

# InfoPack for e-Influencers & National Youth Competition

OSCAR invites young people aged **15–25** from all partner countries to participate in a **creative eco-challenge** focused on responsible e-waste management.

The competition aims to motivate youth to:

- understand the environmental & health risks of e-waste
- use their creativity to inspire peers
- become a local **e-influencers** promoting sustainable habits

The competition is organised **nationally in each partner country** - France, Malta, Estonia, Spain and Greece.

Each participant creates **one digital piece** on e-waste. **National winners travel to Estonia** to present their ideas at the **OSCAR Final Conference & Final Transnational Meeting**, and the *overall European Winner* receives a **€100**.

**Estonian winner** can travel to other partner's country of their choice for a Multiplier event.

## Why Youth Participation Matters?

E-waste is the **fastest-growing waste stream globally**, and only **22%** is recycled.

Young people are major users of digital devices = therefore, they play a key role in:

- influencing peers
- shaping social media trends
- promoting responsible habits
- building a circular mindset

This competition transforms them into **positive eco-role models** and spreads awareness about e-waste, promotes 9Rs, shows simple sustainable tips and motivates others through digital content.



## What to submit?

Participants must create a digital product, **choosing ONE** of these formats:

### Option A — a video (maximum 2 minutes)

#### Ideas / Examples:

- explain an e-waste problem
- show how to recycle properly
- demonstrate repair or upcycling
- create a mini-campaign
- show personal sustainable habits

### Option B — a poster or infographic

#### Ideas / Examples:

- “Where to recycle in my city?”
- “Top 5 toxic components in your phone”
- “What happens when you throw a charger in the bin?”
- “The 9Rs explained simply”

### Option C — a flyer (1 page)

#### Ideas / Examples:

- recycling instructions
- the journey of e-waste
- tips for responsible purchasing
- “How to start repairing your own electronics”

## + Mandatory A4 One-page Description

In addition to the creation (video, poster or infographics, leaflet), participants must also submit a **one-page A4 document in English** (download the template from OSCAR Website) with an explanation on why did they created their digital product and how it will be impactful and motivating for their peers.

This document is necessary for participants to compete, have a chance to win, and is one of the evaluation criteria.



## Competition Topic

Submissions must relate to:

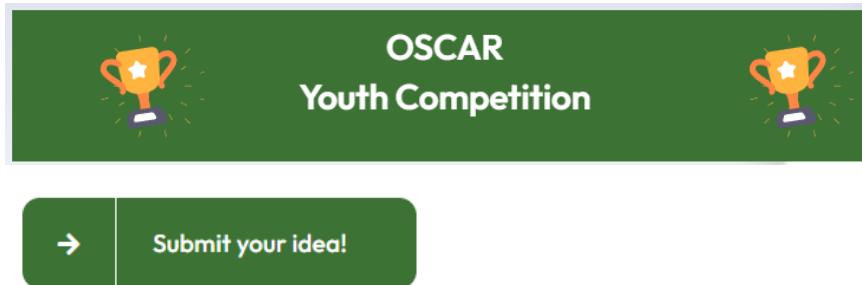
- proper disposal / 9Rs / safe handling / reducing toxic exposure / promoting sustainable behaviour / social impact & awareness

Solutions must be *simple, replicable, positive, and youth-friendly*. The process of creation should not be „scary” but inspiring.

**“Motivate your peers to manage e-waste responsibly.”**

## Submitting your project

Dedicated site on our website: <https://oscar4ewaste.com/>



- Fill your name, surname and email
- Upload your creative output (video/infographic or poster/leaflet/)
- Upload A4 Description document / Motivation letter
- Give us your GDPR consent by clicking the button

## Timeline & Evaluation

1. **Submission period** - January 2026 – February 2026
2. **Evaluation by OSCAR team** - March 2026 - will be received via email
3. **Announcement of the winner** – April 2026 – will be received via email
4. **Final Conference in Estonia & chosen European Winner** – November 2026
5. **Multiplier event in country of their choice (for Estonia winner)** – October 2026 – January 2027

Ideas will be evaluated nationally by OSCAR Team!



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## What Is E-Waste?

Over the past 20 years, the world has become more digital than ever. We use smartphones, tablets, headphones, laptops, smartwatches, consoles, chargers—devices that make our lives easier and faster. But there is a hidden side: as technology changes quickly, we also replace our devices faster. What used to last 5–7 years is now often replaced within 18–24 months. This creates one of the **fastest-growing waste streams on the planet: electronic waste, or e-waste.**

**E-waste includes any discarded electronic device:** phones, laptops, TV remotes, chargers, keyboards, batteries, earphones, and thousands of other items. Even a working device becomes e-waste once we stop using it and store it in a drawer.

Today, a shocking **only 22% of e-waste is recycled properly**, while the rest ends up in landfills, burned, dumped illegally, or processed by informal workers without protection. This creates environmental pollution, health risks, and the loss of valuable materials like gold, copper, aluminium, rare earth metals, and plastics that could be reused.

Because young people are among the biggest users of digital devices, **your voice and your choices matter.** This competition gives you the chance to become an e-influencer—someone who inspires others to treat electronics responsibly, protect their health, and care for the planet.

## The Social Impact: How Your Actions Influence Others

E-waste is not only about technology—it's about people.

By choosing to recycle a phone, donate an old laptop, or repair a broken charger, you:

- reduce pollution
- help someone in need
- protect workers from toxins
- save valuable materials
- support a circular economy
- inspire your friends and family

Positive habits spread quickly in youth communities, especially through social media. This competition encourages you to use your creativity and influence to **start a chain reaction of sustainable behaviour.**



## 9R Concept

To manage electronics in a smart and sustainable way, we use the **9R framework**.

These nine actions help reduce waste, extend the life of devices, and prevent toxic pollution.

**R0 – Refuse:** Do I really need this new device?

**R1 – Rethink:** Choose shared, borrowed or second-hand.

**R2 – Reduce:** Buy fewer electronics.

**R3 – Reuse:** Give devices a second life.

**R4 – Repair:** Fix before throwing away.

**R5 – Refurbish:** Update or professionally restore.

**R6 – Remanufacture:** Use working components to rebuild.

**R7 – Repurpose:** Turn old electronics into something new.

**R8 – Recycle:** Separate materials for safe processing.

**R9 – Recover:** Extract energy or last resources.

These concepts are essential for your competition submission. **Your idea should show at least one of these principles—and ideally inspire others to use them in everyday life.**

## Why E-Waste Can Be Dangerous: The Importance of Safe Handling

Inside our electronics are **toxic chemicals and heavy metals** like lead, mercury, cadmium and flame retardants.

If devices break, burn or leak, these substances can enter:

- **the air** (through smoke or dust)
- **the water** (through polluted rivers or soil)
- **our bodies** (through breathing, touching or eating contaminated food)

### Unsafe handling affects:

- informal workers
- children



- pregnant women
- whole communities living near dumping sites

This is why **proper disposal and recycling** are not just environmental issues—they are health issues.

Your submission can show:

- how to handle electronics safely
- how to avoid toxic exposure
- how young people can protect themselves and others

**Final Message for Youth**

“Your phone, your habits, your voice – they all matter.

With one creative idea, you can change how young people think about e-waste. Become the next OSCAR e-Influencer and help Europe move towards a cleaner, smarter, sustainable future.”

