

STRATEGIC PROJECT

Fostering a culture of environmental sustainability among young people



GMI

The Green MED Initiative



Project
funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

The project in brief

The approach to waste management as well as the common values of the European Union and the Mediterranean Partner Countries are based on three principles: waste prevention, recycling and re-use, improvement of final disposal and waste monitoring. The success of the strategy is highly dependent on the effective implementation of unified actions at Mediterranean level creating opportunities to exchange best practices, share knowledge and raise awareness on the importance of waste recycling. In addition the move towards long-term environmental sustainability shall also be supported by legislative frameworks enforcing waste recycling.

These are the aims of **GMI**, which represents a pioneer effort of six Mediterranean countries to develop a cross-border incentive based recycling program and communication campaign targeting 200 schools and universities.

Beneficiary

Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (Lebanon)

Partnership

1. Regional Association of the Municipalities of Sardinia (Italy, Sardegna)
2. Averda Servus (Lebanon)
3. Chamber of Commerce and Industry Marseille Provence (France, Provence-Alpes-Côte d'Azur)
4. Confederation of Egyptian European Business Associations (Egypt, Al Iskandanyah)
5. Chamber of Commerce of Cagliari, Special Agency "Center of Services for Enterprises" (Italy, Sardegna)
6. Association of Mediterranean Chambers of Commerce and Industry (Spain, Cataluña)
7. Association of Enterprises for Environmental Conservation (Egypt, Al Iskandanyah)
8. Barcelona Chamber of Commerce (Spain, Cataluña)
9. Foundation for Development Innovation and Technology (Spain, Cataluña)
10. Chamber of Commerce of Tunis (Tunisia, Tunis)
11. SERVICORP (Lebanon)

Specific objective

To develop a cross-border, incentive based, recycling system to promote environmentally sustainable practices at a grass root level - mainly schools and universities - using a state of the art technology platform, supported by an awareness and communication program

Expected results

- High number of young people engaged in recycling activities (approximately 10.000)
- Unified recycling program implemented in Mediterranean countries with 200 “Reverse Vending Machines” installed in schools and other educational centers
- Large quantity of waste collected (around 20 tons of plastic bottles and cans)
- Youth and a broader community sensitized about the importance of recycling
- Legislative framework improved for encouraging waste recycling

Main activities

- Identification of the existing waste management and recycling policies and practices in the countries concerned by the project especially those targeting young people
- Elaboration of a guide featuring best practices related to innovative waste management and recycling
- Technical training in schools and universities for the handling and administration of the installed Reverse Vending Machines
- Definition of a redemption scheme, closely connected to a charity program, in order to reward the students for recycling
- Organisation of a cross-border competition between schools and universities across the different countries
- Organisation of awareness and communication campaigns addressing 50.000 people
- Drafting of 18 agreements to be signed by local authorities in view of creating the necessary legislative framework to foster recycling

Target groups

- 10.000 students from 200 schools and universities engaged in recycling activities
- 10 companies dealing with waste management
- 250 institutions involved to maximize the impact of the project

Final beneficiaries

- Youth communities (in schools and universities)
- Larger communities through future project developments targeting different locations like public parks, governmental and public transport facilities

Duration

36 months (January 2013 - December 2015)

Budget

- Total budget: € 4.126.872
- Programme contribution: € 3.714.185 (90%)
- Project co-financing: € 412.687 (10%)

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