

SPOT STOP WASTE CRIME

LIFE PROWhiBIT
PREVENTION - DETECTION - DISRUPTION
OF ENVIRONMENTAL WASTE CRIME



ENVIRONMENTAL WASTE CRIME IS A CRIME WITH “VICTIMS”

PROJECT	LIFE18 GIE/GR/000899
PROJECT TITLE	Prevent Of Waste crime by Intelligence Based Inspections
PROJECT ACRONYM	LIFE PROWhiBIT
ACTION	D.1.4
DELIVERABLE NUMBER	D 1.4
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European Union Network for the Implementation and Enforcement of Environmental Law



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1 SOCIAL MEDIA

In the beginning of March 2021, concurrently with the completion of the project's website, the project's social media were created, in order to supplement the online presence of the project, facilitate content dissemination and establish connection with stakeholders and other target groups on a regular basis. In particular, as described in the Grant Agreement, the project is utilizing a Facebook page, a YouTube channel and a LinkedIn Group.

So far (last update SEPTEMBER 2023):

- the project's **Facebook** page has reached 6.691 individuals and is followed/ liked by 708 individuals (organic results),
- the project's **YouTube** channel has 77 subscribers and contains 9 videos (the project's short promo video and the video recordings of the 8 Info Days) that have 1.362 cumulative views,
- the project's **LinkedIn Group** has 96 group members (no further analytics are available on LinkedIn).

The target of 12.000+ people to learn about the project through 24 Social Media Campaigns, will be reached through organic results (instead of paid campaigns), given that:

- today 6.691 have been reached by the project's Facebook page only,
- paid campaigns were not budgeted in the Grant Agreement,
- paid campaigns are difficult to perform in the public sector in Greece, unless there is a subcontractor (Digital Agency) that would be paid a fixed amount of money (their fee plus the media spending) to run online campaigns without prespecified or secured outcomes (given that outcomes depend on the varying cost of keywords, the target audiences, and various other parameters).

The target of 1000+ Likes of the project's **Facebook** page is expected to be reached (although 800 likes is a more realistic target, and the decrease does not affect the overall target of 12.000+ people to learn about the project through social media).

YouTube is expected to reach the target of 3.000 views overall through the uploading of the Info Days video recordings that weren't originally planned (according to the Grant Agreement only the 2 project videos were expected to be uploaded).

The target of 800+ **LinkedIn Group Members** is not expected to be reached by the end of the project since LinkedIn hasn't proved to be an appropriate medium assisting the achievement of the project's communications objectives. This is mainly due to the fact that relevant stakeholders as well as the public (especially people outside of Athens) do not use LinkedIn (they do not even have a profile). Other than that LinkedIn has limited the number of groups a simple (non-Premium) profile can participate in. Given that LinkedIn hasn't proved effective



we believe that no further effort should be made on this channel. The elimination of LinkedIn activity is not affecting the overall KPI of people reached at all given the project's overall publicity gained (109 publicity pieces in various -mainly online- media & 1 radio interview) and Facebook's organic results (Reach: 6.691).

After the end of the project the social media accounts administration will be transferred to the ICT administrator of the Ministry of Environment & Energy of Greece.

1.1. Facebook

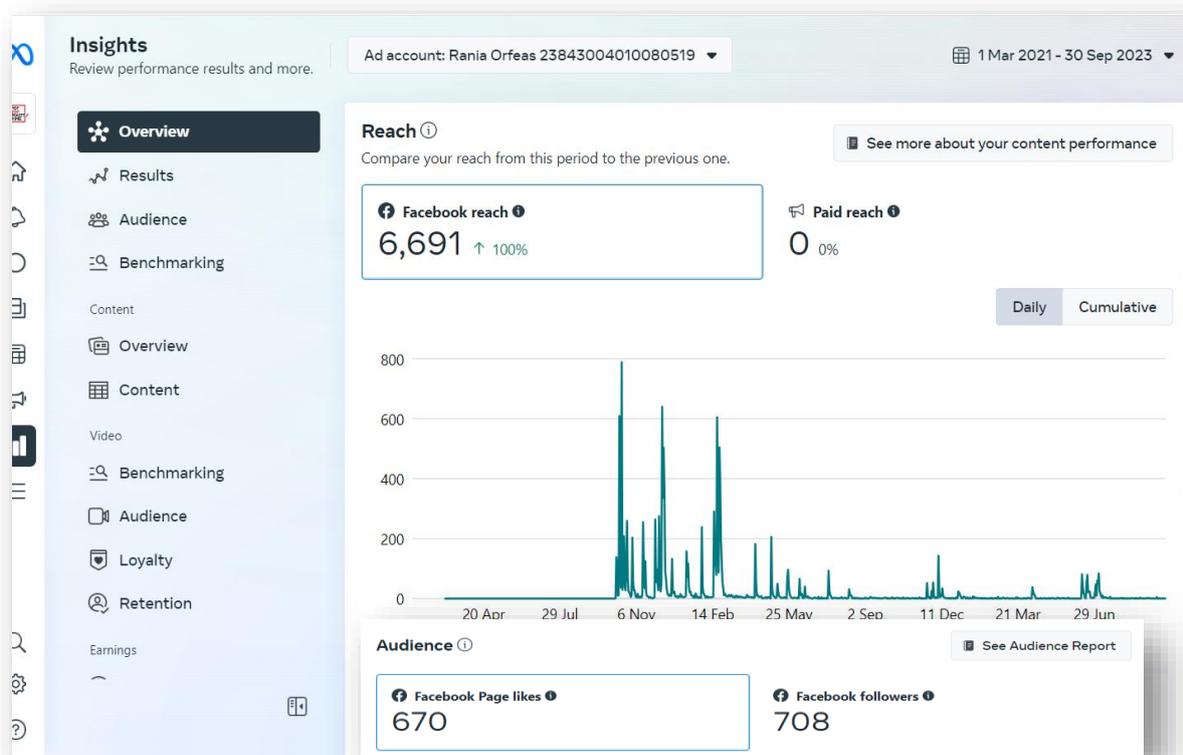
The content pillars for the project's Facebook posts are the following:

- Information about the project itself,
- Education on the scope of the problem addressed (Environmental Waste Crime) and its importance,
- Project news, outcomes and articles,
- Calls to action (active engagement),
- Announcement of events and invitation to participate,
- Reports, statistics and news on Environmental Waste Crime in Greece & abroad,
- Important news and events of other related projects and authorities (e.g. MEE, Green Fund etc.),
- Occasion related post (e.g. related national days, climate change occurrences etc.).

Overall (last update SEPTEMBER 2023), the project's Facebook page has reached **6.691** individuals and is followed/ liked by **708** individuals (See Figure 1).

Reach is the number of people who saw any content from the Page or about the Page, including posts, stories, ads, social information from people who interact with the Page and more (reach is different from impressions, which may include multiple views of a page's posts by the same people).

Figure 1: Facebook Analytics – Reach & Page Likes (Followers)



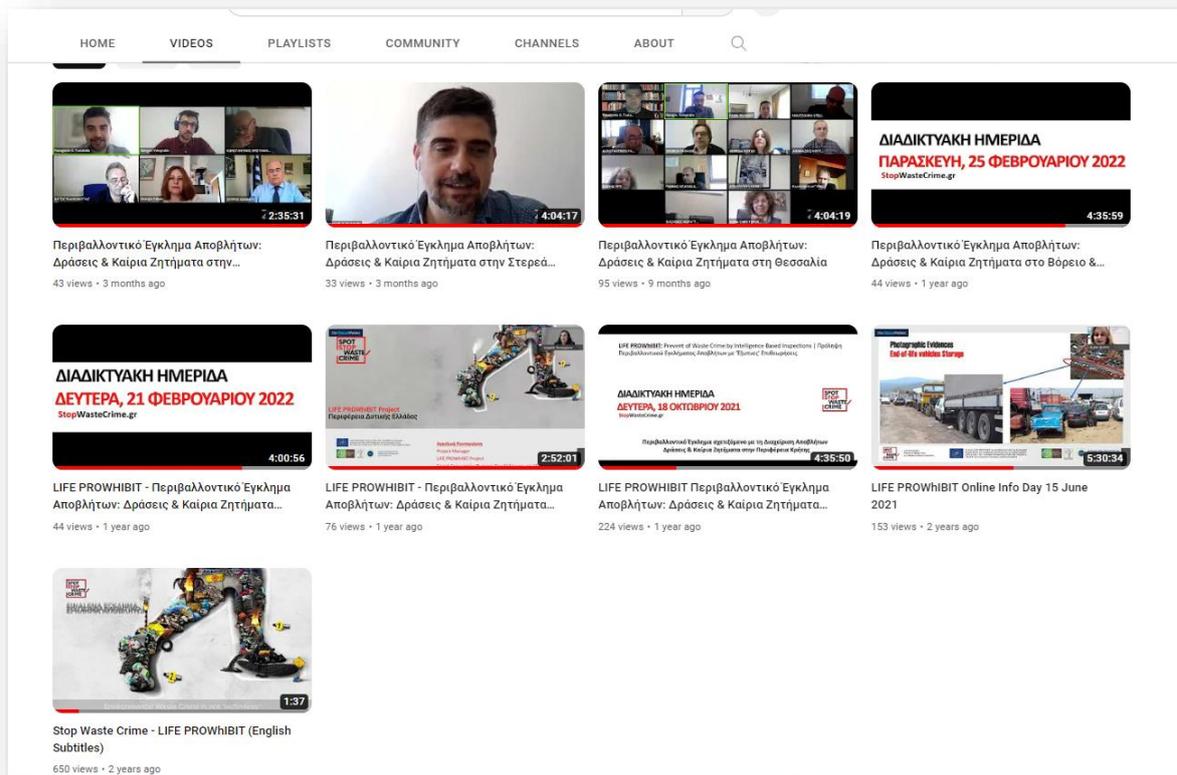
1.2. YouTube

The [project's YouTube channel](#), so far (SEPTEMBER 2023), has 77 subscribers and contains 9 videos (see Figure 2 below):

1. The project's first short-promo video with English subtitles (650 views),
2. The video recording of the project's (first) Introductory Info Day (153 views),
3. The video recording of the project's (second) Info Day in Crete (224 views).
4. The video recording of the project's (third) Info Day in Western Greece (76 views).
5. The video recording of the project's (fourth) Info Day in Peloponnisis (44 views).
6. The video recording of the project's (fifth) Info Day in South Aegean & North Aegean (44 views).
7. The video recording of the project's (fifth) Info Day in Thessaly (95 views).

8. The video recording of the project’s (fifth) Info Day in Sterea Ellada (33 views).
9. The video recording of the project’s (fifth) Info Day in the Ionian Islands (43 views).

Figure 2: YouTube Channel



All available Info Day video recordings, as well as LIFE PROWhIBIT’s second video (that will be produced during the last months of the project) will be uploaded on the YouTube Channel.

1.3. LinkedIn Group

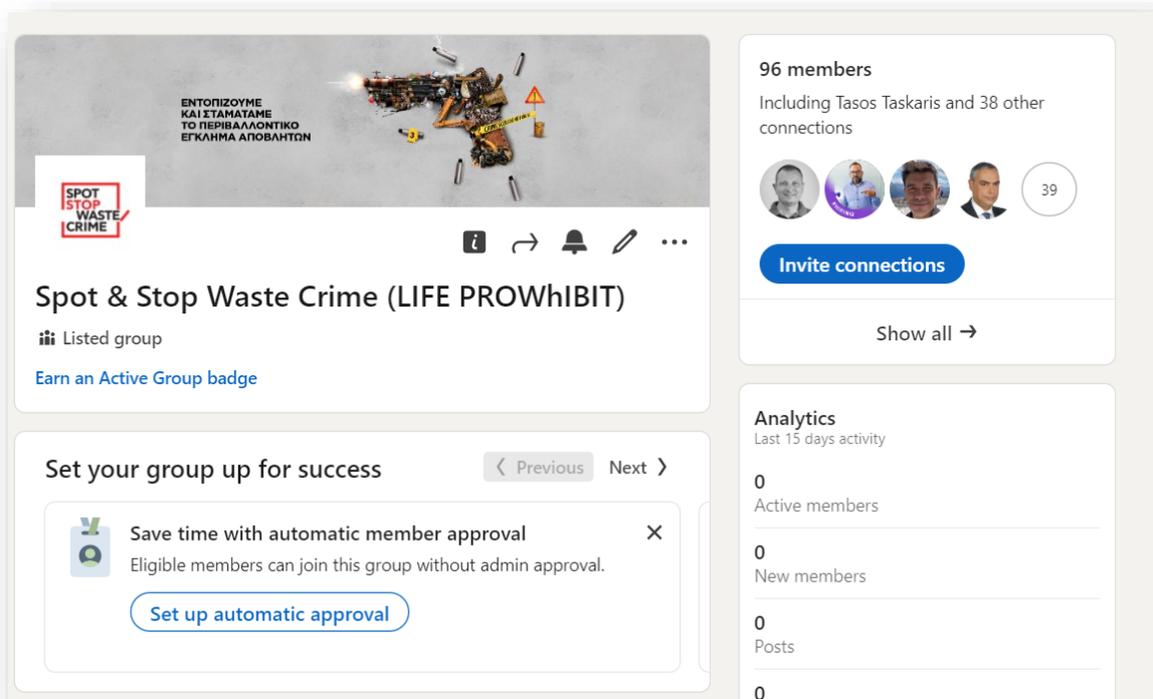
Although listed in the Grant Agreement as a required dissemination tool, experience so far has shown that the project’s LinkedIn Group is not that helpful in achieving LIFE PROWhIBIT’s communications objectives. The basic reasons for this are:

- our target audiences are mainly either non-users or light-users of LinkedIn,
- LinkedIn sets limitations to the number of groups a user can be a member of,
- the principal language used in LinkedIn is English (thus content should rather be in English), while the projects communications activities (e.g. Info Days) and publicity material are in Greek.

Thus, LinkedIn hasn't proved to be an appropriate medium assisting the achievement of the project's communications objectives. Relevant stakeholders as well as the public (especially outside of Athens) do not use LinkedIn (they do not have a profile, or even if they have a profile they do not actually use LinkedIn). The audience reach "lost" due to the fact that LinkedIn hasn't proved helpful is being compensated by publicity that has been very significant so far (109 publicity pieces in various -mainly online- media & 1 radio interview).

Nevertheless, the [project's LinkedIn Group](#) has 96 group members in SEPTEMBER 2023 (see Figure 3 below). There were more than 20 posts in English. Other than posts related to the project's communication material and activities available in English (i.e., 1st promo-video with subtitles in English & material related to 1st Introductory Info Day that was delivered in English), all other posts are on related EC & EWC content (reports, articles, project outcomes) from other sources, that can support the key messages of LIFE PROWhIBIT. In 2022 LinkedIn has changed the available group analytics and only provides limited data from October 25th, 2021 and onwards.

Figure 3: LinkedIn Group



Given that LinkedIn hasn't proved effective, no further efforts will be made in the future through this channel.

2 NEWSLETTERS

As described in the Grant Agreement the goal of regular newsletters is to:

- provide engaged stakeholders with updates of project’s activities,
- remind the project’s objectives to stakeholders,
- encourage stakeholders to stay involved and participate in different tasks and
- inform stakeholders on outcomes of the project.

Up until today (SEPTEMBER 2023) 3 Newsletters have been sent to stakeholders. The recipients of the Newsletter are those that have subscribed on the project’s website to receive Newsletters (42 subscribed until SEPTEMBER 2023 / please see excel file “NWS SUBSCRIPTIONS” in “D_1_4_ACCOMP FOLDER_NWS”), as well as all recipients of Info Days invitations (before each Info Day a targeted mailing list is compiled with stakeholders and media in each region). An English version of the 1ST Newsletter of the project, was prepared and sent to the English-speaking subscribers.

Table 1 below, includes the basic reporting on the 3 Newsletters and folder “D_1_4_ACCOMP FOLDER_NWS” includes all related files on Newsletters reporting.

Table 1: Newsletters Reporting

Newsletter #	Statistics
Newsletter #1: June 2021	<ul style="list-style-type: none"> • Recipients: 579 • Recipients that opened the email: 128
Newsletter #1: June 2021 ENGLISH VERSION	<ul style="list-style-type: none"> • Recipients: 16 • Recipients that opened the email: NA (the Newsletter was sent via email)
Newsletter #2: November 2021	<ul style="list-style-type: none"> • Recipients: 1.191 • Recipients that opened the email: 305
Newsletter #3: March 2023	<ul style="list-style-type: none"> • Recipients: 2.243 • Recipients that opened the email: 563

The readership of the 3 Newsletters that have been sent, has far exceeded the respective target of “30 stakeholders to read the 12 newsletters”, given that 144 stakeholders read the 1st one, 305 stakeholders read the 2nd one & 563 stakeholders read the 3rd one.

The remaining 9 Newsletters will be prepared and sent as the project progresses.

3 FEEDBACK

According to the Grant Agreement, Social Media and Newsletters would act as vehicles to receive feedback from 50+ people and 10 entities.

Instead of using Social Media & Newsletters and in order to achieve higher feedback response rates, a feedback questionnaire was sent via email, directly to potential respondents (please see file "D_1_4_ACCOMP FILE_QUESTIONNAIRE.pdf").

The mailing list of potential respondents comprised of all the different stakeholders that had subscribed to attend and attended the first 8 Info Days that had taken place until SEPTEMBER 2023. The list amounted to 707 unique recipients.

Until the end of SEPTEMBER 2023, we received 92 responses (completed questionnaires from stakeholders). File "D_1_4_ACCOMP FILE_QUEST RESPONSES.xlsx" contains (in different worksheets) the mailing list of the questionnaire recipients, as well as the responses of the survey along with statistics and graphs per question.

Overall, the feedback we received was very positive in regard to the project itself, the Info Days and their contribution to Environmental Waste Crime (EWC) awareness and knowledge. It is impressive that all respondents (100%) stated that they would like to participate in similar (to the Info Day) actions in the future.

Other overall results are:

- 90% of respondents consider Environmental Waste Crime as a "very important issue".
- Over 82% of respondents evaluated the Info Days as either "very good" or "good" on all aspects of evaluation (objectives, organization, content, time allocation on different sections covered, number of attendees, duration, pre-event communications, speakers' subject knowledge, speakers' communications skills, speakers preparation, digital tools used to deliver the Info Day).
- 88% of respondents consider that their overall knowledge on EWC has improved significantly after attending the project's Info Day. As far as the specific improvements by the attendance of the project's Info Days are concerned:
 - 84% have stated there was a significant improvement of their understanding of the concept of EWC,
 - 84% have stated there was a significant improvement of their understanding of the causes of EWC,
 - 84% have stated there was a significant improvement of their understanding of the consequences of EWC,
 - 77% have stated there was a significant improvement of their understanding of the international, European and national framework on EWC, and

- 73% have stated there was a significant improvement of their understanding of the local actions for combatting EWC.

Fifteen (15) respondents provided recommendations on improvements regarding the project's Info Days, that are taken into consideration for the planning of the future Info Days and 69 respondents provided recommendations in regard to the National Strategy for combatting EWC. Indicative recommendations include:

- Aerobic biological treatment is considered as one of the most financially efficient and effective, environmentally friendly methods of municipal solid waste treatments.
- (a) Adequate inspectors manpower; (b) Redesign of legal framework, as well as control and enforcement mechanisms (fines, as well as speed and means of their enforcement); (c) Legal protection of the person reporting a case (complainant) against lawsuits and charges; (d) Public awareness on competent authorities, as well as inspections and reporting policy so as to enhance people's engagement in combatting EWC.
- Centralized data collection and coordination of actions.
- Large scale awareness raising campaigns.
- Workgroups on EWC at a local level to document EWC local cases, in cooperation with police and inspections authorities. Training of local stakeholders.
- (a) Interoperability of competent authorities; (b) Intensification of inspections & policing; (c) Data cross-checks.
- Development of official guidelines on EWC examples per official Business Activity Code Number (KAD).
- More inspections.
- More inspections & law compliance.
- Control of illegal landfills (HADA), especially in remote areas.
- Activation of Environmental Police.
- Prevention of environmental "micro-crime" through education and awareness raising activities.
- Utilization of available tools & proper sanctions enforcement. Dissemination of sanctions enforced for prevention of crimes in the future.
- Available and well-informed competent authorities.

- Digitalization and interoperability of competent authorities (public & private sector, universities, and other entities in Greece & abroad).
- Well informed stakeholders.
- (a) Legislation improvement & clarification; (b) Modernization of certain clauses; (c) Utilization of new technologies and tools (e.g. drones); (d) Establishment of inspection mechanism; (e) Segregation of duties; (f) Training of inspectors; (g) Improvement of inspections equipment.
- Inspections manpower enhancement.
- Establishment of dedicated local and central government agencies/ departments for combatting EWC.
- Increase strictness of EWC sanctions.
- Intensify EWC inspections.
- Increase public awareness at local level.
- Law enforcement through inspections, immediate violations identification and imposing of sanctions.
- Given that environmental permits evaluation take-up 99% of the involve authorities' capacity, the increase of inspectors' manpower to address significant understaffing is imperative.
- Participation of private consulting agencies in the identification of illegal landfills.
- Collaboration among the private & public sector.
- Local stakeholders' collaboration.
- Coordination and collaboration among competent authorities.
- EWC dedicated prosecutors & dedicated police department.
- Increase inspections manpower and update inspections equipment, tools and IT infrastructure.

Feedback received so far has been taken into consideration for the formulation of the National Strategy.

The feedback Questionnaire will also be sent to attendees of the remaining Info Days that will be organized in the future.



www.StopWasteCrime.gr
LIFE PROHIBIT: Prevent of Waste Crime
by Intelligence Based Inspections