

PART A – Project summary

A.1 Project identification

Project title	<input type="text" value="Supporting EU regions to curb plastics waste and littering"/>			58 / 300 characters
Project acronym	<input type="text" value="PLASTEKO"/>			8 / 22 characters
Name of the lead partner organisation in English	<input type="text" value="Municipality of Rethymno"/>			
Specific objective	<input type="text" value="4.2. Improving resource-efficient economy policies"/>			
Project duration	Phase 1	Duration	<input type="text" value="36 Months"/>	Project start date
				<input type="text" value="01/08/2019"/>
	Phase 2	Duration	<input type="text" value="12 Month"/>	
	Total No. months		<input type="text" value="48"/>	

A.2 Project abstract

CURBING PLASTICS WASTE AND LITTERING IN EU REGIONS
The widespread plastic pollution necessitates a strong reaction from EU regions, to address growing environmental and health concerns. PLASTEKO, in line with the “European Strategy for Plastics in a Circular Economy”, will support participating territories to take the steps necessary for a transition towards a “new plastics economy”; the focus will be on advances in waste management, eradication of single-use plastics from regional value chains, and spurring growth through eco-innovation. PLASTEKO will cover the areas of waste management, public procurement, funding/investments, secondary raw materials, and awareness raising.

OBJECTIVE
PLASTEKO will support 8 partners from 8 EU countries, through joint policy learning efforts and exchanges of experiences, to benefit from the momentum of the EU plastics strategy and achieve their goals in terms of protecting the environment, increasing resource efficiency, alleviating health effects, and boosting innovation. PLASTEKO will enable partners and key stakeholders to: a) assess the current situation, potential, and barriers in their regions, b) identify pathways for sustainable growth in plastics value-chains, and c) design and put into effect new policy measures and regulations.

EXPECTED IMPACT
-Increased capacity of 180 staff of public administrations to effectively support new growth trajectories & energy security
-19 million euros unlocked to support projects on plastic reuse, eco-innovation, alternative technologies
-Increased awareness & consensus building among plastic producers and consumers/the public









MAIN OUTPUTS & BENEFICIARIES
-8 action plans to improve the addressed policies, benefiting managing authorities & stakeholders
-4 interregional workshops, 2 study visits, and 2 joint policy planning and strategic review procedures, to promote capacity building among partners and stakeholders
-3 joint thematic studies on territorial needs and good practices

1,994 / 2,000 characters

A.3 Project budget summary

Programme Funding			Partner Contributions			Total Budget	
	Amount	Funding Rate	Public Contribution	Private Contribution	Total Contribution		
ERDF	<input type="text" value="1,335,759.90"/>	<input type="text" value="82.95 %"/>	<input type="text" value="192,099.60"/>	<input type="text" value="82,398.50"/>	<input type="text" value="274,498.10"/>	Total eligible to ERDF	<input type="text" value="1,610,258.00"/>
Norway	<input type="text" value="0.00"/>	<input type="text" value="0.00 %"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	Total Norway	<input type="text" value="0.00"/>
INTERREG Europe	<input type="text" value="1,335,759.90"/>	<input type="text" value="82.95 %"/>	<input type="text" value="192,099.60"/>	<input type="text" value="82,398.50"/>	<input type="text" value="274,498.10"/>	Total INTERREG Europe	<input type="text" value="1,610,258.00"/>
						Other Funding	<input type="text" value="0.00"/>
						Grand Total	<input type="text" value="1,610,258.00"/>

A.4 Overview of project partners

N°	Organisation	Country	Partner Budget		
			Programme Funding	Partner Contribution	Total
1-LP	Municipality of Rethymno	 EL	329,175.25	58,089.75	387,265.00
2-PP	Lombardy Region	 IT	164,135.00	28,965.00	193,100.00
3-PP	Styrian Provincial Government	 AT	163,193.20	28,798.80	191,992.00
4-PP	Stara Zagora Regional Economic Development Agency	 BG	135,883.55	23,979.45	159,863.00
5-PP	Cluster of Environmental Technologies Bavaria	 DE	127,781.25	42,593.75	170,375.00
6-PP	Auvergne-Rhône-Alpes Energy Environment Agency	 FR	171,499.40	30,264.60	201,764.00
7-PP	Bucharest-Ilfov Regional Development Agency	 RO	124,678.00	22,002.00	146,680.00
8-PP	Association Baltic Coasts	 LV	119,414.25	39,804.75	159,219.00

Lead partner confirmation

By submitting the application form the lead partner hereby confirms that:

- The information provided in this application is accurate and true to the best knowledge of the lead partner.
- The project is in line with the relevant EU and national legislation and policies of the countries involved.
- The lead partner and the project partners will act according to the provisions of the relevant national and EU regulations, especially regarding structural funds, public procurement, state aid, environment and equal opportunities, as well as the specific provisions of the programme.
- No expenditure related to the above mentioned project has been, is or will be funded by any other EU funded programme, except for partners that do not receive funding directly from the Interreg Europe programme.

PART C – Project description

C.1 Brief history of the project

PROJECT IDEA

The idea for the project emerged from the need of participating regions to improve their transition towards a “new plastics economy”, following the announcement of the “European Strategy for Plastics in a Circular Economy” (16/01/2018). Project partners want to revise and advance their policies and practices in waste management, sustainable growth and/or green public procurement policies, which are the main areas to be affected by the new strategy.

To support this transition, authorities must: a) assess the current situation in their regions, b) identify any barriers to eradicate single-use plastics (ranging from industrial activities to the lack of public awareness), and c) design and put into effect new measures and regulations. The PLASTEKO proposal was developed to address these particular needs, and actualise the aforementioned strategy at territorial level, in line with existing circular economy efforts and initiatives.

CONSORTIUM FORMATION

The idea for PLASTEKO was set forth by the Municipality of Rethymno (Lead Partner), since the announcement of the strategy coincided with regional and municipal council discussions on the implementation and necessary revisions of local waste management plans. Seeking out partners with expertise and experiences to share and exchange, Rethymno reached out to the regional authorities of Lombardia and Styria, which were both very keen on the topic. Following their confirmation of participation, Lombardia and Styria brought in partners with whom they have worked in EU projects on circular economy, resource efficiency, green public procurement, and the low-carbon economy, seeking as well to maximize the geographical coverage of the consortium.

All partners have already demonstrated a strong commitment to sustainable growth and the protection of their environment, which was the decisive factor for their participation in the project. The partnership reaffirmed the role of Rethymno as Lead Partner, since it carries the experience of leading a complex territorial cooperation project on resource efficiency (CASTWATER). Rethymno also employed an external expert consultant to support the coordination and consortium formation process, and to assist with the drafting of the project proposal.

PARTNERS' CONTRIBUTION

Partners provided detailed information on the policy instruments addressed, and corresponding suggestions on: a) the scope of project activities, b) the content of outputs and results, and c) the allocation of tasks based on their profile, expertise and expected benefits from PLASTEKO. Partners worked on these issues and discussed the proposal several times between March and May 2018. An external consultant was involved to review partners' input and integrate it into the proposal, thus assuming a coordinating role in preparation activities, transcribing partners' joint effort into a concrete and consistent text.

2,918 / 3,000 characters

C.2 Issue addressed

BACKGROUND

Around 25.8 million tonnes of plastic waste are generated in the EU every year, of which less than 30% is collected for recycling. Plastic production and incineration produce 400 million tonnes of CO₂ annually; in EU regions, 150.000 to 500.000 tonnes of plastic waste enter the oceans every year, and 75.000 to 300.000 tonnes of microplastics are released into the environment, polluting food, air, and water. In light of these environmental and health threats, the EC has launched in 2018 the European Strategy for Plastics in a Circular Economy, which calls public authorities, the industry, and the public to implement and support measures towards a “new plastics economy”. This transition prescribes both the curbing of plastic pollution, as well as boosting EU competitiveness through innovation and sustainable growth measures, in the context of a “reduce, reuse and recycle” economy that will eventually eradicate single-use plastic packaging by 2030.

THE ROLE OF PLASTEKO REGIONS

EU territorial authorities and agencies are central in managing the threats of widespread plastic pollution, to reduce the impact on their citizens and environment. As detailed in section B.2, PLASTEKO partners need to work and advance their policies, contribute to a comprehensive framework at different government levels, and promote all necessary measures and investments to spur regional growth, jobs and innovation. In particular, the PLASTEKO partners, as the relevant EU public authorities, need and are expected to:

1. Improve the economics and quality of plastics recycling (waste management plans, public procurement, use of economic instruments, Extended Producer Responsibility schemes, uptake of recycled plastics).
2. Curb plastic waste and littering (regional plans against aquatic litter, fines, awareness raising, coastal waste collection, eradication of non-compliant landfills, recycling of agricultural plastics, deposit refund schemes).
3. Drive investments and innovation towards circular solutions (raising landfill and incineration costs, funding, incentives for plastic prevention and recycling).

THE NEED FOR INTERREGIONAL COOPERATION

Curbing plastic pollution inherently requires interregional cooperation, since the environmental and health impact of plastic/microplastics litter cannot be locally contained; in fact, leakages to the environment from one region can affect many non-neighbouring others, especially through waterways. This necessitates a common and decisive course of action, through a cooperation policy learning space that will enable regions to exchange experiences and jointly explore solutions, ensuring harmonised effectiveness and saving both effort and time. Moreover, partners' territories have implemented different waste management policies and measures, at different government levels, and have progressed towards achieving their waste targets at a different pace; this provides partners with the opportunity to exchange different aspects of knowledge and expertise, and to better support the least advanced regions to catch up with EU targets.

RELEVANCE WITH PRIORITY AND SPECIFIC OBJECTIVE

PLASTEKO addresses PA4 “Environment and resource efficiency”, SO4.2 “Improve [...], aimed at increasing resource-efficiency, green growth and eco-innovation and environmental performance management.” The project directly focuses on improving environmental policies and stimulating eco-innovation and green growth under the “new plastics economy”, especially through measures to maximise the efficient use of resources (i.e. minimise single-use plastics).

FIT TO EU2020 STRATEGY

PLASTEKO serves EU's strategy on plastics, which is part of the broader circular economy package; both prescribe measures for smart, sustainable and inclusive growth, which is at the core of Europe's 2020 strategy. PLASTEKO prioritises the creation of jobs and green growth, supporting the “new plastics economy” approach at territorial level.

3,971 / 4,000 characters

C.3 Objectives

**Programme
priority specific
objective the
project will
contribute to**

Improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant, ETC programmes, aimed at increasing resource-efficiency, green growth and eco-innovation and environmental performance management.

**Overall objective
and sub-objectives**

OVERALL GOAL

The project aims to support the represented regions to 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. PLASTEKO will cover the areas of waste management, public procurement, funding/investments, secondary raw materials, and awareness raising.

More specifically, the project sets the following operational objectives:

1. Advance territorial waste management planning (separation, collection, and recycling of plastic waste), and accelerate the achievement of targets for plastics recycling.
2. Encourage the phasing out of plastics packaging in public procurement, and develop guidelines for relevant green public procurement criteria.
3. Facilitate and encourage the emergence, acceptance and uptake of plastic packaging alternative solutions and reverse logistics business models.
4. Promote awareness and acceptance of use of recycled plastics in products.
5. Improve both monitoring and curbing of aquatic litter.
6. Propose uses of structural funds to increase the capacities of regional value chains as concerns innovative solutions and technologies.

1,281 / 2,000 characters

C.4 Project approach

Describe the project approach to achieve the project's objective and to produce the intended outputs and results.

MULTIDIMENSIONAL POLICY LEARNING

PLASTEKO seeks to improve the territorial state of play of the issue addressed, namely plastic pollution, through an integrated approach that aspires to build the capacities of parties involved in policy making & implementation. The results of this approach will be mostly realised in Phase 2, with the actual advancement of policies and measures.

PLASTEKO prescribes joint exchange of experience activities to: a) diffuse lessons learnt and consolidate knowledge within partners, b) stimulate the involvement of key & relevant stakeholders, and c) integrate policy knowledge and best practices from Programme-level activities (i.e. Policy Learning platforms). The dimensions addressed by the project are explained below:

INDIVIDUAL

Partners' staff will build their capacities through their direct involvement in all joint and peer-learning activities; in particular, the project foresees 5 interregional workshops & site visits (A3 activities), 4 joint peer-review and action plans development & monitoring activities (A4), and 3 thematic analyses (A1).

ORGANISATIONAL

To achieve policy impact (Phase 2), the project will make efforts to increase the capacities of partners, further to the directly participating staff. The following activities will take place within each partner: a) frequent debriefing meetings, in which staff members that went through the individual learning process will report back and diffuse lessons learnt to colleagues, managers and elected members, b) sharing and day-to-day application of experiences gathered (e.g. within units and project teams), and c) participation of broader working teams in A4.1 and A4.2 activities. These process are explicitly foreseen in A2, A3, and A4 activities.

STAKEHOLDER

The involvement of stakeholders in both the design (Phase 1) and the implementation (Phase 2) of measures included in the action plans is also at the core of PLASTEKO. Alongside the stakeholder meetings (A2.1), the project foresees: a) consensus-building with actors involved in regional value chains (both producers & consumers), to resolve potentially inhibiting conflicts, and b) the participation of key stakeholders in A3 interregional exchange of experience events, and c) networking and awareness raising activities, to be continued in phase 2.

PROGRAMME/EU LEVEL

PLASTEKO aims to participate in the activities organised and fostered by the Interreg Europe Policy Platform, and contribute to and benefit from the community with good practices and exchanges. PLASTEKO also aspires that its results will be valorised by platform experts in the form of policy briefs.

INTEGRATED APPROACH

Project activities are interrelated and designed to address all aspects of the issue at hand, from gathering up-to-date thematic evidence to co-shaping future territorial policies. Specifically, project activities are organised as follows:

- A1: Joint thematic analyses
- A2: Stakeholder policy learning
- A3: Interregional policy learning exchanges
- A4: Policy instruments advancement

These activities are interrelated as follows:

- A1 provides territorial evidence for A2, A3, and A4
- A2 gathers feedback and builds consensus for A4
- A3 builds capacities for A4
- A4 integrates the results of all other activities, securing impact on Phase 2 of PLASTEKO.

Partners will also make use of external expertise services, to support them in designing and/or implementing joint activities and carrying out territorial data analyses.

ACTION PLANS

Each partner's action plan will detail the measures and actions to be taken within each territorial context, the actors to be involved, scheduling/timing considerations, and financial/funding requirements and mechanisms during phase 2 of the project. The policy instruments addressed are expected to be advanced in two possible manners: a) steer funding towards projects aiming to improve plastic waste management and/or accelerate growth within a "new plastics economy", and b) improve governance towards better achieving relevant goals (e.g. better monitor the attainment of targets). Partners will also capitalise on their experience from previous IE projects in which they participate, focusing on proven measures.

STAKEHOLDERS' ROLE

The key stakeholders selected to be listed in the proposal are those expected to support the implementation of the measures prescribed by the action plans (Phase 2). During the respective meetings (A2.1), they will elaborate on territorial specificities and provide input to be integrated in policy planning influenced by PLASTEKO; in turn, this is expected to secure their contribution to the implementation of the action plans. The project will also reach and build consensus with a broader pool of regional stakeholders (4th stakeholder meetings), whose role in territorial plastic production and consumption value chains necessitates their contribution to the design and implementation of the action plans.

4,945 / 5,000 characters

C.5 Communication strategy

Describe the communication strategy and the way it will contribute to achieving the project objectives.

In the table below, outline your communication objectives, summarise the main target groups and the kind of activities planned to reach each objective. Add line per objective and describe each separately.

OBJECTIVES

The project prescribes communication activities for both internal and external audiences, throughout its duration. Internal communication will support policy learning between and within partners' organisations, to increase their capacities to minimise plastic pollution and pursue growth through green alternatives. External communication will raise public awareness (reaching both producers and consumers), build consensus, and essentially support a territorial transition towards a "new plastics economy", as prescribed by the action plans. External communication will also foster stakeholders' participation in project activities, paving the way to secure support for the action plans.

MESSAGES

PLASTEKO will employ a small number of streamlined messages, to effectively convey the aims and envisioned impact of the project; a few indicative examples follow:

- Reusing plastics is key to protecting the environment (policy-makers)
- Secure your place in the "new plastics economy" (stakeholders)
- Keep plastics at bay (general public)

CHANNELS

Project activities and results will be diffused through 4 channels: a) online one-way communication (website, and e-mails/newsletters to target groups having consented), b) online two-way communication, including interactions between target groups (social media pages, the Policy Learning Platform), c) public relations (3rd party events, distributable printed materials), and d) traditional media (press releases, appearances). Since each channel is more suitable for certain target groups, the project foresees a corresponding allocation (see table below).

EVALUATION

The partnership will assess its communication performance through continuous monitoring, and the definition of specific objectives and KPIs per partner. The communication manager will request evidence from partners on the reach and effectiveness of activities through relevant forms; in case of shortfalls, the manager will propose remedial actions.

1,983 / 2,000 characters

Objectives	Target group	Activities
<p>PHASE 1 – INTERNAL COMMUNICATION – OBJECTIVE 1</p> <p>46 / 300 characters</p>	<p>Partners' staff participating in the project</p> <p>44 / 500 characters</p>	<ul style="list-style-type: none"> - Project communication plan, defining a clear communication management structure and monitoring procedures to report to the communication leader. - Online communication tools (iOLF, Google Drive, emails, Skype meetings) to facilitate exchange of information and files among partners. - Project meetings. - Skype meetings. <p>322 / 1,500 characters</p>
<p>PHASE 1 – INTERNAL COMMUNICATION – OBJECTIVE 2</p> <p>46 / 300 characters</p>	<p>Partners' staff and associates not directly participating in project activities.</p> <p>80 / 500 characters</p>	<ul style="list-style-type: none"> - Social media campaigns with reach to associates, managers and elected members. - Internal debriefing meetings organised by the partners' staff that are participating in the project, to disseminate information and project storytelling to their organisation. - Project poster placed at a location visible to staff. <p>314 / 1,500 characters</p>
<p>PHASE 1 – EXTERNAL COMMUNICATION – OBJECTIVE 1</p> <p>46 / 300 characters</p>	<p>"Regional stakeholder groups" members, e.g. public authorities responsible for waste management and/or environmental issues, waste collection and recycling service providers and plant operators, plastic producers, environmental agencies, research institutions.</p> <p>260 / 500 characters</p>	<ul style="list-style-type: none"> - Stakeholder group meetings every semester. - Visits and meetings at their premises. - Social media campaigns with reach to the members of regional stakeholder groups. - E-newsletters to be sent via email every semester (following recipients' consent) - Project poster placed at a location visible to the public. <p>313 / 1,500 characters</p>

Objectives	Target group	Activities
<p>PHASE 1 – EXTERNAL COMMUNICATION – OBJECTIVE 2</p> <p>46 / 300 characters</p>	<p>Regional stakeholders not participating in the project “regional stakeholder groups”, such as waste management and environmental public authorities, public and private waste collection and recycling service providers and plant operators, plastic producers, environmental agencies, universities, research centres and institutes involved in research for eco-innovation, public authorities with considerable procurement volume.</p> <p>424 / 500 characters</p>	<ul style="list-style-type: none"> - Social media dissemination campaign to be repeated every semester. - Dissemination of e-newsletters to demonstrate project results and potential impact (following recipients’ consent). - Updates of project website, as an online access point for all project outputs. - Creation of project accounts in social media used by regional stakeholders (LinkedIn, Twitter), allowing for interactions, weekly activity on the part of the partnership (posts, updates, etc.). - Interactions with relevant social media pages of 3rd parties, e.g. LinkedIn/Facebook pages of environmental agencies and relevant networks (e.g. Plastics Recyclers Europe). - Development of posters, brochures to be distributed in own and third-parties events, as well as in partners networking activities. - Organisation of information days to share and disseminate project outputs and knowledge gained. - Participation in relevant third-party events with a dissemination potential. - Press releases to disseminate partners’ achievements and inform the regional stakeholders about the organisation of project events. <p>1,084 / 1,500 characters</p>
<p>PHASE 1 – EXTERNAL COMMUNICATION – OBJECTIVE 3</p> <p>46 / 300 characters</p>	<p>Policy stakeholders outside the partners' regions (at national and EU level), e.g. public authorities responsible for waste management and/or environmental issues, waste collection and recycling service providers, the EU plastics industry, environmental agencies, universities and research institutions.</p> <p>303 / 500 characters</p>	<ul style="list-style-type: none"> - Social media dissemination campaign, to be repeated every semester. - Dissemination of e-newsletters to demonstrate project results and potential impact (following recipients’ consent). - Interactions with relevant social media pages of 3rd parties, e.g. Interreg Europe social pages, relevant policy learning platform, forums. - Updates of project website, as an online access point for all project outputs. - Creation of project accounts in social media used by policy stakeholders (LinkedIn, Twitter), allowing for interactions, weekly activity on the part of the partnership (posts, updates, etc). - Participation in relevant third-party events with a dissemination potential. - Press releases to disseminate partners’ achievements and inform the policy stakeholders about the organisation of project events. <p>814 / 1,500 characters</p>

Objectives	Target group	Activities
<p>PHASE 2 – INTERNAL COMMUNICATION – OBJECTIVE 1</p> <p>46 / 300 characters</p>	<p>Partners' staff participating in the project.</p> <p>45 / 500 characters</p>	<ul style="list-style-type: none"> - Online campaigns, informing partners' staff about the results of the action plans monitoring. - Exchange of files and information via Google Drive. - Skype meetings. - Project meetings. <p>188 / 1,500 characters</p>
<p>PHASE 2 – INTERNAL COMMUNICATION – OBJECTIVE 2</p> <p>46 / 300 characters</p>	<p>Partners' staff and associates not directly participating in project activities.</p> <p>80 / 500 characters</p>	<ul style="list-style-type: none"> - Online campaigns and meetings with associates in own and/or other relevant departments to exchange information and storytelling about the implementation of action plans and associated achievements, challenges faced etc. <p>221 / 1,500 characters</p>
<p>PHASE 2 – EXTERNAL COMMUNICATION – OBJECTIVE 1</p> <p>46 / 300 characters</p>	<p>"Regional stakeholder groups" members, e.g. public authorities responsible for waste management and/or environmental issues, waste collection and recycling service providers and plant operators, plastic producers, environmental agencies, research institutions.</p> <p>260 / 500 characters</p>	<ul style="list-style-type: none"> - Updates of project website with recent information and storytelling on action plans implementation. - Organisation of final high-level political dissemination event in Lombardy (IT), inviting stakeholders of the partners' regions, as well as representatives of the media. <p>273 / 1,500 characters</p>
<p>PHASE 2 – EXTERNAL COMMUNICATION – OBJECTIVE 2</p> <p>46 / 300 characters</p>	<p>Policy stakeholders outside the partners' regions (at national and EU level), e.g. public authorities responsible for waste management and/or environmental issues, waste collection and recycling service providers, the EU plastics industry, environmental agencies, universities and research institutions.</p> <p>303 / 500 characters</p>	<ul style="list-style-type: none"> - Updates of project website with recent information and storytelling on action plans implementation. - Organisation of final high-level political dissemination event in Lombardy (IT), inviting policy makers from EU member states. - Interactions with relevant social media pages of 3rd parties, e.g. LinkedIn/Facebook pages of environmental agencies and relevant networks (e.g. Plastics Recyclers Europe). <p>404 / 1,500 characters</p>
<p>PHASE 2 – EXTERNAL COMMUNICATION – OBJECTIVE 3</p> <p>46 / 300 characters</p>	<p>Potential beneficiaries of the policy instrument, waste management and environmental public authorities, public and private waste collection and recycling service providers and plant operators, plastic producers, environmental agencies, universities, research centres and institutes involved in research for eco-innovation, public authorities with considerable procurement volume.</p> <p>380 / 500 characters</p>	<ul style="list-style-type: none"> - Updates of project website with recent information about new calls for new projects derived from the action plans, terms and conditions, deadlines etc. - Posts on relevant third parties' social media pages, e.g. LinkedIn page of regional chambers of commerce. - Press releases. <p>279 / 1,500 characters</p>

C.6 Expected results and outputs of the project

C.6.1 Overview of the expected outputs and results

Describe in more detail the outputs and results the projects intends to produce. Provide qualitative and quantitative information regarding outputs and results of the project, including those related to management and communication activities.

A) EXCHANGE OF EXPERIENCE

- 1 Workshop on urban water management policies and practices to reduce microplastics leakage to the environment
- 2 Workshops on fostering eco-innovation and the market placement of single-use plastics alternatives
- 1 workshop on how to raise awareness on plastic littering and promote the purchase of products from recycled plastics
- 1 Study visit on effective waste management policies and measures to reduce plastics waste landfilling and incineration
- 1 Study visit on aquatic plastics litter clean-up practices and efforts
- 1 Joint policy peer-review process on public procurement practices
- 1 Joint strategic review process of growth trajectories
- 8 stakeholder groups
- 48 meetings with stakeholder groups
- 8 Action plans
- 1 Assessment report on territorial-specific economic and social barriers against more sustainable plastic consumption and production patterns
- 1 Comparative analysis of policies to promote the separation, sorting and recycling of plastics waste at partners' territories
- 1 Report for the identification of measures to curb aquatic litter and facilitate clean-up efforts
- 48 intra-organisational debriefing meetings
- 32 good practices identified

Results: 180 partners' staff members with increased capacity (knowledge / skills); 50 local, regional, and national authorities (further to PLASTECO partners), responsible for waste management and environmental legislation in consortium countries, capitalising upon project outputs to design policies and implement relevant measures. The 8 policy instruments addressed will be improved in terms of management (especially by integrating or expanding the use of criteria that speed-up the progress of phasing out single-use plastics), and fund new projects for plastic recycling and the creation of new jobs in the context of a "new plastics economy".

B) COMMUNICATION AND DISSEMINATION

Outputs: 1 website, networking pages, updates of web resources, semi-annual newsletters, 56 press releases, 1 sustainability plan, 1 brochure printed in 5000 copies and disseminated in 8 countries, 1 poster printed in 300 copies and disseminated in 8 countries, 8 infodays.

Results: 48 appearances on the media, 1000 participants in all events, 500 (on average) new visits to the project's website each semester, 1400 followers of project's networking pages, at least 1200 external stakeholders reached.

C) PROJECT MANAGEMENT

Outputs: 1 partnership agreement signed by all partners, 1 operational workplan (2 updates / semester), 1 set of quality management guidelines, 6 steering group meetings, 1 monitoring meetings in phase 2, 8 progress reports.

Results: Continuous & effective day-to-day administrative, financial and technical coordination between partners, achievement of all project's objectives, project having reached its targets and KPIs in terms of outputs & results, 100% of project's budget properly spent.

2,912 / 3,000 characters

C.6.2 Indicators

Result indicators	Target	
Number of Growth & Jobs or ETC programmes addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed with structural funds link	6	
Number of other policy instruments addressed by the project where measures inspired by the project will be implemented 100% of policy instruments addressed without structural funds link	2	
Estimated amount of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project (in EUR)	17,000,000	
Estimated amount of other funds influenced (in EUR)	2,200,000	

Policies	Self-defined performance indicators	Target	
Policy 1	(%) Increase in the number of businesses that take measures to reduce single-use plastics	15	
Policy 2	(%) Increase in tenders that incorporate product design requirements for plastic material/components	10	
Policy 3	% Increase in organisations participating in plastics waste recycling schemes	30	
Policy 4	Number of projects funded targeting plastic circularity/reusability	5	
Policy 5	% Increase in stakeholders participating in circular economy schemes aimed at plastic waste	25	
Policy 6	(%) Increase in tenders that incorporate product design requirements for plastic material/components	10	
Policy 7	Number of project proposals submitted to address plastic pollution in urban centres and improve plastic recovery rate	10	
Policy 8	% Increase in businesses participating in sorted waste collection and recycling schemes	25	

Output indicators	Target	
Number of policy learning events organised	57	
Number of good practices identified	32	
Number of people with increased professional capacity due to their participation in interregional cooperation activities	180	
Number of action plans developed	8	
Number of appearances in media (e.g. press)	48	
Average number of sessions at the project pages per reporting period	500	

C.6.3 Innovative character

RELEVANCE TO PREVIOUS PROJECTS

PLASTECO focuses on a topic that has not been directly addressed by previous Interreg Europe projects, namely plastic pollution and the transition towards the “new plastics economy”. Still, in line with the EU plastics strategy, the project will work along, integrate and build upon the lessons learnt from Interreg Europe projects focusing on circular economy:

1. ENHANCE 2nd call (on issues pertaining to eco-innovation)
2. BIOREGIO 2nd call (on transferable cooperation models and networks for business)
3. CirCE, 2nd call (on assessing the territorial economic impact of circular economy models)
4. CESME 1st call (on how to build the capacities of SMEs to participate in circular economy value chains)
5. SYMBI 1st call (on how green procurement can steer industry stakeholders towards circular economy)
6. RETRACE 1st call (on integrating systemic design in the “new plastics economy”)

PROJECT INNOVATION

PLASTECO is per se innovative in the following ways:

1. It is the first project to tackle the specific issue in the context of EU-funded interregional cooperation
2. It responds to a very recent EC initiative (January 2018), also not addressed in previous Interreg Europe calls; furthermore, national, regional, and local responses to the “European Strategy for Plastics in a Circular Economy” are still being shaped, thus placing PLASTECO in the heart of emerging territorial development.
3. It ties the phasing out of single-use plastics with growth trajectories, in an integrated approach that goes beyond the definition of waste targets and policies to introduce recycling infrastructures.
4. Its anticipated contributions are forward looking, aiming to influence policies on plastics and green growth for the next 15-20 years.

1,777 / 2,000 characters

C.6.4 Durability of results

ENACTMENT OF ACTION PLANS

PLASTECO places particular emphasis on the development and effective implementation of partners' action plans; it foresees a series of evidence collection and exchange of experience activities (A1-A4) to ensure that the knowledge gathered and lessons learnt through the project will be capitalised in partners' territories. PLASTECO exchanges of actual transferable experiences and practices will enable partners to monitor the progress and impact of measures prescribed, realistically estimate the cost of each action, make any necessary revisions during implementation, and appropriately (re)allocate funding available.

ACTIVITIES TO ENSURE DURABILITY

1. Partners will collaborate with existing networks, industry associations, and relevant EU bodies, such as Plastics Recyclers Europe, European Plastics Converters, Plastics Europe, the Committee of the Regions, and the IE Policy Learning Platform, to disseminate good practices, foster the durability of PLASTECO outputs, and pursue long-term support for the policy advancements prescribed. Given the composition of the consortium, partners will valorise their leverage within regional councils and relevant bodies, to ensure political support in the long-term.

2. A sustainability plan will be developed (A4.4), suggesting specific actions during phase 2 and post-project, to ensure political & industry support, as well as additional funding (if required). The aim is to involve stakeholder groups of regional value chains in the implementation of action plans produced in phase 1, and sustain their post-project support for improvements envisaged for each policy instrument.

POST-PROJECT SOURCES OF FUNDING

1. Territorial authorities' own resources, incl. ERDF funds
2. Establishment of public-private partnerships for plastic collection, recycling, and reuse.
3. National or European (in the next programming period) funding for a successor project on eco-innovation services and products in the field of plastics.

1,999 / 2,000 characters

C.7 Horizontal principles

	Type of contribution	Description of the contribution
Sustainable development	Positive effects	<p>PLASTEKO inherently supports sustainable development, since it aims to support the transition towards a new plastics economy, as prescribed by the new EU plastics strategy, in the context of a broader circular economy. PLASTEKO prescribes specific joint activities and studies for partners to build capacities on how to foster green growth in the participating regions, promoting the development and market placement of alternatives to single-use plastics and the development of ecosystems for plastic collection, recycling, and reuse.</p> <p>Overall, the project aims to foster the phasing-out of economic activities that cannot be further sustained due to both environmental concerns and policy developments. The policy planning to be implemented through the action plans will also pursue to establish the principles of sustainable development in all aspects of territorial value-chains related to plastic production, reuse, and consumption.</p> <p>937 / 1,000 characters</p>
Equal opportunities and non-discrimination	Neutral	<p>In the course of action plans' development, partners will ensure compliance of the actions foreseen with the non-discrimination principle, so that disadvantaged groups (e.g. disabled, unemployed, youth not in education or employment) are not excluded from the policy instruments' calls and funding.</p> <p>PLASTEKO partners will involve experienced representatives of social partners in the regional stakeholder groups, who will provide their views on aspects of equal opportunities and non-discrimination as regards the implementation of policy measures.</p> <p>Eventually, it is expected that PLASTEKO will help partners' regions to equally encourage disadvantaged individuals to participate in the growth and employment opportunities expected to emerge during the transition to a "new plastics economy".</p> <p>794 / 1,000 characters</p>
Equality between men and women	Neutral	<p>PLASTEKO practices and procedures, as well as the envisaged improvements of policy instruments, will promote equal participation and involvement of all participants regardless of sex identities. Whenever relevant, e.g. recruitment of staff or external consultants, and participation in seminars and calls, equal opportunities between men and women will be ensured while any kind of sex discrimination will be prevented.</p> <p>Social partners' representatives involved in the stakeholder groups will consult partners on the improvement of calls' specifications and selection criteria to eliminate outdated stereotypes, and promote modern viewpoints as regards equality between men and women. Equal participation will be promoted to involve people with as diverse standpoints as possible in the development of policy recommendations and action plans.</p> <p>843 / 1,000 characters</p>
Digital agenda for Europe	Neutral	<p>PLASTEKO fosters an overall approach that is aligned with EC's Digital Agenda, since it foresees the valorisation of ICT to establish ecosystems of plastic collection and reuse in the participating territories, and curb aquatic litter and microplastics in urban water.</p> <p>In particular, the prescribed development of relevant waste management services will foresee a strong ICT component, to: a) monitor and analyse waste streams, and b) create digital markets for secondary raw plastics and products/services developed under eco-design principles.</p> <p>Finally, it is within the project scope to promote measures that will reduce the non-sustainable use of plastics in ICT products, improving the sustainability of the ICT sector.</p> <p>726 / 1,000 characters</p>

C.8 Project management

C.8.1 Management arrangements

MANAGEMENT STRUCTURE

The lead partner will be responsible for the overall management and coordination of the project. PLASTECO's management structure foresees the following entities for its coordination:

- Project coordinator (PC)
- Financial Manager (FM)
- Communication Manager (CM)
- Steering Group (SG)

COORDINATION TASKS ALLOCATION

- Strategic decision making (SG)
- Administrative management (PC)
- Financial coordination (FM)
- Technical implementation control (PC)
- External and internal communications (CM)

STEERING GROUP

The Steering Group (SG) will be responsible for all strategic decisions, and for monitoring and steering the implementation of project activities; the partnership agreement will provide a detailed definition of its role. The SG will convene once per semester (during project meetings), with the participation of 1-2 representatives from each partner. Decisions will be normally taken by consensus; to avoid deadlocks, the approval of a majority will suffice (the percentage of votes will be defined in the partnership agreement). At the initial stage, the lead partner will be responsible for preparing the materials to be used in SG meetings.

PROJECT COORDINATOR

The Project Coordinator (PC), to be appointed by the lead partner, will be responsible for overall project management, and for ensuring the adherence of project activities to the initial and subsequent workplans, project objectives, and quality standards. PC will also be the contact point for the Programme managing authorities.

PC will undertake the preparation and delivery of a progress report per semester, with contributions from all partners. These reports will summarise project progress & achievements, describe partners' involvement in the exchange of experiences processes and contributions to the Policy Learning Platform, and provide evaluations of territorial impact and policy changes/improvements in operational programmes. PC will make sure that all documents are available and easily accessible to all partners.

FINANCIAL MANAGER

The Financial Manager (FM), also to be appointed by the lead partner, will carry out the financial coordination, using the input provided by partners and FLCs. FM's first step will be to ensure a common understanding of the financial rules and reporting procedures within the partnership. FM will provide guidance to project partners on how to fill in their partner report (for each reporting period) in iOLF, and will be available to provide consultation on whether the reported expenditures correspond to the activities described in the Application Form, supported by the documentation required by the Programme. The lead partner will be responsible for transferring without delay the funds to partners (after receipt of each payment), and will exclusively liaise with the Managing Authority for all financial management related issues.

COMMUNICATION MANAGER

The Communication Manager (CM, appointed by SZREDA), supported by an external expert, will develop, implement and oversee the communication planning, to facilitate internal cooperation and external promotion of project results. CM will have an overview of the development of printed and online materials, online dissemination campaigns, website management, and content development and press releases. CM will supervise partners' communication performance and provide them with relevant directions.

DAY TO DAY COLLABORATION

Internal collaboration will be done through the following means of communication:

- An online collaboration platform (e.g. Freecamp, Google Drive) and the iOLF platform to be used for "day to day" communication between partners, and as a repository of recent information on project advances and results.
- By email and telephone, especially when sharing information regarding the organisation of project activities.
- Periodic Skype meetings, to discuss quality and progress, and to coordinate future actions.

3,949 / 4,000 characters

C.8.2 Project coordinator

Will project management be externalised?

C.8.3 Finance manager

Will financial management be externalised?

C.8.4 Communication manager

Will communication management be externalised?

PART D – Work plan

D.1 PHASE 1 ‘Interregional learning’ - Detailed work plan per period

Semester 1

a) Exchange of experience

ACTIVITIES

A1 JOINT THEMATIC ANALYSES

A1.1 Assessment of territorial-specific economic and social barriers against more sustainable plastic consumption and production patterns

A1.2 Comparative analysis of policies to promote the separation, sorting and recycling of plastics waste at partners’ territories

A1.3 Identification of measures to curb aquatic litter and facilitate clean-up efforts

A2 STAKEHOLDER POLICY LEARNING

A2.1 Regional stakeholders meetings

ROLE OF PARTNERS

As a first step, partners will develop the technical specifications for procuring external assistance services, and will launch invitations to tenders for the preparation of research methodologies and thematic analyses that require specialised expertise.

A1.1 SZREDA will deliver the methodology and tools for partners to collect evidence from their territories on the key factors for the transition to a “new plastics economy”: a) value-chain dependencies on patterns of plastic production and consumption, b) public perceptions, attitudes, and sensitivities on plastic pollution and barriers to behavioural change, and c) readiness of territorial public authorities to lead the effort for the eradication of single-use plastics.

A1.2 AURA-EE will provide partners with the methodology and tools to gather and systematically review and compare policies triggering and supporting the emergence and operation of waste management ecosystems concentrated on plastic collection, separation, recycle, and reuse (including incentives to create a market for secondary raw plastics).

A1.3 BALTIC COASTS will provide guidelines and tools for partners to determine the most effective (proven) measures to curb aquatic litter and facilitate clean-up efforts, and elaborate on different areas of human activities linked to both waste generation and prevention.

A2.1 RETHYMNO will develop and distribute guidelines (e.g. processes to be followed, topics and policies to be discussed) to assist partners in organising the stakeholder group meetings in a common format, and harmonise the lessons learnt at the exchange of experience level. All partners will organise their 1st meeting, and draft summary reports on the experiences gathered, for both dissemination and policy learning purposes.

INVOLVEMENT OF STAKEHOLDER GROUPS

Partners will mobilise their contacts, informing local, regional and national actors about the project approval, and invite them to the first stakeholder group meeting. During the first semester, stakeholders will be informed on project goals, policy instruments, and its envisioned impact, and on how they can be involved and benefit. The overall objective is to motivate key stakeholders to provide direct input for the data collection activities that will take place in the 2nd semester, and secure their continuous involvement in all forthcoming project activities.

2,866 / 3,000 characters

b) Communication and dissemination

ACTIVITIES

B1 Planning of communication activities and tools

B1.1 Fine-tuning the communication strategy

B2 Development of communication materials

B2.1 Development/adaptation and updating of the project's online and electronic resources

B2.2 Development of electronic newsletters, poster, brochure and press releases

B3 Implementation of communication activities

B3.1 Online/social media campaign

B3.3 Participation in relevant, high exposure 3rd party events

ROLE OF PARTNERS

SZREDA will develop the specifications for procuring external communication services and launch procurement processes for B1.1, B2.1, and B2.2.

B1.1 SZREDA, based on experience from previous projects, will define the communication strategy, operationalised through a plan prepared by experts. Partners will provide input on target groups and goals, to define KPIs.

B2.1 SZREDA will develop social media pages in EN, and be responsible for updating the programme-hosted project website.

B2.2 SZREDA will prepare the brochure, poster (received from JS), and 1st newsletter in EN. All partners will translate and disseminate communication materials.

B3.1 All partners will implement the 1st online/social media campaign to reach their target groups, via e-mail (for those having consented) & social media.

B3.3 Partners will plan their participation in 3rd party circular economy events in the countries of the consortium. By the end of the project, the participation is estimated at an average of 2 events per partner.

1,498 / 1,500 characters

c) Project management

ACTIVITIES

C1 Technical coordination
C1.1 Progress monitoring and reporting, operational workplanning, quality assurance
C1.2 Day to day coordination
C1.3 Steering group meetings preparation

ROLE OF PARTNERS

C1.1 RETHYMNO will finalise the partnership agreement (incl. budgetary principles, payment forecast, liability in case of failures), develop an operational workplan (incl. internal deadlines, partners' obligations), define quality assurance standards, and do preparatory work for the 1st progress report. All partners will monitor the implementation of activities (incl. financial administration), documenting their involvement in the exchange of experience process and how the project can influence their policy instruments.

C1.2 RETHYMNO will be responsible for day to day management, and will ensure compliance to project workplan, monitor and control incurred expenditure, and resolve any conflicts. All partners will report on the quality of project activities.

C1.3 RETHYMNO will host the kick-off meeting in Greece, and prepare the agenda and minutes. All partners will participate.

1,101 / 1,500 characters

Main Outputs

A1.1 Methodology for the assessment of territorial-specific economic and social barriers against more sustainable plastic consumption and production patterns
A1.2 Guidelines for the comparative analysis of good practices on the separation, sorting and recycling of plastics waste at partners' territories
A1.3 Methodological framework for the identification of measures on how to curb aquatic litter and facilitate clean-up efforts
A2. Guidelines for stakeholder group meetings
A2.1 8 regional stakeholder groups meetings & 8 summary reports
B1.1 Communication plan
B2.1 Social media pages, content of project website
B2.2 Project brochure, poster, 1st newsletter, 8 press releases
B3.1 1st online/social media dissemination campaign (logs)
C1.1 Partnership agreement, including operational workplan
C1.4 Kick off meeting in Greece

832 / 1,000 characters

Semester 2

a) Exchange of experience

ACTIVITIES

A1 JOINT THEMATIC ANALYSES

A1.1 Assessment of territorial-specific economic and social barriers against more sustainable plastic consumption and production patterns

A1.2 Comparative analysis of policies to promote the separation, sorting and recycling of plastics waste at partners' territories

A1.3 Identification of measures to curb aquatic litter and facilitate clean-up efforts

A2 STAKEHOLDER POLICY LEARNING

A2.1 Regional stakeholders meetings

A3 INTERREGIONAL LEARNING & CAPACITY BUILDING

A3.1 Interregional workshop on urban water management policies and practices to reduce microplastics leakage to the environment

ROLES OF PARTNERS

A1.1 All partners will gather data to assess territorial-specific economic and social barriers as concerns the transition to a "new plastics economy". SZREDA will analyse this evidence to: a) identify common issues to be jointly tackled during the course of the project, and b) elaborate on specificities that need to be pinpointed and addressed through the action plans for each partner.

A1.2 All partners will identify territorial policies regarding approaches to separate, sort, and recycle plastic waste, including efforts to separate waste at the source. AURA-EE will deliver a comparative analysis based on partners' input, providing partners with the evidence useful for revising waste management plans, steering investments, and stimulating growth through the proliferation of waste management businesses.

A1.3 Partners will collect evidence and provide input on existing measures to curb aquatic litter and clean-up existing debris, exchanging experiences on all relevant aspects of the topic (i.e. solid waste management, education/awareness raising, litter removal, biodegradable/edible packaging). BALTIC COASTS will deliver a study that will elaborate on the policy advancements needed for each of aspect, based on partners' needs and progress so far.

A2.1 All partners will organise a 2nd stakeholders' group meeting & prepare a report to summarise the lessons learnt.

A3.1 BAVARIA will organise a workshop on urban water management policies & practices to reduce microplastics leakage to the environment, addressing (based on an input paper) the following issues: a) how to decide when/where advanced wastewater treatment is necessary, b) required changes in industrial practices and consumer behaviour as concerns microplastics discharges, and c) solutions to minimise the restrained grade of microplastics particles during purification. All partners will participate.

STAKEHOLDER GROUPS INVOLVEMENT

Stakeholders will participate in the 2nd stakeholder meeting and the A3.1 workshop; they will provide input and insights for A1 activities, and feedback/directions for the areas on which the project should focus. This will: a) steer the exchange of experience activities towards the most pressing territorial needs, and b) better define the topics addressed through stakeholder policy learning & capacity building.

2,993 / 3,000 characters

b) Communication and dissemination

ACTIVITIES

During the 2nd semester the following activities will take place:

B2 Development of communication materials

B2.1 Development and updating of project's web resources

B2.2 Development of electronic newsletters, poster, brochure and press releases

B3 Implementation of communication activities

B3.1 Social media/online dissemination campaign

ROLE OF PARTNERS

B2.1 SZREDA will be responsible for updating and enriching the PLASTECO website. All partners will contribute with updates for the website, and make posts and interact with target groups and stakeholders on PLASTECO, own, and relevant (3rd party) social media pages.

B2.2 SZREDA will develop the 2nd e-newsletter in EN. All partners will translate in their language and prepare/ issue the 1st round of press releases for own region.

B3.1 All partners will launch the 2nd social media/online campaign to disseminate 2nd semester project activities and results, focusing on the conclusions of A1.1-3 studies and the A3.1 interregional workshop on urban water management (to attract experts and stakeholders, as well as to diffuse its results and policy conclusions).

1,135 / 1,500 characters

c) Project management

ACTIVITIES

During the 2nd semester, the following activities will take place:

C1 Technical coordination

C1.1 Operational work-planning, progress and financial monitoring and reporting

C1.2 Day to day coordination

C1.3 Steering group meetings preparation

ROLE OF PARTNERS

C1.1 RETHYMNO will update the operational workplan and submit the 1st progress report. All partners will monitor the progress of activities, and provide input for the 2nd progress report by: a) describing their involvement in the exchange of experience process, b) highlighting how the project has influenced their policy instruments (e.g. new call for proposals), and c) assessing the territorial impact of this influence in their regions (e.g. results achieved in terms of plastic waste management measures put in place). All partners will provide financial data through the iOLF platform, to be delivered to their respective FLC.

C1.2 Rethymno will be responsible for day to day management, and will ensure compliance to project workplan, monitor and control incurred expenditure, and resolve any conflicts. All partners will report on quality of own and other partners' activities.

C1.3 BAVARIA will organise and host the 2nd steering group meeting in Germany. All partners will participate in the 2nd meeting. RETHYMNO will prepare the agenda and draft the minutes of the meeting.

1,360 / 1,500 characters

Main Outputs

14 Good Practices identified

A1.1 1 Report on territorial-specific economic and social barriers against more sustainable plastic consumption and production patterns

A1.2 1 Comparative analysis of policies to promote the separation, sorting and recycling of plastics waste at partners' territories

A1.3 1 Report on measures to curb aquatic litter and facilitate clean-up efforts

A2.1 8 regional stakeholders group meetings & 8 summary reports

A3.1 1 Input paper, 1 workshop on urban water management policies and practices to reduce microplastics leakage to the environment, 1 summary report, 8 intra-organisational debriefing meetings

B2.1 Updates of project website, posts on social media pages

B2.2 2nd newsletter, 8 press releases

B3.1 2nd social media/online campaign

C1.1 Update of operational workplan

C1.1 1st progress report of phase 1

C1.3 2nd steering group meeting in Germany

888 / 1,000 characters

Semester 3

a) Exchange of experience

ACTIVITIES

A2 STAKEHOLDER POLICY LEARNING

A2.1 Regional stakeholders meetings

A3 INTERREGIONAL LEARNING & CAPACITY BUILDING

A3.2a Interregional workshop on how to support regional businesses to invest on eco-innovation in plastic production and reuse

A3.2b Interregional workshop on how to facilitate the market placement of alternatives for single use plastics

ROLES OF PARTNERS

A2.1 All partners will organise a 3rd regional stakeholders' group meeting & deliver summary reports. Further to this, LOMBARDIA will develop a joint methodology, guidelines & supporting materials for the (upcoming) 4th semester stakeholder meetings, which will prescribe the participation of industry representatives, members of the public, authorities, and stakeholders (e.g. intermediaries in plastics value-chains). These groups will be brought together to share & cross-fertilise their views, and to secure their support for the durability of project outputs. These "extended" stakeholder meetings, integrating results from A3.2 workshops, will focus on promoting dialogue & consultation on the changes required in local industrial and procurement practices, as well as public attitudes and behaviour, seeking to resolve any issues of controversy and to minimise inertia against change.

A3.2a AURA-EE will host an interregional workshop on how to support regional businesses to invest on eco-innovation in plastic production and reuse. An input paper will be distributed to partners beforehand, elaborating on the themes of workshop, such as: a) criteria for public (co-)funding in research and development and other financial incentives (e.g. tax cuts), b) raising the awareness of SMEs on the importance of sustainability to remain competitive and eligible for public procurement tenders, c) supporting business to take advantage of EU-funding, and d) stimulating the development of relevant ecosystems (e.g. eco-innovation parks), to lift the lock-in to existing technologies. All partners will participate.

A3.2.b Following A3.2a, SZREDA will host an interregional workshop on how to facilitate the market placement of alternatives for single-use plastics. The themes and topics of the workshop, to be elaborated in a respective input study, will cover areas such as: how to employ green public procurement to generate initial demand, eco-labelling schemes, support for the emergence of secondary raw materials markets, and lifting market barriers that hinder the adoption of new products and services (e.g. suppliers' resistance or lack of awareness). All partners will participate.

INVOLVEMENT OF STAKEHOLDER GROUPS

During the 3rd semester, representatives from the stakeholder groups will participate in the stakeholder group meetings and the A3.2 interregional workshops.

2,769 / 3,000 characters

b) Communication and dissemination

ACTIVITIES

B2 DEVELOPMENT OF COMMUNICATION MATERIALS

B2.1 Development & updating of project's web resources

B2.2 Development of electronic newsletters, poster, brochure & press releases

B3 IMPLEMENTATION OF COMMUNICATION ACTIVITIES

B3.1 Social media/online dissemination campaign

B3.3 Participation in 3rd party events

ROLE OF PARTNERS

B2.1 SZREDA will update the project's website; all partners will contribute with relevant news and developments, and make posts/interact with target groups and stakeholders on PLASTEKO, own, and relevant (third-party) social media pages.

B2.2 SZREDA will develop the 3rd e-newsletter in EN. All partners will translate the e-newsletter in their language.

B3.1 All partners will launch the 3rd social media/online dissemination campaign, informing target groups on activities, and latest outputs; the focus will be on attracting participants to the extended 4th stakeholder meetings, as well as on disseminating the lessons learnt and the results of the A3.2 workshops.

B3.3 Each partner will participate in one event organised by relevant third parties in own country (on topics such as resource efficiency and eco-innovation), to build collaborations and disseminate PLASTEKO outcomes, as well as to bring in relevant actors to the extended stakeholder meetings.

1,304 / 1,500 characters

c) Project management

ACTIVITIES

During the 3rd semester the following activities will take place:

C1 TECHNICAL COORDINATION

C1.1 Operational work-planning, progress monitoring and reporting

C1.2 Day to day coordination

C1.3 Steering group meetings preparation

ROLE OF PARTNERS

C1.1 RETHYMNO will update the operational workplan, and submit the 2nd progress report. All partners will monitor the implementation of activities & provide input for the 3rd progress report, describing their involvement in the exchange of experience process, how the project has influenced their policy instruments, and the territorial impact of this influence in their regions. All partners will provide financial data through the iOLF platform, to be delivered to their respective FLC.

C1.2 RETHYMNO will be responsible for day to day management, ensuring compliance to project workplan, monitoring and controlling of incurred expenditure, conflict resolution. All partners will report on quality of own and other partners' activities.

C1.3 AURA-EE will organise and host the 3rd steering group meeting in Finland. All partners will participate in the 3rd meeting. RETHYMNO will prepare the agenda and draft the minutes of the meeting.

1,198 / 1,500 characters

Main Outputs

7 Good Practices identified

A2.1 8 regional stakeholders group meetings & 8 summary reports; joint organisation methodology, guidelines, and materials for extended 4th stakeholder meetings.

A3.2 2 workshop input papers, 2 workshops on how to: a) how to support regional businesses to invest on eco-innovation in plastic production and reuse and b) facilitate the market placement of alternatives for single use plastics, 2 summary reports, 8 intra-organisation debriefing meetings.

B2.1 Updates of project website, posts on social media pages

B2.2 3rd newsletter, 8 press releases

B3.1 3rd social media/online dissemination campaign

B3.3 Participation in 8 third party events

C1.1 Updated operational workplan

C1.1 2nd progress report

C1.3 3rd steering group meeting in France

777 / 1,000 characters

Semester 4

a) Exchange of experience

ACTIVITIES

A2 STAKEHOLDER POLICY LEARNING

A2.1 Regional stakeholders meetings

A3 INTERREGIONAL LEARNING & CAPACITY BUILDING

A3.3 Interregional workshop on how to raise awareness on plastic littering and promote the purchase of products from recycled plastics

ROLES OF PARTNERS

A2.1 All partners will organise the 4th regional stakeholders' group meetings and deliver summary reports. The 4th semester meetings, in particular, will be extended in both scope and duration (two days instead of typically one), broadening the participation of PLASTEKO target groups (along with the key stakeholders regularly attending). The purpose is to build consensus on how to phase single-use plastics out of regional value-chains, by gathering and jointly exchanging views and opinions with all territorial actors expected to be affected (namely the industry, consumers, public administrations and authorities, and other stakeholders such as suppliers and intermediaries in plastics value-chains).

To this end, these members of the public will be invited to participate in the 2nd day of the meetings, which will be organised on the basis of a methodology and guidelines prepared by LOMBARDIA. LOMBARDIA will also prepare a synthesis report on the results and the lessons learnt during these meetings, to ensure that the action plans will integrate the views and address the concerns of the broader public, mitigating potential conflicts and resistance to change.

A3.3 ADRBI will host an interregional workshop on how to raise public awareness on plastic littering and to promote the purchase of products from recycled plastics. The workshop, thematically and operationally planned by an input paper, will focus 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. To this end, the results of the extended 4th stakeholder meetings will be directly integrated in the content of the workshop.

INVOLVEMENT OF STAKEHOLDER GROUPS

Stakeholders will participate in all 4th semester events. In particular, during the extended 4th semester stakeholder meetings (A2.1), they will provide their input and have the chance to exchange experiences with a broader pool of relevant stakeholders; in 3.3 they are expected to contribute with own experiences and expertise, and to benefit from recommendations on how to stimulate public support for actions relevant to transition towards a "new plastics economy".

2,689 / 3,000 characters

b) Communication and dissemination

ACTIVITIES

B2 DEVELOPMENT OF COMMUNICATION MATERIALS

B2.1 Development & updating of project's web resources

B2.2 Development of electronic newsletters, poster, brochure & press releases

B3 IMPLEMENTATION OF COMMUNICATION ACTIVITIES

B3.1 Social media/online dissemination campaign

ROLE OF PARTNERS

B2.1 All partners will contribute with updates for the website, and make posts and interact with target groups and stakeholders on PLASTEKO, own, and relevant third party social media pages. SZREDA will be responsible for the maintenance of the PLASTEKO website.

B2.2 SZREDA will develop the 4th e-newsletter in EN. All partners will translate in their language, and prepare/ issue the 2nd round of press releases in own region, informing on concurrent activities and results of the project.

B3.1 All partners will implement the 4th social media/online dissemination campaign, informing relevant target groups on concurrent project activities, and latest outputs. The focus on the 4th semester will primarily be on the consensus building aspect of the stakeholder meetings (A2.1), aiming to attract a broad, diverse, and relevant audience. Partners will also disseminate the A3.3 workshop, inviting and informing member of the public, experts and stakeholders (prior & after implementation), and will reach any relevant public authorities.

1,339 / 1,500 characters

c) Project management

ACTIVITIES

C1 TECHNICAL COORDINATION

- C1.1 Operational work-planning, progress monitoring and reporting
- C1.2 Day to day coordination
- C1.3 Steering group meetings preparation

ROLE OF PARTNERS

- C1.1 RETHYMNO will update the operational workplan, and submit the 3rd progress report. All partners will monitor the implementation of activities & provide input for the progress report, describing their involvement in the exchange of experience process, how the project has influenced their policy instruments, and the territorial impact of this influence in their regions. All partners will provide financial data through the iOLF platform, to be delivered to their respective FLC.
- C1.2 RETHYMNO will be responsible for day to day management, ensuring compliance to project workplan, monitoring and controlling of incurred expenditure, conflict resolution. All partners will report on the quality of their own and other partners' activities.
- C1.3 ADRBI will organise and host the 4th steering group meeting in Romania. All partners will participate; RETHYMNO will prepare the agenda and draft the minutes of the meeting.

1,115 / 1,500 characters

Main Outputs

5 Good Practices identified

- A2.1 8 regional stakeholders group meetings & 8 summary reports; one synthesis report of public views and suggestions
- A3.3 1 workshop input paper, 1 workshop on how to raise awareness on plastic littering and promote the purchase of products from recycled plastics, 1 summary report, 8 intra-organisational debriefing meetings
- B2.1 Updates of project website, posts on social media pages
- B2.2 4th newsletter, 8 press releases
- B3.1 4th social media/online dissemination campaign
- C1.1 Updated operational workplan
- C1.1 3rd progress report
- C1.3 4th Steering group meeting in Romania

608 / 1,000 characters

Semester 5

a) Exchange of experience

ACTIVITIES

A2 STAKEHOLDER POLICY LEARNING

A2.1 Regional stakeholders group meetings

A3 INTERREGIONAL LEARNING & CAPACITY BUILDING

A3.4 Study visit on effective waste management policies and measures to reduce plastics waste landfilling and incineration

A4 POLICY INSTRUMENTS ADVANCEMENT

A4.1 Joint policy peer-review on public procurement practices and territorial targets for the uptake of recycled plastics and the phasing-out single-use plastic packaging

A4.4 Sustainability strategy development

ROLE OF PARTNERS

A2.1 All partners will organise a 5th stakeholders' group meeting and prepare summary reports.

A3.4 STYRIA will organise a study visit on effective waste management policies and measures to reduce plastics waste landfilling and incineration. STYRIA will distribute an input paper to prepare partners on the themes and topics (all focused on plastics) to be addressed through the study visit, such as the following: a) monitoring methods and practices, b) recycling targets, reviewing processes, and updates, c) recycling infrastructures, d) incineration technologies of maximised efficiency (already implemented in the region), and e) measures like landfilling taxes and waste separation regulations. All partners will participate, and STYRIA will develop a summary report after the end of the study visit.

A4.1 RETHYMNO will distribute a working methodology and kickstart a peer-review collaborative process to exchange recommendations on how to localise the EU plastics strategy, with partners developing concurrent and parallel draft policy position papers. Each partner will bring to the table specific proposals for action, such as suggestions on procurement criteria based on previous "green" practices and qualitative/quantitative territorial targets for the following 5 years, while pinpointing any territorial concerns that slow down the pace of policy advancements. Each partner's input will be peer-reviewed and discussed, before being finalised in the form of partner-specific policy recommendations that balance environmental needs and values with territorial interests and social cohesion, so as to secure stakeholder support during the implementation of action plans. The activity will be initially implemented through virtual meetings, and concluded in the 5th project meeting.

A4.4 STYRIA will develop a report detailing a sustainability strategy, to secure post-project impact during the transition towards a "new plastics economy", guiding partners' long-term planning; partners will contribute with input on regional value chains and particular goals.

INVOLVEMENT OF STAKEHOLDER GROUPS

Stakeholders will participate in all semester events; in 2.1, they will provide input and views, especially on the forthcoming development of action plans; they will also share ideas to be discussed during A4.1. In 3.4, they are expected to benefit from the technical and operational knowledge on plastic waste management, valorising it in own activities.

2,985 / 3,000 characters

b) Communication and dissemination

ACTIVITIES

B2 DEVELOPMENT OF COMMUNICATION MATERIALS

B2.1 Development and updating of project's web resources

B2.2 Development of electronic newsletters, poster, brochure and press releases

B3 IMPLEMENTATION OF COMMUNICATION ACTIVITIES

B3.1 Online dissemination campaign

ROLE OF PARTNERS

B2.1 All partners will contribute with updates for the website, and make posts and interact with target groups and stakeholders on PLASTECO, own, and relevant third party social media pages. SZREDA will be responsible for the maintenance of the PLASTECO website.

B2.2 SZREDA will develop the 5th e-newsletter in EN. All partners will translate the e-newsletter in their language.

B3.1 All partners will implement the 5th social media/online dissemination campaign, informing relevant target groups on concurrent project activities and latest outputs. During the 5th semester, the campaign will focus on diffusing the knowledge gathered and exchanged during the A3.4 study visit.

970 / 1,500 characters

c) Project management

ACTIVITIES

During the 5th semester the following activities will take place:

C1 TECHNICAL COORDINATION

C1.1 Operational work-planning, progress monitoring and reporting

C1.2 Day to day coordination

C1.3 Steering group meetings preparation

ROLE OF PARTNERS

C1.1 RETHYMNO will update the operational workplan, and submit the 4th progress report. All partners will monitor the implementation of project activities & provide input for the 5th progress report, describing their involvement in the exchange of experience process and demonstrating how the project has influenced their policy instruments, as well as the territorial impact of this influence in their regions. All partners will provide financial data through the iOLF platform, to be delivered to their respective FLC.

C1.2 RETHYMNO will be responsible for day to day management, ensuring compliance to project workplan, monitoring and controlling of incurred expenditure, conflict resolution. All partners will report on quality of their own and other partners' activities.

C1.3 RETHYMNO will organise the 5th steering group meeting in AUSTRIA. All partners will participate. SZREDA will prepare the agenda and draft the minutes of the meeting.

1,205 / 1,500 characters

Main Outputs

3 Good Practices identified

A2.1 8 regional stakeholder group meetings & 8 summary reports

A3.4 1 study visit input paper, 1 study visit on effective waste management policies and measures to reduce plastics waste landfilling and incineration, 1 summary report, 8 intra-organisational debriefing meetings

A4.1 1 methodology, 1 summary and recommendations report on the results of the joint policy peer-review process

B2.1 Updates of project website, posts on social media pages

B2.2 5th newsletter, 8 press releases

B3.1 5th social media/online dissemination campaign

C1.1 Updated operational workplan

C1.1 4th progress report

C1.4 5th steering group meeting in Austria

670 / 1,000 characters

Semester 6

a) Exchange of experience

ACTIVITIES

A2 STAKEHOLDER POLICY LEARNING

A2.1 Regional stakeholders group meetings

A3 INTERREGIONAL LEARNING & CAPACITY BUILDING

A3.5 Study visit on aquatic plastics litter clean-up practices and efforts

A4 POLICY INSTRUMENTS ADVANCEMENT

A4.2 Joint strategic review of growth trajectories, funding mechanisms and incentives for the new plastics economy

A4.3 Action plans development

ROLE OF PARTNERS

A2.1 All partners will organise a 6th stakeholder group meeting in own region and prepare a summary report.

A3.5 BALTIC COASTS will organise a study visit on aquatic plastics litter clean-up practices and efforts, including prevention initiatives (the themes will be elaborated in an input paper). The visit will support the exchange of experiences on topics such as: a) engaging local communities/involving citizens, b) setting-up monitoring processes & events, c) technological solutions, and d) regulating the impact of human economic activities (e.g. fisheries). All partners will participate; BALTIC COASTS will deliver a "lessons learnt" report.

A4.2 Under RETHYMNO's coordination (and guidelines adapted from A4.1), partners will plan & peer-review "new plastics economy" funding, investment, and growth strategies, including Extended Producer Responsibility (EPR) schemes. Further to materials developed by relevant IE projects, partners will present their needs, discuss the different options presented, and conduct initial assessments of implications for each region; thereupon, each partner will draft key strategic considerations and directions, to be peer-reviewed. The result of this process will be summarised in the form of strategic recommendations, to be implemented through measures of the action plans. The activity will be initially implemented through virtual meetings, and concluded in person during the 6th project meeting.

A4.3 All partners will develop action plans, under guidelines provided by LOMBARDIA on how to integrate lessons learnt (especially A4.1-2 results). The plans will transfer the results of the project into specific measures for each partner, based on: a) knowledge transferred during exchange of experience activities, and b) the results of studying and public consultation activities. Each plan will provide guidelines on how to improve the policy instrument addressed, defining a series of actions to be carried out, the timetable, the stakeholders to be involved, and costs or funding required. All partners will peer review the plans, suggesting improvements; each partner's key stakeholders will review and provide input for the respective action plan.

INVOLVEMENT OF STAKEHOLDER GROUPS

Stakeholders groups will participate in stakeholder group meetings and the A3.5 study visit. During this semester, stakeholders will mostly provide suggestions for the action plans & review them, and contribute with ideas for A4.2; their contributions are anticipated to secure their consensus and participation during phase II and post-project.

2,992 / 3,000 characters

b) Communication and dissemination

ACTIVITIES

B2 DEVELOPMENT OF COMMUNICATION MATERIALS

B2.1 Development and updating of project's web resources

B2.2 Development of electronic newsletters, poster, brochure and press releases

B3 IMPLEMENTATION OF COMMUNICATION ACTIVITIES

B3.1 Online dissemination campaign

B3.2 Organisation of dissemination events

ROLE OF PARTNERS

B2.1 All partners will contribute with website updates, and make posts & interact with target groups and stakeholders on PLASTEKO, own, and relevant 3rd party social media pages. SZREDA will be responsible for website maintenance.

B2.2 SZREDA will develop the 6th e-newsletter (EN). All partners will translate it; each partner will issue the last round of press releases in own region, focusing on project results.

B3.1 All partners will launch the 6th social media/online campaign. The focus will be on the infodays (B3.2), inviting target groups to participate; emphasis will also be placed on the dissemination of measures included in the action plans (5.1) that necessitate support by stakeholders and the public.

B3.2. All partners will host a PLASTEKO info-day in their own region, to disseminate project results, implications at territorial level, improvements envisaged, and the measures to be put in place through the action plans. The purpose is to raise awareness and motivate target groups to participate in the implementation phase.

1,378 / 1,500 characters

c) Project management

ACTIVITIES

During the 6th semester the following activities will take place:

C1 TECHNICAL COORDINATION

C1.1 Operational work-planning, progress monitoring and reporting

C1.2 Day to day coordination

C1.3 Steering group meetings preparation

ROLE OF PARTNERS

C1.1 RETHYMNO will update the operational workplan, and submit the 5th progress report. All partners will monitor the implementation of activities and provide input for the 6th progress report, describing their involvement in the exchange of experience process and how the project has influenced their policy instruments, as well as the territorial impact of this influence in their regions. All partners will provide financial data through the iOLF platform, to be delivered to their respective FLC.

C1.2 RETHYMNO will be responsible for day to day management, ensuring compliance to project workplan, monitoring and controlling of incurred expenditure, and resolving any conflicts. All partners will report on quality of their own and other partners' activities.

C1.3 BALTIC COASTS will organise and host the 6th steering group meeting in Latvia. All partners will participate. RETHYMNO will prepare the agenda and draft the minutes of the meeting.

1,208 / 1,500 characters

Main Outputs

3 Good Practices identified

A2.1 8 regional stakeholder group meetings & 8 summary reports

A3.4 1 study visit input paper, 1 study visit on aquatic plastics litter clean-up practices and efforts, 1 summary report, 8 intra-organisational debriefing meetings

A4.2 1 methodology, 1 summary and recommendations report on the results of the joint strategic review process

A4.3 8 Action plans to improve the policy instruments addressed

B2.1 Updates of project website, posts on social media pages

B2.2 6th newsletter, 16 press releases

B3.1 6th online dissemination campaign

B3.2 8 PLASTEKO information days

C1.1 Updated operational workplan

C1.1 5th progress report

C1.4 6th Steering group meeting in Latvia

705 / 1,000 characters

D.2 PHASE 2 - Detailed work plan per period

Semester 7

a) Action plan implementation follow-up

Each region starts the implementation of its action plan. The relevant stakeholders for the implementation are mobilised. Each partner monitors the action plan implementation by contacting the stakeholders and beneficiaries of the different actions.

249 / 3,000 characters

b) Communication and dissemination

The partners ensure regular updates of the project website with information on the action plan implementation.

110 / 1,500 characters

c) Project management

The lead partner coordinates, finalises and submits the progress report related to the previous reporting period to the joint secretariat.

138 / 1,500 characters

Main Outputs

Website updates
1 progress report (covering last semester of phase 1)

70 / 1,000 characters

Semester 8

a) Action plan implementation follow-up

Each partner finalises the monitoring of the action plan implementation.
Each partner discusses the results of this implementation with the relevant regional stakeholders and beneficiaries. All partners meet to exchange and draw conclusions on the action plan implementation. This last exchange of experience event is organised back to back to the final dissemination event.

374 / 3,000 characters

b) Communication and dissemination

The partners organise a final dissemination event gathering executives and policy makers from the regions and from other relevant institutions. The aim is to promote the project achievements and to disseminate the results of the action plan implementation to a large audience. The partners ensure regular updates of the project website with information on the action plan implementation.

387 / 1,500 characters

c) Project management

Each partner summarises the level of achievement of its action plan. The lead partner coordinates, finalises and submits last progress report to the joint secretariat.

167 / 1,500 characters

Main Outputs

1 project meeting (with participation of at least 90% of partners involved in phase 2)
Website updates
1 high-level political dissemination event (with min number of participants)
1 annual progress report

204 / 1,000 characters