



RAW: RAISING AWARENESS ON EFFECTIVE WASTE MANAGEMENT

N° 2021-1-PL01-KA220-VET-000025342

start date: 01/01/2022

end date: 31/12/2023

SURVEY OF BUSINESSES IN 6 COUNTRIES

What was the outcome of the research?

The partnership of RAISING AWARENESS ABOUT EFFECTIVE WASTE MANAGEMENT carried out **focus studies** (in the form of surveys), thanks to we already know what **opinion entrepreneurs from 6 countries (Turkey, Spain, Portugal, Poland, Hungary, Bulgaria)** have about the circular economy, the climate situation and the issue of waste segregation. As many as 213 respondents took part in the survey and had to answer 33 questions.

What did the research show interesting?

Despite the fact that the awareness of what recycling and the circular economy is among the interviewed entrepreneurs, they do not follow it in their professional lives. Privately, respondents are interested in this topic and are sensitive to climate change. But the study showed that companies from the SME sector do not have green tools, systems and pro-ecological practices. The



The attitude in the professional life of most of the entrepreneurs is ambivalent towards ecological solutions, they do not have the knowledge or motivation to segregate rubbish in the workplace. They believe that circular economy solutions do not fit the place where they work or do not know how to implement them. They are also not convinced that it can be profitable for them.

The results of the study proved that the RAW project can contribute to changing this state of affairs, providing entrepreneurs and their employees with the necessary tools to change such attitudes, and thus help entrepreneurs save and smarter manage the company's resources.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



A GUIDE ON CIRCULAR ECONOMY STRATEGIES IS READY

RAW delivers 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 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.

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.

You can read the Guide in English here:

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



The screenshot shows the RAW project website. At the top, there is a navigation menu with links: HOME, ABOUT THE PROJECT, PARTNERSHIP, PROJECT RESULTS, NEWS, CONTACT, PROJECT PROMOTION, and LANGUAGE: EN. There are also social media icons for Facebook and LinkedIn. The main content area features a large image of crumpled paper in various colors (yellow, orange, pink) with the RAW logo and the text "Digital Crash Course". Below this image is a European Union logo and the text "Co-funded by the European Union". To the right of the image, there is a list of learning modules with the heading "OUR E - LEARNING MODULES ARE AVAILABLE BELOW. FEEL FREE TO PICK THE ONE THAT IS OF YOUR INTEREST!". The modules are: RECYCLING FROM CONSUMPTION, RECYCLING FROM MANUFACTURING, REFURBISHING/REMANUFACTURE (UP-CYCLING), MANAGERIAL PRACTICES FOR CIRCULAR ECONOMY BUSINESS MODELS, REUSE, REDISTRIBUTE, USAGE OPTIMIZATION AND MAINTENANCE, SUSTAINABLE DESIGN, and USE WASTE AS A RESOURCE. A "Privacy" link is visible in the bottom right corner.

THE MODULES OF THE RAW GUIDE

One of the main goals of the RAW project is to **create a manual** that will methodologically present how, in line with the latest trends, **entrepreneurs can wisely manage waste in the business environment**.

Thanks to the questionnaire research, we were also able to formulate the appropriate titles and final form of the chapters of the handbook, which were given the following chapter titles:

- 1. Recycling from consumption**
- 2. Recycling from manufacturing. Refurbishing/remanufacture (up-cycling)**
- 3. Managerial practices for circular economy business models**
- 4. Reuse/ redistribution**
- 5. Usage optimization/maintenance**
- 6. Sustainable design**
- 7. Use waste as a resource**

Each chapter will contain a substantive part, a case study, good advice from practitioners, as well as a few self-diagnosis questions. In addition, each chapter will have an appropriate card dedicated to VET Teachers, thanks to which it will be possible to conduct appropriate training for employees or those interested in an entrepreneurial approach to the circular economy or recycling.

3RD TRANSNATIONAL PROJECT MEETING IN MURCIA (SPAIN)

The third meeting of the consortium partners was held in Murcia, Spain, on 16-17 May 2023. The meeting covered everything that has been successfully achieved so far, i.e. the structure of the chapters of the handbook, translations into national languages and dissemination tasks. A plan for further activities was also presented, including the process of setting up the mobile application. The project partners had the opportunity to discuss the successes and difficulties in implementing the RAW project and, of course, to get to know each other better.



NEXT STEPS - DEVELOPING THE CIRCULAR ECONOMY AWARENESS APP

Based on the first result, this mobile app will create awareness of the circular economy and the need to implement related measures in day-to-day activities of companies and organisations. The app integrates three main parts:

Learning pills from the crash course, highlighting key messages and concepts. Each of the seven topics will have a short quiz to check the user's knowledge on circular economy.

Strategy maker that will allow users to create their own personalised strategy to support the transition process of being more aware of the circular economy aspects, and learn what steps should be taken to implement or develop specific actions and attitudes.

Gamified footprint tracker tool that will show how the user's actions translate, for example in terms of saving water.

Visit our website: <https://raw.erasmus.site>

Follow us on Facebook: facebook.com/raw.erasmus.site

Join us on LinkedIn: linkedin.com/groups/9176330/

© Members of the RAW Consortium



EUROVERTICE
EXPERTS IN EUROPEAN FUNDING

RIG CHAMBER
OF COMMERCE
AND INDUSTRY
IN KATOWICE



The work described in this publication has received funding from the Erasmus+ programme under grant agreement N° 2021-1-PL01-KA220-VET-000025342.