PLASTEKO project

Dear reader,

Welcome to the sixth edition of the newsletter series of the **PLASTEKO Project**, which, as part of the dominant EU mindset for curbing plastics waste and littering, aims to help the participating regions exchange experiences, benefit from the provisions and momentum of the EU plastics strategy, and, ultimately, achieve their goals in terms of protecting the environment, increasing resource efficiency, alleviating health effects, and boosting innovation.

To that extent, PLASTEKO is expected to:

- Ameliorate the economics and quality of plastics recycling.
- Conduct regional plans, raise awareness, and improve the recycling of agricultural plastics.
- Guide investments and innovation towards circular solutions.

In the following pages, you will find material on the overall context and objectives of the project, as well as information on the latest and upcoming developments and events. We will also keep you informed about our progress and key outcomes through the project website, thematic events, and newsletters.

The PLASTEKO project team



PLASTEKO 6th Project Meeting

The 6th project meeting of PLASTEKO was implemented physically on May 11th 2022, after 2 years of COVID-19 restrictions, alongside the A3.5 “Study visit on aquatic plastics litter clean-up practices and efforts, including prevention initiatives”.



During the meeting the overall progress of the project’s activities were presented and the shortcomings-issues that the partnership is facing were thoroughly discussed. Also, the closure of Phase 1 and the smooth transition in Phase 2 was at the core of the discussion. More specifically:

- The Municipality of Rethymno presented a recap and overview of the activities since the 5th meeting, the final work plan, and the conclusion of Phase 1.
- Styria delivered a presentation on the outcomes and evidence gathered during A3.4 “Study visit on effective waste management policies and

measures to reduce plastics waste landfilling and incineration”.

- The Municipality of Rethymno presented the final report and conclusions of Activity A4.2 “Joint strategic review of growth trajectories, funding mechanisms and incentives for the new plastics economy”.
- All partners presented their Action Plans and their monitoring planning for Phase 2.
- SZREDA delivered a presentation on communication and dissemination activities and updates since the 5th project meeting.
- The Municipality of Rethymno presented the 5th Progress Report results, and the closure of Phase 1. The financial issues and the lump sum were discussed in detail, and the foreseen activities and deadlines were defined for the successful closure of Phase 1 and transition in Phase 2.

A3.5 Study Visit hosted by Baltic Coasts

In the 6th PLASTEKO-semester, a study visit in Riga, Latvia was planned on the topic “aquatic plastics litter clean-up practices and efforts, including prevention initiatives”. The study visit was scheduled for 10th of May, where project partners visited the Vecāķi beach.



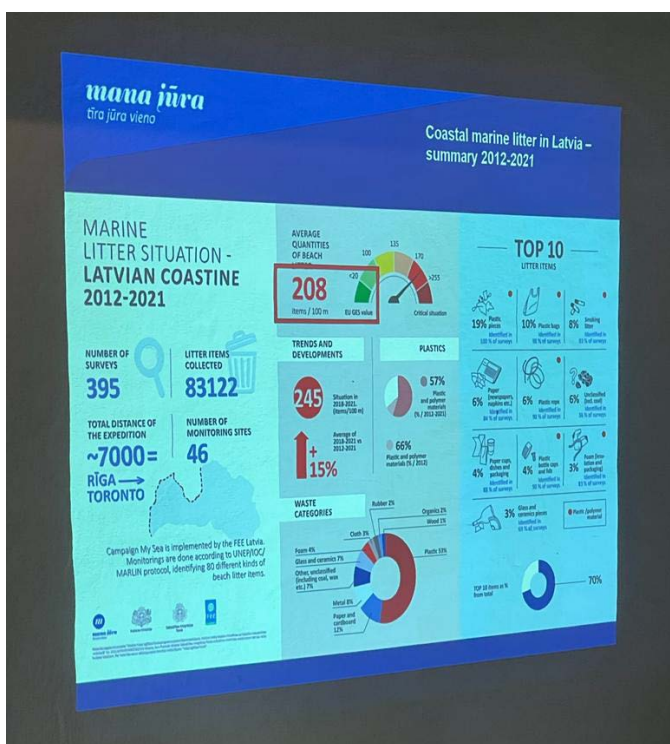
A microplastics sampling activity on the beach was performed, followed by a visit on the Latvian Institute of Aquatic Ecology.



A3.3 INTERREGIONAL WORKSHOP ON AWARENESS RAISING ON PLASTIC LITTERING AND PROMOTING THE PURCHASE OF PRODUCTS FROM RECYCLED PLASTICS

Earlier, on the 16th of February 2022 Bucharest-Ilfov Regional Development Agency organized the Interregional Workshop on awareness raising on plastic littering and promoting the purchase of products from recycled plastics, within Activity A 3.3. The event took place virtually, due to Covid-19 travel restrictions and gathered 58 participants representing all PLASTEKO consortium partners and stakeholders. The thematic focus of the workshop has been on policies and practices required to: a) kickstart or intensify efforts for plastic waste separation at the source, b) lift off any existing misconceptions on products made from secondary raw plastics (mostly common in least advanced regions), and c) steer the attitudes of the public towards rewarding producers that bring such offerings to the market.

Project partners had the opportunity to get a tour on the facility of the cleantech startup Polylabs and attend a presentation from the citizen clean-up initiative “My Sea” (Mana jūra).



During the first thematic session of the event Ms. Andreea Brinzoi, ADRBI’s PLASTEKO project manager, presented the provisions of the input paper elaborated for the organization of the A 3.3 workshop, presentation that reached topics regarding policies and practices to improve source separation of plastic waste and raising awareness

on plastic littering and promoting the purchase of products from recycled plastics. [The input paper](#) is available on the PLASTEKO website and can be accessed and used as information material, providing data, case studies and recommendations that could make a real contribution to improving policies on plastic littering.

The organizers were delighted to welcome speakers who offered the PLASTEKO consortium members and regional stakeholders interesting information concerning:

- The Plastic Waste Management in the 3rd District of Bucharest, Romania. The presentation emphasized the importance of awareness raising, implemented via media campaigns (TV, radio, internet), "door to door" actions and campaigns and projects in schools and also the importance of improving public services in order to have an efficient plastic waste management system. [The Big Belly project](#), implemented by the 3rd District of Bucharest in partnership with Coca Cola & Green Point Management is an example of successful practice on waste collection and recycling.
- The [Sorting at Source and door-to-door collection](#), case study of the Municipality of Lipsi, Greece;
- The ["Recycling Map"](#) program, a national, participatory and educational platform, developed by Viitor Plus Association;
- The ["Recycling Marathon"](#) campaign, aiming to educate and raise awareness among citizens and institutions about waste prevention, reuse, and recycling, implemented by the Romanian Ministry of Environment in association with the organization Marathon EPR Group S.A.;
- The "We value plastic" program and its action ["Payment with PET"](#) aiming to reduce the amount of plastic packaging and introducing plastic into a responsible circuit, implemented by Carrefour România and Coca-Cola HBC România with the support of Green Point Management, Financial Recycling, Green PC Ambalaje and Recycle International;
- ["With Clean Waters"](#) program that develops actions to collect the plastic already existing in the riverbed, and applies measures to prevent and combat future discharges, implemented by Mai

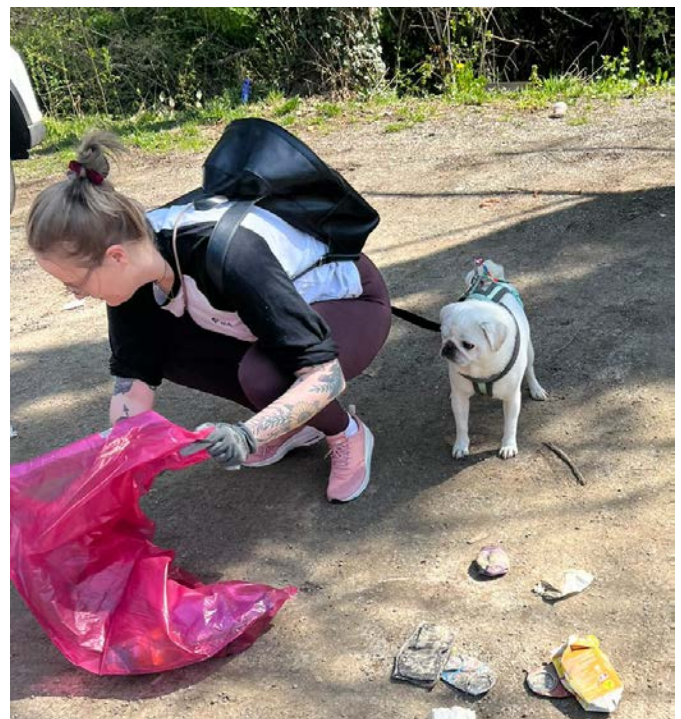
Mult Verde Association in partnership with numerous stakeholders and with the priceless support of volunteers.

Although the event was organized online on WEBEX, it still provided participants with a real source of specialized and inspiring information on awareness raising on plastic littering and promoting the purchase of products from recycled plastics.

PLASTEKO at "The Great Styrian Spring Clean-Up"

Styria has already shared the big anti-litter campaign called "The Great Styrian Spring Clean-Up" with the PLASTEKO partners in the last few years (<http://www.interregeurope.eu/plasteco/news/news-article/11819/the-great-styrian-spring-clean-up-2021/>). This event also took place this year in spring (from 04.04.2022 until 21.05.2022). After registration via the online portal by the collectors, collecting equipment and winning cards were again handed out to all engaged collectors.

Greta from the Styrian PLASTEKO project team didn't miss the opportunity to return with her friends to the same place where they had already collected litter last year. While the collectors were able to fill 5 bags full of littered waste at this location last year, this year they were able to fill "only" one bag full of littered waste.



This gives the hope that the citizens of Graz have learned in the past year and are more considerate with their waste, in the sense that they no longer litter in nature. In any case, the Styrian team will be back again next year and hope to find the area even more litter-free!

You can download a waste separation game via Google Play or the App Store: <https://play.google.com/store/apps/details?id=cx.eg.on.muellspiel>
<https://apps.apple.com/at/app/m%C3%BCllspiel/id1468091239>

PLASTEKO at "Circular waste management II: collection and recycling of plastics"

At the beginning of the semester, AURA-EE has participated to a webinar organised by Interreg Europe "Circular waste management II: collection and recycling of plastics" to present the PLASTEKO project and share the good practices identified in the framework of the project such as [ORPLAST](#) and other local initiatives.

PLASTEKO Action Plans

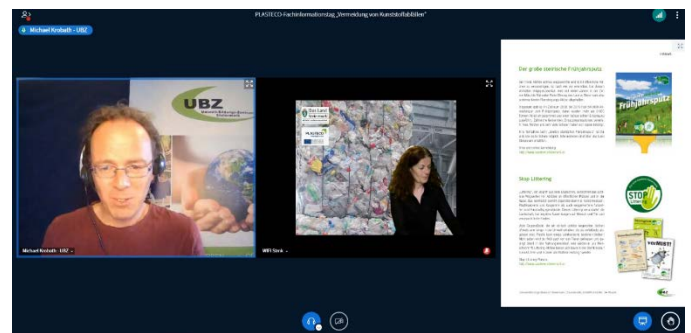
During the last semester, project partners drafted their Action Plans and a validation round with the JS began. 7 out of 8 action plans are already approved and the last one is expected to be approved, since only minor revisions were asked. Project partners managed to draft significant actions and the PLASTEKO project will continue successfully in Phase 2.

PLASTEKO Regional Info-Day hosted by Styria

PLASTEKO also aims to raise awareness among citizens in the partner regions. The Styrian PLASTEKO project team organized an information day in cooperation with the regional Chamber of Commerce on March 31, 2022.

Due to the ongoing pandemic situation, the event was held online for the safety of the participants. There were no costs to attend and nearly 60 people registered for the event. The Styrian Government made the avoidance of plastic waste the subject of

this regional information day due to the very high level of interest among the population as well as in the business sector. The topics covered were divided into 3 thematic areas. In the first area "Possibilities for packaging-free shopping" were presented. In the second area experts presented possibilities to avoid plastic waste in the field of "Take Away- Food". In the third area, further projects for the avoidance of plastic waste, for example in schools or in the field of art and design, were introduced. After the event, the attendees showed further interest, contacted the speakers, and asked more detailed questions about the content presented.



The presentations shown during the virtual event and the follow up are available here (in german):

<https://www.abfallwirtschaft.steiermark.at/cms/beitrag/12870118/155495966/>

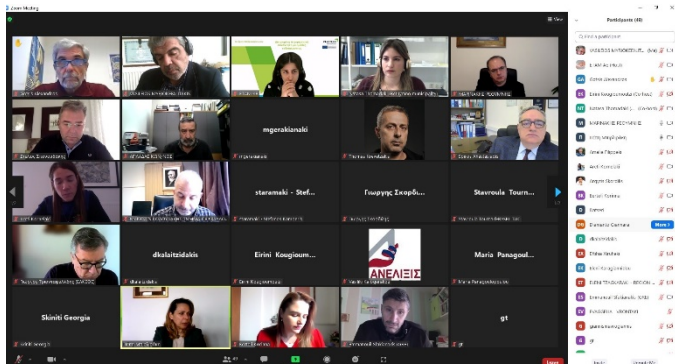
Stakeholder meetings overview in PLASTEKO regions

FRANCE

AURA-EE during the 6th period has organized its 2-day enlarged stakeholder meeting, each day covering one axis of the action plan to be monitored in phase 2. The first regional stakeholder meeting has been organised on March 17th and gathered about 50 participants coming from two French regions (Provence-Alpes-Côte-d'Azur and Auvergne-Rhône-Alpes) on public procurement concerns. This webinar was the opportunity to present the European and French legal framework about public procurement as well as several initiatives and experiences implemented by local authorities and associations. The 2nd regional stakeholder meeting has been organised on May 12th on the thematic of plastics waste observation and gathering about 145 participants.

GREECE

The 4th extended regional stakeholder meeting on behalf of the Municipality of Rethymno took place virtually in two days: January 24 and February 2, 2022. The second day which involved an open meeting was originally planned for 25 January 2022, however, it was postponed due to extreme weather conditions in Greece. The meeting was entitled “Phasing single-use plastics out of the regional value- chains through consensus building with producers and consumers”.



The presentations were followed by a fruitful discussion among the participants exchanging their opinions on waste management, the new National Waste Management Plan and the importance of cooperating with other European projects.



The PLASTEKO effect in Rethymno, Greece

The 5th regional stakeholder meeting held virtually on 12/04/2022. Participants were briefed by the lead partner on a study visit to Graz. The lessons learnt from the A3.3 interregional workshop of project were presented, which took place online in February 2022 on how to raise awareness on plastic littering and

promote the purchase of products from recycled plastics.

The "Clean Blue Paros" initiative of the Common Seas was presented, which supports the Greek islands to find solutions to eliminate plastic waste in the seas and oceans and is a collaboration between: the Municipality of Paros, WATT of WWF Greece and Cyclades Preservation Fund with the participation of the local population, businessmen and tourists.

The information and public awareness actions carried out by the WWF Hellas about plastic pollution were presented, as well as the role of the local authorities in this direction.

ROMANIA

ADRBI organized online, on the 19th of January 2022 the extended stakeholders meeting. The event gathered 18 participants and started by informing the regional stakeholders about the progress of the PLASTEKO project and continued with the presentation of the provisions of the input paper for the study visit on effective waste management and measures to reduce plastics waste landfilling and incineration. It was debated why Austria is a role model in the field of effective waste management and in particular reducing plastic waste landfilling and incineration, and presented the Austrian legal background, waste management plan, targets, waste collection infrastructure & recycling quotes in Styria, recycling infrastructures in Styria, incineration technologies implemented and monitoring methods & practices. The participants were particularly interested in the topic and considered it a real source of inspiration in their activity.



The good practices of AURADECHET, the Lipsi sorting at source and door-to-door collection and the Green Public Procurement guidelines of Hamburg have been presented. The Romanian legislative novelties with implications in the field of plastic waste have also been debated, for a better understanding and application.



The information presented and the topics discussed had a real potential of adding value to the work carried out by the Romanian stakeholders and of contributing to the improvement of the regional development policies and programs in the field of environmental protection.

BULGARIA

PLASTEKO's Bulgarian team organized its extended meeting with stakeholders in the period 19-20. May 2022 in Stara Zagora. The meeting has 3 panels:

- presentation panel
- demonstration panel
- study visit.



In the presentation part, there were 4 speakers that shared more about the concepts:

- circular economy, presented by [Vihra Andonova](#), Euro Perspectives Foundation.
- zero waste living, presented by [Blazhka Dimitrova](#), Zero-waste Foundation.

Moreover, the study visits to Graz, Austria and Riga, Latvia were also presented by stakeholders who were present at the events.

The stakeholders' meeting also included a demonstration of plastics recycling for students from the city, made by [Precious Plastic Sofia](#).



On the second day of the meeting, the SZ REDA team initiated a visit to the local waste sorting plant.



Upcoming

- All project partners will organize their final stakeholder meetings and their info-days. These are the final activities of the PLASTEKO project Phase 1.
- AURA-EE will organize its info day on **June 16th** as part of the "Recycling plastics regional meeting". AURA-EE will set up a stand to meet the industry and scientific community that will be attending the meeting.

Looking forward to...

- The endorsement of PLASTEKO consortium's action plans.
- The forthcoming activities of the PLASTEKO consortium for the closure of Phase 1.
- The action plans implementation in Phase 2.
- The next meeting during Phase 2.

PROJECT PARTNERS



MUNICIPALITY OF RETHYMNO



LOMBARDY REGION



REGION OF STYRIA



STARA ZAGORA REGIONAL
ECONOMIC DEVELOPMENT
AGENCY



CLUSTER OF ENVIRONMENTAL
TECHNOLOGIES BAVARIA



AUVERGNE-RHÔNE-ALPES
ENERGY ENVIRONMENT AGENCY



BUCHAREST-ILFOV REGIONAL
DEVELOPMENT AGENCY



ASSOCIATION BALTIC COASTS

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plastecoproject@gmail.com