



Athens, March 2016

LIFE Reclaim

After LIFE Communication Plan

2016-2020



Beneficiaries of LIFE12 ENV/GR/000427 reclaim:



Municipality
of Polygyros



NTUA
School of
Mining &
Metallurgical
Engineering

With the contribution of the LIFE financial instrument of the European Union



PROJECT DESCRIPTION

The project focused at **building a temporary pilot application** on productive scale in order to mine parts of the Polygyros Landfill in Chalkidiki (Greece), separate useful materials and produce marketable products, introducing **innovation elements from the mining industry**, suggesting a new concept of waste valorisation. It also assessed the viability of the proposed method, as well as provided a scientific evaluation on the potential alternatives of the management of waste disposal sites.

The basic objective was to **introduce Landfill Mining (LFM)** as a complementary approach of management of past Landfill (LF) (controlled or uncontrolled) sites and create a useful tool for the recovery of:

- ❖ Useful materials, especially **metals**,
- ❖ **Space** (extra landfill capacity),
- ❖ **Soil material**, valuable to local ecosystems as well as to landfill industry itself,
- ❖ **Recyclable materials** (e.g. plastic and paper) and
- ❖ **Land** for other uses, after a successful rehabilitation scheme

At the same time the Project objectives included the **familiarization of the public** with the issue of waste post-disposal processing and the potential of the procedure for metal recovery and site rehabilitation, resulting in a cleaner environment and rational management of controlled or uncontrolled landfills (focusing on old ones).





TARGET AUDIENCE

The project targets three main categories of actors and stakeholders relevant to the waste management sector:

1. **POLICY-MAKERS:** the Ministry of Environment and Energy and the Ministry of Interior and Administrative Reconstruction.
2. **WASTE MANAGEMENT AUTHORITIES:** Regional authorities, Solid Waste Management Associations (Waste Agencies) and Municipalities
3. **MARKET:** Businesses from the Waste, Recycling and Mining sector, consultancy firms, scientific community, etc.

COMMUNICATION ACTIVITIES

- ❖ 1st Local Workshop in Polygyros (15/09/2014)
- ❖ 1st National Landfill Mining Conference, Thessaloniki (16/09/2014)
- ❖ Polygyros Info-day (10/06/2015)
- ❖ Athens 2015 International Landfill Mining Conference (24-25/09/2015)
- ❖ 2nd National Landfill Mining Conference in Athens (15-16/06/2016)
- ❖ 2 papers in scientific journals and 8 presentations at international and national Conferences.
- ❖ Press releases, magazines, online newspapers and blogs, local TV channels, waste sector publications

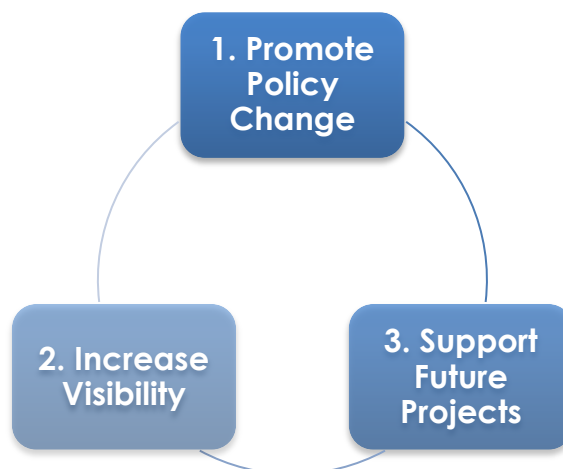
COMMUNICATION TOOLS

- ❖ Project website and Forum (<http://www.reclaim.gr>) & official social media accounts (Facebook and LinkedIn)
- ❖ 3 Notice Boards for the LIFE reclaim project, in Polygyros and on the project site.
- ❖ 19 Newsletters and 4 Special Edition newsletters with news, updates and project results (more than 1400 subscribers)
- ❖ 3 Project Posters & 4 Leaflets about the project and its events



THE AFTER LIFE AND FUTURE COMMUNICATION ACTIONS

This After LIFE Communication Plan is focused on **three main actions**:



(1) **Promote Policy Change**: informing and supporting policy makers towards the amendment of the waste management policy;

(2) **Increase Visibility of Landfill Mining**: continuous disseminating of the project results and relevant news of the LFM sector to all target audiences and

(3) **Support Future Landfill Mining Projects**: supporting interested stakeholders for the implementation of future projects.

The plan is scheduled for a five years period [2016 – 2020], starting with a transitional period [2016-2017] considering the perspectives of Landfill Mining implementation within Greece and the EU.

ACTION 1: Promote Policy Change	
Tasks	<ul style="list-style-type: none"> • Elaborate a supporting tool for Policy Change • Inform national Policy decision-makers • Follow the Landfill Mining trends in the EU
Description	<p>To successfully support the amendment of the current waste management policy so that it includes Landfill Mining as an alternative method, the Team will elaborate a supporting tool for policy change such as a Policy Characteristics Analysis, a SWAT Analysis, etc. This will aid the decision-makers in understanding the context of the proposed policy in the National Action Plan and facilitate the adoption of the proposed policy. Such a Tool provides a simple and useful way to help in grasp the main context, dimensions and dynamics of the policy, its benefits and limitations.</p> <p>Then, the Team will proceed to inform national policy-makers on the Landfill Mining National Action Plan and its key elements via the supporting tool for</p>



policy change. For this reason, specific meetings will be arranged, targeted at a national level, with representatives from the Ministry of Environment and Energy as well as the Ministry of Interior and Administrative Reconstruction, to discuss with them in person about the opportunities which arise from the endorsement of a Landfill Mining policy.

Furthermore, ENVECO will maintain its active membership in the EURELCO network, an EU-wide network of stakeholders interested in LFM with the main purpose to promote LFM and influence policy change at the level of the Commission. Through the work of this group, the Team will follow closely the developments in the Landfill Mining sector, both at a technological and policy level.

When Within the next year

Responsible ENVECO S.A., School of Mining and Metallurgical Engineering (NTUA)

ACTION 2: Increase Visibility of Landfill Mining

- Tasks**
- Publication of the developments on Landfill Mining
 - Access to all the project material
 - Paper publications, conference presentations and research

Description To Increase the Visibility of Landfill Mining, the Team will use its virtual media to promote any news on the field, both in Greece and abroad. The project's website, social media accounts (in Facebook and LinkedIn), newsletters and forum will be used as a platform to inform waste management authorities, the business sector and all stakeholders interested on the subject. Also, the online access to all the project deliverables, including technical reports, informative material, etc. will remain active.

Moreover, the elaboration of more paper publications in peer reviewed journals within the next period, as well as presentations in forthcoming scientific events will keep the interest of the scientific community and could be assisting to the development of the technological aspects of the method. A "References" section with available literature on Landfill Mining will also be added to the project website, to further facilitate research.

When During the next 5 years

Responsible ENVECO S.A., School of Mining and Metallurgical Engineering (NTUA), HELECTOR S.A., Municipality of Polygyros

**ACTION 3: Support Future Landfill Mining Projects**

- Tasks**
- Support in new project implementation
 - Submission of proposals for funding

Description The Beneficiaries are willing to pursue the replicability of the project by participating in new waste mining projects, both in Greece and the EU. In fact, many stakeholders have already come across to express their interest to use Landfill Mining as a tool to mitigate local issues such as limited landfill disposal space and groundwater pollution due to leachate leaks.

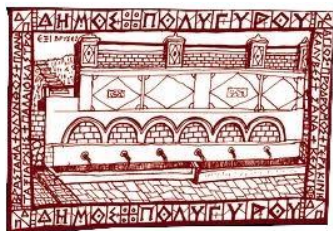
Additionally, the Team will be involved in the elaboration of proposals to receive funding for more Landfill Mining applications through programs such as INTERREG. This can lead to large-scale implementation of the method and transfer of the knowledge created by LIFE reclaim to other regions.

When Within 2017-2019

Responsible ENVECO S.A., HELECTOR S.A., Municipality of Polygyros, School of Mining and Metallurgical Engineering (NTUA)



PROJECT IDENTITY



PROJECT DATA

Location	Greece
Code	LIFE12 ENV/GR/000427
Starting date	01/07/2013
Ending date	30/06/2016
Duration	3 years
Total budget	€1.377.004
Website	www.reclaim.gr
Email	life@reclaim.gr

PROJECT BENEFICIARIES

Coordinating beneficiary	ENVECO S.A.
Associated beneficiaries	HELECTOR S.A.
	Municipality of Polygyros
	School of Mining and Metallurgical Engineering (National Technical University of Athens)

The LIFE Reclaim project (2013 – 2016) was supported with the contribution of the LIFE financial instrument of the European Union