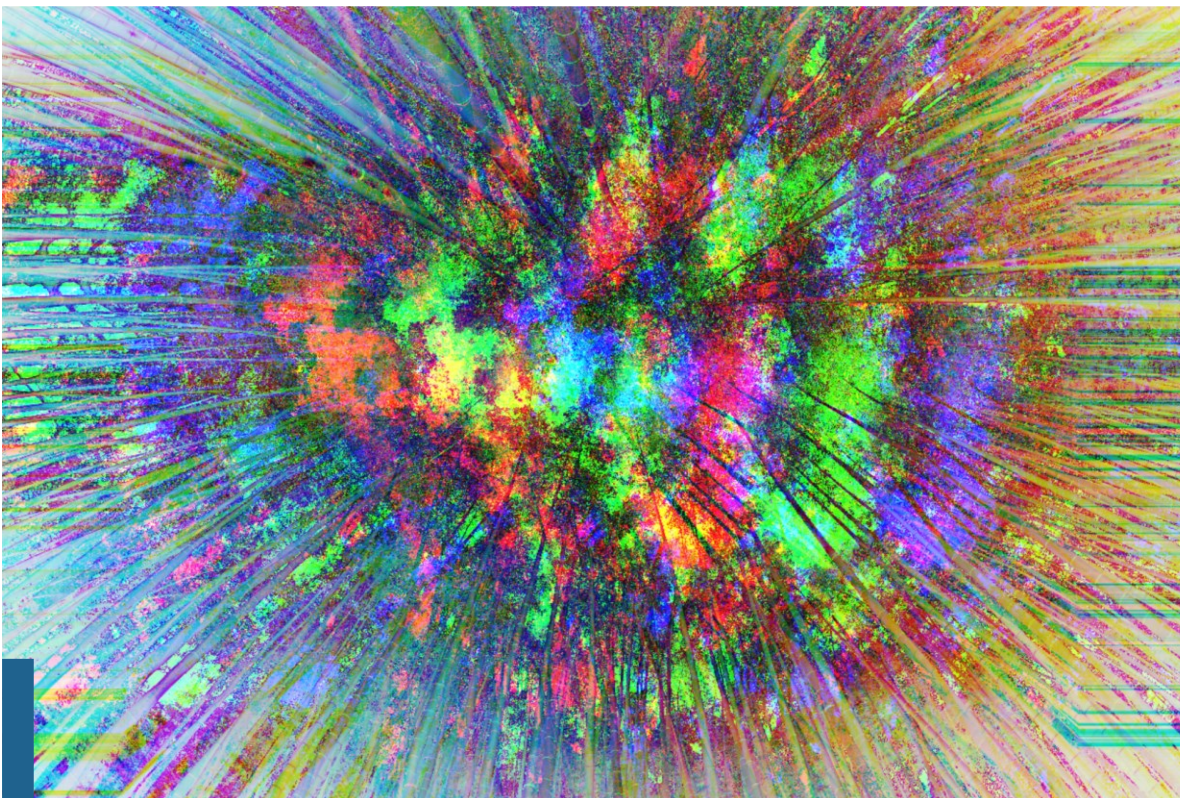




MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



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## Project sheet

Call for the implementation of some activities, foreseen by the functions defined by art. 34 of Legislative Decree 152 of 3 April 2006, on the implementation of the National Sustainable Development Strategy

TENDER NOTICE OF APRIL 24th, 2018



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## Project summary - RE.COOP.ER

<b>Purpose of the announcement:</b> Develop activities and initiatives aimed at disseminating and raising awareness on the issues of sustainable development and/or the circular economy		
<b>Beneficiary:</b> La Fraternità – Social Cooperative Society A.R.L (Rimini)		
<b>Duration</b>	13 months	
	<b>Start date of activity:</b> 01/2019	<b>End date of activity:</b> 01/2020
<b>Specific objective</b>	The project promoted the reuse and recycling of garments thanks to a promotional campaign, to the involvement of schools and the Academy of Fine Arts of Bologna, thanks to whose collaboration 15 dresses were made from recycled materials. The aim of the project was to increase awareness of the circular economy issues in the population of the metropolitan area of Bologna, through awareness-raising and promotion activities	
<b>Description of the activities</b>	Action 1. Planning of activities and interventions; monitoring of project activities	
	Action 2. Definition of the communication campaign contents and of the editorial plan to promote the reuse and recycling of clothing; website creation; creation of a photographic service and promotional videos; advocacy web campaign	
	Action 3. Awareness raising activities in nursery and elementary schools and collaboration with the Academy of Fine Arts of Bologna; meetings with cooperatives in the Bologna area; organization of shows and events	



	Action 4. Analysis of the project results; organization of a final event; Dissemination of the project results
Output	<ul style="list-style-type: none"> <li>• 15% increase, (+ 600 tons), of used clothing collected in 2019 in the province of Bologna</li> <li>• Creating a website</li> <li>• Photo shoot, (20 photos), and 4 videos</li> <li>• Social media awareness campaign</li> <li>• 150 participants in the awareness campaign in nursery and primary schools</li> <li>• Creation of 15 clothes, from recycled material, coming from the contribution of the Academy of Fine Arts of Bologna</li> <li>• Organization of two events: a cultural exhibition "E 'qui" and a seminar "The circular economy"</li> </ul>
Useful link	<a href="http://www.reccoper.it">www.reccoper.it</a>

## CORRELATION SCHEME BETWEEN THE ACTIVITIES CARRIED OUT BY THE PROJECT AND THE NATIONAL SUSTAINABLE DEVELOPMENT STRATEGY GOALS

Goal	Activity
<i>OS1: Increase the awareness of the resident population in the province of Bologna, regarding the circular economy, in particular on the concrete actions that each individual can take to contribute to sustainable development</i>	<i>Creation of round tables, events, final event, digital advertising campaign, Facebook page and website of the project in which the issues of the circular economy were disseminated and promoted, with particular regard to the local territoriality of Bologna and its province.</i>



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*OS2: Increase the quantity of used clothing collected by La Fraternità in the province of Bologna by at least 15%, (+600 tons)*

*Thanks to the RE.COOP.ER project, the tons collected have increased, from about 4.000 tons, collected in 2017, to 4.640 tons in 2019.*