



PLASTEKO:

SUPPORTING EU REGIONS TO CURB PLASTICS WASTE AND LITTERING

EU TERRITORIAL COOPERATION PROJECTS FOR THE ENVIRONMENT

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AGENDA



WHAT IS KEEP.EU?



THE EU AND ITS PROJECTS: PLASTEKO



TUTORIAL: KEEP.EU





**We bring people together to share
innovative and sustainable solutions
to regional development challenges.**

-Interreg-



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European Union | European Regional Development Fund



**ERDF - THE EUROPEAN
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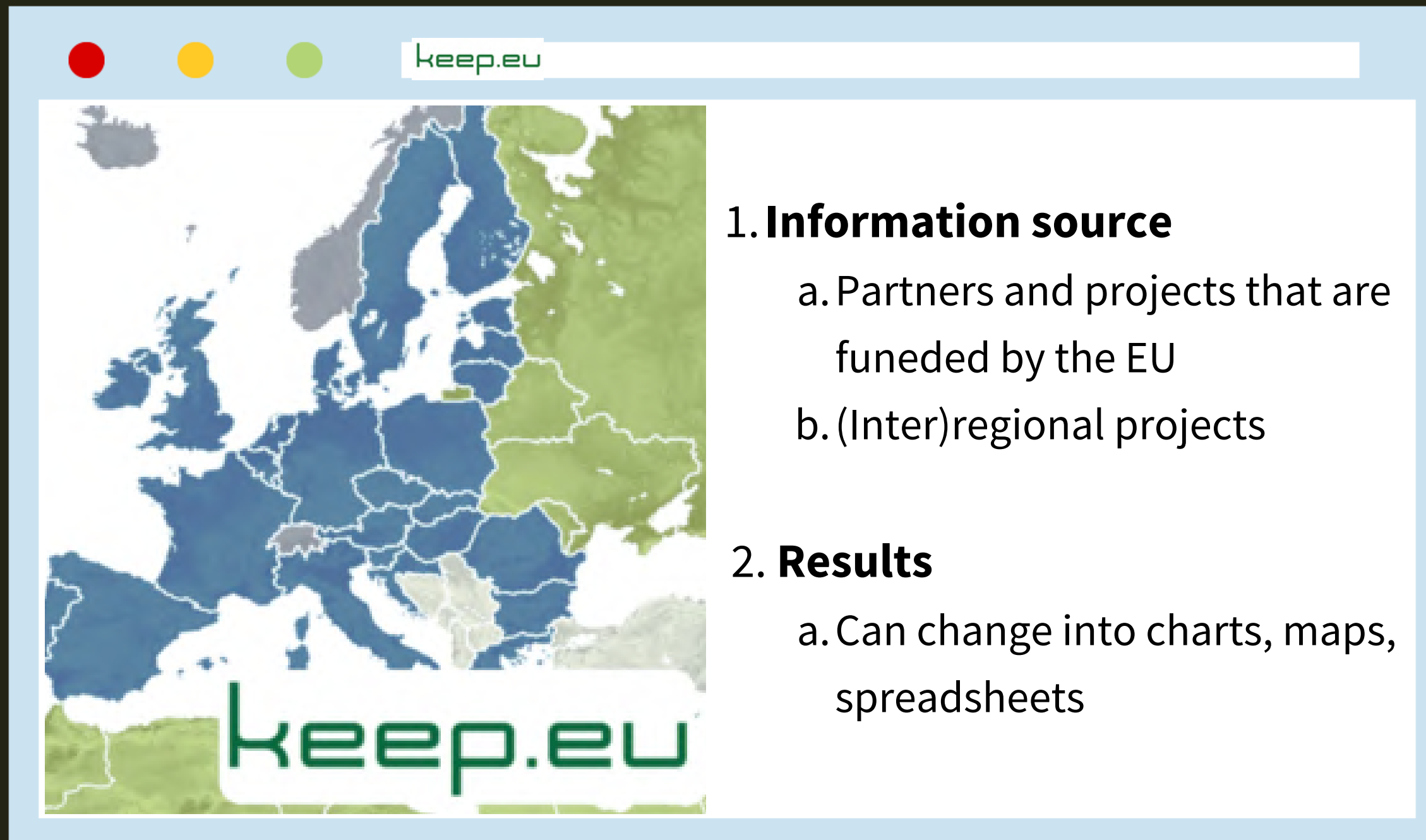
11 THEMATIC OBJECTIVES

38 INVESTMENT PRIORITIES

- *"(5) promoting climate change adaptation, risk prevention and management "*
- *"(6) preserving and protecting the environment and promoting resource efficiency"*



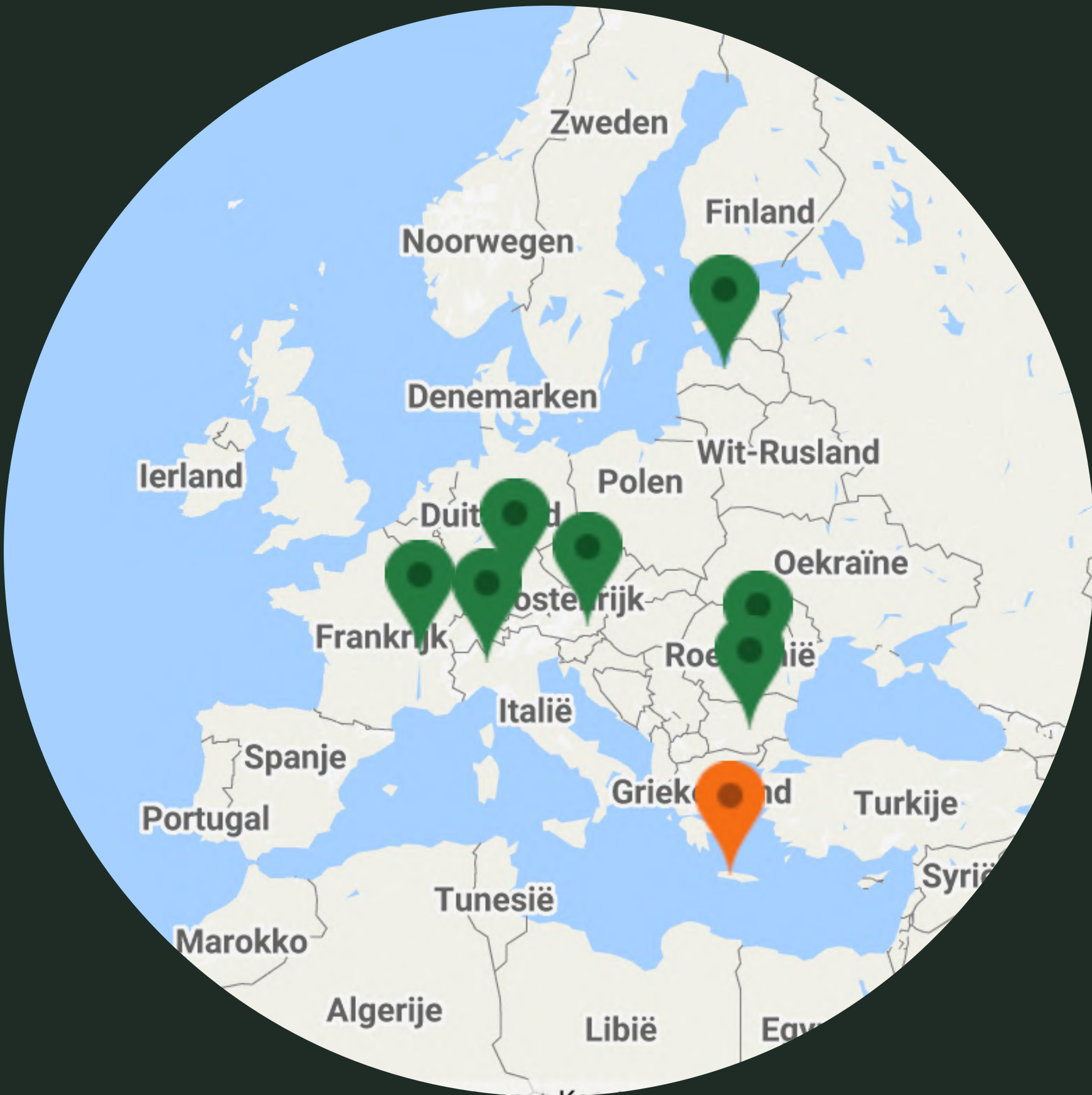
PRIORITY



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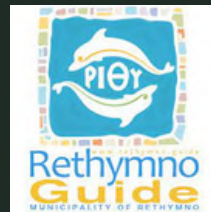
SUPPORTING EU REGIONS TO CURB PLASTICS WASTE AND LITTERING

- WHO ARE THEY: 8 partners in 8 countries
Leader: Greece
From 1 Aug 2019 to 31 Jul 2023
Budget: €1,647,308.00
- MAIN GOAL: transition towards "new plastics economy"
- AREAS THEY WORK IN: waste management, public procurement, funding/investments, secondary raw materials, and awareness raising.
- **Thematic Objective:** (06) preserving and protecting the environment and promoting resource efficiency by:
Investment Priority: (06g) supporting industrial transition towards a resource-efficient economy, promoting green growth, eco-innovation and environmental performance management in the public and private sectors

Partners

Objectives

- **MUNICIPALITY OF RETHYMNO, GREECE**



Stimulate a shift from landfilling towards sustainable management options and resource efficiency, by ensuring that local communities and businesses have opportunities to reduce, reuse and recycle waste.

- **LOMBARDY REGION, ITALY**



Develop sustainable technologies and optimise production processes.
Strengthen the demand for innovation in green products through public procurement.
Increase environmental attractiveness and resilience through protection measures.

- **REGION OF STYRIA, AUSTRIA**



Foster green economic growth & contribute to achieving the Europe 2020 targets for smart, sustainable and inclusive growth.

- **STARA ZAGORA REGIONAL ECONOMIC DEVELOPEMENT AGENCY, BULGARIA**



Implement waste prevention measures and environmental protection investments, including waste re-use, recycling and recovery to reduce the amounts of waste going to the landfill.

- **CLUSTER OF ENVIRONMENTAL TECHNOLOGIES BAVARIA, GERMANY**



Improve energy and material efficiency .
Improve resource-efficiency and resource-saving economies .
Strengthen circular economy processes and recycling.

- **AUVERGNE-RHONE-ALPES ENERGY ENVIRONMENT AGENCY, FRANCE**



Boost green economic growth and to achieve the Europe 2020 targets for smart, sustainable and inclusive development.

- **BUCHAREST- ILFOV REGIONAL DEVELOPEMENT AGENCY, ROMANIA**



Promoting smart sustainable and inclusive growth in all regions in the country, by addressing major development strategies.

- **ASSOCIATION BALTIC COASTS, LATVIA**



Foster the competitiveness of Latvian economy by prioritising the sustainable use of natural and cultural resources, and balanced and sustainable territorial development.



Objectives

01. SHARE EXPERIENCE BETWEEN THE REGIONS

- Workshops
- Study visits
- Stakeholder visits

02. INFLUENCE POLICY-MAKING

Key Tool: action plan

EXAMPLE: COMMUNAL RECYCLING

Study visit to Austria to examine a resource centre where citizens can bring their waste



PROGRESS:

Outputs and Results of Exchange experiences

Exchange of experience

- Between the regions

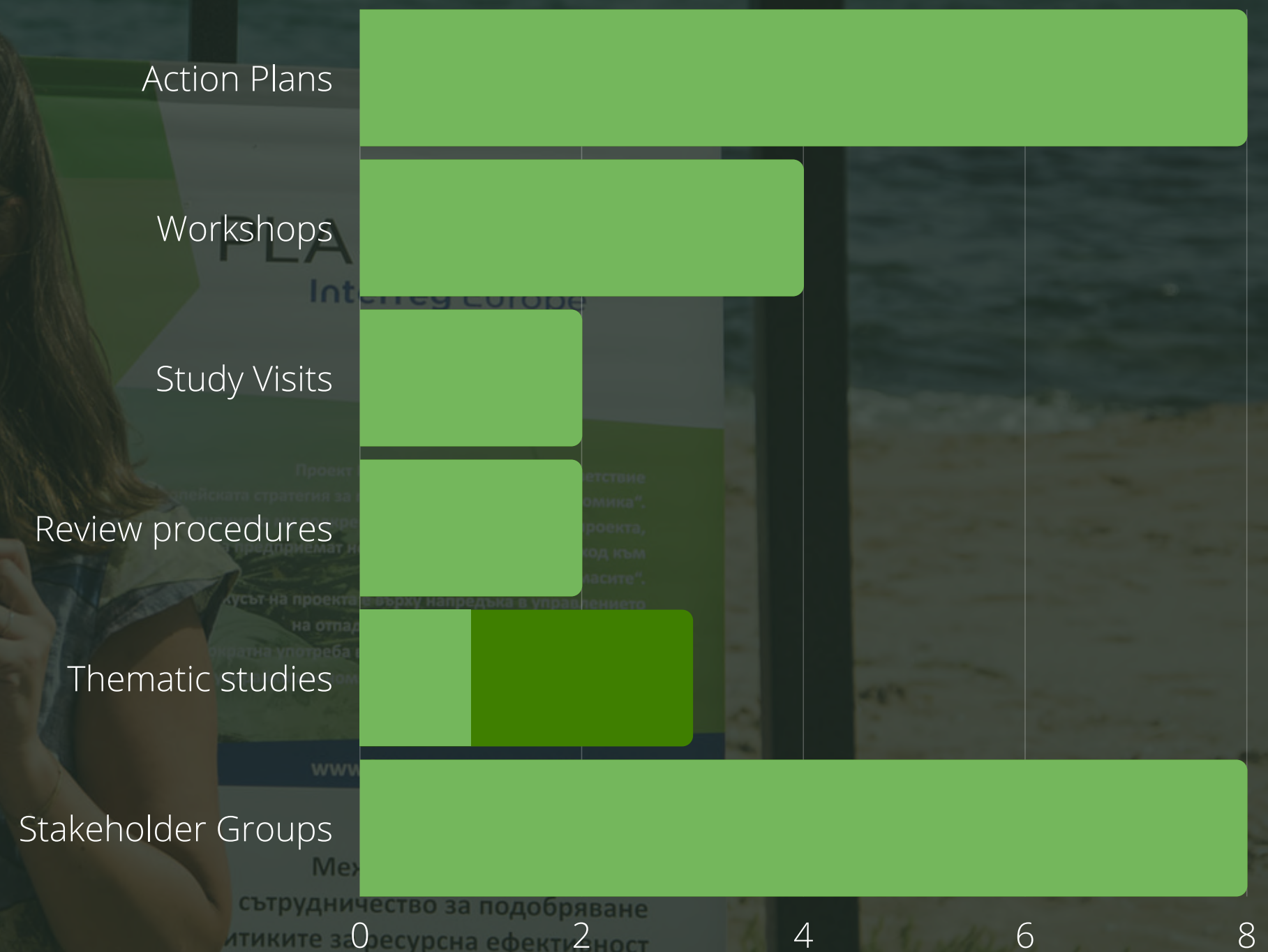
Communication

- Online performance: website, social media
- Physical performance: brochure, poster

Project Management

- Partnership agreement
- Reach targets
- Budget management

■ Number of projects ■ Extra Achievements





Expected Impact: *our ratings*

Speak Up

Increased capacity of 180 staff of public administrations to effectively support new growth trajectories & energy security



Budget

Potential 19 million euros unlocked to support projects on plastic reuse, eco-innovation, alternative technologies



Awareness

Increased awareness & consensus building among plastic producers and consumers/the public

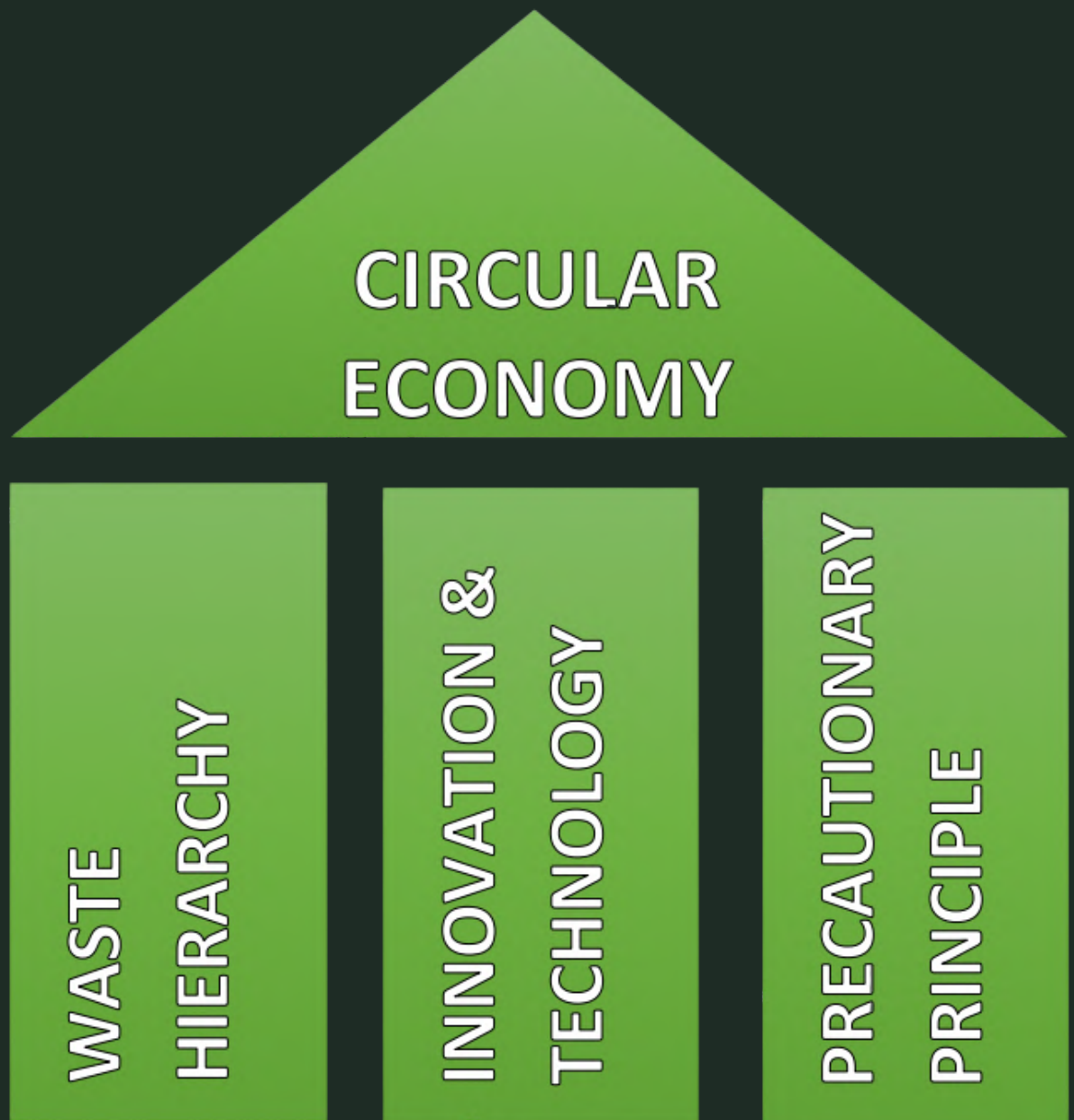






Study Visit:

effective waste management policies & measures to reduce plastics waste landfilling & incineration



Waste hierarchy

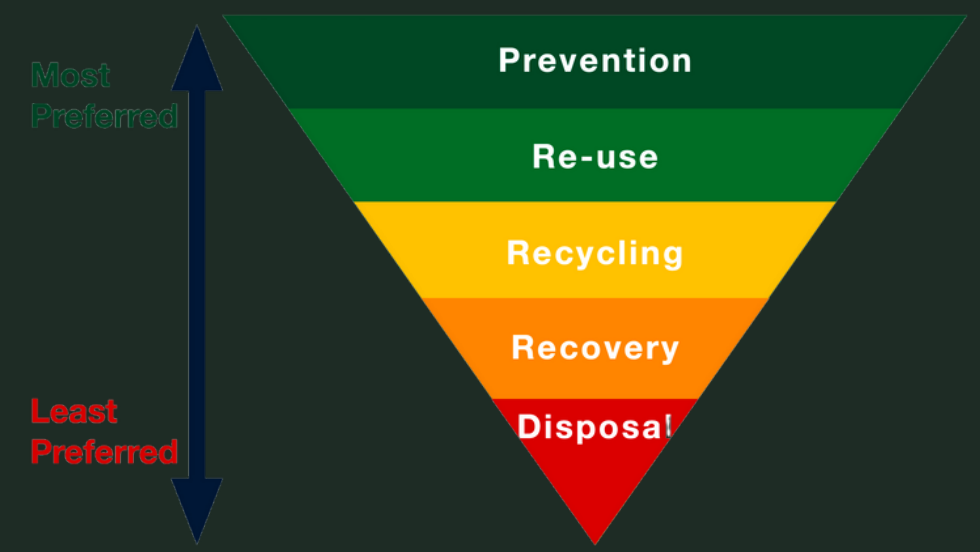
1. Prevention
2. Re-use
3. Recycling
4. Recovery
5. Disposal

Innovation & technology

- Increase involvement Green Tech Cluster
- Improve re-use and repair businesses

Precautionary principle

- Increase funding for Regional Program for Operational Environment Protection



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GRAZIE!

**THANK
YOU!**

