



Deliverable D6.4

Stakeholder Platform Report

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Document Control Sheet

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Legal disclaimer

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ABBREVIATIONS

Abbreviation	Definition
EC	European Commission
EU	European Union
MS	Member State
PROs	Producer responsibility organisations
UEEE	Used electrical electronic equipment
WEEE	Waste from electrical and electronic equipment
WP	Work Package

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About the LIFE-ECOSWEEE project

Enhancing Collection Of Small W/EEE and batteries

ECOSWEEE is a project co-funded by the European Union, under the LIFE Project Grants with the aim of practically testing several methods and incentives to increase the collection rate of small WEEE and portable batteries. Every product that is not collected for reuse or de-polluted and recycled represents a wasted opportunity in terms of loss of natural resources and energy, a decreasing supply of (critical and/or valuable) materials to feed into manufacturing, which in turn puts the sector's resilience, the EU economy's autonomy and jobs in jeopardy. Since after twenty years of WEEE rules, Member States (MS) are falling short of reaching the EU minimum collection rate of 65%. The EU is committed to improving the small WEEE collection rate in the frameworks of the European Green Deal.

The project proposes to design and implement 10 new pilots in 8 MS to test the practicability, achievability, usefulness, and viability of different collection strategies and incentives. Strategies to be tested include deposit return, buyback, and other reward schemes, e.g. donation, postal services, other collection routes, involvement of online retail, financial aspects, and improvement of the collection network. Another 11 ongoing or planned initiatives carried out by producer responsibility organisations (PROs) will also provide direct input to the project. Results of the pilot implementation will be analysed on the basis of pre-established criteria and indicators to measure the impacts and effectiveness (success) of the actions implemented, define potential areas of improvement, and provide recommendations to policymakers at MS and EU levels.

The primary target users of the project results are PROs and other stakeholders involved in the collection of small WEEE and batteries across the MS, which will have access to the mapping of incentive-driven collection schemes, the good practices identified, and the recommendations developed by the project. Second, the project's results will be targeted at the EC and other EU bodies involved in decision-making and will contribute to the consultation process on the revision of WEEE legislation and the Commission proposal on Batteries Regulation. Finally, EU consumers, who will be directly involved in consultations as well as active participants in the piloting of different take-back solutions, will benefit from the project's results by testing the collection strategies developed in the project and acquiring additional knowledge on the small U/WEEE and portable battery collection.

WEEE FORUM	WASTE OF ELECTRICAL AND ELECTRONICAL EQUIPMENT FORUM AISBL - WEEE Forum (Belgium)
UNITAR	UNITED NATIONS INSTITUTE FOR TRAINING AND RESEARCH (Switzerland)
SPI	SOCIEDADE PORTUGUESA DE INOVACAO CONSULTADORIA EMPRESARIAL E FOMENTO DA INOVACAO SA (Portugal)
ECYCLE	APPLIANCES RECYCLING S.A. (Greece)
ECOTIC	ASOCIAȚIA ECOTIC (Romania)
ELECTRÃO	ELECTRÃO – ASSOCIAÇÃO DE GESTÃO DE RESÍDUOS (Portugal)
ECO	ERION COMPLIANCE ORGANIZATION SCARL (Italy)
GRS Batterien	STIFTUNG GEMEINSAMES RUCKNAHMESYSTEM BATTERIEN (Deutschland)
Stichting OPEN	STICHTING ORGANISATIE PRODUCENTENVERANTWOORDELIJKHEID E-WASTE NEDERLAND (Netherlands)
ZEOS DOO	ZEOS RAVNANJE Z ELEKTRICNO IN ELEKTRONSKO OPREMO DOO (Slovenia)
WEEE Ireland	WASTE ELECTRICAL AND ELECTRONIC EQUIPMANT IRELAND (Ireland)
RAMBOLL	RAMBOLL DEUTSCHLAND GMBH (Deutschland)

Executive Summary

The present document intends to provide a general overview of the strategy to create, implement and animate a LIFE-ECOSWEEE community. This is designated by the “ECOSWEEE Stakeholder Platform” and is intended to bring together relevant public and private actors, including the general public, consumers, retailers including online sellers of second-hand and refurbished products, municipalities, policy makers, local and regional authorities, PROs, public authorities, prepare for reuse organizations, EEE and battery manufacturers / producers, NGOs and CSOs, the scientific community and media.

The Stakeholder Platform is implemented through LinkedIn Groups and can be accessed from the project website, the general LinkedIn page of the project or through the LinkedIn search engine. This deliverable includes the current status and the planned strategy for the animation of the group that will be implemented and evolved along with the project progress during its lifespan.

The Stakeholder Platform will be maintained after the end of the project, allowing members to continue sharing knowledge and experiences, creating synergies and maximizing the project’s impact in the whole European society.

The Stakeholder Platform is available at <https://www.linkedin.com/groups/9362100/>



Chapter 1

Introduction

1. Introduction

Stakeholder engagement plays a pivotal role in the success of any project, particularly when it comes to tackling complex challenges such as enhancing the collection of small waste electrical and electronic equipment (W/EEE) and portable batteries, in accordance with EU goals and targets. The ECOSWEEE project recognises the importance of engaging stakeholders from various sectors and perspectives to drive meaningful change, foster a transparent dialogue and achieve sustainable outcomes.

Stakeholders involved in small W/EEE and battery collection include general public, consumers, retailers including online sellers of second-hand and refurbished products, municipalities, policy makers, local and regional authorities, public authorities, prepare for reuse organizations, EEE and battery manufacturers / producers, NGOs and CSOs, the scientific community and media. Each stakeholder group brings valuable insights, expertise, and resources that are crucial for developing effective strategies, implementing innovative solutions, and influencing policy decisions.

The ECOSWEEE project understands that successful stakeholder engagement goes beyond information dissemination. It requires fostering collaborative relationships, creating a sense of ownership and shared responsibility, and actively involving stakeholders in discussion and decision-making processes. By engaging stakeholders throughout the project lifecycle, their perspectives and experiences can inform the development of solutions, improve the efficiency of collection processes, and address many barriers or challenges faced on the ground.

Effective stakeholder engagement within the ECOSWEEE project will provide several important benefits:

- **Diverse expertise and knowledge:** Stakeholders from different sectors bring unique perspectives, expertise, and experiences. Engaging them ensures a comprehensive understanding of the complex issues related to small W/EEE and battery collection, allowing for more informed decision-making and innovative solutions.
- **Collaborative problem-solving:** By involving stakeholders in discussions and decision-making processes, the project can tap into their collective wisdom and foster collaboration. This collaborative approach encourages stakeholders to share their ideas, best practices, and lessons learned, leading to more effective and sustainable collection strategies.
- **Ownership and buy-in:** Engaging stakeholders from the early stages of the project builds a sense of ownership and buy-in. When stakeholders feel involved and valued, they are more likely to actively contribute, support the project's goals, and advocate for its implementation.
- **Policy influence:** Stakeholders play a crucial role in shaping policy decisions and regulations related to small W/EEE and battery collection. Engaging policymakers and industry experts

allows the project to provide evidence-based recommendations and influence policy discussions, driving systemic changes at the regional, national, and European Union levels.

- **Enhanced project credibility:** Meaningful stakeholder engagement enhances the credibility of the ECOSWEEE project. By actively involving stakeholders, the project demonstrates transparency, accountability, and a commitment to addressing the diverse needs and perspectives of those affected by small W/EEE and battery collection practices.

The ECOSWEEE project recognises the importance of stakeholder engagement as a catalyst for change and aims to create a collaborative platform where stakeholders can come together, share knowledge, and collectively work towards improving collection rates and promoting sustainable practices. Through ongoing engagement, the project will harness the power of stakeholders' expertise and commitment to drive tangible impact and contribute to a more sustainable future.

Therefore, the project activities includes the creation and animation of the **ECOSWEEE Stakeholder Platform** toward bringing together relevant public and private actors and fostering transparent discussions. The Stakeholder Platform is implemented through LinkedIn Groups and is available at the following domain: <https://www.linkedin.com/groups/9362100/>.

The Stakeholder Platform is created and managed under the framework of Work Package (WP) 6 – Outreach and Stakeholder Engagement. Sociedade Portuguesa de Inovação (SPI) is the main responsible for the creation and the animation of the Stakeholder Platform. WEEE Forum and all partners will be responsible for expanding the community using their own networks.

This deliverable includes the current status and the planned strategy for the animation of the group that will evolve along with the project progress during its lifespan.



Chapter 2

Stakeholder Platform Strategy

2. Stakeholder Platform Strategy

The objective of the Stakeholder Platform strategy is to leverage a digital channel to create a collaborative and engaged community of stakeholders involved in small W/EEE and portable batteries collection. The platform will facilitate knowledge-sharing, discussions, and networking opportunities, driving collective efforts towards enhancing collection practices and promoting sustainability. This chapter details the rationale for the implementation of the Stakeholder Platform and the strategy to be used during the project lifespan.

2.1 Objectives

To ensure the amplification of the project's impact, the Stakeholder Platform Strategy has the following specific objectives (SO):

- **SO1. Foster collaboration:** Create a collaborative environment within the stakeholder platform to facilitate knowledge-sharing, discussions, and collaboration among stakeholders involved in small W/EEE and battery collection;
- **SO2. Promote best practices:** Share and promote best practices, innovative collection strategies, and success stories within the stakeholder community to inspire and drive improvements in collection processes;
- **SO3. Drive engagement:** Encourage active engagement and participation of stakeholders by facilitating discussions, posing thought-provoking questions, and encouraging the sharing of insights and experiences.
- **SO4. Facilitate networking:** Provide networking opportunities for stakeholders to connect, establish partnerships, and build relationships that can contribute to collective efforts in improving small W/EEE and battery collection rates.
- **SO5. Disseminate project updates:** Regularly share project updates, progress reports, and findings within the stakeholder platform to keep the community informed about the ECOSWEEE project's activities, achievements, and milestones.
- **SO6. Contribute to policy advocacy:** Utilise the stakeholder platform to mobilize stakeholders, gather support, and contribute to policy advocacy efforts aimed at driving systemic changes and improvements in small W/EEE and battery collection practices at the regional, national, and European Union levels.

By achieving these specific objectives, the stakeholder platform strategy will create a vibrant and inclusive community that empowers stakeholders to collaborate, share insights, and drive collective action towards sustainable small W/EEE and battery collection practices.

2.2 Creation of the ECOSWEEE Stakeholder Platform

The **ECOSWEEE Stakeholder Platform** is implemented through LinkedIn Groups, which provides an ideal channel due to its unique features and professional networking capabilities, as well as in terms of the free-of-charge access and the long-term sustainability of the community. Indeed, LinkedIn is widely recognised as the world's largest professional network, connecting individuals and organisations across industries and sectors. LinkedIn Groups offers a dedicated space for stakeholders involved in W/EEE collection to gather, collaborate, and exchange knowledge.

The platform allows for targeted outreach to professionals, policymakers, industry experts, and others who are actively engaged in the field, ensuring a high level of relevance and expertise within the community. With its emphasis on professional connections, LinkedIn Groups fosters meaningful discussions, facilitates networking opportunities, and enables the sharing of valuable insights, best practices, and industry updates. The platform's structured format and built-in features for content sharing and engagement make it an effective tool for promoting stakeholder participation, amplifying the project's impact, and driving sustainable solutions in the realm of small W/EEE and battery collection.

The ECOSWEEE Stakeholder Platform can be accessed from the project website (<https://www.ecosweee-life.eu>) by clicking on the “Stakeholder Platform” button on the top right of the webpage (Figure 1). The link to it is also provided on the “About” section of the ECOSWEEE LinkedIn page (<https://www.linkedin.com/company/ecosweee-life-eu-project/>). The content of the LinkedIn Group is private (only available to participants), but the Group is publicly displayed through LinkedIn search engine and can be found by any interested person or organization using a LinkedIn account login.

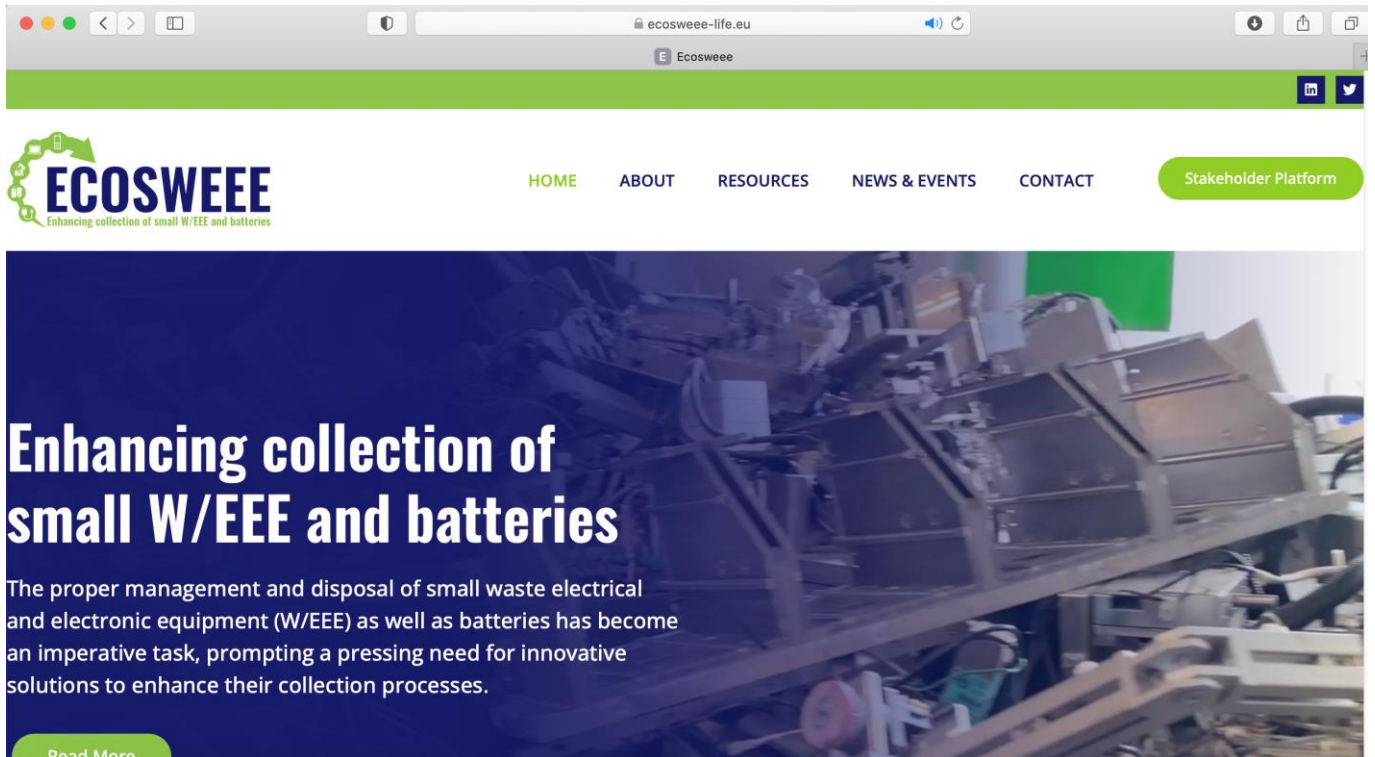


Figure 1. ECOSWEEE Stakeholder Platform access through the project website

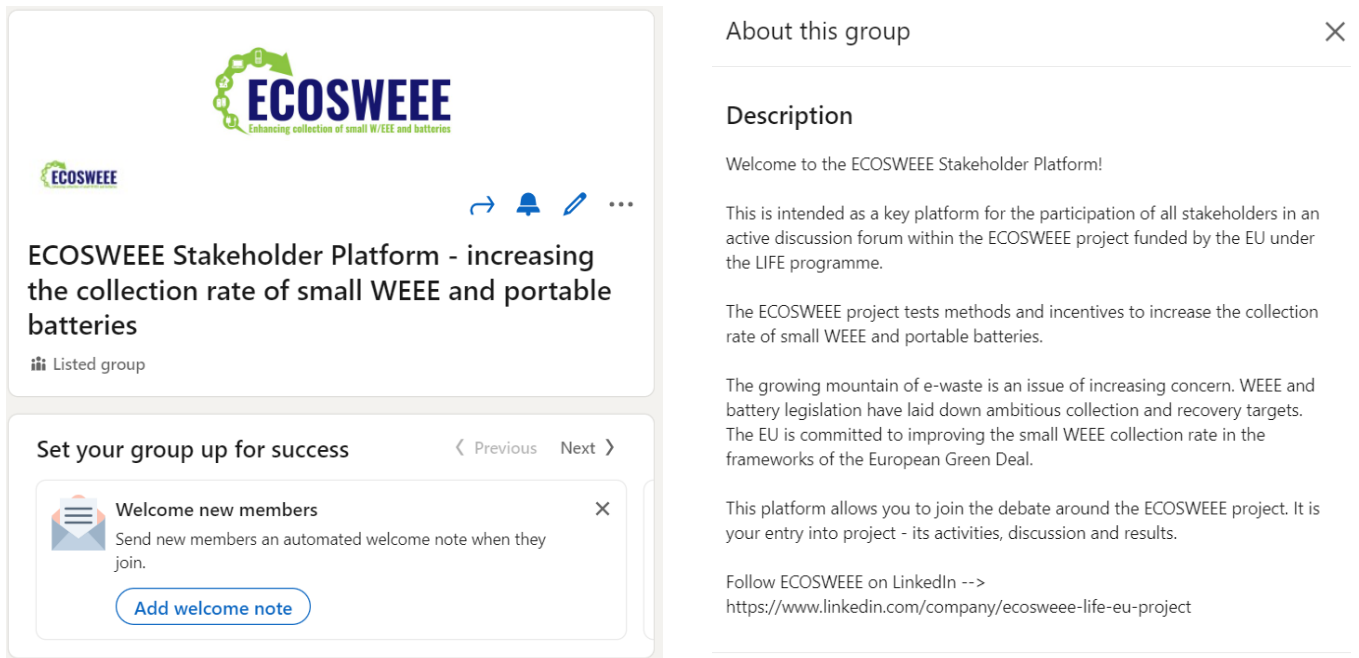


Figure 2. ECOSWEEE Stakeholder Platform screenshot

The following methodology was implemented for the creation of the ECOSWEEE Stakeholder Platform:

- 1) Establishment of an official LinkedIn Group dedicated to the ECOSWEEE project, positioned as a hub for stakeholders interested in improving small W/EEE and battery collection;
- 2) Development of a clear and concise group description outlining the purpose, goals, and benefits of joining the group;
- 3) Invitation of project partners, PROs, policymakers, industry experts, and other key stakeholders to join the group.

2.3 Animation of the ECOSWEEE Stakeholder Platform

The ECOSWEEE Stakeholder Platform is brought to life through dynamic animation, creating an engaging and interactive experience for participants. Through several interactive elements, the platform is expected to captivate stakeholders, making complex information easily understandable and accessible. The animation adds a layer of excitement and creativity, enhancing the overall user experience and driving active engagement, as compared to the project LinkedIn page. By leveraging animation, the Stakeholder Platform becomes an immersive environment that encourages stakeholders to explore, contribute, and collaborate, ultimately fostering a vibrant and participatory community focused on improving small W/EEE and battery collection practices.

The methodology for managing the ECOSWEEE Stakeholder Platform includes the following steps, in order to ensure its animation and maintaining an active community:

- 1) Content creation and sharing;
- 2) Facilitation of discussions and collaboration;
- 3) Promotion of collaboration opportunities;
- 4) Communication and outreach;
- 5) Monitoring and evaluation.

2.3.1 Content creation and sharing

Content development plays a crucial role in engaging and informing stakeholders. The animated LinkedIn Group will become a hub for sharing compelling content in various formats, such as engaging text posts, eye-catching images, informative articles, blog posts, case studies, industry news, and short animated videos. The content focuses on diverse aspects of small W/EEE and portable battery collection, including best practices, emerging trends, policy updates, and technological advancements, as well as ECOSWEEE pilots' progress and updates on local policies and regulations. Stakeholders are encouraged to contribute their expertise by sharing industry insights, success stories, and practical tips. The content development process involves regular research, creation, and curation of relevant content to ensure that the LinkedIn Group remains a valuable resource for stakeholders. By providing a steady stream of high-quality content, the group fosters engagement, sparks discussions, and cultivates a community dedicated to advancing sustainable collection practices. Content creation and sharing will be highly aligned with the plan presented on D6.1 – Communication and dissemination strategy, which will evolve according to project context and needs and presented in D6.2 – Updated communication and dissemination strategy.

2.3.2 Facilitating discussions and collaboration

To effectively facilitate discussions and collaboration within the LinkedIn Group stakeholder platform, a comprehensive plan will be implemented, including:

- Establishing discussion topics:
 - Identify key topics relevant to small W/EEE and portable battery collection, such as collection strategies, policy updates, recycling technologies, and consumer awareness.
 - Develop a content calendar to guide the discussion topics and ensure a diverse range of subjects.
 - Regularly share industry news, research findings, and relevant articles within the group to spark discussions and keep stakeholders informed about the latest developments in small W/EEE and battery collection.
- Thoughtful discussion prompts:
 - Create thought-provoking discussion prompts that encourage stakeholders to share their insights, experiences, and perspectives. These prompts can be posted regularly to stimulate engagement and generate meaningful conversations.
 - Discussion prompts can include open questions and answers around defined topics or polls to gather different opinions in a simpler format.

- Prompt engagement:
 - Actively engage with group members by responding to their inquiries, comments, and private messages, posing follow-up questions, and acknowledging their contributions. This will help create a sense of community, maintain a responsive and supportive presence and encourage further participation.
 - Foster knowledge sharing by inviting partners and external stakeholders to share their experiences, challenges, best practices, success stories, and case studies related to collection efforts, encouraging stakeholders to learn from one another.
- Create collaboration opportunities (including matchmaking efforts):
 - Identify potential collaboration opportunities among stakeholders and facilitate introductions or partnerships within the group.
 - Encourage stakeholders to collaborate on research projects, pilot initiatives, or joint advocacy efforts to drive collective impact.
- Highlight member contributions:
 - Recognize and highlight valuable contributions from group members. This can be done through regular spotlights, featured posts, or a "Member of the Month" recognition to showcase exceptional insights and initiatives.

Error! Reference source not found. provides a list of examples of discussion prompts aimed to spark engaging conversations, encourage knowledge sharing, and invite stakeholders to contribute their unique perspectives and experiences within the ECOSWEEE Stakeholder Platform.

Table 1: Examples of discussion prompts for the animation of ECOSWEEE Stakeholder Platform

<i>Examples of discussion prompts</i>
<ul style="list-style-type: none"> • "What innovative collection strategies have you implemented in your organisation/city/country to enhance small W/EEE and battery collection rates? Share your success stories and lessons learned." • "How can we effectively raise consumer awareness about the importance of recycling small W/EEE and batteries? Share your insights and suggest practical approaches." • "What are the main challenges you face in implementing sustainable collection practices? Let's discuss potential solutions and exchange ideas." • "With the increasing adoption of e-commerce, how can online retailers contribute to improving small W/EEE and battery collection? Share your thoughts and innovative approaches." • "What role do you think policy and regulations play in driving sustainable collection practices? Share your perspectives on the current regulatory landscape and suggest potential improvements." • "What emerging technologies or trends do you believe will have a significant impact on small W/EEE and battery collection? Let's explore the potential opportunities and challenges." • "How can stakeholders collaborate to establish effective collection networks and infrastructure? Share your experiences in collaborating with different stakeholders and discuss best practices." • "What steps can be taken to promote circular economy principles in small W/EEE and battery collection? Let's brainstorm ideas on closing the loop and reducing waste." • "How can we incentivise individuals and businesses to participate actively in small W/EEE and battery collection? Share your thoughts on effective reward systems or incentive programs." • "What role can technology play in improving collection efficiency and traceability? Discuss the potential applications of blockchain, IoT, or other digital solutions in the collection process."

By implementing this plan, the stakeholder platform can foster vibrant discussions, facilitate meaningful collaborations, and create an active and engaged community dedicated to improving small W/EEE and battery collection practices.

Further, as part of the Stakeholder Platform Strategy, a small number of short virtual events and webinars serve as effective means to engage stakeholders and foster knowledge exchange. Indeed, organising short virtual events and webinars allows for real-time interaction, bringing together industry experts, policymakers, and stakeholders from diverse backgrounds.

These events can feature presentations, discussions, and interactive Q&A sessions, offering participants the opportunity to learn from experts, share experiences, and discuss challenges, emerging trends, innovative collection strategies, and policy updates to keep the community updated and foster dialogue. Given their short nature, there would be a single presentation only.

The virtual nature of these events ensures accessibility and flexibility, enabling stakeholders from different locations and time zones to participate. Such virtual events can also accompany the implementation and progress of pilots through experience-sharing sessions.

Error! Reference source not found. provides a list of possible topics that can serve as a starting point for these sessions. The session can be structured with the maximum of one presentation and the moderator facilitating questions from participants.

Table 2: Examples of Q&A live sessions topics for the animation of ECOSWEEE Stakeholder Platform.

<i>Examples of topics for Q&A live sessions</i>
<ul style="list-style-type: none"> • "The role of digital technologies in improving small W/EEE and battery collection: Exploring blockchain, IoT, and data management solutions." • "Consumer engagement and behavior change strategies for promoting sustainable small W/EEE and battery collection." • "Collaboration and partnerships in the collection ecosystem: Stakeholder roles, responsibilities, and best practices." • "Circular economy approaches in small W/EEE and battery collection: Closing the loop and promoting resource efficiency." • "Collection infrastructure and logistics: Overcoming challenges and optimising the collection network."

2.3.3 Promotion of collaboration opportunities

Through dedicated discussion threads, online networking events (e.g., Q&A virtual sessions), and collaborative projects, the platform encourages stakeholders to connect, share resources, and form partnerships. It highlights the importance of collaborative efforts in addressing complex challenges and driving systemic change. Stakeholders are encouraged to identify synergies, explore joint initiatives, and leverage each other's expertise to improve collection practices. The platform also facilitates matchmaking between stakeholders with complementary skills, knowledge, and resources. By promoting collaboration opportunities, the stakeholder platform creates a dynamic ecosystem where stakeholders can work together, learn from one another, and maximise their collective impact in advancing sustainable W/EEE

and battery collection practices. This can also be linked with the project activities under Task 6.4: Connecting with other networks, platforms and projects, which aims enhance contact with other relevant EU circular economy networks/platforms and EU-funded projects.

2.3.4 Communication and outreach

Effective communication and outreach are essential components of the Stakeholder Platform Strategy. The platform aims to reach a wide audience of stakeholders involved in small W/EEE and portable battery collection. Through targeted communication efforts, including newsletters, and social media campaigns, the platform intends to disseminate valuable information, updates, and resources to keep stakeholders informed and engaged. It establishes clear channels for two-way communication, allowing stakeholders to provide feedback, ask questions, and share their perspectives. By employing comprehensive communication and outreach strategies, the stakeholder platform ensures that stakeholders are well-informed, connected, and actively participating in the collective effort to enhance small W/EEE and battery collection practices. The outreach strategy will be further detailed in D6.1 – Communication and dissemination strategy.

Furthermore, the Stakeholder Platform will be promoted through other ECOSWEEE communication channels, namely website, and social media platforms to attract relevant stakeholders. Group members will be further encouraged to invite their connections and colleagues to join the community.

2.3.5 Monitoring and evaluation

Monitoring and evaluation play a vital role in the success of the Stakeholder Platform. Robust monitoring mechanisms will be used to track key performance indicators, engagement metrics, and the overall effectiveness of the platform in achieving its objectives. Regular data analysis and reporting allow the project team to assess the platform's impact, identify areas for improvement, and make informed decisions to optimise its performance. The evaluation process involves collecting feedback from stakeholders through surveys, polls, and direct communication to gauge their satisfaction, gather suggestions, and assess the platform's relevance and usefulness. This feedback informs iterative improvements and ensures that the platform remains responsive to stakeholders' evolving needs, as well as supporting its sustainability beyond project lifetime. By implementing a systematic monitoring and evaluation framework, the Stakeholder Platform can continuously enhance its effectiveness, foster meaningful engagement, and contribute to the ongoing improvement of small W/EEE and battery collection practices.

The following steps will be taken into consideration:

- 1) **Monitor and Moderate:** Regularly monitor discussions to ensure respectful and constructive interactions within the group. Moderate discussions by addressing any misinformation, managing conflicts, and enforcing group guidelines.
- 2) **Evaluate and Adapt:** Continuously evaluate the effectiveness of the discussions and collaboration efforts within the LinkedIn Group. Gather feedback from group members, track engagement metrics, and adapt the strategy as needed to maximize stakeholder participation and achieve desired outcomes.

Table 3. Key Performance Indicators to monitor and evaluate the effectiveness of ECOSWEEE Stakeholder Platform.

KPI	Description	Target value
Total number of participants	Measure the number of registered participants	150 (as defined in the GA)
New participants	Measure the number of new registered participants	10 new participants per month after month 6 of the project
Geographic representation	Monitor the diversity of stakeholders participating from different regions or countries.	Ensure representation from at least 10 different countries within the stakeholder community
Discussion participation	Monitor the number of participants actively contributing to discussions and sharing insights.	Increase the average number of discussion participants by 10% each 2 months
Stakeholder satisfaction	Gather feedback from stakeholders through surveys or polls to assess their satisfaction with the platform.	Maintain a stakeholder satisfaction rating of 67% or higher

Table Note: Information on participant numbers and interactions taken from the information available from the LinkedIn platform statistics.

