



## Communication Day 2023

Venue: 5 Ermou Str., 10563 Athens, Greece

Thursday, 9th February 2023

# Agenda

Final version  
Uploaded on 23 January 2023

**1. Welcome & Introduction 09:00**

Magdalena Charytanowicz, WEEE Forum

**2. Members' campaigns: part one 09:10**

**Sabrina Bjöörn and Nando Erne, SENS eRecycling, Switzerland:**

Virtual reality plant visit

New circular platform (how to give electrical appliances a longer life through reuse, repair or recycling)

**Dimitra Kyriakopoulou, FOTOKIKLOSI SA, Greece:**

WEEE awareness program for schools

**3. International E-Waste Day 2023 10:10**

How do we build on the success of previous years?

For discussion: theme, slogan, materials, timing, press campaign, registration, and other practicalities

Coffee break 11.00 – 11.15

**4. Dr. Roumpini Marini, Hellenic Recycling Agency, ex-Deputy Director of Prevention, Research & Communication: Towards public awareness for re-use and separate collection of WEEE 11:15-11:45**

**5. Charl lie Jourdan, creative strategist at [75percent.eu](https://www.75percent.eu) 11:45-13:15**

**Using Technical Storytelling to Engage and Educate about E-Waste**

Curse of Knowledge - live workshop on how to communicate on complex issues in an impactful way to layman audience: <https://curseofknowledge.io/>

Lunch 13.15-14.15

**6. Members' campaigns: part two 14:15-15:15**

**Sarah Downes, Repic, United Kingdom**

Hypnocat and other stories

**Christiana Bochali, Appliance recycling, Greece**

IEWD 2023 campaign: below the line and above the line focus on consumer engagement and awareness

**Alice Olgiati, ERION, Italy**

Communication maxi programme

**7. Other WEEE Forum 2023 Communication Plans 15:15-16:00**

Evaluation of WEEE legislation, Pascal Leroy

WEEE Forum's EU-funded projects: what's in it for you? James Horne

#PROsAtWork and other WEEE Forum initiatives involving members

**ENDS 16.00**