



**Smarter Regulation of Waste in Europe  
(LIFE13 ENV-UK-000549)  
LIFE SMART Waste Project**

**After-LIFE  
Communications plan  
2020 - 2025**

The LIFE SMART project received funding from the LIFE Programme of the European Union

AN EU LIFE+ PROJECT FOR 2014-2020

Version 1

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## List of abbreviations

Term	Definition
ACR+	Association of Cities and Regions for Sustainable Resource Management
Annex VII	Annex VII of Regulation (EC) No 1013/2006 of the European Parliament and of the Council of 14 June 2006 on shipments of waste
EA	Environment Agency
EPA	Environment protection agency
EU	European Union
EUROPOL	The European Police Office
HMRC	HM Revenue & Customs
IMPEL	EU Network for the Implementation and Enforcement of Environmental Law
INTERPOL	The International Criminal Police Organization
LIFE	EC Financial Instrument for the Environment
NIEA	Northern Ireland Environment Agency
NRW	Natural Resource Wales
SEPA	Scottish Environment Protection Agency
TFS	Trans Frontier Shipment
UK	United Kingdom of Great Britain and Northern Ireland



## LIFE agreement

<b>Title:</b>	Smarter regulation of waste in Europe
<b>Agreement number:</b>	LIFE13 ENV /UK/000549)
<b>Coordinating beneficiary:</b>	Scottish Environment Protection Agency
<b>Associated beneficiaries:</b>	Association of Cities & Regions for sustainable Resource Management (ACR+); Brussels Environment; Natural Resources Wales.
<b>Project duration:</b>	01/06/2014 – 31/05/2020
<b>Project budget:</b>	€ 4,325,101
<b>Project location:</b>	Scotland (United Kingdom)

### Project beneficiaries



## Project contact details

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# 1 Project overview

## 1.1 Introduction

The purpose of the After-LIFE communication plan is to articulate how the dissemination of the LIFE SMART Waste project's results and recommendations will continue after the project ends.

The first section of the plan provides a brief overview of the project's background, objectives, methodology and achievements.

The second section focuses on the After-LIFE communications strategy, describing the objectives, target audiences and methods of communication. A schedule of After-LIFE communication activity outlines the key activities, timing and resourcing envisaged for the five years after the end of the project.

## 1.2 Waste crime – a global issue

It is widely recognised that the illegal management and illegal trade of waste cause significant damage to the environment, undermine public health and distort fair competition. The potential for illegal activity exists at all stages of the waste management chain, from production to final disposal, enabling criminals to profit at the expense of legitimate operators in the waste management industry.

Waste crime endures as a significant issue for regulators, enforcement agencies and legislators in Europe and beyond. The issue is widely acknowledged as a factor that adversely affects waste policy implementation and constrains the move towards a circular economy in the EU.

Waste crime is attractive to organised crime groups and is not constrained by national borders. This makes it a significant threat that requires innovative, transnational partnership work to identify and prevent it.



The LIFE SMART Waste project recognised that there are significant gaps in our collective understanding of the causes, dynamics and triggers for waste-related crime, particularly in challenging waste streams. The project's premise is that by identifying and developing practical indicators, deterrents and remedies for such criminal behaviour, we can help close these gaps.

### 1.3 Project objectives

‘LIFE SMART Waste’ was a collaborative capacity-building project aiming to develop and demonstrate innovative ways of understanding, tackling and reducing ‘waste crime’.

A key project objective was to communicate the project results and learning to others and, where applicable, to influence European policy and legislative changes. In this way, the project aimed to help achieve *smarter regulation of waste in Europe*.

### 1.4 Project achievements

#### 1.4.1 Innovative tools, approaches and techniques

LIFE SMART Waste developed and piloted a range of analytical tools, approaches and techniques designed to enable environment protection agencies to:

- i. **PREDICT** emerging criminality in the waste management sector;
- ii. **DETECT** potentially problematic waste operators;
- iii. **COLLABORATE** effectively to address waste crime.

Predictive analytical tools	Detection tools & techniques	Collaborative tools & techniques
 Horizon scanning  Competitive behaviours  Financial investigation	 Remote Sensing  Waste flow tracking devices  Waste flow audits  Waste crime indicators	 Intervention group structures  Intervention design  Communications Hub  Cross-border flagging database

The project’s reports and capacity-building resources are available online (and by request for more sensitive materials) in digital formats to help environmental regulators, law enforcement and other competent authorities.



## 1.4.2 Investigations and intelligence reports

LIFE SMART Waste undertook a range of investigations to fill gaps in current understanding and to generate waste crime intelligence.

Themes of investigation included:

- Waste industry perceptions of waste crime (Scotland);
- Evaluation of regulatory intelligence (Scotland & Wales);
- Waste tyre sector vulnerabilities (Scotland);
- Illegal cross-border waste haulage (UK);
- Illegal waste brokerage vulnerabilities;
- Emerging criminal trends within Europe following China's plastic waste import restrictions.





### 1.4.3 Intelligence-led interventions

Using insights from the intelligence gathered, and piloting the project's Intervention Design Manual, LIFE SMART designed cross-agency interventions to target high priority areas of vulnerability identified within the waste management supply chain. The areas of vulnerability identified and addressed by the project included the illegal **warehousing**, **haulage** and **brokerage of waste**.

**Speak up.**  
**Stop criminals dumping waste in warehouses and farm buildings.**

Rogue operators are dumping waste in warehouses and farm buildings near you. Help prevent this illegal activity which:

- Harms and pollutes the local environment
- Endangers lives
- Creates a fire risk
- Adversely affects the economy

If you know or suspect someone who is involved, contact our charity CrimeStoppers anonymously.

Scotland  
**CrimeStoppers.**  
**0800 555111**  
 100% anonymous. Always.  
[www.crimestoppers-uk.org](http://www.crimestoppers-uk.org)  
 CrimeStoppers Trust is a registered charity. Number SC027460 (Scotland)

**CLAMPING DOWN ON WASTE CRIME**

**DRIVE OUT WASTE CRIME**

**Failure waste Duty of Care could cost hauliers operating licence, up to £40,000 and a jail sentence.**

Find out more:  
[www.netregs.org.uk/environmental-topics/waste](http://www.netregs.org.uk/environmental-topics/waste)

SEPA  
 Scottish Environment  
 Protection Agency  
 Edinburgh Post  
 Address: 10/12

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#### 1.4.4 Policy and legislative recommendations

The project's findings led to a number of legislative, policy recommendations that could assist EU Member States and UK administrations with efforts to address and reduce waste crime. Key themes for the project's recommendations were:

i. **Mandatory electronic waste tracking**

One of the project's first policy recommendations was the development of a mandatory electronic waste tracking system capable of sharing data between EU Member States and the UK (applied by the four UK administrations), including Annex VII notifications.

ii. **Consistent registration requirements for waste carriers**

The project makes a range of practical legislation and policy proposals to establish consistent registration requirements for waste carriers across the EU and UK.

iii. **Consolidation of enforcement best practice across the EU**

The project also recommended legislative change to consolidate enforcement best practice across the EU, including civil powers, criminal prosecutions, and disruptive action (such as seizing vehicles and asset recovery).

The project announced these and other tactical recommendations at the project's final conference in Brussels and provided summaries in three policy recommendation reports. The reports provide context and justifications for the project's recommendations at EU, national (UK) and local (Scotland) levels and are available to policy makers, legislators and other interested parties.





### 1.4.5 Project dissemination

LIFE SMART Waste raised awareness of the project and its achievements by targeting enforcement agencies, waste industry representatives, policy makers, legislators and wider stakeholders. The project's dissemination peaked with a successful final conference in Brussels, hosted jointly with INTERPOL's Pollution Crime Working Group, attracting delegates representing six continents, 42 countries, EU bodies and global organisations.

The key communication methods used by the LIFE SMART Waste project for dissemination purposes were:

- i. Professional (inter-agency) networking at conferences, events and workshops;
- ii. Digital communications – [lifsmartwaste.com](http://lifsmartwaste.com) website; e-mail marketing, webinars and social media (Twitter, LinkedIn, FaceBook and YouTube);
- iii. Media relations.



In addition to core technical reports, the project beneficiaries developed a variety of dissemination materials to appeal to each target audience, including:

- Web news articles;
- E-newsletters;
- Digital brochures;
- Information leaflets;
- Infographics;
- Social media posts;
- Videos;
- Dissemination reports;
- Notice boards;
- Display banners;
- Press releases.





## 2 After-LIFE dissemination strategy

### 2.1 Communication objectives

Continuing the 'advocacy' phase of the project's dissemination during the project's dissemination strategy, the After-LIFE communication objectives are to:

- i. Promote the use of the project's insights, tools, techniques and approaches;
- ii. Disseminate the project's recommendations, influencing European and UK policy and legislative changes.

### 2.2 Strategic approach

SEPA will coordinate LIFE SMART Waste dissemination and engagement activities after the project ends, with input and support from the Associated Beneficiaries. Most notably, ACR+ will continue to disseminate project updates and news to its extensive network of members and other stakeholders in Europe and beyond.

SEPA will measure the success of the After-LIFE communications plan against the project's original objectives for adoption of the project's capacity-building resources and recommendations for policy and legislative change.





## 2.3 Target audiences

After-LIFE communication activity will target two primary audiences.

### 2.3.1 Environmental regulators & enforcement agencies

The continued success of LIFE SMART Waste is dependent upon environmental regulators and competent authorities in the EU and UK adopting the project's tools, techniques and approaches. To promote their use, dissemination and engagement activity will focus on representatives of:

- Environmental regulators (UK, EU Member States and regions);
- Enforcement agencies and networks (police, customs, INTERPOL, Europol, et cetera);
- Professional bodies and networks (for example, IMPEL and ENPE);
- European 'waste crime' projects (for example, LIFE SWEAP).

### 2.3.2 Policymakers & legislators

To influence European and UK policy and legislative changes, dissemination of the project's recommendations will focus on representatives of:

- European Commission (DG Environment);
- National governments – EU Member States and the UK;
- Regional governments – including the UK's devolved governments;
- Non-ministerial departments (UK and Scotland) - HMRC, Revenue Scotland, et cetera.





## 2.4 Inbound digital communications

### 2.4.1 Websites

SEPA will maintain the [lifesmartwaste.com](https://lifesmartwaste.com) website as the primary information hub for five years after the project end date (May 2025). The website will provide wide access to key project information, including: project background; publications; videos, training materials; and contact information. SEPA will also maintain the project's [YouTube video playlist](#) in support of the website.

Due to the official sensitivity of the content in some outputs, not all of the LIFE SMART Waste reports and resources are available on the project's website. In the After-LIFE, the website will include clear guidance to enable representatives of competent authorities to request the required reports or training materials.

The Associated Beneficiaries will maintain web pages hosting project information and links to the [lifesmartwaste.com](https://lifesmartwaste.com) web site.

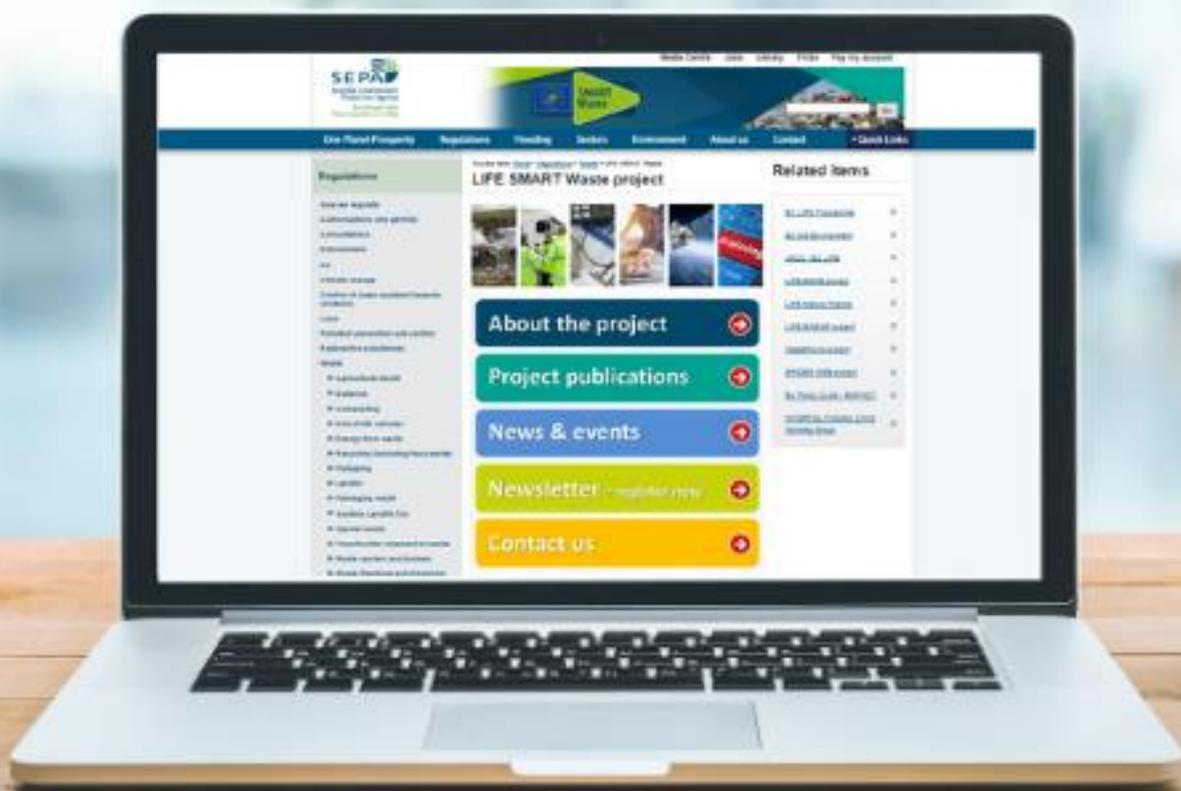
#### Supporting web pages:

- Brussels Environment ([French](#) | [Dutch](#))
- [ACR+](#)
- Natural Resources Wales ([English](#) | [Welsh](#)).

### 2.4.2 E-mail (and media) enquiries

SEPA will continue to oversee the [lifesmartwaste@sepa.org.uk](mailto:lifesmartwaste@sepa.org.uk) e-mail account to provide a customer helpdesk function for five years after the project ends. All LIFE SMART Waste communications will direct enquiries about the project's reports, capacity-building resources and recommendations to this single point of contact.

The respective press offices of each beneficiary will continue to manage the LIFE SMART Waste enquiries they receive from press or media outlets.



## 2.5 Outbound digital communications

SEPA and ACR+ will continue with outbound digital communication activity when the project ends to share key dissemination outputs with stakeholders. Activity will include e-mail, social media and webinar activity.

SEPA will continue to issue e-newsletter updates to the LIFE SMART Waste project's database of engaged stakeholders. The content of these After-LIFE updates will include the project's final *digital brochure*, the *Layman's report* and guidance for accessing the project's reports, online tools and those resources not available online due to the sensitivity of the content.

The project's database consists of stakeholders who subscribed during the project to receive news and updates via e-mail. SEPA will maintain the database in compliance with the *General Data Protection Regulation (GDPR)* as it applies in the UK, tailored by the Data Protection Act 2018.

ACR+ will also continue to support this SEPA-led activity by adapting and publishing the news articles on the ACR+ website. ACR+ will include links to these news articles in e-newsletters (the weekly *Newsline* and quarterly Updates) and in social media posts.

SEPA will also disseminate using webinars including, for example, those of the Shared Agencies Regulatory Evidence (SHARE) programme run by the five EPAs in UK and Ireland.



## 2.6 Display materials

Beneficiaries will continue to use the project's portable display banners as required at suitable events.



Each project beneficiary will also continue to display a LIFE SMART Waste notice board in a publicly accessible office location, if available, for three years after the project ends (May 2023).



## 2.7 Professional networks

The project beneficiaries are active in a range of professional bodies and existing collaborative groups and partnerships. Building upon these ongoing relationships and structures, beneficiaries will continue to seek opportunities to disseminate the project's insights, results and recommendations.

For example, beneficiaries anticipate that dissemination opportunities may arise through ongoing participation in, and engagement with, the following professional networks, projects and fora:

- **EU Network for the Implementation and Enforcement of Environmental Law (IMPEL)** – including the Waste and TFS Expert Team, LIFE SWEAP project and WasteForce project;
- **Europol** – including, for example, the participation in the EMPACT Programme and the Secure Information Exchange Network Application (SIENA);
- **INTERPOL's Pollution Crime Working Group (PCWG)**;
- **European Network of Prosecutors for the Environment (ENPE)**;
- **Shared Agencies Regulatory Evidence (ShARE) Programme** – a forum for the five EPAs in UK and Ireland;
- **UK's Joint Unit for Waste Crime** – a collaboration of UK environment protection agencies (EA, NIEA, NRW & SEPA) and key enforcement bodies;
- **UK's 'Waste Compliance Taskforce' (WaCT)** – a collaboration of UK EPA's, Waste Industry representatives, professional bodies and other key stakeholders;
- **UK Waste Tracking project** – a Defra-run project working with SEPA, NRW and NIEA;
- **UK Earth Observation implementation group.**





## 2.8 Conferences, networking events and webinars

SEPA, and Associated Beneficiaries, will continue to seek opportunities to disseminate project results via a broad range of speaking and networking opportunities at conferences (including the ACR+ General Assembly), seminars and webinars during the After-LIFE phase.

Beneficiaries will continue to use the dissemination tools developed for this purpose, including the project's portable display banners, infographic information leaflets.

It is acknowledged that the coronavirus pandemic (COVID-19) will reduce the networking opportunities normally provided by location-based events. However, beneficiaries will seek opportunities to disseminate via webinars, video conferences and other channels while COVID-19 restrictions are in place throughout Europe.

## 2.9 Policy monitoring and dialogue

SEPA's waste policy specialists routinely track legislation and policies at EU and national levels to identify consultation opportunities to correct policy failure or improve policy implementation. As part of this ongoing process, they will continue to seek opportunities to share and advocate the LIFE SMART Waste project's policy recommendations.

The project's three policy recommendation reports will be the main dissemination tools for informing and influencing policy makers, legislators and other stakeholders.





## 2.10 After-LIFE communications schedule

No.	Description of activity	When	Who	Cost estimate	Sources of Finance
1	Maintenance of the LIFE SMART Waste project web site	Ongoing - May 2025	SEPA	€	SEPA
2	LIFE SMART Waste page on Brussels Environment's website ( <a href="#">French</a>   <a href="#">Dutch</a> )	Ongoing - May 2025	Brussels Environment	€	Brussels Environment
3	LIFE SMART Waste page on <a href="#">ACR+ website</a>	Ongoing - May 2025	ACR+	€	ACR+
4	Maintenance of LIFE SMART Waste customer helpdesk function (lifsmartwaste@sepa.org.uk)	Ongoing - May 2025	SEPA	€	SEPA
5	LIFE SMART Waste e-newsletters (2)	Jul-Aug 2020	SEPA	€	SEPA
6	Maintenance of a LIFE SMART Waste notice board in a publicly accessible location, if possible, within the primary office of each beneficiary (four in total).	Ongoing - May 2023	ACR+, BE, NRW, SEPA	NIL	ACR+, BE, NRW, SEPA
7	Maintenance of LIFE SMART Waste portable displays for ad hoc event support.	Ongoing - May 2023	SEPA	NIL	SEPA
8	Collaboration with UK EPA's (EA, NIEA, NRW & SEPA) and key enforcement bodies via the UK's Joint Unit for Waste Crime	Ongoing	NRW & SEPA	€	NRW & SEPA
9	Collaboration with UK EPA's, Waste Industry representatives and key stakeholders via participation in the UK's 'Waste Compliance Taskforce' (WaCT)	Ongoing	NRW & SEPA	€	NRW & SEPA
10	Engagement with IMPEL through, for example, the WasteForce project, LIFE SWEAP project and Waste and TFS Expert Team	Ongoing	SEPA	€	SEPA
11	Engagement with the INTERPOL Pollution Crime Working Group (PCWG)	Ongoing - December 2020	SEPA	€	SEPA
12	Engagement with EPAs in UK and Ireland through the Five agencies ShARE Programme (Shared Agencies Regulatory Evidence Programme)	Ongoing	SEPA	€	SEPA
13	Engagement with UK Waste Tracking project	Ongoing	SEPA	€	SEPA

No.	Description of activity	When	Who	Cost estimate	Sources of Finance
14	Collaboration and information exchange of operational and strategic crime related information among Europol, EU Member States and third parties through participation in Europol's Secure Information Exchange Network Application (SIENA) and the EMPACT programme.	Ongoing	SEPA	€	SEPA
15	Engagement with ENPE (European Network of Prosecutors for the Environment) through event/workshop participation.	Ongoing	SEPA	€	SEPA
16	Engagement with UK Earth Observation implementation group to share the project's RS tools and learning.	Ongoing	SEPA	€	SEPA
17	LIFE SMART Waste policy recommendation advocacy	2020-2021	ACR+, BE, NRW, SEPA	€	ACR+, BE, NRW, SEPA
18	Dissemination of LIFE SMART Waste news updates (web site, social media and e-newsletters)	2020-2021	SEPA / ACR+	€	SEPA / ACR+
19	Dissemination via webinars (e.g. UK ShARE Programme, ACR+)	2020-21	SEPA / ACR+	€	SEPA / ACR+
20	Disseminating LIFE SMART Waste reports and leaflets (e.g. infographic flyer) during relevant events, fairs, workshops.	2020-2021	ACR+	€	ACR+
21	Ad hoc speaking opportunities (e.g. ACR+ General Assembly)	2020-2021	SEPA	€	ACR+

**Key to Cost estimate symbols:**

€ = Up to €5.000

€€ = Between €5.000 - €10.000

€€€ = Between €10.000 - €50.000

€€€€ = Between €50.000 - €100.000

NIL = No incremental costs envisaged

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