



## **RAW: RAISING AWARENESS ON EFFECTIVE WASTE MANAGEMENT**

N° 2021-1-PL01-KA220-VET-000025342.

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### **GET TO KNOW RAW**

In the current context of overloading and exploitation of the environment and its resources, the circular economy emerges as a solution to counteract these effects, enabling economic growth without damaging the environment or depleting natural resources through reuse, use of resources and waste reduction. The circular economy implies a socio-economic change and a change in the philosophy of operation and for this, it is essential to educate and actively involve citizens and the business world. The RAW project will approach the circular economy from the perspective of smart waste handling through the analysis of current practices implemented by SMEs in the circular economy.

RAW: "Raising Awareness on Effective Waste Management" is a project that aims to raise awareness of effective waste management among trade employees, regional development agencies, local authorities and business development centres, but also among VET teachers, trainers and mentors. RAW will foster symbiosis and cooperation between municipalities and entrepreneurs, breaking stereotypical waste management behaviour. The RAW consortium has been launched on 01 January 2022 and will last for 24 months, composed of participants from various parts of Europe (Poland, Portugal, Spain, Bulgaria, Turkey and Hungary), carefully selected for their extensive experience in the circular economy.

RAW will deliver two main results. The first will be a Guide on Circular Economy Strategies in the Business Environment that will serve as a methodological guide and a digital crash course in the form of case studies of professionals already demonstrating a sustainable approach in their business activities. The second output will be an awareness raising app on circular economy, this app will be



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a direct response to the needs of the target groups, This app will integrate learning pills from the crash course and knowledge quizzes, a strategy builder to support the transition process and a gamified footprint tracker tool that will show how the user's actions translate, for example in terms of saving water.

In general, the innovative tools developed in the RAW project aim to raise awareness among the population and the business world of the need to take action and implement the circular economy in everyday life in order to achieve a real change that produces positive consequences for the environment.

## KICK-OFF MEETING

On 24th February 2022, the kick-off meeting of the raising awareness on effective waste management project was developed online in which the Chamber of Commerce and Industry in Katowice (RIG) welcomed the partners. They participated in the discussion on the status and strategy of the RAW project, as well as management and dissemination activities.

In the framework of the RAW project, partners participated actively in decision-making by engaging and sharing their knowledge and opinions on key aspects of EU education, youth and sport training policy. The consortium was able to increase capacities, point out challenges and suggest possible early solutions.



## NEXT STEPS

The project has just been launched and all partners are ready to start working to develop useful materials and tools. The first steps in the RAW Project are to define the framework and content for the development of an innovative and comprehensive waste management strategies in business environment. For this, with an aim to capture the recent trends in waste management strategies in the business environment, partners will conduct focus groups with relevant stakeholders from the project's target groups in all countries, as well as collect information on the waste management strategies adopted by their study municipalities.

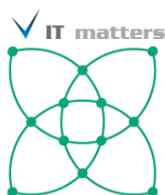
This information will be compiled in national and European reports that will be the base for the development of the methodological guide as the first result of the project.

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