

# Sorting waste on the beach

Feedback from Citeo's  
experience in Marseille



Donnons ensemble une  
nouvelle vie à nos produits.



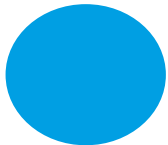
# The beaches of Marseille: places with challenges for sorting

- **Large French city with the lowest performance** in recycling household packaging
- **25 urban beaches** 57km of seafront
- **Specifics behaviors** on the beaches (tourism, consumption out-of-home, party, picnic...)
- **Attendance peaks** (afternoon, evening...)

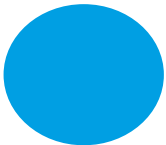


- **No dedicated sorting device**
- A **waste of the sorting gesture: 6 out of 10 people who sort at home no longer sort at the beach.**
- **Deposit: 40% of the bin** (by weight)
- Problems of **volume and seasonality**

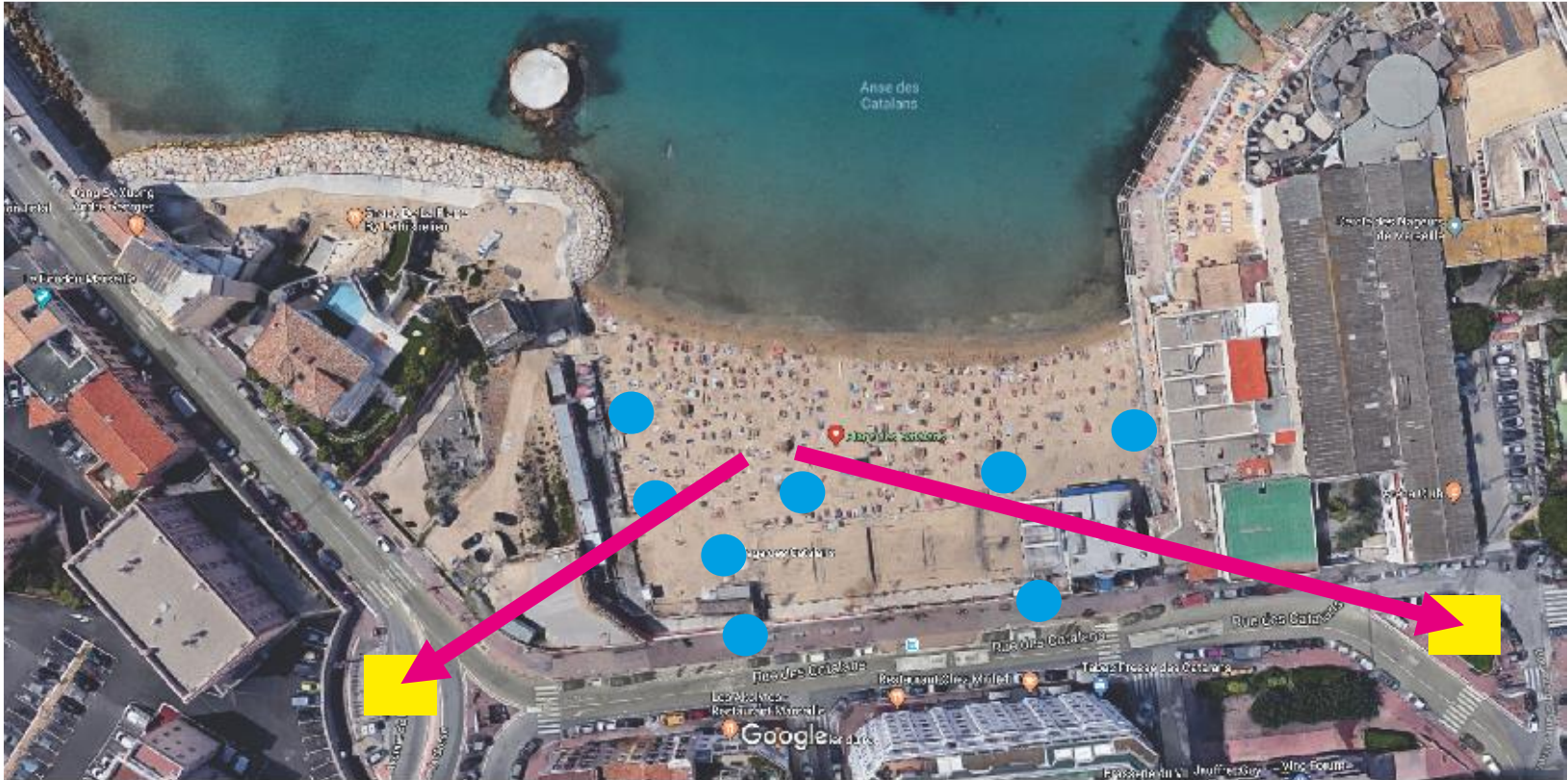
# Exemple of « Plage des Catalans » in 2017



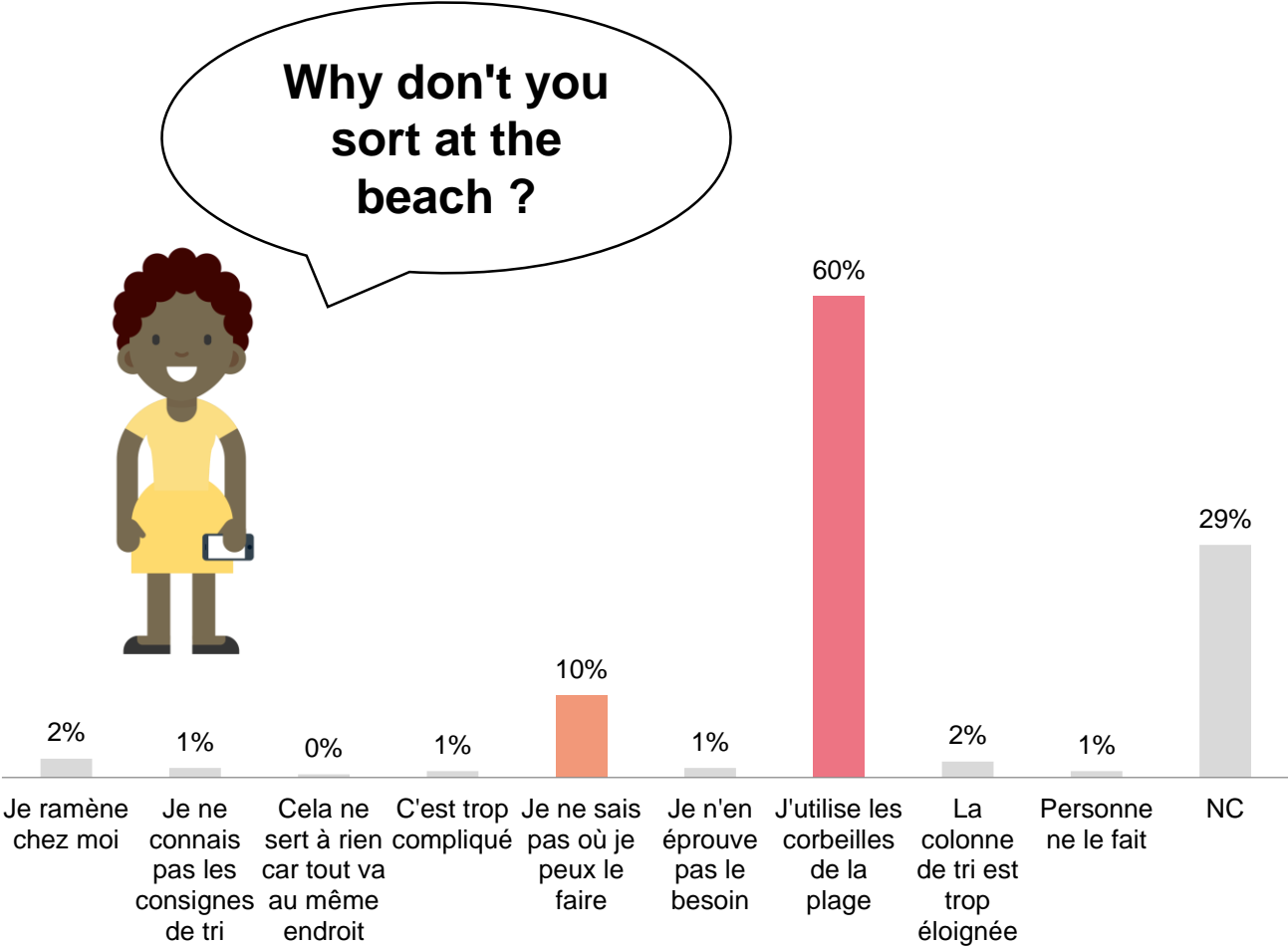
# In 2017, we tried to ask people to use the existing sytem



A team of sorting ambassadors asked people to sort out, showed where they can do it, explained the benefits of sorting gesture...



# What we have learned... **OUTSIDE MY HOME, I GO TO THE SIMPLEST !**



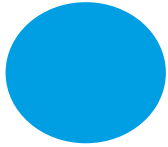
# Solution tested in 2018 and 2019

Installation of **29 sorting bins on 12 beaches** in Marseille

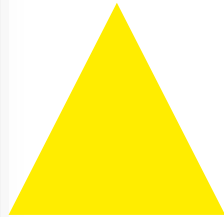
- **The removal of waste bins** on the beaches (almost 100 bins))
- **Reconciliation of flows** (household waste + sorting including glass) preferably on the beach if not access
- **Support through dedicated communication:** Campaign of sorting ambassadors, dedicated communication device + dissemination of the national campaign "You sort, we recycle" in the streets of Marseille + 1 press conference to launch the project



# « Plage des Catalans » in 2017



# « Plage des Catalans » in 2018







# Results

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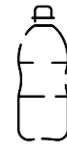
- **19,000 people educated** on the beaches
- **88%** of people **have a favorable opinion on the device** in 2018. **98%** in 2019.
- **37 tonnes of packaging and paper have been recycled** and removed from household waste (- 20 points)  
(12 tonnes in June 2020 )



**50 000 glass bottles**



**153 000 metal cans**



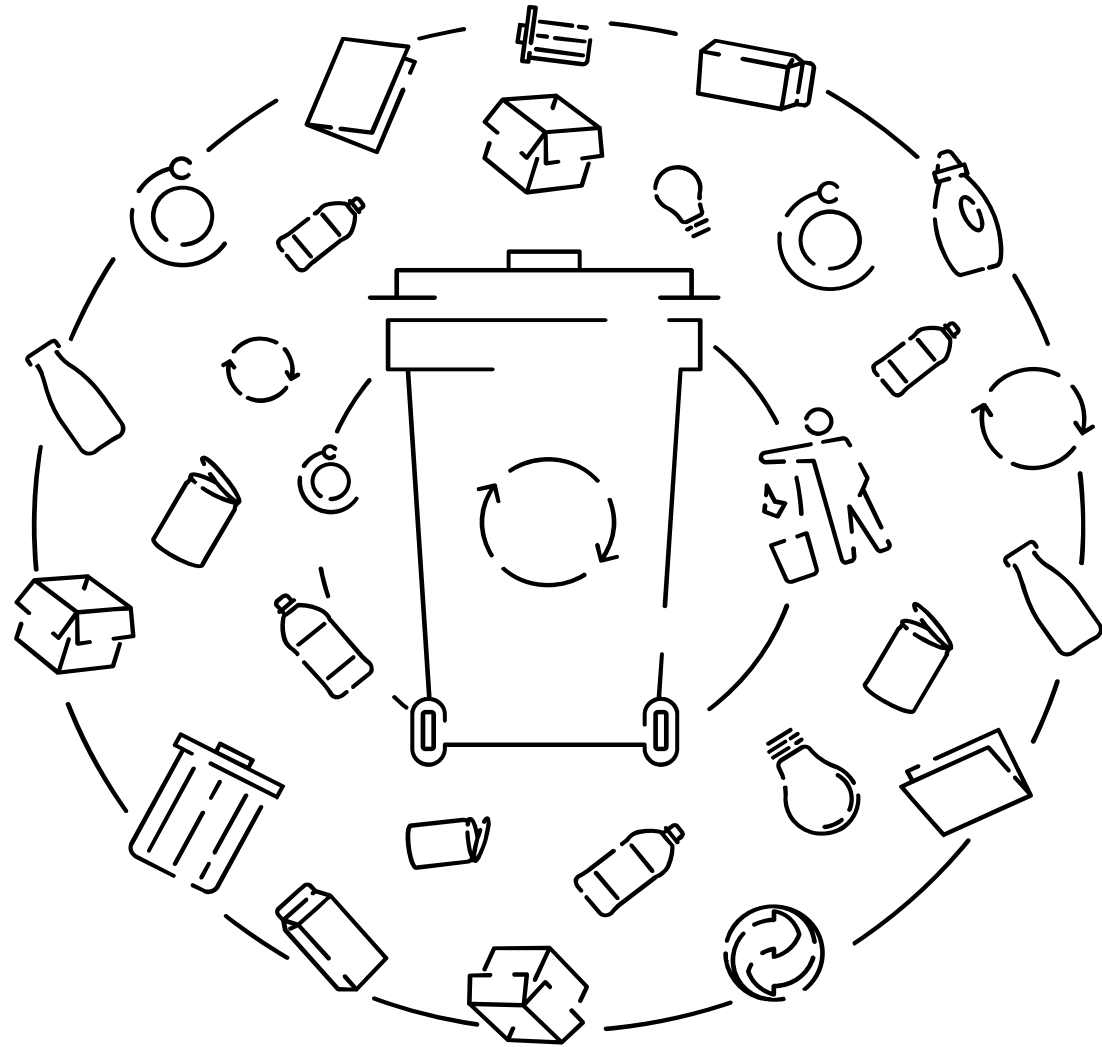
**200 000 plastic bottles**

- When the conditions are met, we even reach **a reverse perceived social norm**  
In 2018, where, at the start of the experiment, 72% of people thought that "the others" were not sorting on the beach, it was 67% of people who thought that the normal gesture was the sorting gesture at the end of the summer.



**The city want to extend the program**

# THANK YOU



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