



EWAsTER

Interreg
Euro-MED



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eWAsTER

Highlights, Achievements and Impact

Three Years of Action, Innovation & Impact

10 Partners | **8** Mediterranean countries | **3** Years of Cooperation

3 Pilot Actions – Real Solutions

Over three years, eWAsTER, supported by the Interreg Euro-MED Programme, united Mediterranean communities, public authorities, businesses, schools and citizens to transform the e-waste challenge into circular opportunities, reducing pollution and protecting our shared environment for future generations.

Our Mission

A Mediterranean where electronic waste becomes a resource — not pollution.



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Why eWAsTER?

Preventing e-waste from polluting MED water by turning waste into a **resource**



10
PARTNERS



8 MEDITERRANEAN
COUNTRIES
collaborated
over **3** years



2024–2026
PROJECT
DURATION

- Electronic waste is one of the fastest-growing waste streams worldwide
- In the Mediterranean region, improper management of WEEE threatens ecosystems, public health, and resource efficiency
- eWAsTER was created to help local authorities, businesses, schools, and citizens prevent e-waste, promote reuse and repair, and support the transition to a circular economy



BUILDING CIRCULAR SOLUTIONS
FOR CLEANER SEAS AND SUSTAINABLE COMMUNITIES

What Did the Project Achieve?

- **Methodology** for designing Strategies/Action Plan for e-waste prevention and management
- **8 Local Action Plans (LAP)** for e-waste preventions ready for endorsement by each partner region
- **3 pilot actions** tested innovative solutions:
 - WEEE BEHAVE – education and awareness
 - WEEE REUSE – repair and circular business models
 - WEEE PROCURE – sustainable public procurement





Mediterranean Methodology

Shared framework and self-assessment tool for designing regional e-waste prevention strategies.



8 Local Action Plans

Policy roadmaps endorsed by municipalities and regional authorities for long-term implementation.



Transfer Package

Upscaling toolkit with implementation steps, resources, and transferability guidance.



~5 TONNES OF CO₂ EMISSIONS AVOIDED



Climate impact

Through repair, refurbishment, reuse, and lifespan extension of electronic equipment.

Three pilot actions, three circular solutions



WEEE BEHAVE

Education & Awareness

Raising awareness and building knowledge on responsible e-waste management.



WEEE REUSE

Repair & Circular Business Models

Promoting repair, reuse and new circular business opportunities.



WEEE PROCURE

Sustainable Public Procurement

Encouraging public authorities to procure sustainably and drive circular solutions.

MAKING AN IMPACT



3,000+ STUDENTS

190 TEACHERS

1,200 FAMILY MEMBERS PARTICIPATED



3,100+ KG OF E-WASTE COLLECTED

through awareness campaigns



20 SMES

supported in adopting circular business practices



18 NEW JOBS

created through reuse activities



WEEE BEHAVE

Education & Awareness

Interactive games, school competitions, creative activities, and community campaigns turned students into “**recycling ambassadors**” who influenced families and local communities.

Using behavioral science (COM-B model) and gamification (WEEE-Poly, WEEE Creative Art), activities ran across Greece, Bulgaria, Italy, Spain, and Cyprus.

- **Student Reach:** 3,640 participating students across 182 classes
- **Collection Output:** 3,100 kg of e-waste collected
- **Institutional Legacy:** Developed a low-resource School Steering Committee framework to integrate e-waste awareness directly into national curricula.



Innovation spotlight: Portugal

Technology for engagement



A Virtual Reality application educated citizens in sparsely populated areas, showing how digital tools can support long-term circular economy awareness and capacity building. Tested on over 100 citizens, this immersive tool proved that technology can successfully bridge geographic gaps in environmental education.





WEEE REUSE

Social Enterprise & Repair Models

Operating across Slovenia and Bosnia & Herzegovina, WEEE REUSE established sustainable, social-economy models around electronics refurbishment.

Social enterprises, NGOs, and SMEs tested repair, refurbishment, component recovery, and reuse business models, creating both environmental and social value.

- **20** entities involved
- **24,486 kg** WEEE processed
- **18** jobs created
- **100+** people trained



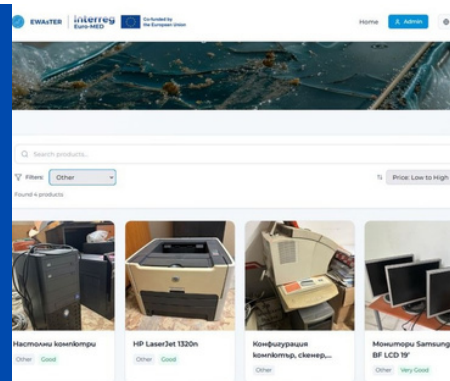
WEEE PROCURE

Circular management of public IT

Italy, Bulgaria, and Bosnia & Herzegovina successfully implemented circular procurement practices by adapting them to their local contexts.

Facing legal and procurement challenges that hindered initial plans for "eco-renting," the project shifted focus to pre-waste interception and digital sharing.

Overall, the initiative resulted in the assessment of over **300 devices**, diversion of **1,500 kg of e-waste** from landfills, savings of more than **€5,000 in equipment purchases**, and the avoidance of **2.5 tonnes of CO2 emissions**.



Beyond the pilots

Mediterranean Policy & Dissemination Impact

To ensure that results can be replicated across the Mediterranean, eWAsTER combined pilot testing with policy dialogue and capacity building.

6 Validation Workshops



Regional and transnational learning

Partners refined tools, indicators, and recommendations together with local stakeholders.

Major Euro-MED events



Ecomondo, Circle the Med, REPPER Festival, Bridging the Seas Interreg Euro-MED Conference

Project solutions were presented to policymakers, practitioners, and circular economy networks.

EWWR 2025 actions



European Week for Waste Reduction

Awareness activities focused on the annual e-waste theme and citizen participation.

Transfer-ready solutions



Tools for other territories

Methodologies, LAPs, and implementation guidance can be reused by other Mediterranean regions.

Long-term contribution

Lasting Impact, Future Outlook & Footer

eWAsTER has laid the groundwork for long-term circularity in the Mediterranean:

- **Strengthened Cooperation:** Built sustainable links between public authorities, social enterprises, schools, and waste operators
- **Policy Integration:** Supported the local adoption of 8 Local Action Plans, directly contributing to the EU Green Deal and Circular Economy Action Plan
- **Replicability & Dissemination:** Standardized tools validated across 6 regional workshops and showcased at major international forums including Ecomondo 2025 and Circle the Med 2026



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Beyond the pilots

Communicating eWAsTER Across the Mediterranean



Our COMMUNICATION IMPACT

JANUARY 2024 – JULY 2026



**RAISING AWARENESS.
BUILDING CAPACITY.
DRIVING CHANGE.**



64
NEWS
ON OUR WEBSITE



108
SOCIAL MEDIA
POSTS



32,837
PEOPLE REACHED
ON SOCIAL MEDIA



18,337
ENGAGEMENTS



4
NEWSLETTERS
SENT TO
390 STAKEHOLDERS



488
PUBLICATIONS &
ARTICLES BY
PARTNERS



38
PRESS RELEASES
IN THE MEDIA



2
PROJECT
VIDEOS



50+
EVENTS
ORGANIZED



5,147
CITIZENS & STAKEHOLDERS
REACHED THROUGH
DIRECT ACTIONS

Looking ahead



The eWAsTER project demonstrated that preventing electronic waste requires collaboration, innovation, and citizen engagement.

The knowledge, tools, and partnerships created during the project provide a strong foundation for future initiatives that will continue to:

- Expand repair and refurbishment networks
- Integrate reuse into public procurement systems
- Strengthen school-based circular education
- Support social economy and green jobs
- Reduce pollution and protect Mediterranean ecosystems

By turning waste into a resource, Mediterranean communities can move from a **linear consumption model** toward a **resilient, inclusive, and climate-friendly circular economy**.

Project website

ewaster.interreg-euro-med.eu



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