



19 JUNE 2015 9.00 /18.00

III National Conference and Final Event

Scuola Superiore Sant'Anna - Aula magna
*The event is part of the activities of the
3rd National Conference on waste management, 18-19 June 2015*
Piazza Martiri della Libertà 33, Pisa

A national event exploring possible new models for the prevention of waste
in line with priorities indicated by the EU.

www.progettoprisca.eu

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Ministero dell'Ambiente
Dipartimento Regionale
Piemonte



CITTÀ DI SAN BENEDETTO DEL TRONTO



Please confirm your participation with an email to info@progettoprisca.eu

The Prisca project aims to make a substantial contribution to the effective implementation of the European Commission's Thematic Strategy on waste and natural resources, consistent with the prevention and recycling of waste according to Directive 2008/98/EC

Newsletter n. 5 | 28 February 2015

Update: latest activities at the Centres for re-use

San Benedetto del Tronto (central Italy) Re-use Centre

Although activities at the San Benedetto del Tronto Center for Re-use started in April 2014, it was not until the end of September that the Centre was really able to see the results of its labours. The **purchase and organization of necessary equipment and materials** for the centre, along with the completion of building work, made it possible for the manager of operations - the social cooperative "Hobbit" - to improve their technical, organizational and commercial performance. The storage area has progressively filled with goods and materials, with an evident increase in its appeal to the visitors / buyers who visit the showroom and who are able to find a wider range of products, as well as improved quality.

In recent months, the team at the Centre have **tested their skills** to the fullest and had the opportunity to acquire new ones. Considerable improvement has been seen in both the quality of **reprocessing of goods and their storage** as well as the team's ability to **reach out** to donors and buyers.

The San Benedetto del Tronto council has run an extensive **communication campaign** (on their corporate website, press releases, meetings with schools and with the community) together with Picenambiente SpA

(website and toll-free phone number) and the Coop Hobbit (leafleting and "word of mouth"). This has increased knowledge and awareness of the important role a centre for re-use can play in managing reusable and recyclable waste, both among the citizens of San Benedetto del Tronto and those of neighboring municipalities, in a social context that has always been sensitive to environmental issues.

In November, during the 18th edition of "**Ecomondo**" the international fair for the recovery of materials and energy and sustainable development of Rimini, where the 2nd National Prisca Conference was held, the city councilor for the environment, Paolo Canducci, together with representatives of the Coop Hobbit presented the San Benedetto del Tronto Center for Re-use. Their presentation was met with great interest from the participants, there were many questions, especially from national and regional environmental groups and they had a lot of positive feedback.

At the end of 2014, the San Benedetto del Tronto Center for Re-use was visited by **monitors from the European Commission** who, having noted that the activities were perfectly in line with those indicated in the project, encouraged project partners to propose Life Prisca to the Ministry of the Environment as the "**Project of the Month**". The request was successful and Life Prisca will be featured on the website of the Ministry of Environment as "**Project of the Month of April.**"

The final months of the project will present a challenge, but we will face them with determination, knowing that there's no going back.

Grisignano (Vicenza) Centre for Re-use

The Grisignano Center for Re-use is now up to speed regarding the process of preparation of material for re-use. The end of 2014 saw a stocktake of goods in storage using the **management software**.

Winter months tend to be considered "**low season**", with a reduced quantity of material compared to the middle of the year. For this reason the team at the Centre focused on sorting and grouping goods so that they are better able to meet market requirements.

Team members responsible for the commercial side of the project have **developed the network for wholesale distribution** making use of **portals for online sales** and **social media** to raise awareness regarding the various types of products available.

Trial **sales in Eastern Europe** have been carried out, mostly of small objects and accessories for babies.

Communication activities

In November 2014 the **2nd National Conference** was held, with 50 participants including two National Administrations, five operators, four social cooperatives, 9 associations, 1 University.

There were **15 speakers**: 11 from institutions and industry experts and four representatives of the project partners.

All material can be downloaded from the Prisca website from the Documents page.

Studies and Research

The Cooperative Speha Fresia continues development of the platform of the skills and competencies offered by the San Benedetto del Tronto Center for Re-use.

They are also responsible for the **Social Report of the Prisca project**, now nearing completion. Using a participatory approach they have involved partners, stakeholders and citizens, to highlight the **added social value of the project**.

The report accounts for the degree of involvement of the various stakeholders of the project, with information collected from the questionnaires given to citizens at Grisignano and San Benedetto del Tronto, questionnaires filled out by local authorities and business operators who participated in the regional seminars and in-depth interviews with experts from institutions and national authorities, identified by the partnership.

The final components are being completed on the **Life Cycle Assessment** evaluating the environmental performance resulting from the preparation for re-use carried out by the **Cooperative Insieme di Vicenza**, on a wide range of waste intercepted at the Municipal Collection Center and processed for reuse at Grisignano Center for Re-use, thus reducing the volume of waste disposed of in landfill or by incineration.

Networking

On 5 November, 2014, the Sant'Anna School of Advanced Studies, project leader and scientific supervisor of the project, participated in the workshop "Policies of Prevention and Recovery of Waste: opinions and proposals to ensure efficiency" organized by CTS Ecomondo, the Emilia-Romagna Region and ERVET within Ecomondo in Rimini.

On 21 November, 2014, the technical supervisor Occhio del Riciclone took part in the final event of the Project LIFE + "NOWASTE" and the round table at the event Scrap out Upcycling Expo held in Padua. ODR also published the 2014 edition of the National Report on re-use, which dedicated ample space to the Prisca Project.

Work in progress

In the **Vicenza Centre for re-use**, from April to December 2014, a total of 189 tonnes of reusable waste and reusable assets were processed (43% coming from the municipal collection centers, 51% from private donations, and 6% door-to-door collection of bulky goods). Following preparation for re-use, cleaning and testing, on average, 63% of these goods (home furnishings, books, homeware, sanitary systems, electrical appliances) were put back on the market.

Dates to remember

On **June 19, 2015** in Pisa, at the Third International Conference on Waste Management, two national events of the project will be held:

- **The final Conference**, a national event providing an in-depth view of possible new models for waste prevention in line with the priorities set by the European Union: national and international guests, best practices and experiences to explore and discuss the sustainability of various management options for waste management such as **prevention and re-use**, with a focus on hazardous waste in Italy.
- **The Final Event**, which will analyse the results obtained in the course of the project activities by examining, in particular, the replicability of the project to other areas, focusing on the methods for realizing and managing a Centre for Re-use with reference to the experience gained in the Italian context and within the national and international panorama thanks to the numerous opportunities for networking that have allowed the project to be known throughout Italy and Europe.

During the conference **two videos** made about the Prisca project will be screened, the first focusing on the operation of the centres for re-use, the second on the various stages of the model. In both cases, communication is aimed at the replicability of Prisca on a national level.

For further information and updates visit www.progettoprisca.eu or contact info@progettoprisca.eu

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