



EWAsTER

Interreg  
Euro-MED



Co-funded by  
the European Union

Transforming  
**electronic  
waste**  
management  
into a  
sustainable  
and **circular  
economy**

August, 2025

**#3 NEWSLETTER**



# EWAsTER in the Spotlight



*Welcome to the #3 Newsletter of the project, co-funded by the Interreg Euro-MED Programme.*

We are proud that EWAsTER has achieved significant progress on multiple fronts, driven by the close collaboration between its partners, strengthening their technical, operational, and communication pillars.

*A strong partnership cooperation was achieved* through the common definition of the Methodology for designing Strategies for Mediterranean e-waste prevention and management, and its integration in the online self-assessment tool.

Moreover, the first versions of the *Local and Regional Action Plans (LAPs)* for Mediterranean e-waste prevention and management, targeting the partners regions were finalized. This includes identifying the sources, types, and volumes of

WEEE generated locally and mapping existing collection, recycling, and disposal systems. A review of current practices highlights gaps in infrastructure, regulations, and public awareness. Then, stakeholders were engaged through consultation workshops and public participation to identify challenges and co-develop solutions. The strategic framework of the plan is built around well-defined objectives, policies, and financial mechanisms. To ensure success, the plan establishes KPIs to measure progress, mechanisms for periodic reviews and transparent reporting.

*Now, we are at the most exciting part - pilot testing in practice!*

Partners are engaging to test three different solutions WEEE REUSE, OWEEE PROCURE and WEEE BEHAVE in their regions.

*Enjoy reading,  
EWAsTER project team*





# From Facts to Action:

Transforming E-Waste through Art, Innovation & Awareness with  
#EWaSTER

## “Don’t Toss It – Transform It!”

This lively campaign encourages turning discarded electronics—like smartphones, chargers, and circuit boards—into creative DIY pieces: think smart mirrors, terrarium displays, game console shell as storage, lamp fixtures or keyboard planters.

Within this initiative we would like to invite citizens to start thinking about the fact that e-waste is dangerous not just because of its volume but because of its toxic components—like lead, mercury, cadmium, and brominated flame retardants—that can leach into soil and water. At the same time, it contains valuable rare earth elements like gold, palladium, and neodymium, which are energy-intensive and environmentally costly to mine.

So, we are proposing

💡 *10 Creative, Science-Supported Ways to Upcycle E-Waste!* 💡

If you are interested of our proposals for repurposing old electronics, take a look [here](#).

Let’s turn e-waste into wonder—and science into action.



### Retro Smart Mirror

Transform an old tablet or monitor into a futuristic smart mirror. Display the time, weather, calendar, and even News headlines while brushing your teeth. All you need is a two-way mirror and a little DIY magic.





## “Did You Know?” Campaign

Proposed by our Spanish partner the Málaga Provincial Waste Consortium (RSU-Malaga), this outreach effort uses fun facts and myth-busting messages to raise awareness on e-waste issues: how much electronic junk continues to accumulate, why hoarding used devices is problematic, and solid ways to recycle properly. The tone is educational yet approachable, built to shift mindsets and habits across local communities.

Through a series of eye-catching [“Did You Know?” digital cards](#), the campaign highlights strange and surprising facts about e-waste, encouraging the public to think differently about the devices they no longer use. Let’s face it: we all have a graveyard of old technology gathering dust. But what many people don’t realize is that these “ghost gadgets” could be recycled, reused, or even given new life in other devices.



## Awareness with #EWaSTER

### RECYCLER Interactive Art Installation



Launched in Bulgaria in 2024, the RECYCLER is a three-meter cube replica of a bedside table that combines art and education. Visitors can drop off old devices in drawer-shaped receptacles and enter the structure to experience a 270° immersive projection showcasing the lifecycle of electronics—from resource extraction to carbon footprint consequences. To date, it has collected over 1,300 kg of e-waste and been seen by more than 218,000 people across Bulgarian cities.

If you are interested of this awareness rising initiative to be applied in your region, look [here!](#)

e-Waste Inspiration &  
Engagement in Action



# Setting the ground for WEEE BEHAVE:

Various initiatives by partners to promote pilot testing in their region



13<sup>th</sup> of May 2025, Greece

The Municipality of Rethymno in cooperation with the Scouts of Greece, organized an **EDUCATIONAL CITY GAME** for promoting correct waste management. 230 students from 10 primary schools, participated in the event having the opportunity to live a special experience of interactive games on waste recycling, with some of the games focused on WEEE handling. A few weeks before the event, visits to the 10 participating primary schools were conducted, giving the children the basic rules of the correct WEEE handling while students were encouraged to bring a not functional electrical or electronic device, as a participation ticket to the game. Completing the action, gifts were awarded to all children for their active participation.

## STAKEHOLDERS MEETING

15<sup>th</sup> of April 2025, Italy

The Union of Municipalities of Pian del Bruscolo (UCPB) hosted the meeting with the project key stakeholders - representatives from local primary and secondary schools, municipal authorities, private companies, and the local police at its headquarters to launch the local implementation phase of the Pilot Action "WEEE BEHAVE."

>>> Next page for more dissemination activities

**Corriere Adriatico • G**

Corriere Adriatico  
venerdì 17 aprile 2025

email: romagna@corriereadriatico.it  
www.corriereadriatico.it

### Il riciclo dei rifiuti elettronici

studenti coinvolti nel recupero

iano europeo, confronto all'Unione con i dirigenti scolastici sul programma



L'incontro nella sede dell'Unione Pian Del Bruscolo

nata, i dirigenti scolastici e rappresentanti delle aziende sono confrontati sulle possibili iniziative da avviare nel prossimo autunno, tra cui incontri a teatro, concorsi a tema tra gli studenti, proiezioni di film e visite guidate presso aziende produttrici e impianti di riciclo Racc.

**Le aziende aderenti**  
Anche altri enti e imprese, pur non essendo presenti all'incontro, hanno già aderito al progetto come la ditta Rottami Adriatici dei Comuni Sora e Fregene. Si daranno un impegno a partecipare alle attività del progetto, a presenziare alle riunioni conclusive e a contribuire con tutti i mezzi necessari.

L'incontro nella sede dell'Unione Pian Del Bruscolo di Urbino. Con loro anche un responsabile dell'azienda Rottami Adriatici, che ha la poltrona della politica locale di Pian del Bruscolo ed Enrico Angileri, project & quality manager di Finprospect, azienda delegata allo sviluppo del progetto e del bando europeo che coinvolge anche l'Unione dei Comuni. Ad aprire e chiudere l'incontro è stato il presidente dell'Unione Pian del Bruscolo, Roberto Rottami.





## ELECTRONIC WORLD WITHOUT WASTE: Exhibition for the Future of Our Planet!

18<sup>th</sup> of July 2025, Bulgaria

As part of the third edition of the Eco-festival “Varna – The Sea”, the Bulgarian partner (UBBSLA) proudly presented the project EWaSTER — as an inspiring initiative to raise awareness about electronic waste and how we can turn it into new opportunities. Over 30 children (grades 1–4), citizens and tourists joined us at Varna Sea Garden for a day full of learning, creativity, and fun. At our interactive exhibition, visitors explored how old electronic gadgets — once considered trash — can be transformed into useful items and valuable resources. Kids got hands-on experience and fresh ideas on reusing electronics in creative ways. We heard from inspiring speakers on sustainability and the importance of responsible e-waste management. Everyone took part in workshops, recycling demos, and fun educational games.

We also introduced our upcoming WEEE BEHAVE initiative — launching this fall in schools across Varna and nearby communities — to teach children how to recognize, reduce, and responsibly dispose of e-waste.

[Learn more!](#)







## THE GLOBAL RECYCLING DAY 2025 WITH #EWASter

*This annual event aims to raise awareness of the importance of recycling and encourage people to take action to reduce waste and protect the environment. The day brings together individuals, organizations, and governments from around the world to promote sustainable practices and highlight the benefits of recycling.*

18<sup>th</sup> of March 2025, Greece

Thanks to our partner from Crete – the Municipality of Rethymno, the EWASter project was part of the **Recycling Amusement Park**, established in Rethymno this year to celebrate the Global Recycling Day 2025.

A Recycling Amusement Park was organized in cooperation with the Hellenic Recovery Recycling Corporation (HERRCO), enabling **900 primary school students** to play games, while learning about the usefulness of recycling and the way they can contribute to the effort of our planet protection.

This educational action aimed to “invest” in the new generations, bearing in mind that children are both the best receivers and transmitters to the messages of protecting the environment and acting with ecological consciousness.

Active role to the whole event had the Mayor of the Municipality of Rethymno, Mr. Georgios Marinakis and the Deputy Mayor of Environment, Circular Economy and Quality of Life, Mr. Stelios Spanoudakis.

[Learn more!](#)





## WEEE REUSE

## ENGAGING YOUNG PEOPLE

*April 2025, Slovenia*

Our partner Environmental Research Institute (ORZ) conducted series of hands-on workshops for students that explored real solutions to the global problem of electronic waste. These future ambassadors of the circular economy learned:

✂ How to take apart old electronics

♻ How to separate and reuse materials

The events in Slovenia for students offered more than just a theory – they got experience of how can alone contribute to the sustainability. And displaying the circular uses resources such as e-waste, is proof that knowledge, practice and sustainability can go hand in hand.

Thanks to these creative and empowering initiatives, we believe the next generation now understands:

**“Why e-waste is both a challenge and an opportunity?”**

## From waste to new product – practical experience

60 students from Dravlje Elementary School learn about the circular use of resources as part of the EWASter project



23.04.2025  
Ljubljana

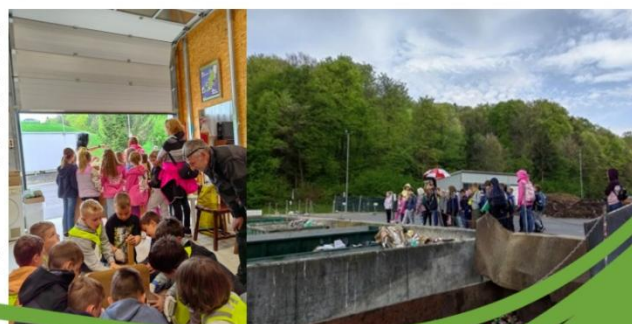


## A day talking about responsible use of electronics

Children from Podčetrtek Elementary School and Pristava Secondary School, together with their teachers and mentors from CPU, reflected deeply on the question “Where does our e-waste go and what can we do differently?”



Rogaška Slatina Reuse Center



## The Mediterranean Sea – between victim and mirror of our behavior

With engaging practical approaches, students from the Šmarje pri Jelšah Elementary School realized that the problems of the Mediterranean Sea begin on land - and so do the solutions!



17.04.2025  
Rogaška Slatina







## Other activities within #EWAsTER:

Meet us at Ecomondo 2025!



Plus, on 5th November, join us for a joint study visit to explore best practices in WEEE management within the Marche Region.



Learn more:



[Ecomondo Fair](#)

Let's shape the future of sustainability — together at Ecomondo 2025 🌍✨

EWAsTER will be part of ECOMONDO Fair 2025 in Rimini!



When: Tuesday, 4th November | ⌚ 14:00 - 15:30



Where: Rimini Expo Center

Our partner, the Marche Region, is pleased to invite you to a thematic seminar on the project's activities and results, focused on improving Waste Electrical and Electronic Equipment management.

Don't miss the opportunity to connect with industry leaders, innovators, and policymakers at ECOMONDO 2025 – the international benchmark for ecological transition and the circular economy and to meet #EWAsTER partners.





## Are you interested in our participation and contribution to the **3rd ISE CoP Gathering**?

2-4 April 2025, Sarajevo

Our lead partner PACT and representatives of partners NEUM, LINK and ORZ had the incredible opportunity to exchange ideas, and connect with like-minded innovators working towards a more sustainable and circular economy during the 3rd ISE Community of Practice in-person gathering in Bosnia and Herzegovina.

Professor Soumodip Sarkar, PACT's Executive President, presented the project's goal and the problem we're trying to solve, explained how we differentiate in e-waste valorisation, and explained our methodology of engaging stakeholders and promoting policy unification.

EWAsTER project partners NEUM & LINK from Bosnia and Herzegovina had the opportunity to present their institutions and engage in discussions to scale up regional innovation: Gaps, Challenges and Opportunities.

ORZ (Slovenia) with the collaboration of REUSE Center Slovenia, presented initiatives and successful practices that contribute to a more sustainable and circular economy, and showcased the **impactful innovative solution WEEE REUSE** which will be tested in Portugal, Bosnia and Herzegovina and Slovenia during 2025.

*The event was a strong sense of community building and reinforced commitment to joint work, highlighting the value of collaboration between partners in driving forward innovative and sustainable solutions across the MED regions.*







### Duration

01/2024 - 09/2026



### Total budget

2,046,650.00 €



### Interreg Funds

1.637.320 €

### Project partners

10 partners and 14 associated, in tandems of technical and political bodies, covering 8 countries among MED region – Portugal, Spain, Greece, Italy, Slovenia, Bosnia and Herzegovina, Bulgaria and Cyprus

### Copyright

©2025 | EWAsTER  
Project

## WHO WE ARE?

- Lead partner
- Alentejo Science and Technology Park (PACT), Portugal
- Project partners
- Municipality of Rethymno, Greece
- Marche Region, Italy
- Environmental Research Institute (ORZ), Slovenia
- Municipality of Neum, Bosnia and Herzegovina
- Union of Bulgarian Black Sea Local Authorities (UBBSLA), Bulgaria
- Union of the Municipalities Pian del Bruscolo (UCPB), Italy
- Provincial Waste Consortium of Malaga (RSU-Malaga), Spain
- Association LiNK Entrepreneurial Center, Bosnia and Herzegovina
- Aradippou Municipality, Cyprus

## WHAT WE DO?

EWAsTER is a transnational project aiming to promote local and regional policies for better e-waste management, to reduce e-waste environmental damage in the selected areas, while promoting new innovative eco-business models based on the conversion of the currently lineal electrical and electronic (E&E) sector into a sustainable circular model.

## WHAT WE ACHIEVE?

- Transnational Methodology for MED prevention and management of e-waste
- 8 new Action Plans for e-waste management
- Joint testing of 3 pre-identified innovative solutions
- Deployment of solutions for Transnational e-waste prevention and management
- Promoting the transition to a circular and resource efficient economy!

## Contacts

Visit our website



<https://ewaster.interreg-euro-med.eu>



Project e-mail



[ewaster@interreg-euro-med.eu](mailto:ewaster@interreg-euro-med.eu)

Follow us on our social media channels



@EWAsTER/LinkedIN



@ EWAsTER/Facebook



@ EWAsTER/Instagram

Contact us

Lead partner  
Alentejo Science and Technology Park  
7005-345 Évora, Portugal  
[rsobral@pact.pt](mailto:rsobral@pact.pt)

Communication manager  
UBBSLA  
4 Preslav str., Varna, Bulgaria  
[coordinator@ubbsla.org](mailto:coordinator@ubbsla.org)





Euro-MED0200699 **EWAsTER**

Project co-funded by European Union, European Regional Development fund (ERDF)  
and by National Funds of partners.

Copyright © 2025 | EWAsTER Project

You have received this message because you are subscribed to one of the EWAsTER partner mailing list. If you do not wish to receive further emails from us, you can also cancel your subscription to the mailing list by replying to this email.