



RAW: RAISING AWARENESS ON EFFECTIVE WASTE MANAGEMENT

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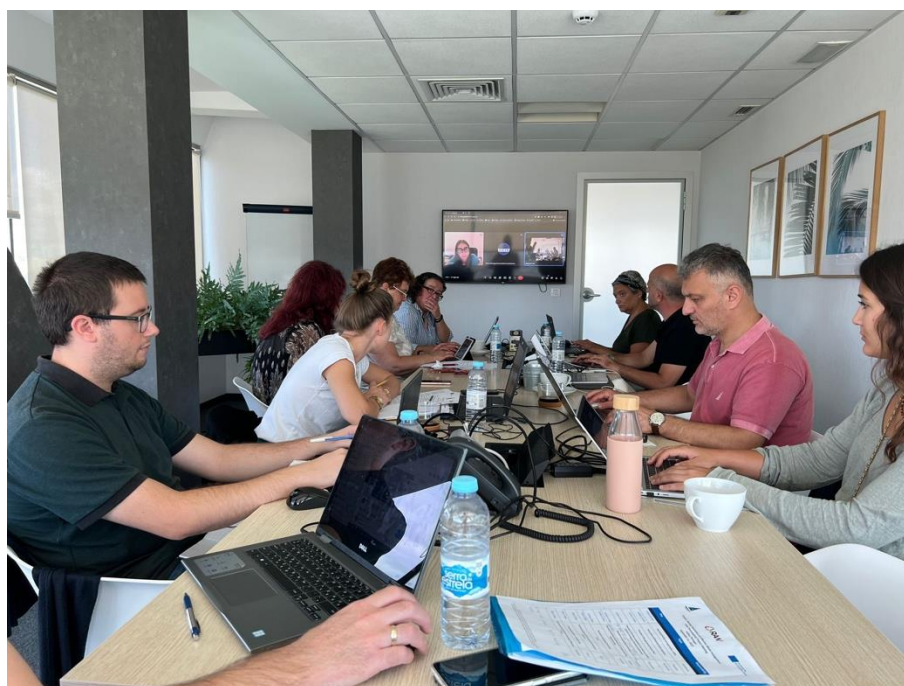
start date: 01/01/2022

end date: 31/12/2023

TITLE

RAW FINAL PROJECT MEETING IN LIZBON (PORTUGAL)

The fourth and final face to face meeting of the RAW project consortium was held on 11-12 September 2023 in Lisbon, the capital of Portugal, known for its historical and cultural richness. In this critical meeting, the progress of the project to date was evaluated in detail and the steps to be taken in the coming period were discussed. Especially the roadmap determined for the pilot implementation of the R1/A5 Guidelines is critical for the success of the project. In this context, strategic decisions were taken on how and at which stages the Guidelines will be implemented. In addition, the application process and details of the questionnaire prepared for the evaluation of R1/A5 were emphasised and final touches were made.



One of the important agenda items of the meeting was "dissemination". A consensus was reached on how the results, achievements and experiences of the project will be disseminated to the masses, which channels will be used in this process and who will undertake which tasks.

The project partners sincerely shared their achievements and the difficulties they encountered in this process. This provided valuable insights into both the development of the project and how similar challenges can be overcome in the future. It was also a unique opportunity for the partners to communicate more in-depth with each other and get to know each other better. In the last part of the meeting, a lively and fruitful exchange of ideas on potential new projects and opportunities for collaboration took place.

USAGE OPTIMISATION: HOW CAN WE EXTEND THE LIFE OF PRODUCTS?

The product life cycle is a complex process that covers all stages of a product from design to disposal. The maximum use of the product in this cycle contributes greatly to both the protection of natural resources and the reduction of environmental waste. As an element of this process, the circular economy aims to utilise products and materials in the most efficient way. In this context, utilisation optimisation becomes one of the key components of the circular economy model.

The aim of extending the life of a product includes many factors, from the design of the product to the choice of materials, from the preservation of its aesthetic values to its functionality. Today, in this period of deepening ecological crisis, the adoption of sustainability policies in social, industrial and public areas makes usage optimisation even more critical.



Link: <https://gesrepair.com/lean-means-green-maintenance-bottom-line/>

Why Usage Optimisation?

Use optimisation aims to ensure that products are used with maximum efficiency throughout their life cycle. Today, the importance of sustainability and environmentally friendly products has become a priority for both consumers and manufacturers. Products that can be used for

a long time save consumers from the cost of purchasing new products. This means serious economic advantages for individuals and organisations.

The long life of products ensures more efficient use of energy and resources spent for their production, transport, maintenance and disposal. It results in less product waste, fewer landfill sites and less environmental pollution. Utilisation optimisation drives the industry towards innovative designs to make products more durable, repairable and modular.

As a result, use optimisation not only brings economic and environmental advantages, but also social benefits. If we want to build a sustainable future, we must focus on optimising the use of products throughout the product life cycle. This approach serves our goal of leaving a more livable world for future generations.

THE CIRCULAR ECONOMY AWARENESS APPS READY FOR USE

"Circular Economy Awareness" applications, which are the "Result 2" pillar of the RAW project, are now available. You can download these applications from Google Play Store and Apple App Store.

The application consists of three main parts:

Crash course learning pills: You can find the concepts that RAW is based on and the messages it wants to convey in this section. Under seven main headings we present basic information, strategies and learning outcomes related to the circular economy. We also provide a short quiz to measure the user's awareness of the topic.

Strategy builder: This tool allows the user to create personalised strategies for waste management. To create the RAW project. With the Strategy Builder we encourage the user to actively participate in the RAW project.

Footprint Tracker: This tool offers both an informative and entertaining experience by revealing the concrete results of the user's actions in terms of their environmental impact.

With the RAW project, we aim to offer innovative tools that contribute positively to the environment and raise the awareness of the business world. You can click the link below to experience this application on your Android or iOS device:

<https://raw.erasmus.site/project-results/>

NEXT STEPS: Multiplier Events

With the successful progress of the RAW project, we are excitedly planning our next steps. The next phase of the project involves organising "Multiplier Events". These events will be in the form of meetings and seminars to raise awareness about the circular economy. These events, which aim to inform the participants about the RAW project in detail, will also enable the project to reach wider audiences. Various surveys will be arranged to assess the effectiveness and impact of the project. Feedback concerning how the RAW application is perceived by our target audience and the overall project's success is anticipated to be garnered through these

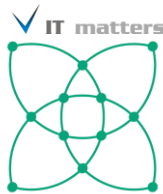
surveys. In the forthcoming period, efforts will be made to conclude the planning of these events and surveys, thereby advancing the RAW project even more comprehensively.

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