

Name of the Good Practice: SCART (www.scartline.it)	Contact: Name: Waste Recycling S.p.A. Address: Via Lancioni, 2 – 56029 Santa Croce sull'Arno (PI) Mail: info@w-r.it
Domain concerned: <input checked="" type="checkbox"/> Good Practice - General <input type="checkbox"/> Good Practice - Collection <input checked="" type="checkbox"/> Good Practice – Valorization <input checked="" type="checkbox"/> Good Practice - Sale <input checked="" type="checkbox"/> Good Practice - Sensitization	
Implementation context (territory, starting point, ...) <p>Waste Recycling SpA operates in the field of disposal and treatment of industrial waste and in over 20 years of activity has structured an organization able to respond to any problem concerning any type of waste. Taking advantage of high-level professional technicians, state-of-the-art systems and equipment, in addition to the availability of its own chemical laboratories assisted by University Institutes, it is able to provide the most appropriate solutions for the proper disposal of the various residues produced by each type of activities.</p> <p>The SCART project was born over 18 years ago to transform the Waste Recycling mission, which takes care of its plants to collect, process, send to recycle and dispose of industrial waste, in a <u>concrete project capable of positively affecting the mentality of recovery and reuse.</u></p>	
Practice, method of intervention and objectives of the approach <p>SCART is an ecological and original project that derives from the sensitivity, the passion and the desire to give new life to those materials that become waste every day. The project is based on the creation and realization of works, artistic installations, objects and furnishing components made up 100% of waste. SCART is now a registered trademark in Italy and in Europe, combining the word "scarto" ("waste" in English) with the word "art". With SCART, countless works, exhibitions, events, and highly successful catalogs have been realized, which have attracted national and international fame.</p> <p>The Laboratory set up by Waste Recycling is the place where lessons, workshops and other initiatives are held periodically. The zero impact laboratory is an initiative born from the synergy between Waste Recycling (a national leader in the industrial waste sector), the Academy of Fine Arts in Florence (the oldest in the world) and the Municipality of Santa Croce sull'Arno. This unusual institutional triangle has given rise to a training / experimentation on the artistic use of industrial waste involving students and professors of the Academy.</p>	

<p><u>Results (impacts on the public, the territory, ...)</u></p> <ul style="list-style-type: none"> • protection of environment • positive effect on the mentality of recovery and reuse • design and construction of works and art installations made up 100% of waste and therefore sustainable not only from an environmental but also economic point of view • training / experimentation on the artistic use of industrial waste. Important and unique training opportunities in which the intrinsic expressiveness of waste materials stimulates the genius of the authors to produce new forms of art and design. Innovate university education, activating a fertile exchange between different realities • cultural growth • approach of young artists in training to the knowledge of the world of industrial waste and therefore to new possibilities of expression and employment 	<p><u>Target audience:</u></p> <ul style="list-style-type: none"> • all types of companies in the area that produce processing waste to be sent for disposal or waste destined for recovery • students and teachers of the Academy of Fine Arts in Florence
<p><u>Perspective of use and dissemination:</u></p> <ul style="list-style-type: none"> • Transfer the experience to other European countries 	