

WEEEVALUE Project Officially Launched with Online Kick-off Meeting

Athens, 17 December 2025 – The **WEEEVALUE** project, titled “*Promoting Circular Valorization of Waste Electrical and Electronic Equipment (WEEE)*”, was officially launched through an **Online Kick-off Meeting hosted by the Hellenic Ministry of Environment and Energy**.

Co-funded by the **European Union under the Interreg NEXT MED Programme**, the meeting brought together representatives from **eight project partners across Greece, Jordan, Spain, Cyprus, Lebanon, Türkiye, Tunisia, and Italy**. The event marked the start of project implementation, allowing partners to align on strategic objectives, review the work plan, and coordinate upcoming pilot actions.

Despite existing regulatory frameworks in the EU, only around **one third of generated WEEE is collected and treated appropriately**, while non-EU Mediterranean countries often face weaker legislative structures, leading to improper disposal and environmental harm. WEEEVALUE addresses these challenges through strengthened cooperation and harmonised approaches to e-waste management across the Mediterranean region.

With a **total budget of €2.786 million** and a **30-month duration**, the project aims to improve local and regional policies, reduce the environmental impact of e-waste, and support the transition to a circular economy. Key project actions include:

- Awareness-raising campaigns (*WEEE AWARE*)
- Innovative eco-business models and an online collection platform (*WEEE COLLECT*)
- Social inclusion measures in WEEE management enterprises (*WEEE SOCIAL*)

WEEEVALUE brings together a balanced consortium of policymakers, public authorities, academic institutions, industry stakeholders, and non-profit organisations. The partnership will develop and implement **eight new Action Plans for e-waste management**, reinforcing transnational cooperation and preventing illegal e-waste movements across the region.

The project directly contributes to the **Interreg NEXT MED Programme’s Specific Objective 2.4 (RSO2.6)** by promoting a **circular and resource-efficient economy**.

For more information:

- Project webpage: <https://www.interregnextmed.eu/project-page/weeevalue/about/>
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