



circular economy to infinity

INCLUDE-CE

Inclusion and Digital Empowerment through Circular Economy

Social Media Campaign

March- April 2024

Project No/ 2022-2-MT01-KA220-YOU-000097092
Managed and Prepared By :African Media Association Malta



INTRODUCTION

The aim of this two-month (8 weeks) campaign was to create 16 messages highlighting the value of circular economy addressing product value, maximisation through a culture of maintenance, re-using, recycling, and refurbishing of electronic devices, and in general promoting the importance of joining forces to recycle for a better planet for all. It targeted migrants, refugees, asylum seekers, and minorities in the EU, but also professionals who work daily with such groups, as key agents to ensure the process of social inclusion.



#circulareconomy

INCLUDE -CE
circular economy to infinity

INCLUDE-CE is a project that promotes the social and professional inclusion of migrants through the circular economy

Funded by the European Union

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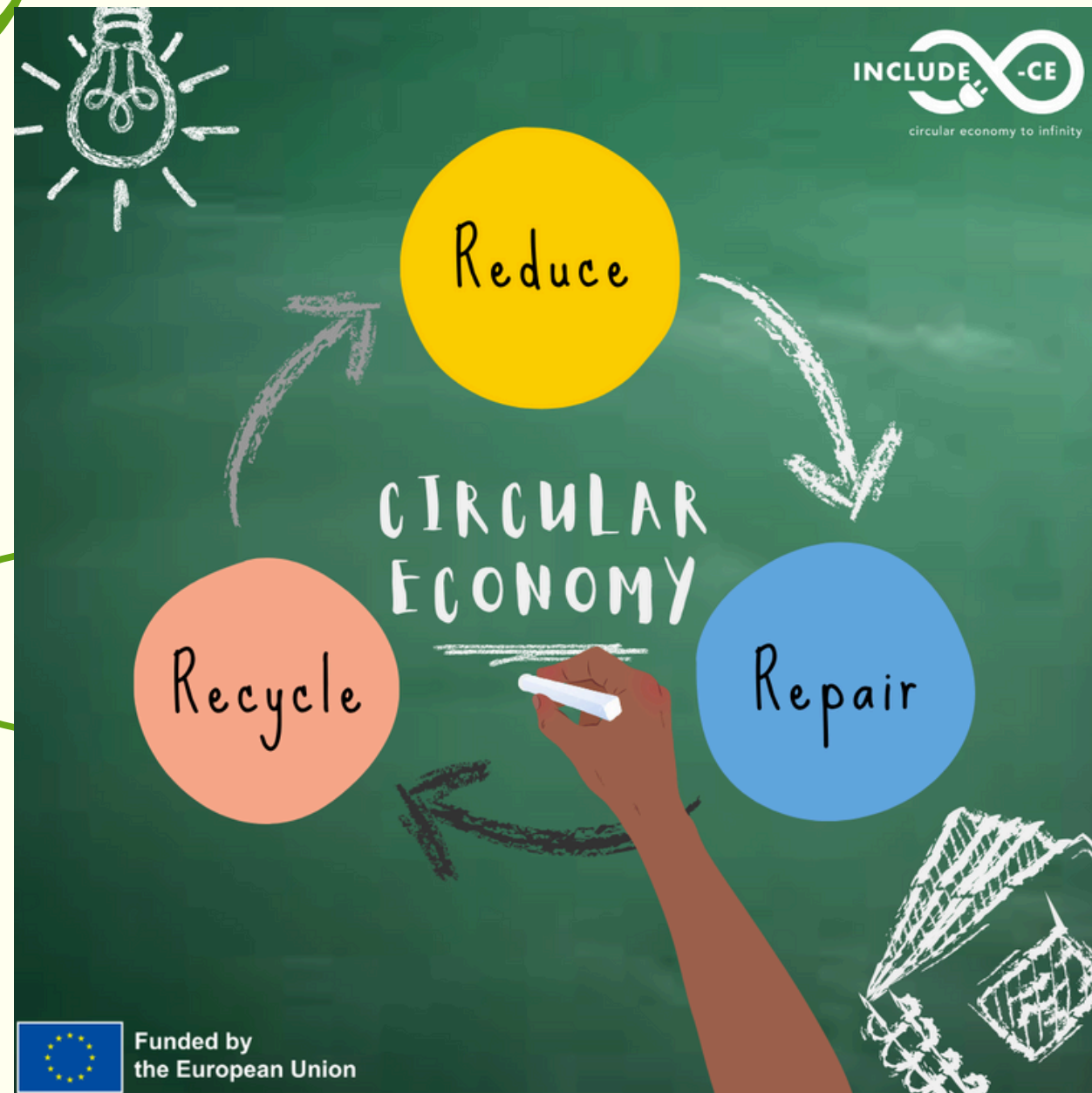
Target group

- Migrants
- Asylum seekers
- Minorities in the EU
- Refugees
- People belonging to minorities
- Groups originating from third countries residing in the EU

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The aim of the project is to address the digital divide among migrants, refugees, asylum seekers, and ethnic minorities by enhancing their technological skills, readiness, and resilience for collaboration, social inclusion, and labour market integration.

Digital, Social & professional inclusion of migrant youth and ethnic minorities through the philosophy of circular economy. Join us to empower youth and reduce the digital divide while promoting professional skills.



BENEFITS OF CIRCULAR ECONOMY

ENVIRONMENT

- IT PRIORITIZES ENVIRONMENTAL PROTECTION.
- HELPS TO CONSERVE AVAILABLE NATURAL RESOURCES.
- SAVES LANDFILLS AND REDUCES GHG EMISSIONS.

MIGRANTS

- ALLOWS ACCESS TO DIGITAL DEVICES.
- INCREASES DIGITAL LITERACY.
- PROVIDES BETTER SOCIAL AND LABOR INCLUSION.

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INCLUDE -CE circular economy to infinity

The circular economy is an economic model based on sustainability. It consists of a closed circuit in which a product is bought, used, repaired and reused or transformed into something else. The aim is to minimise waste as much as possible.

The transition to a circular economy can create a variety of jobs at different skill levels for migrants, who often face barriers to employment in their host countries, could benefit significantly from these new opportunities.

CIRCULAR FUTURE TOGETHER



Recycling Initiatives

Highlighting the importance of recycling and reusing resources for a sustainable future.

Emphasizing the need for collective action and collaboration to build a circular economy.

★ We shared the same goals

Fostering a collective commitment toward common goals for a sustainable future.



IMPORTANCE OF INDIVIDUAL AND COLLECTIVE COMMITMENT



Community Engagement

Encouraging active involvement and commitment from communities in the sustainable journey.

Those activities create social links between the participants and even those who share the same ideas

★ Personal Responsibility

Empowering individuals to take ownership and commit to sustainable practices.

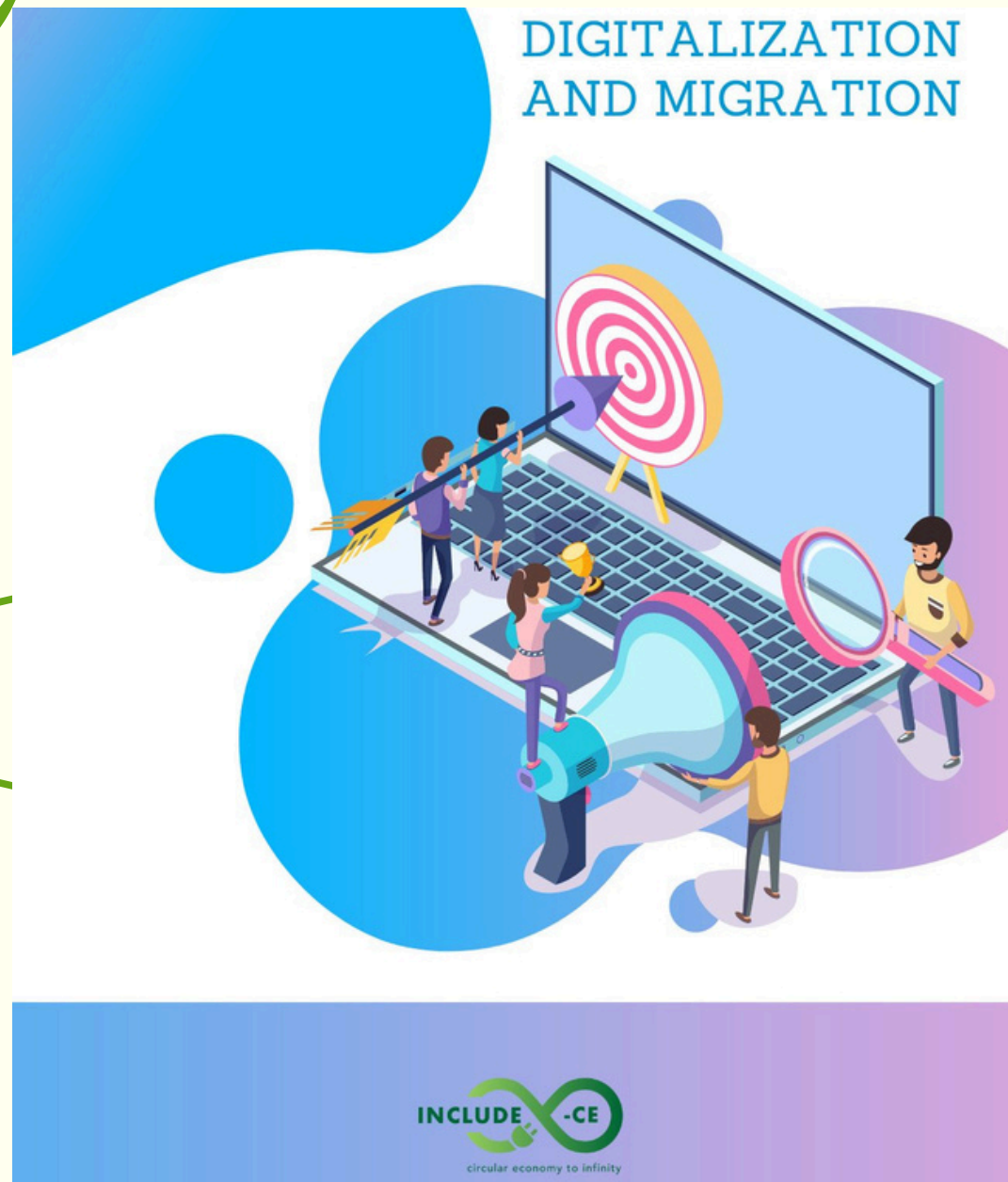
Share it around you to inspire other people to take action



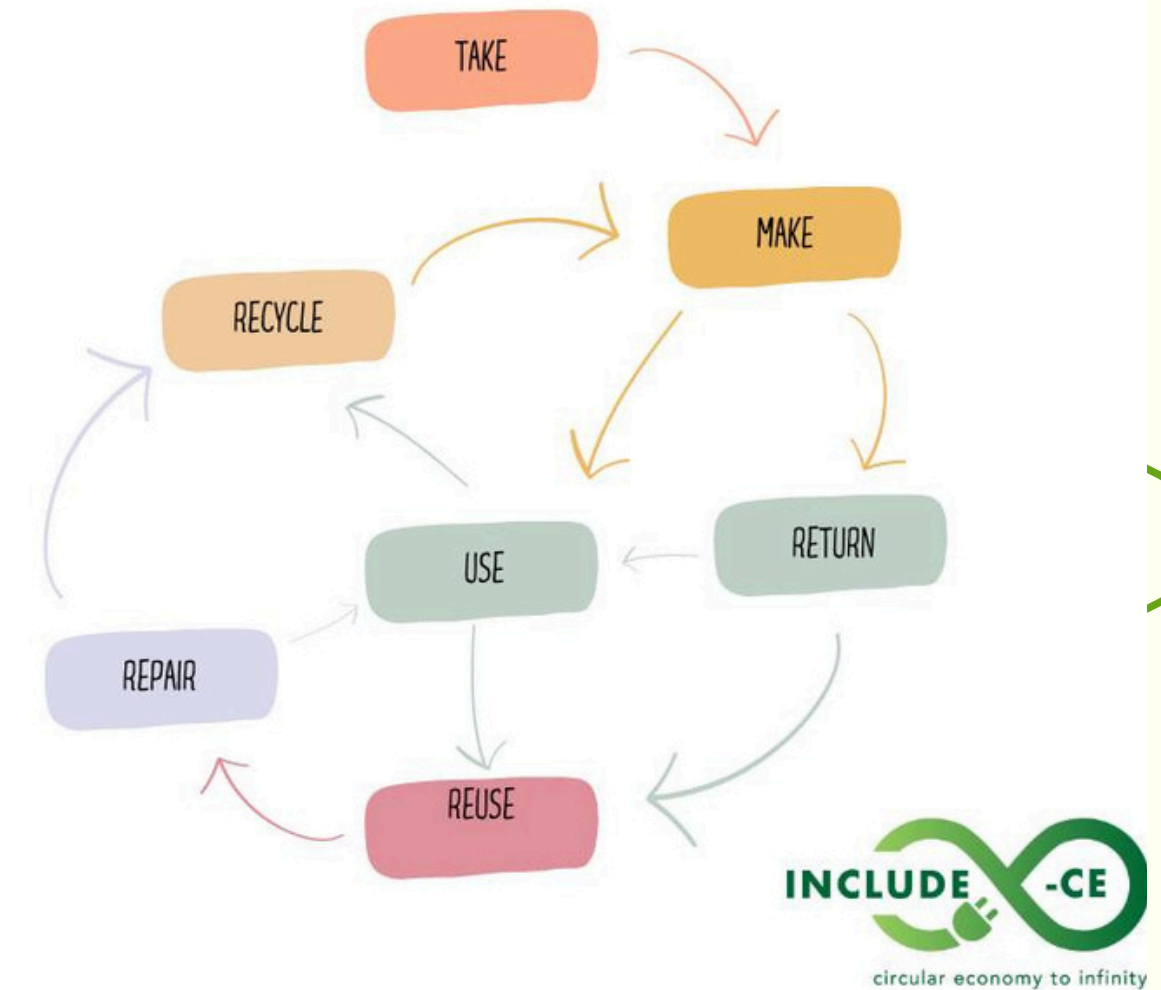
We shared the same goals. Fostering a collective commitment toward common goals for a sustainable future. Emphasizing the need for collective action and collaboration to build a circular economy.

Encouraging active involvement and commitment from communities in the sustainable journey. Empowering individuals to take ownership and commit to sustainable practices.

DIGITALIZATION AND MIGRATION



CIRCULAR ECONOMY



In Spain, an innovative programme helps migrants acquire technology skills. In collaboration with local organisations and the government, free courses in digital literacy, programming and entrepreneurship are being offered.

The circular economy is a model of production and consumption that involves sharing, renting, reusing, repairing, renewing and recycling existing materials and products as often as possible to create added value.



Every year, an estimated 50 million tonnes of electronic waste are dumped on landfill sites, contaminating soil and water. (sciencing.com) How can we combat this? Use electronic equipment for longer rather than buying the latest model. Give your devices a second life by giving them to someone in need. Recycle old appliances.

You can recycle anything with a plug, battery or cable! According to UN, 8 kg of e-waste per person could have been produced worldwide in 2023. This means 61.3 million tonnes of electronic waste discarded within a year - more than the weight of the Great Wall of China.

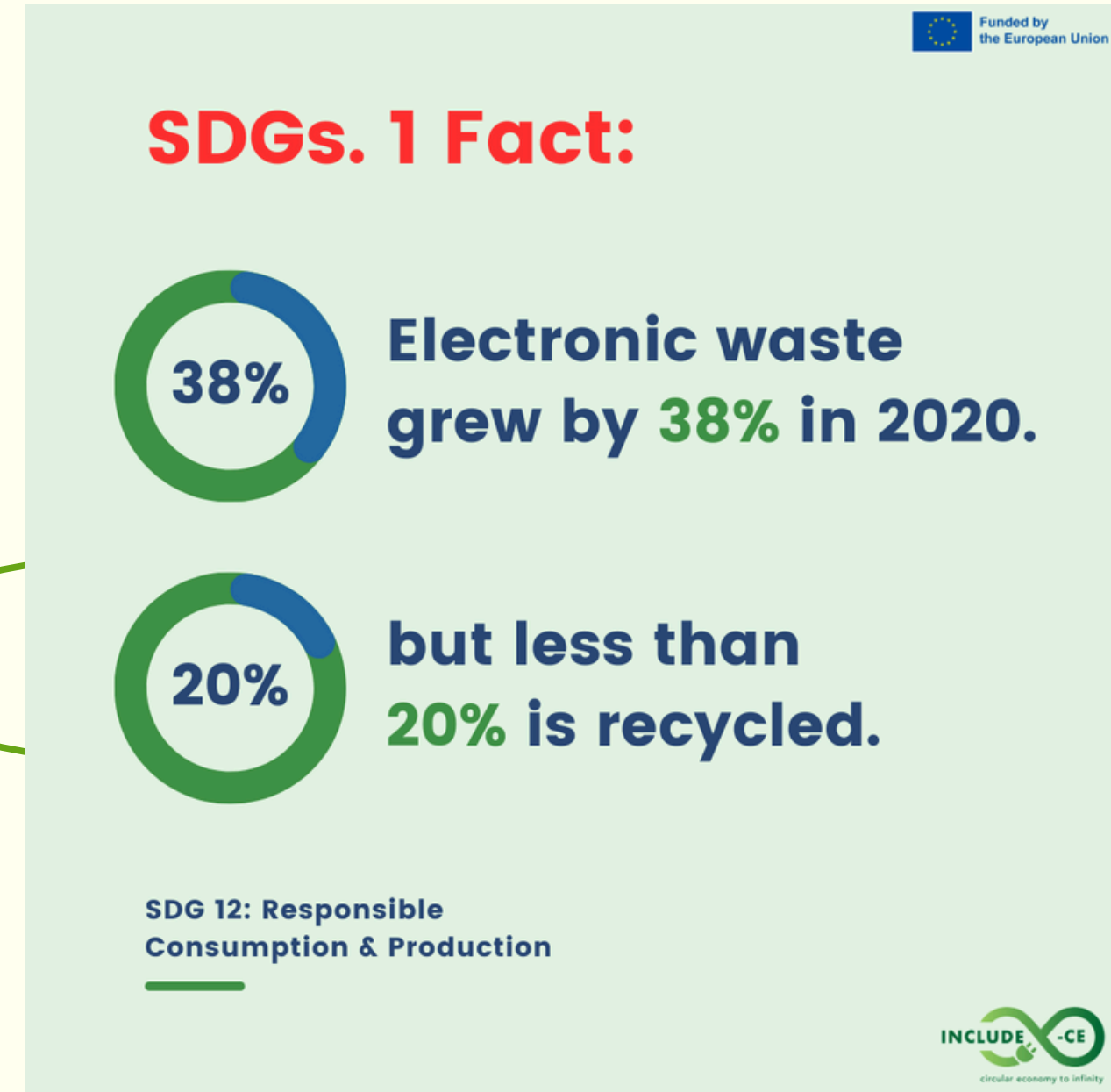
Week 6.

DIGITAL SKILLS AND WEEE COLLECTION



The development of digital skills among migrants is the key for a better social and professional inclusion. How can they achieve this? Acquire IT equipment through the digital circular economy. Understand the components of a personal computer, peripherals, Get familiar with Internet search engines and cloud tools.

WEEE refers to Waste Electrical and Electronic Equipment. The most common domestic electrical and electronic equipment include household appliances, cameras, etc. Recycling collection points are available across the EU countries. Look up in your country for WEEE Collection points.



SDGs and Circular Economy: Goal 4, Goal 10, Goal 12.
 These 3 sustainable goals are achievable ! The aim of Include-Ce is to give the opportunity to migrants and people from minorities, to improve their digital skills and so allow a better social and professional inclusion.

THINGS TO DO to utilise natural resources responsibly:
 - Buy second-hand whenever you can. - Choose reusable products. Use an eco-bag for shopping, a reusable water bottle. -Buy from companies you know have sustainable practices and don't harm the environment.

CONCRETLY EMPOWERING MARGINALIZED GROUPS IN DIGITAL RECYCLING

Week 8.

TWO TRAINING COURSES are created for the benefits of the project's target groups: young women, young men, who need to be upskilled on digital literacy, circular economy, recycling, and ultimately on navigating the internet, so that they can:

- find a suitable job from themselves,
- find Opportunities available online for anyone with a minimum of digital skills,
- so that their insertion of into the host country is effective,
- so that they can be fully members of a society that cannot exist without them.



Concretely Empowering marginalised groups in Digital recycling, in Digital skills and Online active job search

HOW?

1- An empowering digital literacy training. At the end of the training, each learner will receive one laptop/computer in donation

2- An online active Job Search training, during which each learner will use their newly offered laptop to effectively research the Internet.



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Week 8.

AN EMPOWERING DIGITAL LITERACY TRAINING COURSE AND AN ONLINE ACTIVE JOB SEARCH TRAINING are the two empowering tools that learners and beneficiaries of the INCLUDE-CE project will get.

At the end of the training, each learner will receive one laptop/ computer in donation.

- They will have learnt about all the philosophy of circular economy,
- They will have learnt the necessary skill to use a computer,
- They will receive one computer in donation
- They will be ready to navigate the Internet efficiently and do their own research autonomously.



THANK YOU

For further inquiries or collaborations, feel free to reach out.
Your ideas and enthusiasm drive positive change.



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