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EUROPEAN DEVELOPMENT PLAN FOR ENTERPRISES

**FOSTERING MOBILITY OPPORTUNITIES AND
ESTABLISHING THE E·WASTE·R SECTOR ALLIANCE
ON WEEE RE-USE AND RECYCLING BUSINESS
SECTOR IN EUROPE**

The logo for E·WASTE·R. It features a stylized green icon on the left consisting of a circuit board trace that splits into two arrows pointing left and right. To the right of the icon, the text "E·WASTE·R" is written in a bold, sans-serif font. The "E" and "R" are green, while "WASTE" is blue. The dots between the words are also green.

E·WASTE·R

Warsaw, Poland

ZPIRIO

IZBA RECYKLINGU I ODZYSKU ODPADÓW
ZWIĄZEK PRACODAWCÓW

Izba Recyklingu i Odzysku Odpadów
Związek Pracodawców

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IOŚ-PIB

<http://www.ios.edu.pl>

Institute of Environmental Protection – National Research Institute (IEP-NRI)



<http://www.ibe.edu.pl>

Educational Research Institute (IBE)



<http://www.iped.pl>

Institute for Private Enterprise and Democracy (IPED)

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Introduction

The vision behind EwasteR Project is firmly rooted in the belief that European mobility scheme and European internationalization strategies for Enterprises of WEEE reuse and recycling sector can raise the competitiveness of participating companies, by improving cooperation and opening new business opportunities with foreign partners in the fields of circular economy and market awareness. It also allows to the companies who join in the European Development Plan promoted by EwasteR project to gain knowledge about markets, technologies, methods, and products of similar industries in other EU-countries and to benefit from innovative ideas from a motivated new entrepreneur on their business. In fact, the new entrepreneur, that the companies can host, could have specialised skills or knowledge in an area the participating employers do not master, which could also complement theirs.

Particularly, the European Development Plan for Enterprises of WEEE reuse and recycling sector sets two main goals:

- I. Promote the internationalization of enterprises in Europe by supporting the creation of EU network of companies across Italy, UK, Poland and Cyprus. The plan identifies the related benefits of cooperation and highlights the reasons to improve innovation through partnership network exchanging ideas, experiences and tools. The aim of the plan is to develop the feasibility of the idea and to potentially open the way for a stable European Network of companies working on WEEE reuse and recycling sector. In order to define an internationalization strategy, companies involved will be asked to look at their needs and goals; assess if they are ready for international partnerships; advise EwasteR organisations on how to better prepare for taking part in the EwasteR EU Network; identify the best way for them to find a partner that matches their needs.
- II. Analyze and develop the opportunities of mobility for aspiring entrepreneurs in the WEEE sector and be part of a group of host entrepreneurs through the Erasmus for Young Entrepreneurs programme. For this purpose, this plan is mainly addressed to employers and companies wishing to: expand their business, or enter other European markets; get in contact with other entrepreneurs; share their knowledge and experience with a new entrepreneur and act as *mentors*. This plan is considering the Erasmus for Young Entrepreneurs Programme as main resource for mobility but its structure is as flexible as open that it can also turn towards other EU opportunities and programmes. Mobility programmes are considered as an opportunity to learn, create successful partnerships with new entrepreneurs and share expertise. By hosting a new entrepreneur the company can get input with innovative views, new skills and knowledge; learns about foreign markets, expands its business opportunities and engages in cross-border activities, without moving from its office; finds innovative solutions to improve its business; discovers potential cooperation opportunities; networks and builds strong relationships, which can be useful for mutual consulting, business referrals, and for finding business partners abroad. The exchange could be the starting point to find new opportunities for the business. This plan envisages and describes the opportunities that the experienced employers can give to the new ones, highlighting the work/learning project, objectives, tasks, responsibilities

and deliverables of the exchange. The goal is to ensure the high quality of the learning experience and overall entrepreneurial collaboration between both, also considering that the experienced entrepreneur must give insight to help ensure a viable business start-up to the new entrepreneur.

The benefits of Mobility across Europe

EwasteR project is based on the idea that international mobility of aspiring entrepreneurs of WEEE reuse and recycling sector delivers unique benefits to the European economy, to the European society and to the companies and individual engaging in this activity.

Economic Benefits

EU mobility and EU network of WEEE companies strengthen their position on the EU market. Through this huge well of opportunities, companies involved can strike new deals and consequently become more prosperous and able to creating new revenues and jobs.

Through the growth of WEEE reuse and recycling enterprises that apply this Plan, the circular economy route across different EU Countries would grow too.

Hosting a new entrepreneur from another EU country, or cooperating with a company based in another country, means to have new contacts that become a bridge between companies and an accessible knowledge on business opportunities in that country.

Social Benefits

Citizens who gain international experience through mobility schemes enrich their own perspectives and become catalysers of international collaboration

The idea of a European Union of “unity in diversity” and of an “ever closer union” finds their full expression in the experience of citizens who have directly tried and gained from the unique international experiences the European framework can offer. Citizens can live for themselves what such values mean in practice and how they apply to them.

International exchanges for individual citizens deliver real benefits for the broader society:

- Having lived in another country, immersed in a foreign culture, allows anybody to come back to his or her country of origin with an enriched practical understanding of the world that can foster openness, recognition and debate.
- Successful tools like the Erasmus for Young Entrepreneurs have already shown that such program foster the formation of mutual understanding and respect.
- People who have gone abroad learn to care for European cultures different from their own and learn what the European values and the connected opportunities mean in practice.

Individual Benefits

In an international world like the one we live in, anybody who has an experience and understanding of working with different cultures and who speaks many languages has a clear professional added value for his or her employer. International professional experience provides a real ground for potential promotions and other work-related awards. EwasteR Project offers individual aspiring entrepreneurs and companies of WEEE reuse and recycling sector the chance to participate in an international exchange program within Europe. From this opportunity, they can reap the benefits of acquiring a rare set of skills and knowledge that would make them very valuable for the sector they work for and for the company they want to start-up:

- Working from 1 to 6 months in a company based in another European country, participating companies (as hosting) and aspiring entrepreneurs can experience different cultures and build cultural awareness, improve communication and language skill, build confidence, learn new working styles and build international networks.
- Moreover, the willingness to participate in such scheme will make evident for all the participants the sense of entrepreneurship, initiative and flexibility. The host employer can come to recognize them as a valuable asset to expand the market reach of the company and forge new international allegiances.
- Their newly acquired knowledge of services and products will make them unique experts: they could even have the chance to bring back from their exchanging period some real innovative ideas and concepts for their workplace, start-ups and for its marketable products and services.

Furthermore, Europe as a whole will be strengthened by this project, as participants will become more aware of the added value of a European Single Market and of the underlying European vision.

This process will ultimately help to achieve the EU's 2020 strategic objectives, especially for a smart and inclusive growth.

1. Background – The Company

- Izba Recyklingu i Odzysku Odpadów (IRIOO)
- Związek Pracodawców
- Geographical area of business

IRIOO (the Employers' Union Chamber of Recycling) has an office near Warsaw in central Poland. The Chamber gathers and consolidates entrepreneurs-employers operating in the waste sector located in Poland.

- Business Goals

IRIOO's priority is to help entrepreneurs dealing with waste management in creating a stable and transparent waste market in Poland.

- Main Activities and Sector

The members of IRIOO are well-known, renowned and experienced companies operating in the Polish and foreign market for many years in the waste management industry, cooperating with each other to facilitate and improve the organization of the national system of recycling, recovery and disposal of packaging waste resulting from multi-material packaging and packaging on dangerous substances.

- Main Target/Customers

IRIOO associated in a group of entities enables cooperation, mutual support, and exchange of experience and information.

- Staff/size (number of employees, features, skills, experiences)

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2. The internationalization process and the benefit of taking part of the EwasteR Companies Network in Europe

Analyzing value chain opportunities

Taking part in a network of enterprises working in circular economy sector will be an opportunity for IRIOO as the company is always looking for new contacts and is interested in expanding its business opportunities and in engaging in cross-border activities. IRIOO is also interested in foreign projects, participation in industry associations, joint grant projects (eg from the EU), research and conferences.

✓ Understanding and choosing business model option

Short-term benefit will be contacts with foreign partners and learning best practices in waste management. Long term benefits are related with new contacts on the international markets and therefore a development of the company.

✓ Customer value creation

The company continues its expansion and is open to cooperation with other foreign entities in the field of recycling, recovery and disposal of packaging waste. IRIOO's business model needs to include more EU contacts and business opportunities as well as best practices from around the world.

3. Designing and delivering a mobility programme for new entrepreneurs

IRIOO is looking for new contacts in Europe, Asia and Americas. IRIOO would like to work with young entrepreneur who can help the company to identify cooperation possibilities on foreign market and help finding valuable contacts. IRIOO is motivated to learn about foreign markets, learn best practices, expand its business opportunities and engage in cross-border activities.

IRIOO can offer professional guidance and mentoring for young entrepreneur in the company. NE can learn a lot of practicalities related to waste management including packaging waste.

IRIOO offers the exchange for the new entrepreneur lasting 2-3 months. Preferred period of stay in the company starts in February 2018. Desired NE should communicate in English. NE should be communicative and have good networking skills. Perfect candidate should also have some experience in waste management.

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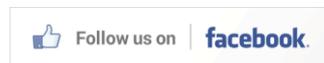
FOLLOW US

A hand holding a blue marker, positioned as if it has just finished writing the "FOLLOW US" text.

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SECTOR SKILLS ALLIANCE

Further information about the project and the above partners is available at
<http://www.ewaster.eu>



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