

Project Name: “Recycle Again (Make Recycle Great Again)”

Project Venue: Project Consortium Countries

STEP 1

Needs analysis – Why this project is needed?

Problem: “recycle” is misunderstood in the partner countries of the project,

Needs: Unificate the recycle system and trash management according to E.M. regulations

ADVICE

- A problem analysis should be carried out prior to the project about the problem that the project wants to solve, in general in the world, in Europe and in the countries where the project will be implemented. (i.e. current figures, articles, analysis from references)
- BEFORE THE PROJECT APPLICATION a “customized needs analysis” study should be carried out in all countries where the project will be implemented specifically for the target audience that the project focuses on. The results of this study should be included in the general needs analysis of the project. By selecting a target group of 20-30 people/organisations from the countries where the project will be implemented - a total of 120 figures will make sense- the actual needs of the main theme of the project can be identified and the project activities can be shaped in this way. Furthermore, the fact that the project consortium makes such a needs analysis before the project will bring a significant plus point for the project evaluation. (This research can be published in pdf or infographic format on the web page of the project coordinator.) Linking directly to this page in the project form will be very

important for understanding the motivation of the project consortium to realize the project.

- In this section, reference should be made to the areas in which the project intersects with the priorities of the program.

Who will be the target group(s) of your project? (age group, characteristics of the target group)

Target:

- Municipalities and local stakeholders

ADVICE

- Project target groups should be classified as focus groups as much as possible according to their differences. (For example, Target Group 1: Unoccupied and unemployed young women between the ages of 20 and 25, living in relatively less developed areas of Madrid)
- When defining the target group, the past experiences of each target group, the needs to be focused on the project objectives, the problems to be solved during and after the project, and the competencies they need should be defined.
- The methods to reach each target group should be discussed in detail. What methods, tools, activities will be used to reach the target group and the responsibilities of the project partners should be answered.
- In addition to the target group to be directly involved in the project, different groups/institutions/stakeholders to be reached through dissemination activities should be included in this section.
- Objective / measurable criteria to be used for the selection of the target audience to be included in the project should be established with the project consortium. A scoring/evaluation system should be established for the weight of these criteria in the selection to be made. (Example: 25 points for being

unemployed, living in the targeted area, the urgency of the need for the project, etc.)

- If there is a disadvantaged group among the project target groups, the special measures to be taken to reach this audience should be included in this target audience statement.

STEP 2

Defining the aim and objectives – What is the project for?

Aim:

Import and transfer the best practices on waste management and recycling

Objectives:

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ADVICE

General considerations for the project objectives and purposes;

- The project objective statement should be simple, understandable and, if necessary, divided into sentences. The objective statement should give a general answer to the question, "Why does this project exist? '.

- The target sentences that will enable us to reach the general purpose of the project should be written based on the results you will reach in the project. While writing these, the needs of the target audience should be set out and concrete contributions should be made to meet these needs.

- Project objectives should include the short and medium-term. It should be numerical, measurable, clear and concrete.

For this project, for example;

Aim of the Project: Our aim is to contribute to the solution of the waste production and the problem of consumption in order to leave a better world for the future generations and for us, in accordance with the countries', in which the project will be carried out and EU's zero waste policies. Within this scope, it is aimed to determine and transfer successful and scalable recycling practices in the other countries.

In this context;

Project Objectives :

- To increase corporate capacity of 5 different responsible authorities who work on recycling field and selected from project countries and to encourage them
- To Identify, list and make them transferable 8 innovative, scalable and applicable practices and projects from successful countries during the project in order to solve the problem of waste generation and recycling. Create "Successful Recycling Samples Transfer Kit" to be used in this topic. (Consisting of reports, promotional films, application steps, methodology and guidelines)
- Ensure that at least 3 of the identified practices and projects are implemented by the relevant authorities during and after the project.
- To ensure that a total of 50.000 people are informed of the recycling awareness campaign to be produced within the scope of the project and to raise public awareness

STEP 3

Defining the Methodology (Activities & Outputs)

Activities:

Step1: IDENTIFY the best practices across Europe's countries and to make sure to make them unique to be able to be applied in countries that have less knowledge or practice of recycling

Step2: REPORT on the implementation of waste management and recycle and the impact it has

Step3: RECOMMEND how to integrate these practices at the countries that are not used.

Step4: ELABORATE & DESIGN the best practices to use. Toolkit.

Step5: DISSEMINATION through municipalities and local stakeholders

- Presentations
- Seminars
- Municipality activities
- Apps
- Photos
- Videos
- Networking

Output 1: Successful Recycling Implementations Transfer Kit

Output 2: "Recycle Again" Implementation Report

Output 3: www.recycleagainproject.eu Portal

ADVICE

- 1 - Good practice visits in project countries.(The visits will be completed in the first 5 months of the project and a total of 3 countries will be visited)
- 2 – Generating project outputs (experienced members from the project consortium will produce project outputs in an 8-month work program)
- 3 – Project execution meetings (kick off, mid-term and final meeting will be held. 2-day meetings in project consortium countries)
4. – Successful Recycling Implementations Transfer Kit Process (meetings with stakeholders, defining and recommendation of recycle sample for each stake holders for innovation transfer, technical works of implementation phase / 10 months / Participation of 3 stake holders and 12 experts participation)
- 5 – Implementation of Awareness Campaign (50.000 people will be informed of the recycling awareness campaign to be produced within the scope of the project and to raise public awareness)
- 6 – Organizing A Project Final Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

STEP 4

Dissemination and Sustainability:

DISSEMINATION through municipalities and local stakeholders

- Presentations
- Seminars

- Municipality activities
- Apps
- Photos
- Videos
- Networking

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For example; in order to disseminate the “Recycle Again” project, similar tools and activities to the following tools and activity contents were produced.

1 – www.recycleagainproject.eu Portal

- The content of all outputs created by the project will be uploaded to this site via an online innovation transfer module. All systems will be free of charge and target groups will be able to download Successful Recycling Implementations Transfer Kit and “Recycle Again” Implementation Report .In addition, many dissemination tools that will be created by the project will be accessible on this site. The site will be available in all languages of the project partners.

2 – Recycle Again Project Magazine (Online and Hard Copy)

- The project magazine will be produced both online and hard copy. It will be included for all outputs and dissemination tools of the project like, photographs, special writings and many other topics that the project has produced over the 2 years of operation.

3 - Successful Recycling Implementations Transfer Kit Box

- All contents and outputs of the training programs produced by – Recycle Again project will be available in the transfer kit box. In this way, all materials of the kit and printed contents, booklets and DVDs will be accessible directly.

4- Recycle Again Project Presentation Presentations

- Presentations will use in all activities of the project. (seminars, congress, events, and online dissemination)

5 - Recycle Again Project Documentary

Within the context of the project, all phases of the project will be recorded. We will produce a documentary about the project at the end of 2 years. This study will be an interesting tool to be used in expansion activities.

6 - Recycle Again Project Final Report

This report, which will set the initial targets and results of the project, will be an objective outcome, especially in reaching policymakers and producing new similar projects.

7 - Digital and Printed Images

Posters, brochures and social media images will be produced in printed and digital media for all promotion and dissemination activities of the project.

8 - Social Media Apps

Facebook, Instagram, and LinkedIn will be used to reach our target groups. We will produce innovative social media campaigns to spread the results of the project.

9 - Recycle Again Municipality Events, Networking Activities and Seminar Series

Our project stakeholders will organize 10 different events for disseminate project results Series sequences with the different responsible authorities who work on recycling field.

10 - Recycle Again Project Summit

Organizing the Recycle Again Summit to disseminate the results of the project. In 3 days, all experts from different regions of Europe will be invited to create a network, the results of the project will be shared and the project will be transferred to different countries.

11 - Regular Meetings of the National & International Authorities

Effective dissemination of the Authorities Project will be held at these meetings.

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12 - EU Common Centres and Networks Meetings

Our project partners will disseminate the results of our project at regular networking meetings held by 25 institutions which are in the EDN network.

13 - Meetings with Policy Makers

Face to face meetings with policymakers will be held with the European Commission by the organization of EDI. EDI has a strong lobby network in Brussels, which is directly related to policymakers in Europe. At these meetings, we will present the reports of our project, and we will disseminate the Recycle Again Project model for piloting by policymakers.