

**ZEOS**

*načrtna skrb za okolje*

# Poročilo za širšo javnost *Layman's Report*

LIFE+ Informacije in obveščanje / *LIFE+ Information and Communication*



Projekt za ozaveščanje o okoljskem pomenu ravnanja z OEE0 in njihovega ločevanja pri ključnih ciljnih skupinah v Sloveniji / Raising awareness of the importance of environmentally sound management of WEEE among identified target groups in Slovenia

LIFE10 INF/SI/000139



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA KMETIJSTVO IN OKOLJE

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**Upravičenec projekta/ Beneficiary name: ZEOS, ravnanje z električno in elektronsko opremo, d.o.o.**

**Sofinancerji/ Co-financers:**



REPUBLIKA SLOVENIJA  
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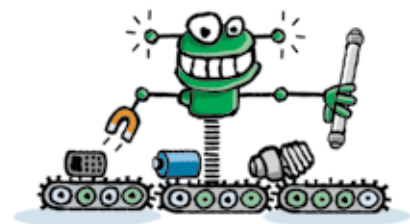
**Trajanje projekta/ Project duration:**

**1. oktober 2011 - 1. oktober 2013/ 1<sup>th</sup> October 2011 – 1<sup>th</sup> October 2013**

**Vrednost projekta: 583.964 EUR/ Project value: 583,964 EUR**

**Prispevek EU: 283.964 EUR/ EU contribution: 283,964 EUR**

**Prispevek MKO: 116.793 EUR/ MAE contribution: 116,793 EUR**



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## PREDSTAVITEV IN OZADJE PROJEKTA

Projekt »Slovenska ozaveščevalna kampanja OEE0«, ki ga vodi družba ZEOS, ravnanje z odpadno električno in elektronsko opremo, d.o.o., je namenjen dolgoročnemu ozaveščanju ciljnih skupin in doseganju pozitivnih učinkov glede ustreznega ravnanja z odpadno električno in elektronsko opremo (OEE0) ali e-odpadki ter odpadnimi prenosnimi baterijami in akumulatorji (OPBA). Projekt se delno financira iz evropskih sredstev – programa LIFE+ Informacije in obveščanje, finančno pa ga podpira tudi Ministrstvo za kmetijstvo in okolje RS.

Ponosni smo in upamo, da smo s svojimi prizadevanji pripomogli k boljšemu ozaveščanju na področju ravnanja z odpadki, zlasti na področju ravnanja z OEE0 in OPBA. Tako smo v letu 2011 začeli našo do zdaj največjo kampanjo ozaveščanja celotne Slovenije.

V dveh letih, odkar smo začeli izvajati projekt, smo vanj vključili številne otroke, učitelje, starše in državljane ter priredili več zanimivih dogodkov. Najbolj zanimiv in odziven je bil E-transformer, ki bo skrbel za ozaveščanje javnosti o ločevanju e-odpadkov in odpadnih baterij tudi ob zaključku projekta.

**Emil Šehič**, direktor družbe ZEOS: *»Naše dejavnosti v sklopu navedenega projekta so ti dve leti, od oktobra 2011 do oktobra 2013, osredotočene na spodbujanje javnosti ter širjenje znanja in informacij glede ustreznega ravnanja z OEE0 in OPBA. Prizadevamo si, da na zabaven in interaktiven način, ciljnim javnostim predstavimo pomen pravilnega ravnanja z OEE0 ter škodljivosti, ki jih ta vrsta odpadkov pomeni za okolje.«*

## CILJI PROJEKTA

- Ozaveščanje o pomenu obravnave okoljskih vprašanjih v zvezi s proizvodnjo in uporabo električne in elektronske opreme (OEE0);
- upravljanje OEE0 ter obdelava in predelava e-odpadkov, vključno s ponovno uporabo in recikliranjem;
- ozaveščanje gospodinjstev in šolske mladine po vsej Sloveniji o pomenu zbiranja in ločevanja e-odpadkov.

### Poslanstvo projekta

(1) *Ciljnim javnostim je treba predstaviti ustrezno obdelavo OEE0 in ravnanje z njimi ter izpostaviti, da je ločevanje e-odpadkov pomembno za čistejšo okolje, saj ima neustrezno zbiranje teh odpadkov negativne posledice za okolje.*

(2) *Predstaviti in razširiti je treba sporočilo, da je v Sloveniji na voljo okolju prijazna alternativa za ravnanje z OEE0 ter obveščanje in izobraževanje ciljnih skupin, da v Sloveniji obstajata možnost in program za ločeno zbiranje e-odpadkov.*

(3) *Vplivati je treba na vedenjske vzorce ciljnih skupin glede ločevanja odpadkov.*

## PROJECT PRESENTATION AND BACKGROUND

The purpose of the »Slovenia WEEE Campaign« project, which is managed by the company ZEOS, podjetje za ravnanje z odpadno električno in elektronsko opremo, d. o. o., is to raise the awareness of target groups and have a positive impact in the long term with regard to the proper management of waste electrical and electronic equipment (WEEE) or e-waste and waste portable batteries and accumulators (WPBAs). The project is financed partly by the EU as part of the LIFE+ Information & Communication programme and partly by the Ministry of Agriculture and the Environment of the Republic of Slovenia.

We are proud and hope that our presence has contributed to greater awareness with regard to waste management, particularly in relation to WEEE and WPBAs. In 2011, we began our largest country-wide awareness-raising campaign yet.

In the two years following its beginning, we included a large number of children, teachers, parents and other citizens in the project and organised many interesting events. The most interesting and effective was the E-transformer, which will continue to raise the awareness of the public about e-waste and waste battery management even after the conclusion of the project.

**Emil Šehič**, Zeos Director: *»The activities we have carried out as part of this project over a period of two years, from October 2011 to October 2013, have been focused on motivating the public and spreading knowledge and information about proper WEEE and WPBA management. Our goal is to inform the target public in an entertaining and interactive manner of the importance of proper WEEE management and the harmful impact this type of waste can have on the environment.«*

## PROJECT OBJECTIVES

- Increasing awareness of the importance of addressing environmental issues related to the production and use of electrical and electronic equipment (WEEE),
- management of WEEE and the treatment and recovery of e-waste, including reuse and recycling,
- raising the awareness of households and school children throughout Slovenia about the importance of collecting and separating e-waste.

### Project mission

(1) *Educating the target public about the proper treatment and management of WEEE, with emphasis on the importance of e-waste separation for the environment, as improper e-waste collection has a negative impact on the environment.*

(2) *Communicating and spreading the message that an environmentally friendly WEEE management alternative is available in Slovenia and informing and educating target groups about the possibility of separate e-waste collection and the existence of an e-waste collection scheme in Slovenia.*

(3) *Influencing the behavioural patterns of target groups with regard to waste separation.*

## DEJAVNOSTI ZA OZAVEŠČANJE JAVNOSTI

### Akcija s šolami »E-transformer na obisku«

V okviru projekta smo največjo pozornost namenili ozaveščanju mladih. Tako smo izdelali multimedijško vozilo E-transformer, v katerem smo na ogled postavili pomembnost pravilnega ravnanja z e-odpadki in odpadnimi baterijami.

E-transformer je zlozljivo vozilo, opremljeno je z najnovejšo multimedijško in svetlobno predstavitveno opremo, ki se v celoti napaja iz lastne elektrarne na sočno energijo, nameščene na strehi vozila in ki je opremljeno s privlačno grafiko pisanih barv. V njem so si lahko obiskovalci na treh LCD-zaslonih, ob uporabi svetlobnih učinkov, ogledali predstavitveni film o pomembnosti pravilnega ravnanja z navedenimi odpadki. V vozilu je izrazito z vsemi navedbami o nevarnosti nepravilnega ravnanja z e-odpadki in odpadnimi baterijami prikazana sestava tovrstnih odpadkov. Za razvedrilo pa so lahko obiskovalci pravilno razvrstili e-odpadke in odpadne baterije v igri Zetris ter v zabojnike oddali manjše e-odpadke in odpadne baterije. V dobro okolja je treba poudariti, da z uporabo sončne energije celoten sistem E-transformerja deluje na sončne celice, saj želimo razbremeniti naše okolje.

V akciji »E-transformer na obisku« je sodelovalo več kot 200 vzgojno-izobraževalnih ustanovah po vsej Sloveniji. Po sodelujočih šolah in vrtcih smo razdelili plakate, letake, zbiralnike in gradivo za učitelje. V okviru akcije so potekale naslednje dejavnosti:

- seznanitev otrok s pravilnim ravnanjem z e-odpadki in odpadnimi baterijami na učnih urah;
- izvedba akcije zbiranja e-odpadkov in odpadnih baterij na šoli in v okolici;
- obisk in ogled E-transformerja;
- izdelava gradiv v okviru natečaja o pomembnosti pravilnega ravnanja z e-odpadki in odpadnimi baterijami.

## PUBLIC AWARENESS ACTIVITIES

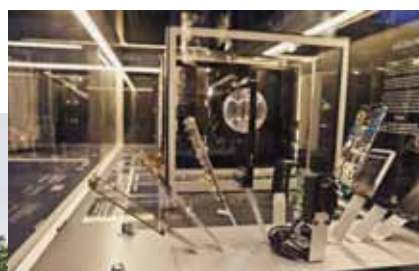
### »E-transformer Makes a Visit« School Campaign

The project was primarily focused on raising awareness among the young. For this purpose, we constructed a multimedia vehicle called the E-transformer, which presented the importance of proper e-waste and waste battery management.

The E-transformer is a foldable vehicle equipped with state-of-the-art multimedia and lighting presentation equipment, powered completely by its own solar power plant, which is fitted on the vehicle's roof, and decorated with appealing and colourful graphics. Three LCD screens in the vehicle, accompanied by light effects, enabled visitors to view a presentation film on proper e-waste management. The vehicle also features an explicit display of the composition of e-waste, complete with warnings about the dangers of improper e-waste and waste battery management. Visitors could entertain themselves by correctly separating e-waste and waste battery in a game called Zetris and depositing small pieces of e-waste and waste bacteria in the containers. It should be stressed that the entire E-transformer system operates on solar energy and is thus environmentally friendly, as we wish to reduce the burden on our environment.

More than 200 educational institutions across Slovenia participated in the »E-transformer Makes a Visit« campaign. We distributed posters, leaflets, containers and materials for teachers to the participating schools and nurseries. The following activities were carried out as part of the campaign:

- children were educated on proper e-waste and waste battery management through school classes,
- e-waste and waste battery collections were organised at and near schools,
- schools were visited by the E-transformer,



Akcijo smo na pot pospremili z novinarsko konferenco na sedežu družbe ZEOS. Tako je v šolskem letu 2012/13 v akciji sodelovalo več kot 200 izobraževalnih ustanov, pri čemer smo ozavestili več kot 66.000 otrok, zbrali preko 540 ton e-odpadkov in odpadnih baterij ter prejeli več kot 1.000 likovnih, raziskovalnih nalog in multimedijskega gradiva.



Ker je prav, da sta dobro delo in trud tudi nagrajena, smo med vsemi sodelujočimi v okviru nagradnega natečaja enemu razredu podelili izlet v zabavišni park, dvema šolama pa nova fotoaparata za beleženje eko trenutkov.

Cilj akcije je bil spremeniti vedenje potrošnikov, da bodo ustrezno ravnali z e-odpadki in odpadnimi baterijami. Ker je mladina dovzetna za vse spremembe in odgovorna do okolja, smo jim razdeljene zbiralnike prepustili v trajno last ter zagotovili možnost pravilnega ravnanja z e-odpadki in odpadnimi baterijami tudi v prihodnje. Prepričani smo, da bodo odgovorno ravnanje prenesli tudi v svojo okolico in da se e-odpadki in odpadne baterije ne bodo več znašli med ostalimi vrstami odpadkov.

Veseli nas, da se je mladina odzvala v tolikšnem številu ter skupaj z nami ODLOČILA IN LOČILA E-ODPADKE IN ODPADNE BATERIJE.

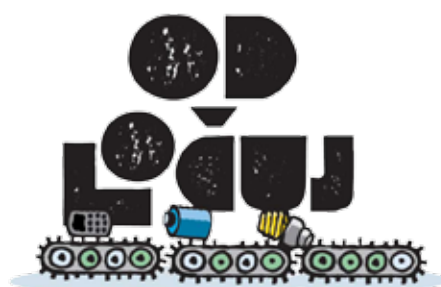
- materials within the competition of the campaign on the importance of proper e-waste and waste battery management.

The launch of the campaign was accompanied by a press conference at ZEOS's registered office. After all willing participants had applied, we began to visit schools, nurseries and other interested organisations. More than 200 institutions participated in the campaign in the school year of 2012/13, and we educated more than 66,000 children, collected more than 540 tonnes of e-waste and waste batteries and received more than 1000 art works, research papers and multimedia products.

Because good work and effort should be rewarded, a prize contest was held which included all the participants. One class received a trip to an amusement park and two schools received new cameras for recording eco moments.

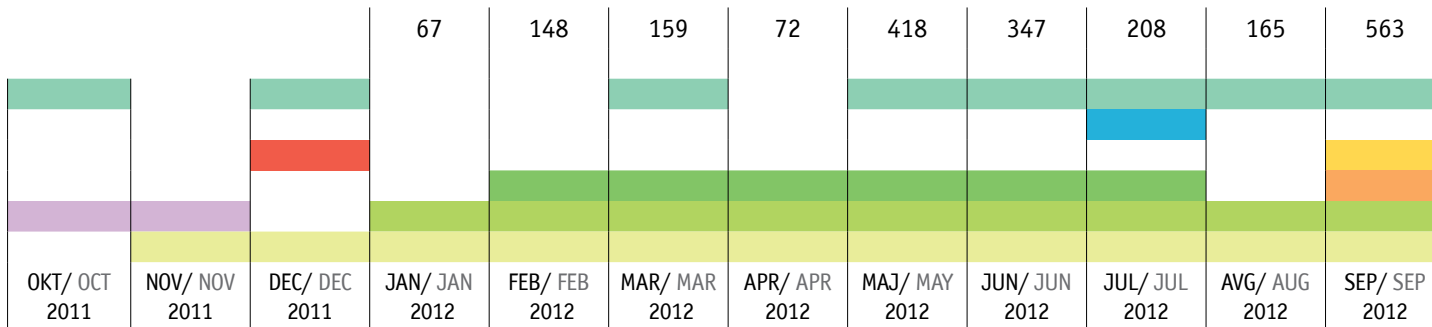
The objective of the campaign was to improve consumers' behavioral patterns with regard to proper e-waste and waste battery management. As the young are open to change and are responsible to the environment, we let them keep the distributed containers permanently to ensure that they continue to provide the possibility of proper handling e-waste and waste batteries properly in the future. We are certain that they will promote responsible behaviour in others and e-waste and waste batteries will no longer be found among other types of waste.

We are happy that the young responded in such great numbers and joined us in DECIDING AND SEPARATING E-WASTE AND WASTE BATTERIES.



## Časovni razpored dejavnosti in rezultati projekta/ *Timeline of Activities and Project Results*

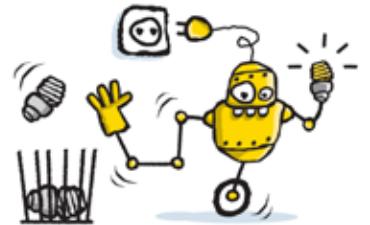
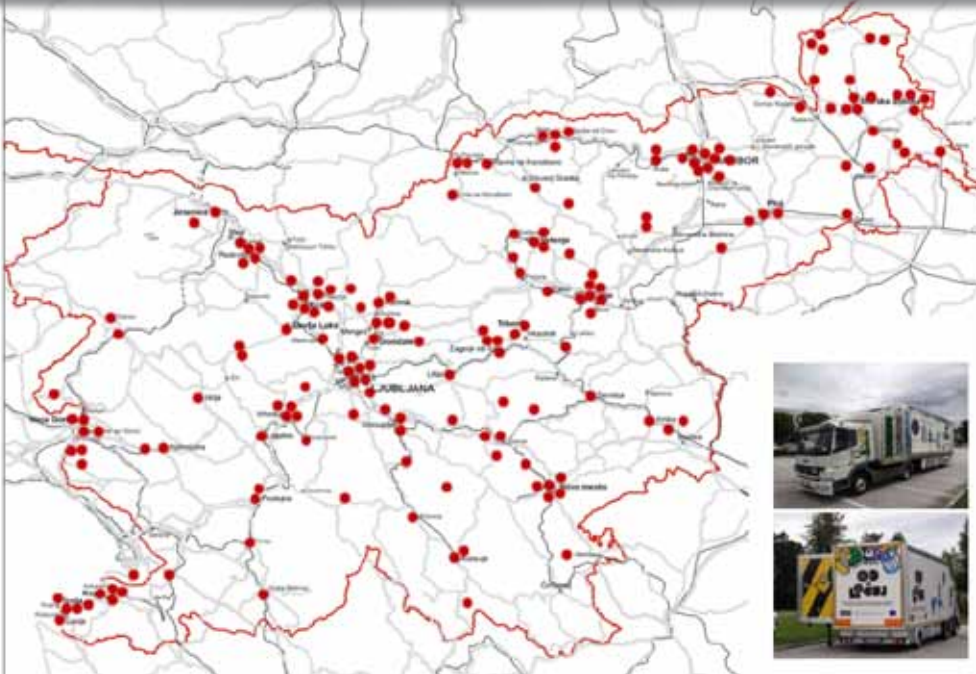
OBISKANOST SPLETNE STRANI ODLOČUJ/  
WEBSITE ODLOČUJ VISITS



- AKCIJA S ŠOLAMI »E-TRANSFORMER NA OBISKU«/  
»E-TRANSFORMER MAKES A VISIT« SCHOOL CAMPAIGN
- AKCIJA »EKO-terminali«/  
INTERACTIVE »ECO TERMINALS« AT SCHOOLS
- AKCIJA PO OBČINAH »DAN ODPRTIH VRAT«/  
DOORS OPEN DAY« IN MUNICIPALITIES
- OEEO KONFERENCA/  
WEEE FORUM CONFERENCE
- ZAČETNA NOVINARSKA KONFERENCA/  
OPENING PRESS CONFERENCE

- PREDSTAVITEV/IZDELAVA VOZILA E-transformer/  
PRODUCTION/PRESENTATION OF THE TRUCK E- TRANSFORMER
- SPLETNE STRANI ODLOČUJ/  
WEBSITE ODLOČUJ
- POSTAVITEV PROFILOV NA DRUŽABNEM OMREŽJU/  
PRESENTATION PROFILES ON SOCIAL NETWORKS
- PRIPRAVLJALNA AKCIJA/  
PREPARATORY ACTION
- MREŽENJE/  
NETWORKING

Zemljevid prikazuje kraje in mesta po Sloveniji, ki jih je obiskal E-transformer./  
*The map shows places around Slovenia visited by the E-Transformer.*

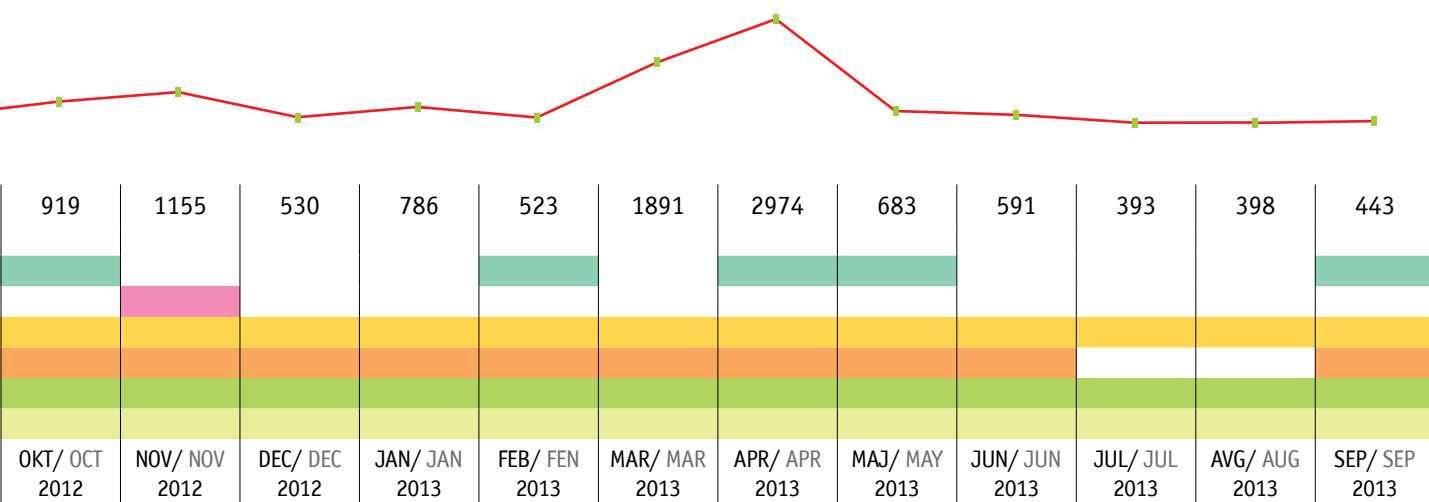


E-transformer je s svojimi obiski prevozil skoraj 40.000 km, to je enako kot če bi 28x obkrožil Slovenijo.

The E-transformer completed almost 40,000 km during its tour, which is a distance 28 times larger than the entire circumference of Slovenia.

S pomočjo multimedijske predstavitve v E-transformerju, smo s pravilnim ravnanjem seznanili več kot polovico prebivalstva v Sloveniji, natančneje 478.001 gospodinjstev.

With the help of the multimedia presentation in the E-Transformer, we provided information on proper handling to more than half of the country's population, i.e. 478,001 households.



5. 10. 2011	Konferenca koordinatorjev Ekošole z mednarodno udeležbo Brdo pri Kranju/ International Eco School Coordinators Conference, Brdo pri Kranju	18. 10. 2012	Društvo vzdrževalcev SLO Otočec/ Society makers SLO Otočec
12. 12. 2011	Izmenjava izkušenj s projektom Ločujmo odpadke družbe Slopak/ Exchange of experiences with the Slopak's »Let's Sort Waste« project	25. 10. 2012	Študentska arena/ Student Arena
14. 12. 2011	Srečanje elektroinštalaterjev/ Meeting of electricians	12. 2. 2013	Obisk Ministrstva, Orses, Gorenje Surovina ESFALP/ Visit ministry, Orses, Gorenje Surovina ESFALP, Odpadki so lahko koristni/ Waste can be useful
13. 3. 2012	Kulturni bazar/ Cultural Bazaar	10. 4. 2013	Informativni dan LIFE+/ Information Day of the LIFE +
18. 5. 2012	20 let Life+/ 20 years of Life +	22. 5. 2013	Sestanek z družbo ECOTIC- Romunijo/ Meeting with ECOTIC-Romania
5. 6. 2012	Okoljski dan gospodarstva/ Environmental Day economy	1. 9. 2013	Čarobni dan v Arboretumu/ Magical Day in the Arboretum
16. 9. 2012	Čarobni dan v Arboretumu/ Magical Day in the Arboretum	11. 9. 2013	Telefonska konferenca/ Telephone conference
20. 9. - 22. 9. 2012	Pikin festival/ Pippi longstocking festival	1. 10. 2013	Collect+ project, Active Sustainable Asbl, Bruselj
25. 9. 2012	Konferenca koordinatorjev Ekošole z mednarodno udeležbo Brdo pri Kranju/ International Eco School Coordinators Conference, Brdo pri Kranju		Seminar Sistem ravnanja z OEE0 pred spremembami v Celju/ »WEEE Handling System Before the modifications« lecture in Celje

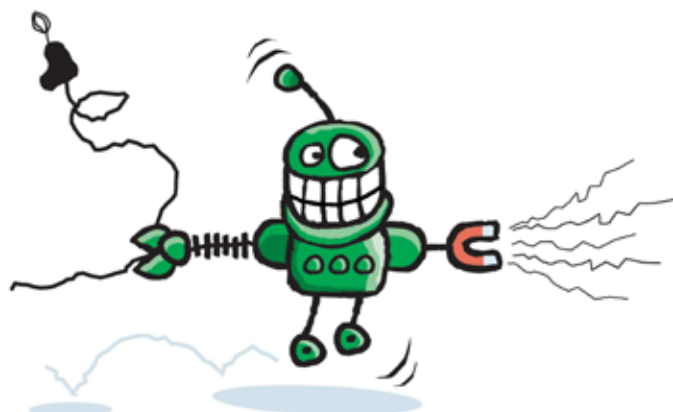
## Mreženje

Poleg glavnih dejavnosti v okviru projekta LIFE+ smo izvajali tudi ostale akcije in sodelovali na raznih dogodkih, ki smo jih tematsko povezali z našim E-transformerjem. Naš osnovni cilj je dvig stopnje ozaveščenosti na področju ravnanja z OEE0 in OPBA ter pomembnost pravilnega ravnanja s temi odpadki. Tako smo z E-transformerjem obiskali: Kulturni bazar, Pikin festival v Velenju, Čarobni dan v Arboretumu Volčji Potok, koncert The Stroj v Mariboru, Tehnično posvetovanje vzdrževalcev Slovenije, Študentsko areno v Ljubljani in še veliko drugih dogodkov in prireditev.



## Networking

In addition to the main activities in the LIFE+ project, we also carried out other campaigns and participated in various events that we thematically connected to our E-transformer. Our primary objective is to improve awareness with regard to WEEE and WPBA management and the importance of proper e-waste treatment. The E-transformer therefore visited: The Cultural Bazaar, the Pippi Longstocking Festival in Velenje, the Magic Day at the Volčji Potok Arboretum, the Technical Meeting of Slovenian Maintainers, the Student Arena in Ljubljana, etc.





### »OEE0 Konferenca«

V okviru našega projekta je bila izvedena tudi konferenca združenja WEEE forum, katere cilj je bil pridobiti in deliti izkušnje različnih udeležencev na področju okoljske problematike, načrtovati inovativne pristope na podlagi izkušenj drugih ter projekt LIFE+ predstaviti čim širšemu krogu udeležencev.

Konferenco smo razdelili na dva dela, ki sta potekala novembra 2012 v Ljubljani, prestolnici Slovenije.

Prvi del konference je bil namenjen strokovni javnosti, pri čemer smo vključili še člane evropskega združenja WEEE forum, katerega član je tudi družba ZEOS. Strokovnega dela konference združenja WEEE forum se je udeležilo 29 strokovnjakov iz Italije, Češke, Španije, Francije, Romunije, Poljske, Velike Britanije, Irske, Nizozemske, Avstrije, Madžarska.

Vsi udeleženci so na strokovnem delu v okviru predstavitev in delavnic obdelali tematiko, vezano na OEE0, s poudarkom na uvedbi standardov ravnanja z OEE0 na območje celotne Evrope ter reševanju različnih problematik na področju zbiranja, obdelave in recikliranja OEE0, s katerimi se srečujemo vsi udeleženi. Ugotovitve posveta in delavnic so vse udeležence postavile korak bliže k pravih rešitvam in vidikom na skupne težave.

V drugem delu konference pa smo udeležence seznanili z našim delovanjem in okoljsko problematiko ter predstavili naš projekt LIFE+.

V tem delu konference, ki je potekal ves dan, smo predstavili multimedijsko vozilo E-transformer, izvajali okoljske likovne delavnice ter predstavili potek razgradnje OEE0 in posamezne skupine OEE0, ki se zbirajo v okviru našega načrta.

Osrednji del smo namenili tudi širši strokovni javnosti, pri čemer je projekt podprl tudi komisar EU za okolje g. Janez Potočnik. Dogodek so z udeležbo in pozdravnim nagovorom podprli tudi ljubljanski župan g. Zoran Jankovič in predstavniki Ministrstva za kmetijstvo in okolje.

### »WEEE Forum Conference«

A WEEE Forum conference was also held as part of our project with the aim of gaining and sharing the experience of various participants in the field of environmental issues, outlining innovative approaches on the basis of the experience of others and presenting the LIFE+ project to as wide a circle of participants as possible.

The conference was divided into two parts, both of which took place at the beginning of November 2012 in the Slovenian capital, Ljubljana.

The first part of the conference was held for the professional public and included members of the European association WEEE Forum, of which ZEOS is also a member. The professional part of the WEEE Forum conference was attended by 29 participants from Italy, the Czech Republic, Spain, France, Romania, Poland, Great Britain, Ireland, the Netherlands, Austria and Hungary.

Through presentations and workshops, the participants of the professional part of the WEEE Forum conference addressed and discussed topics in relation to WEEE, with an emphasis on the introduction of WEEE management standards throughout Europe and the resolution of various issues with regard to the collection, treatment and recycling of WEEE encountered by all those involved in the process. The conclusions of the conference and workshops brought all the participants one step closer to finding proper solutions for and approaches to our common problems.

In the second part of our WEEE Forum conference, we familiarised the participants with our activities and environmental issues and presented our LIFE+ project. In this part of the WEEE Forum conference, we presented the E-transformer multimedia vehicle, held environmentally themed art workshops and presented the process of WEEE disassembly and the individual WEEE groups collected within our scheme.

The central part, which was also open to the wider professional public, featured an address by EU Environment Commissioner Janez Potočnik, in which he expressed his support of the project. The mayor of Ljubljana, Mr Zoran Jankovič, and representatives of the Ministry of Agriculture and the Environment also attended the event and gave the welcome address.





### Vloga lokalnih skupnosti / »Dan odprtih vrat« v občinah

Akcijo »Dan odprtih vrat« smo izvajali skupaj z izvajalci lokalnih javnih služb (IJS) za ravnanje z odpadki in jo poimenovali »E-odpadke ločuj in okolje varuj«. Tako smo akcije izvedli skupaj s 24 tovrstnimi službami. Z akcijo smo zajeli 89 občin, ozavestili 1,2 milijona prebivalcev Slovenije ter »počistili« e-odpadke v skoraj 500.000 gospodinjstvih, kar pomeni približno 65 % vseh gospodinjstev v Sloveniji.

Z akcijo zbiranja in ozaveščanja smo gospodinjstva seznanili s pomenom pravilnega ravnanja z e-odpadki in odpadnimi baterijami ter posledicami, ki jih naše neodgovorno ravnanje z navedenimi odpadki prinaša za okolje in življenje.

Posamezne akcije so potekale od treh tednov do enega mesca na različnih lokacijah posameznih občin in v zbirnih centrih IJS. Občane smo o akcijah seznanili in povabili k sodelovanju prek:

- plakatov na vseh plakatnih mestih posameznih občin;
- spletnih strani IJS in občin;
- lokalnih medijev (časopis, radio in televizija);
- obvestila na mesečnih položnicah, ki jih prejme vsako gospodinjstvo;
- letakov, razdeljenih po gospodinjstvih.

V akcije smo vključili tudi obiske E-transformerja v zbirnih centrih in na različnih lokacijah po posameznih občinah. Tudi tam smo občane ozaveščali in obveščali o pravilnem ravnanju z e-odpadki in odpadnimi baterijami ter jim predstavili možnost oddajanja tovrstnih odpadkov.

V okviru akcije smo tako skupaj očistili Slovenijo za kar 540 ton e-odpadkov in odpadnih baterij.

Kot spodbuda k odgovornemu ravnanju z odpadki je lahko vsak sodelujoči, ki je v okviru akcije oddal kateri koli e-odpadek ali odpadno baterijo, izpolnil kupon in tako sodeloval v žrebanju za nov okolju prijazen hladilnik. V okviru akcije smo 30 slovenskih gospodinjstev nagradili z novimi okolju prijaznejšimi hladilniki.

### Role of Local Communities / »Doors Open Day« in Municipalities

The »Doors Open Day« campaign was named »Separate E-Waste and Protect the Environment« and was implemented in cooperation with 24 local public service providers (PSPs) providing waste management services. We included 89 municipalities in the campaign and educated 1.2 million Slovenian citizens and »cleaned« almost 500,000 households – almost 65% of all households in Slovenia – of e-waste.

Through the collection and awareness-raising campaign, we raised the public's awareness of the importance of proper e-waste and waste battery management and the impact our reckless handling of this type of waste has on our environment and our lives.

Individual campaigns carried out in individual municipalities and at the collection centres (CCs) of PSPs lasted between three weeks and one month. Citizens were informed about the campaigns and invited to participate via:

- Posters at all the poster sites in individual municipalities
- Websites of PSPs and municipalities
- Local media (newspapers, radio, TV)
- Notices in monthly bills received by every household
- Leaflets sent to households

The campaigns included visits by the E-transformer to CCs as well as various locations in individual municipalities. At these locations, we educated and informed the citizens about proper e-waste and waste battery handling, as well as in the possibilities of disposing of such waste.

Together we cleaned Slovenia of 540 tonnes of e-waste and waste batteries.

As an incentive for responsible waste management, each participant who deposited any form of e-waste or waste battery during the campaign could fill out a coupon and participate in a drawing for a new environmentally friendly refrigerator. New environmentally friendly refrigerators were given away to 30 Slovenian households as part of the campaign.

## Interaktivni »EKO terminali« na šolah

Z vzpostavitvijo EKO terminalov smo želeli zagotoviti in predstaviti možnost ponovne uporabe že odslužene e-opreme. Tako smo zbrali več kot 200 terminalov, ki so bili včasih namenjeni potrjevanju zdravstvenih kartic v zdravstvenih domovih in bolnišnicah ter jih 80 preuredili za izobraževalne namene na osnovnih šolah po Sloveniji. Zbrane terminale smo nadgradili z izobraževalno aplikacijo o okolju in jih v slabih treh mesecih namestili po šolah.

Učenci lahko na EKO terminal namestijo svojo vsebino ali prebirajo interaktivno gradivo o pravilnem ravnanju z e-odpadki in odpadnimi baterijami. Svoje znanje lahko preizkusijo tudi z igranjem kviza.

Sodelujoča šola je skupaj z navodili prejela še očiščeno ohišje EKO terminala, grafični material za njegovo vizualno podobo, gonilnike in grafično kartico. Naloga učencev in učiteljev je bila, da čim hitreje vzpostavijo EKO terminal, za kar so morali na šoli najti tudi rabljen računalnik. Šola, ki je uspela v najkrajšem času vzpostaviti EKO terminal, je bila nagrajena z izletom v zabavišni park.

## Družbena omrežja

Družabna omrežja so orodja za komunikacijo, ki so v sodobnem času najhitreje rastoč in najbolj uporabljen medij. V okviru projekta smo bili dejavni tudi na družbenih omrežjih, pri čemer je bil odziv javnosti izredno pozitiven.

- Omrežje Flickr smo uporabili za hitro izmenjavo fotografij z dogodkov na šolah in v posameznih občinah in dogodkov o E-transformerju;
- portal YouTube je deloval kot platforma projekta za distribucijo video vsebin;
- omrežje Twitter smo uporabili kot podporno okolje za Facebook;
- omrežje LinkedIn je bilo namenjeno povezovanje s strokovno javnostjo (ekologija in trajnostni razvoj);



## Interactive »ECO Terminals« at Schools

By setting up ECO terminals, we wished to ensure and present the reusing of old e-equipment. As part of the project, we collected more than 200 terminals that had been used to confirm health cards at health centres and hospitals and converted 80 of them to be used for educational purposes at primary schools across Slovenia. We upgraded the terminals with an environmental education application and installed them at schools in less than three months.

Pupils can use the ECO terminals to install their own content or read interactive materials on the proper management of e-waste and waste batteries. They can also test their knowledge by taking a quiz.



- omrežje Facebook pa smo uporabili kot sredstvo za spodbujanje sodelovanja pri projektu in natečaju ter kot orodje za neposredno komunikacijo in povečanje zanimanja za projekt. Naš pravilen pristop k projektu nam potrjuje tudi dejstvo, da smo prejeli več kot 7.800 všečkov.

V omrežju Facebook smo izvedli akcijo STARO ZA NOVO, pri čemer smo iskali najstarejši televizijski sprejemnik. Vsi sodelujoči so doma poiskali najstarejši televizijski sprejemnik, ga fotografirali in sliko naložili v aplikacijo na naši Facebook strani. Lastniku najstarejšega televizijskega sprejemnika, smo le tega zamenjali za novega.



### Spletna stran

Spletno stran [www.life.si](http://www.life.si) smo vzpostavili na začetku projekta leta 2011 in ji dodali povezave do družbenih omrežij. Na strani so navedene vse potrebne informacije o pravilnem ravnanju z e-odpadki in odpadnimi baterijami v okviru izvedenih akcij. Informacije smo podkrepili tudi z izdelavo EKO semaforja, pri čemer si lahko vsi obiskovalci ogledajo zbrano količino e-odpadkov na prebivalca po posameznih regijah, kar naj bi občane še dodatno spodbudilo k pravilnemu oddajanju e-odpadkov in odpadnih baterij na pravo mesto.



Along with instructions for use, each participating school also received a cleaned ECO terminal housing, graphic material for the exterior of the ECO terminal, drivers and a graphics card. Pupils and teachers were tasked with finding a suitable used computer at the school and setting up their ECO terminals as quickly as possible. The school that was able to set up its ECO terminal in the shortest time was rewarded with a trip to the amusement park.

### Social Networks

Social networks are communication tools that have become the fastest-growing and most widely used medium in modern times. The project also encompassed activities involving social networks, to which the public responded very positively.

- Flickr was used to quickly share photographs of the E-transformer and events at schools and in individual municipalities,
- YouTube served as the project's video distribution platform,
- Twitter was used as a support environment for Facebook,
- LinkedIn was used to connect with the professional public (ecology, sustainable development),
- Facebook served as a means for the promotion of participation in the project and for the contest, as well as a tool for direct communication and raising interest in the project. That we have taken the right path to achieving good results is confirmed by the fact that more than 7,800 people have liked our page.

We conducted a NEW FOR OLD campaign on Facebook, in which we were looking for the oldest TV set. Participants had to find the oldest TV set they had at home, take a photograph of it and upload it to our Facebook page. The owner of the oldest TV set received a new TV set in exchange for his old one.

### Website

We set up the website [life.zeos.si](http://life.zeos.si) at the beginning of the project in 2011 and added links to our social network pages. The website contains all the necessary information on proper e-waste and waste battery management within our campaigns. The information was additionally supported by creating ECO traffic lights enabling visitors to check the amount of e-waste collected per capita in individual regions with the purpose of further motivating citizens to dispose of e-waste and waste batteries properly.

**ODLOČI SE IN LOČI -**  
**SORT YOUR MIND TO**  
**SORT YOUR TRASH**



## O družbi ZEOS

Družba ZEOS, ravnanje z električno in elektronsko opremo, d.o.o., ali krajše Zeos d.o.o. je družba za vzpostavljanje in upravljanje skupne sheme ravnanja z odpadno električno in elektronsko opremo (OEE0) ter z odpadnimi prenosnimi baterijami in akumulatorji (OPBA) v Sloveniji.

Družba ZEOS se vsem sodelujočim najlepše zahvaljuje za prispevek k projektu in s tem k čistejšemu okolju. Z zavedanjem, da so e-odpadki pomembni za naše okolje in da šteje prav vsak, vas vabimo k sodelovanju tudi v prihodnje. Še posebej gre zahvala donatorjem, Evropski komisiji in Ministrstvu za kmetijstvo in okolje, ki sta s svojim finančnim prispevkom kot tudi strokovno podporo omogočila izvedbo in učinkovito realizacijo ciljev projekta.

*Zeos would like to kindly thank all the participants for their contribution to the project and through it to a cleaner environment. As every piece of e-waste is important for our environment and everyone counts, we invite you to join us again in our future endeavours. A special acknowledgement goes to donors, the European Commission and Ministry for agriculture and environment, that allowed implementation and efficient realisation of goals of the project with both their financial contribution and professional support.*

## About Zeos

The company ZEOS, ravnanje z odpadno električno in elektronsko opremo, d. o. o., or Zeos, d. o. o., for short, was established with the goal of establishing and managing a joint scheme for the management of waste electronic and electric equipment (WEEE) and waste portable batteries and accumulators (WPBAs) in Slovenia.

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