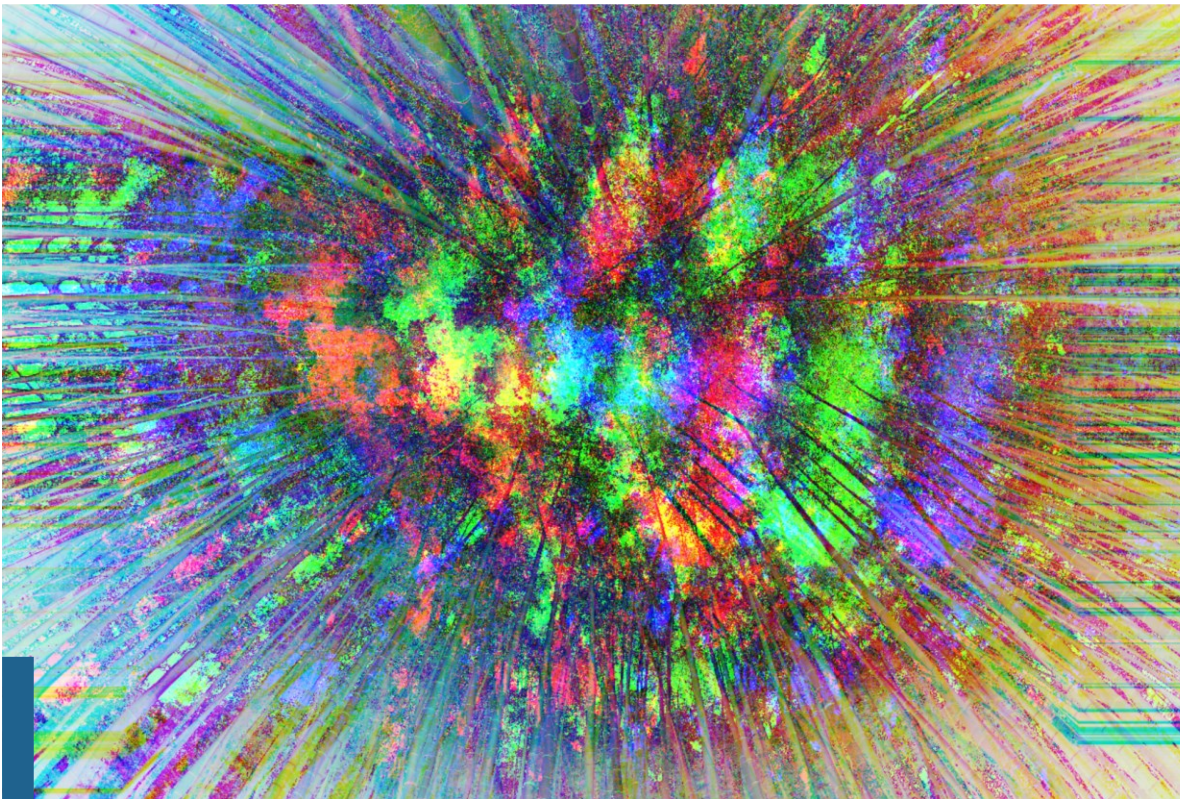




MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



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



Project summary - SUSTAINABLE CAPTAIN AND SMALL RAEE

Purpose of the announcement: To develop activities and initiatives aimed at disseminating and raising awareness on the issues of sustainable development and/or the circular economy		
Beneficiary: Remedia Consortium (Milan)		
Duration	8 months	
	Start date of activity: 12/2018	End date of activity: 08/2019
Specific objective	Project based on learning through playing: traveling magic show, (in 20 shopping centers distributed throughout the Italian territory). Educational activity that allowed the dissemination of information on electrical and electronic waste and recycling methods.	
Specific objective	Action 1. Organization of magic shows	
Output	Magic shows organized in 20 Italian cities. 60 days, 20 Unieuro stores involved, a dedicated page on the www.remediapervoi.it website. Widely exceeded the target of 20k families and 70-80k people. So measurable: <ul style="list-style-type: none">- Release of 3 national press releases / 12 territorial press releases: over 50 shots from the web press;- Around 150,000 participants throughout Italy and more than 1.5 million people reached by the social campaign;- 50,000 flyers printed and delivered, (one per household based on considerations);- Regions involved: Lombardia, Emilia-Romagna, Piemonte, Lazio, Puglia, Friuli-Venezia Giulia,	



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Useful links

www.remediapervoi.it

CORRELATION SCHEME BETWEEN THE ACTIVITIES CARRIED OUT BY THE PROJECT AND THE OBJECTIVES OF THE NATIONAL STRATEGY FOR SUSTAINABLE DEVELOPMENT

TOOLS	OBJECTIVES
<i>Page within the www.remediapervoi site</i>	<i>Educational / informative</i>
<i>Launch tour press release</i>	<i>Educational / informative</i>
<i>Social campaign</i>	<i>Educational / informative</i>
<i>Facebook campaign</i>	<i>Educational / informative / call to action recycling</i>
<i>Release territorial press review</i>	<i>Educational / informative / call to action recycling</i>
<i>Gadget</i>	<i>Educational / informative</i>
<i>Informative material</i>	<i>Educational / informative / call to action recycling</i>
<i>Ecobox</i>	<i>call to action recycling</i>