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# PLASTEKO

Newsletter

**PLASTEKO**  
Interreg Europe

 European Union  
European Regional  
Development Fund

## Contents

- *Kick-off meeting*
- *Forthcoming activities*
- *Regional stakeholder meetings*

## THE PLASTEKO CONSORTIUM



## Curbing plastics waste and littering in EU regions

Extensive plastic pollution requires response from EU regions in order to address growing public health concerns and environmental impacts. PLASTEKO 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 partners need and are expected to

- Improve the economics and quality of plastics recycling (waste management plans, public procurement etc.).
- Curb plastic waste and littering, with regional plans, awareness raising, recycling of agricultural plastics etc.).
- Drive investments and innovation towards circular solutions (raising landfill and incineration costs, funding, incentives for plastic prevention and recycling).





# KICK-OFF MEETING OF THE PLASTEKO PROJECT

The ***kick-off meeting*** of the PLASTEKO project was hosted by the Lead Partner, Municipality of Rethymno, in Crete on 10 and 11 October 2019. The partners went through thematic, financial and management issues concerning the project; they delivered presentations on Joint Studies and Analyses, activities towards building Stakeholder Policy Learning, information on the most imminent interregional workshops and study visits, as well as Communication and Dissemination planning and Project Management issues.

The kick-off meeting offered the partners the opportunity to get more familiar with different aspects of the project and share their experiences in

- sustainable development;
- waste management;
- circular economy.

**PLASTEKO partners renewed their appointment for May 2020 in Bavaria, Germany.**



## Barriers against sustainable production and consumption of plastics

This analysis aims to investigate territorial-specific economic and social barriers that hinder the transition to a new 'plastics economy' in the PLASTEKO regions and report on key factors that could enable such a transition. Based on the methodology and tools, partners will collect evidence from their territory for this purpose. In particular, all PLASTEKO partners will be required to collect evidence on:

- Value chain dependencies on patterns of plastic production and consumption;
- Public perceptions, attitudes, and sensitivities on plastic pollution and barriers to behavioural change;
- Readiness of territorial public authorities to lead the effort for the eradication of single-use plastics.

Following the data collection process, the collected evidence will be compiled and analysed so to identify common issues to be jointly tackled during the course of the project, and elaborate on specificities that need to be pinpointed and addressed through the action plans for each partner.

PLASTEKO partners will receive the methodology and tools aiming to gather, systematically review, analyse 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).

All partners will identify territorial policies regarding approaches to separate, sort, and recycle plastic waste, including efforts to separate waste at the source.

Following that phase of the process, there will be a final report aiming to provide partners with the evidence useful for revising waste management plans, steering investments, and stimulating growth through the proliferation of waste management businesses.

## FORTHCOMING ACTIVITIES

The joint thematic analyses that have been foreseen for the PLASTEKO project will promote the exchange of knowledge among partners. All the activities take place during the 1st year of the project's implementation.

## Comparative analysis of waste management policies





## Measures to curb aquatic litter

This analysis aims 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.

The development of this activity consists of three main steps, leading up to the activity's final deliverable "Report on measures to curb aquatic litter and facilitate clean-up efforts". As the activity leader, the ASSOCIATION BALTIC COASTS will develop the methodological 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.

Following the delivery of the methodological framework, all partners will collect evidence and provide territorial input on existing measures to curb aquatic litter and clean-up existing debris, exchanging experiences on all relevant aspects of the topic (solid waste management, education/awareness raising, litter removal, biodegradable/edible packaging). As the 3rd and final step of this activity, ASSOCIATION BALTIC COASTS will collect partners' input and elaborate on the policy advancements needed for each of aspect, based on partners' needs and progress so far.



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## Regional stakeholder meetings

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.

In particular the guidelines will include:

- A set of reasonably achievable goals to be implemented during the meeting;
- The criteria for selecting stakeholder groups and partners;
- A design of a functional and operational agenda in order to achieve defined goals;
- The instructions on how to prepare for the meeting, while also providing advice on managing logistical requirements;
- A quality assurance plan, contributing to the effective monitoring, evaluation and documentation of meetings.

All partners will organize their meetings soon. This will enable them to draft summary reports on the experiences gathered, for both dissemination and policy learning purposes. This will also give the opportunity to stakeholder to get involved in the project and exchange insights and experiences.



## PROJECT PARTNERS



MUNICIPALITY OF RETHYMNO



LOMBARDY REGION



REGION OF STYRIA



STARA ZAGORA REGIONAL ECONOMIC  
DEVELOPMENT AGENCY



CLUSTER OF ENVIRONMENTAL  
TECHNOLOGIES BAVARIA



AUVERGNE-RHÔNE-ALPES ENERGY  
ENVIRONMENT AGENCY



BUCHAREST-ILFOV REGIONAL  
DEVELOPMENT AGENCY



ASSOCIATION BALTIC COASTS

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