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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 letters are also green.

E·WASTE·R

Warsaw, Poland



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



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Educational Research Institute (IBE)



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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



- *Geographical area of business*
 - Europe and Asia
- *Business Goals*
 - Providing new contacts with local providers or engineering companies and acquiring new clients.
- *Main Activities and Sector*
 - The company leads purchasing processes and is taking part in marketing and promotional activities such as local market trade fairs (green technologies, or dedicated to special market i.e. food, POME, etc)
- *Main Target/Customers*
 - Food industry, dairies, beverage industry, municipal sewage treatment plants, electroplating, chemical, cosmetics production.
- *Permanent staff*
 - 20-30 employees - experienced environmental engineers.
 - Syngenta has over 20 years of experience and own innovative technologies (supported by references).

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

✓ **Identifying strategic risks and opportunities**

After initial market penetration, Symbiona's experts collect information, establish contacts and establish new contacts - with local suppliers or engineering companies, especially in the case of market segments that may need our value proposition and are ready for new solutions. Strengthened by parallel market research and several initial proposals, Symbiona starts with a non-intensive strategy with the help of young, energetic people who also trying non-exclusive cooperation with local companies that can act as company's subcontractors or partners.

✓ **Analyzing value chain opportunities**

Symbiona offers advanced technologies for wastewater treatment, water reuse and biogas handling. Symbiona offers the full consultancy, analyzing carefully needs and designs the best solutions and delivers services and guarantees efficiency for many years that may both change the nearest environment and enhance both the economy of the region and the company itself.

✓ **Understanding and choosing business model option**

Symbiona guarantees its clients:

- Green investment - profits and savings that they can invest in further business development.
- Adjustment - proprietary, patent pending technologies, tailor-made to fit needs both in case of the construction of new installations, as well as the existing ones.
- Credibility - fulfilment of all the requirements resulting from regulatory provisions and risk minimisation.
- Symbiona helps developing and promoting green technology in the Europe and beyond.

✓ **Customer value creation**

The cost of fresh water preparation is becoming more expensive – not only in financial terms, but also as environmental footprint, afflicting local communities and whole population. The costs of wastewater discharge also grow. Symbiona's wastewater treatment and reuse systems for municipalities and industry are responding to the above issues.

Symbiona have a number of technologies, referenced in food & beverage, electroplating, aviation, high-tech electronics, municipalities where reused water meets very strict criteria, may enhance also the local production. Symbiona's anaerobic solutions – with biogas production from sludge or wastewater provide the valuable source of energy. It can be used as a green fuel for steam production, power generation or directly production processes – reducing the overall consumption of fossil fuels, and hence – limit global warming.

3. Designing and delivering a mobility programme for new entrepreneurs

Symbiona has unique knowledge and experience in the wastewater treatment, water treatment and biogas production. The company offers young entrepreneurs opportunities to acquire knowledge and experience in the technology of wastewater treatment and environmental impact.

Symbiona offers professional guidance and mentoring for young entrepreneur in the company. NE can learn a lot of practicalities related to wastewater treatment, water treatment and biogas production.

Symbiona offers the exchange for the new entrepreneur lasting 2-3 months. Preferred period of stay in the company: from 01.02.2018 to 30.11.2018. Desired NE should be coming from the following countries: Germany, Portugal, Spain, Lithuania, Latvia, Norway, Sweden or Finland.

NE should be communicative and have good networking skills. Perfect candidate should also have some experience in wastewater treatment, water treatment and biogas production.



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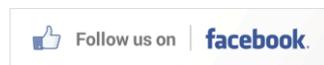
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SECTOR SKILLS ALLIANCE

Further information about the project and the above partners is available at

<http://www.ewaster.eu>



Designing and Testing new management skills for the development of the Waste Electrical and Electronic Equipment Recycling and Re-use System in Europe



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