



## **RAW: RAISING AWARENESS ON EFFECTIVE WASTE MANAGEMENT**

N° 2021-1-PL01-KA220-VET-000025342.

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### **RAW CIRCULAR ECONOMY AWARENESS APP TESTING**

The RAW project is a European Union funded project that aims to raise awareness of the circular economy and support the adoption of circular economy strategies by businesses.

Under the scope of the project, the RAW Circular Economy Awareness App has been developed and tested by target groups in all project partner countries during the last months. Testers feedback on it indicates its potential to be a valuable tool and they suggested some improvements to make it more engaging, informative and easy to use. Users would like more interactivity, better explanations and feedback, and improved navigation and accessibility. Specific suggestions include adding an introductory page to the strategy maker with some examples, allowing users to test the footprint tracker feature, adding a brief explanation of the purpose and workings of each quiz before users start taking it, and adding links to practical information about recyclable and non-recyclable materials.

### **RAW WEBSITE**

The RAW project website is now online and available in English and in all partners' languages, namely Portuguese, Spanish, Polish, Bulgarian, Hungarian and Turkish.

It includes a short summary of the project, its results and of partner organisations. The project news section provides updated information on the project and contact details for the project team are also provided. Promotional materials are available for interested parties to use to promote the project and its results, including the Guide on circular economy strategies in the business environment and the Circular economy awareness app.

The RAW project website is a valuable resource for anyone interested in learning more about circular economy and how to support its adoption. It is also a useful resource for businesses looking for information and support on how to transition to a circular economy.



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## NEXT STEPS - MULTIPLIER EVENTS

To spread awareness about the project and circular economy, the next steps involve planning multiplier events in all partner countries in the form of conferences and seminars. These events will provide participants with comprehensive information about the RAW results to a wider audience. Surveys will also be used to evaluate the impact and effectiveness of the project and to gather input on the RAW app and on the project as a whole.

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