Project Template

European Rotaract Information Center

Name of the project: RigeneraMI

Organizing club: Rotaract Milano Sforza

Contact person: Cocca Gianluca

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I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

The problem that RigeneraMI aims to address is twofold: on one hand, the accumulation and waste of discarded electronic devices, and on the other, the increasing disparity in access to digital technology.

In an increasingly digitalized world, the lack of access to adequate technological devices creates a significant gap, limiting educational, professional, and personal development opportunities for underprivileged individuals and communities. Concurrently, planned obsolescence and the rapid lifecycle of electronic devices are contributing to an exponential increase in electronic waste, with severe environmental repercussions.

RigeneraMI tackles these issues through a sustainable and inclusive approach, by refurbishing discarded electronic devices to reduce waste and provide accessible technology to those in need. This not only helps bridge the digital divide but also promotes awareness and action towards more responsible and sustainable consumption of technological resources.

2. OPPORTUNITIES

Environmental impact: By refurbishing and reusing electronic devices, RigeneraMI significantly contributes to reducing electronic waste. This initiative not only lessens the environmental burden but also promotes a circular economy model, encouraging sustainable practices in technology use.

Educational and professional opportunities: Providing refurbished devices to underprivileged individuals and communities opens doors to educational and professional opportunities that were previously inaccessible. This can lead to skill development, improved job prospects, and overall empowerment.

Community engagement and awareness: RigeneraMI fosters community involvement and raises awareness about electronic waste and sustainability. It provides a platform for volunteers and participants to engage in meaningful environmental action and digital inclusion efforts.

Innovation and collaboration: The project encourages innovation in the field of electronic refurbishment and recycling. It also opens avenues for collaboration with tech companies, educational institutions, and other NGOs, creating a network of support and

knowledge exchange.

Scalability and replicability: The model of RigeneraMI has the potential to be scaled and replicated in different regions, thereby amplifying its impact. This scalability can lead to broader changes in how electronic waste is managed and how technology is made accessible to all.

Advocacy for policy change: By demonstrating the effectiveness of electronic device refurbishment, RigeneraMI can influence policy decisions related to electronic waste management and digital inclusion, advocating for more sustainable and equitable practices.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

More info here: https://www.rigenerami.org/storia

Project Coordinator (Cocca Gianluca): Oversees the entire project, ensuring all activities align with the project's goals. Responsible for overall planning, team coordination, and progress monitoring.

Logistics Manager (Alessio Campanella): Manages the collection, storage, and distribution of donated devices. Coordinates with volunteers for device pickup and delivery.

Technical Team Lead (Paolo Ginocchio): Heads the team responsible for refurbishing and repairing the electronic devices. Ensures quality control and technical training for volunteers.

Community Outreach Coordinator (Bella Beatrice): Manages relationships with beneficiaries, such as schools and non-profit organizations. Also responsible for public relations and community engagement activities.

Volunteer Coordinator (Cervellini Elisabetta): Recruits and organizes volunteers, assigns tasks based on skills and availability, and ensures a rewarding volunteer experience.

Fundraising and Sponsorship Manager (Lombardi Federico): Develops strategies for fundraising and engages with potential sponsors and donors to secure financial and

material support.

Environmental Impact Analyst (Garzya Matteo): Measures and reports on the environmental impact of the project, such as the amount of e-waste reduced and CO2 emissions saved.

Marketing and Social Media Manager (Paini Alberto): Manages online presence, creates content for social media, and promotes the project to increase visibility and support.

Legal and Compliance Advisor (Zappa Francesca): Ensures that the project complies with relevant laws and regulations, particularly those related to electronic waste and data security.

2. DESCRIPTION OF THE PROJECT

RigeneraMI is a transformative project initiated by the Rotaract Club Milano Sforza, focusing on the refurbishment and redistribution of discarded electronic devices to promote environmental sustainability and digital inclusion. The project operates on the principles of reducing e-waste and bridging the digital divide, particularly for underprivileged communities and individuals.

Core activities:

Collection and refurbishment: RigeneraMI collects used electronic devices such as computers, laptops, tablets, and smartphones. These devices are then carefully refurbished, repaired, and updated by our team of skilled volunteers, making them functional and suitable for reuse.

Distribution to beneficiaries: The refurbished devices are distributed to schools, non-profit organizations, and individuals who lack access to digital technology. This not only aids in their educational and professional development but also ensures they are part of our increasingly digital world.

Awareness and education: Alongside the practical aspect of device refurbishment, RigeneraMI is committed to raising awareness about the environmental impact of electronic waste. The project also focuses on educating beneficiaries on the use of technology, promoting digital literacy.

Community engagement: RigeneraMI actively involves the community, encouraging

volunteers to participate in refurbishment activities, and organizing awareness campaigns. This fosters a sense of community responsibility and collective action towards sustainability.

Environmental impact: By refurbishing and reusing electronic devices, RigeneraMI significantly reduces the volume of e-waste, mitigating its environmental impact. The project also quantifies its environmental benefits, such as the amount of e-waste diverted from landfills and the reduction in carbon footprint.

RigeneraMI represents a holistic approach to addressing environmental and social challenges in the digital age. It is a project that not only recycles and refurbishes but also educates and empowers, creating a ripple effect of positive change in society.

3. GOALS OF THE PROJECT

Reduce electronic waste: Aim to refurbish and redistribute a specific number of electronic devices annually (e.g., 100 devices per year), thereby reducing e-waste. As of december 2023, RigeneraMI has successfully refurbished and redistributed 120 devices, diverting an estimated 144.000 kg of electronic waste from landfills.

Promote digital inclusion: Provide refurbished electronic devices to 7 schools, non-profit organizations, and individuals annually, focusing on underprivileged communities.

Raise environmental awareness: Conduct campaigns each year to raise awareness about the environmental impact of electronic waste and promote sustainable practices. Measure success by the number of participants engaged and the subsequent increase in device donations.

Community engagement and volunteerism: Recruit and engage more than 100 volunteers each year, fostering a sense of community responsibility and collective action towards sustainability and digital inclusion.

Quantify environmental impact: Track and report the environmental impact of the project, such as the amount of e-waste diverted from landfills and the reduction in carbon footprint. As of december 2023, the project has saved an estimated 39.720 kg of CO_2 emissions, equivalent to planting 1.824 trees.

Sustainable growth and scalability: Expand the project's reach by establishing

partnerships with additional organizations or institutions annually, with the goal of scaling the project to other regions or cities year by year.

4. TARGET AUDIENCE

Underprivileged students and schools: One of the primary beneficiaries of RigeneraMI are students and educational institutions in economically disadvantaged areas. These students often lack access to digital devices, which are crucial for modern education. By providing refurbished computers and tablets, RigeneraMI enables these students to access digital learning resources, participate in online education, and develop essential computer skills.

Non-Profit Organizations and Community Centers: Non-profit organizations, particularly those working in education, social services, and community development, benefit from the project by receiving devices that aid in their administrative work and program delivery. This support enhances their capacity to serve their communities effectively.

Individuals with limited access to technology: This includes elderly people, unemployed individuals, and those from low-income households who cannot afford modern electronic devices. RigeneraMI helps bridge this digital divide, providing them with the necessary tools to access information, services, and opportunities online.

People with disabilities: Special attention is given to individuals with disabilities who can benefit from adapted or specially equipped devices to aid in their communication, learning, and daily activities.

Volunteers and participants: The project also targets individuals interested in volunteering and learning about electronic refurbishment, recycling, and sustainability. These participants gain valuable skills and experience, contributing to their personal and professional development.

Local community and environment: Broadly, the local community and environment are significant beneficiaries. The project promotes a culture of sustainability and responsible consumption, reducing electronic waste and its environmental impact, thus benefiting the wider community.

5. ACTION PLAN & TIME FRAME

24-18 weeks before:

Project conceptualization and goal setting: Define the specific objectives and expected outcomes of RigeneraMI.
Team formation: Assemble a project team and assign roles such as Project Coordinator, Logistics Manager, Technical Team Lead, etc.
Initial Stakeholder Engagement: Identify and reach out to potential partners, sponsors, and beneficiary institutions.

18-12 weeks before:

Resource assessment: Determine the resources required, including the number of devices needed, tools for refurbishing, and financial needs.
Fundraising and sponsorship drive: Initiate efforts to secure funding and material donations.
Community outreach plan: Develop a strategy for community engagement and volunteer recruitment.

8-4 weeks before:

Device refurbishment: Begin the process of refurbishing collected devices.
Awareness campaigns: Conduct environmental awareness and digital literacy workshops.
Logistics coordination: Plan the logistics for device distribution to the beneficiaries.

4-2 Weeks Before:

Quality check and preparation for distribution: Ensure all refurbished devices meet quality standards and are ready for distribution.
Finalize distribution list: Confirm the list of beneficiaries and schedule the distribution.
2 Weeks Before to Project Completion:

Device distribution: Distribute the refurbished devices to the identified beneficiaries.
Monitoring and feedback collection: Monitor the distribution process and collect feedback from beneficiaries.
Impact assessment and reporting: Evaluate the project's impact, including environmental benefits and feedback from beneficiaries.

Post-project:

Documentation and sharing of learnings: Document the project outcomes and share learnings with the Rotaract community and other stakeholders.
Planning for future phases: Based on the learnings and feedback, plan for the next phases or iterations of the project.

Brief description of each step

Project conceptualization and goal setting

Description: Define the project's objectives, expected outcomes, and key performance indicators.
Challenge: Aligning the goals with the resources available and ensuring they are realistic and achievable.

Team formation

Description: Assemble a diverse team with skills in project management, technical expertise, logistics, and community outreach.
Challenge: Finding volunteers with the necessary skills and commitment.

Initial stakeholder engagement

Description: Identify and initiate communication with potential partners, sponsors, and beneficiaries.
Challenge: Establishing trust and a mutual understanding of project goals with stakeholders.

Resource assessment

Description: Determine the resources required, including devices, refurbishing tools, and finances.
Challenge: Accurately estimating the resources needed and securing them, especially financial resources.

Fundraising and sponsorship drive

Description: Develop and implement strategies to secure funding and material donations.
Challenge: Competing for funding and resources in a crowded nonprofit environment.

Community outreach plan

Description: Create a strategy for engaging the community and recruiting volunteers.
Challenge: Effectively reaching and motivating the community to participate and contribute.

Volunteer recruitment and training

Description: Recruit volunteers and provide training on device refurbishment and handling.
Challenge: Ensuring volunteers are adequately trained and maintain a high level of engagement.

Device collection campaign

Description: Launch a campaign to collect used electronic devices.
Challenge: Collecting a sufficient number of devices in good enough condition to be refurbished.

Partnership development

Description: Finalize partnerships with beneficiary institutions and other organizations.
Challenge: Coordinating with multiple partners and aligning the project with their needs and expectations.

Device refurbishment

Description: Begin the process of refurbishing collected devices.
Challenge: Technical difficulties in refurbishing diverse types of devices and ensuring quality.

Awareness campaigns

Description: Conduct campaigns to raise awareness about e-waste and digital literacy.

Challenge: Effectively communicating the message and engaging the audience.

Logistics coordination

Description: Plan the logistics for distributing devices to beneficiaries.
Challenge: Managing the logistics of distribution, especially over a wide geographic area.

Quality check and preparation for distribution

Description: Ensure all devices meet quality standards before distribution.
Challenge: Maintaining consistent quality across all refurbished devices.

Finalize Distribution List

Description: Confirm the list of beneficiaries and schedule the distribution.
Challenge: Balancing the needs of various beneficiaries and logistical constraints.

Device Distribution

Description: Distribute the refurbished devices to the identified beneficiaries.
Challenge: Executing a smooth distribution process and ensuring devices reach the intended recipients.

Monitoring and Feedback Collection

Description: Monitor the distribution process and collect feedback.
Challenge: Collecting and analyzing feedback effectively to gauge impact.

Impact Assessment and Reporting

Description: Evaluate the project's impact and prepare reports.
Challenge: Accurately measuring the project's impact, both qualitatively and quantitatively.

Documentation and Sharing of Learnings

Description: Document the outcomes and share learnings with stakeholders.
Challenge: Effectively capturing lessons learned and best practices for future projects.

Planning for Future Phases

Description: Based on feedback, plan for the next phases of the project.
Challenge: Adapting the project based on feedback and changing circumstances.

6. RESOURCES

To replicate RigeneraMI in another country, here's a streamlined list of necessary resources, with sponsor-funded items marked with (S):

(S) financial support: For operational costs, tools, and logistics.
(S) electronic devices: Used devices like computers and smartphones for refurbishment.
refurbishing tools and equipment: Essential tools for device repair.
technical expertise: Skilled volunteers or staff for device refurbishment.
(S) workspace: A space for refurbishing activities.
logistics and transportation: For collecting and distributing devices.
(S) marketing and communication tools: For project promotion.
volunteer management system: Tools for managing volunteers.
(S) partnerships with local organizations: For device distribution and engagement.
legal and compliance expertise: For regulatory compliance.
(S) awareness and educational materials: For community education.
monitoring and evaluation tools: For tracking progress and impact.
(S) insurance and liability coverage: For project protection.
(S) IT support and infrastructure: For data and communication management.
(S) training programs for local teams: To build local capacity.
(S) branding and promotional materials: For local promotion.

7. BUDGET

Financial Support (Operational Costs): €1000-5000

Covers administrative expenses, utilities, and miscellaneous costs.
Electronic Devices for Refurbishment: €0 (Assuming donations)

Cost can vary if purchasing devices is necessary.

Workspace Rental: free with agreemant with municipality

Depends on location and size of the space.

Logistics and Transportation: free with volunteers

For collection and distribution of devices.

Marketing and Communication Tools: free with CANVA for no profit, 500€ for website

For website hosting, social media, and promotional materials.

Volunteer Management System: free with community WhatsApp

For software or tools to manage volunteers.

Legal and Compliance: free with Rotary and Rotaract volunteers

For legal advice and ensuring regulatory compliance.

Awareness and Educational Materials: €50-300

For producing and distributing materials.

Total Estimated Budget: Approximately 1000-5000€ each year

8. ORGANIZERS OF THE PROJECT

info@rigenerami.org

Gianluca Cocca, Creator, gianlucacocca1@gmail.com

Beatrice Bella, President, bcibella@gmail.com

9. PARTICIPANTS

7 Rotary clubs, 1 Rotaract District, 1 Rotary District, severals Rotaract club

10. SPONSORSHIP

Rotary network, the municipality of Milan

11. MEDIA COVERAGE

Only unpaid:

https://www.rigenerami.org/parlanodinoi

III. RESULTS

1. RESULTS AND OVERVIEW

Outcomes:

Refurbished and redistributed over 120 electronic devices to schools and individuals in need.
Reduced electronic waste significantly, diverting approximately 39,720 kg of CO2 emissions, equivalent to planting around 1,824 trees.

Conducted multiple digital literacy workshops, engaging a large number of participants.
Recruited and trained numerous volunteers, enhancing community involvement.

Impact:

Provided essential digital tools for education and communication, bridging the digital divide.
Increased awareness of sustainable technology use and e-waste recycling.
Strengthened community ties and promoted a culture of volunteerism and environmental responsibility.

Challenges:

Faced logistical issues in device collection and distribution.
Ensured quality in refurbishing varied conditions of donated devices.
Initially struggled with securing enough funding and sponsorships.

Successes:

Established a strong network of partnerships for broader project reach.
Developed effective volunteer training, ensuring high-quality refurbishment.

Improved logistics and fundraising strategies, enhancing efficiency.

Lessons Learned:

Emphasized the need for thorough planning in logistics and resource management.
Recognized the importance of strong stakeholder relationships.
Understood the value of regular feedback for continuous project improvement.

2. ADVICES

Quality control in device refurbishment: Essential to maintain high standards in repairing and updating devices.

Logistics and supply chain management: Efficient handling of device collection, storage, and distribution is key.

Fundraising and resource acquisition: Securing consistent funding and resources is vital for sustainability.

Volunteer engagement and retention: Effective strategies are needed to keep volunteers motivated and skilled.

Partnership and community engagement: Building strong relationships with local organizations and engaging the community are crucial for broader impact.

Compliance and legal considerations: Adhering to laws related to electronic waste and data security is essential.

Impact measurement and reporting: Regularly tracking and communicating the project's environmental and social impact is important.

Adaptability and scalability: Being flexible to changes and scalable to different contexts is important for long-term success.

3. SUSTAINABILITY

Current State:

The project is sustainable through donations, sponsorships, and volunteer efforts.
Focuses on reducing e-waste by refurbishing electronic devices.

Future Changes:

Diversifying funding: Exploring new funding sources for long-term financial stability.
Expanding partnerships: Building more collaborations for a steady device supply and broader reach.
Adapting to technology: Evolving with technological changes to stay relevant.
Developing volunteer programs: Ensuring a consistent, skilled volunteer base.
Enhancing community involvement: Deepening community engagement for resources and impact.
Monitoring environmental impact: Continuously assessing and adapting environmental strategies.
Scalability: Planning to expand the project to other regions, adapting to different needs.
Long-Term Vision:

Becoming a self-sustaining model that can be replicated globally.
Continuously adapting to technological and environmental changes.
Aiming for a lasting impact on reducing e-waste and promoting digital inclusion.