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## Regional Stakeholders Workshop #1 Marseille, France English Summary and Results

February 2020



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**Title:** Regional Stakeholders Workshop #1 (France) – English Summary and Results

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**Place:** Association MerTerre, 28 rue Fortia, 13001 Marseille (France)

## I. Planning and logistics

### I. 1. Introduction

The first French Regional Stakeholders Workshop of the CAPonLITTER project was organized by PP7 (association MerTerre). It took place on January 2020, the 29<sup>th</sup> in Marseille, at the Nautical Society of Marseille. The event, focused on “how make the coastal tourism and recreation activities zero waste?”, started at 10 am and ended around 14 pm after an offered lunch.

### I. 2. Communication

A specific poster and program for the Regional Stakeholders Workshop was proposed by the LP1. The PP7 selected the relevant stakeholders based on its network. The chosen persons were invited by email, with all key information (date of the event, description of the project, poster and program of the event, a link to pre-register to the event).

### I. 3. Venue

PP7 selected the meeting room of the Nautical Society of Marseille due to (1) its central geographical locality in Marseille, (2) the link with the thematic, (3) its accessibility and (4) the price. The layout of the room allowed to distinguish a registration space, a buffer activity space and a workspace. A catering space was accessible by anyone at any moment.

### I. 4. Registration

The registration was made in the room entrance, with the help of two staff persons. Table 1 presents the profile of the participating stakeholders.

*Table 1: profile of the participating stakeholders*

Category	Number of participants
A. Packaging and Goods Producers	0
B. Distributors and retailers	4
C. Consumers	6
D. Waste management	5
E. Authorities and coastal management	3
F. Civic organization	3
G. researcher	1
<b>Total of stakeholders</b>	<b>22</b>
Staff	5

## II. Workshop activities

### II. 1. Buffer activity

Once the registration done, the participants were invited to participate to the buffer activity. A large panel on which PP7 wrote three questions “What is the biggest challenge on setting a zero-waste beach/event/coastal community?” was used as support for the activity. The participants could write and paste their post-it with the answers, individually, to start the thinking process and collect their inputs. The analysis results of the three questions are presented in the next figures.

Figure 1 presents the results of the first question about the challenges in setting a zero-waste beach. Some equivalent-numbered problems were highlight, such as incivism, the difficulty to empower everybody and to mobilize and coordinate several actors, and the lack of zero-waste alternatives. The cigarette butts, the lack of trash and the ignorance of users were also mentioned.

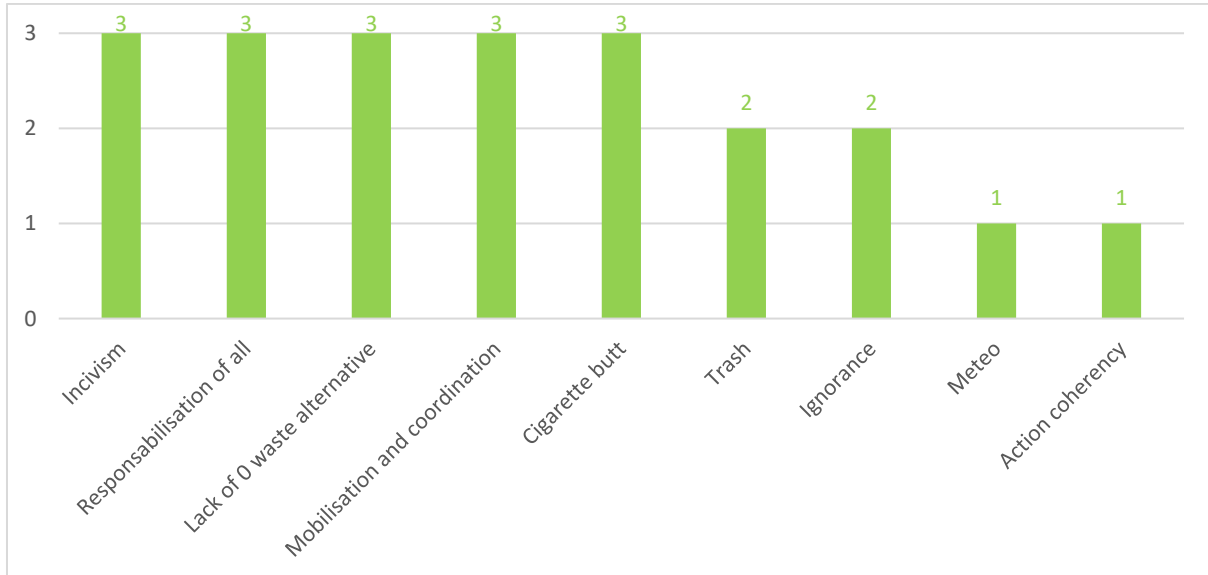


Figure 1: analyzed results of the question about zero-waste beaches

Figure 2 shows the analyzed results for the question about challenges in setting a zero-waste event. Most of the stakeholders mentioned the need for more selective sorting, the high prices of alternatives, the lack of reusable items (deposit), public awareness and politic/users' willingness.

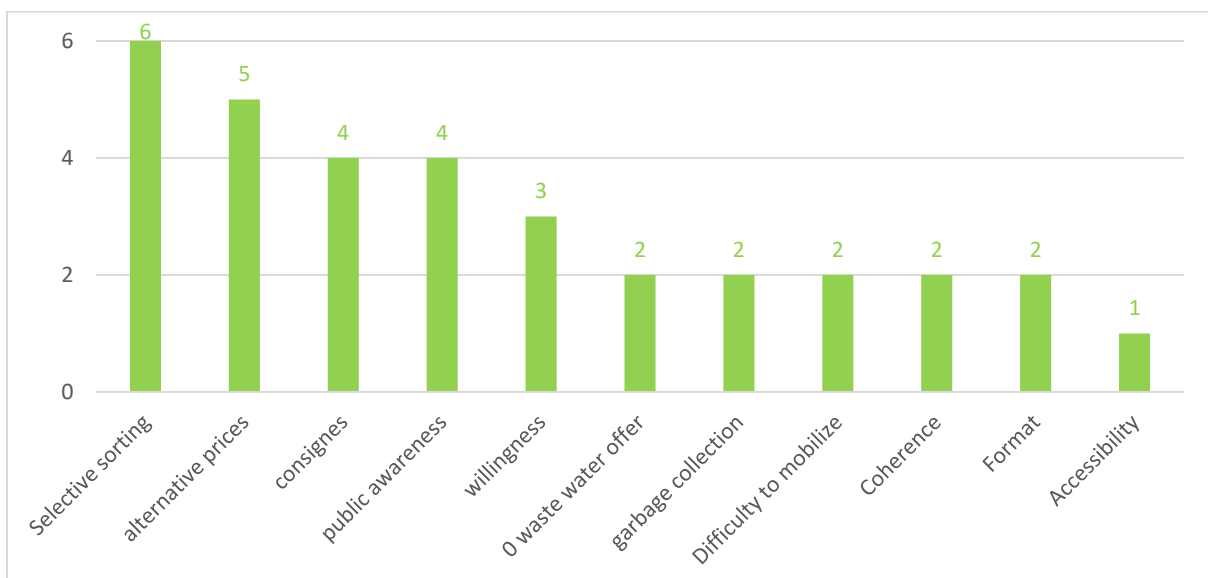


Figure 2: analyzed results of the question about zero-waste events

On the last question about the challenges in setting a zero-waste community, the participants mentioned the difficulty to mobilize multiple actors. They highlighted the need to change our consumption pattern to reach a zero-waste objective.

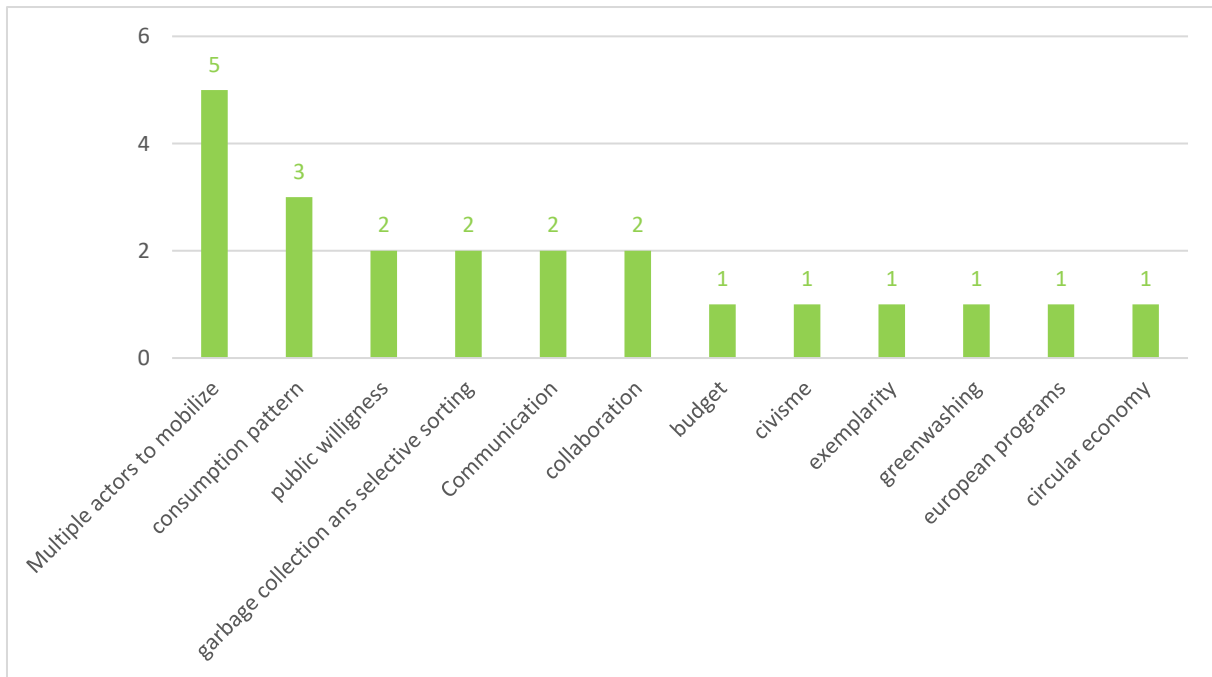


Figure 3: analyzed results of the question about zero-waste collectivity

## II. 2. Project presentation

Once the registration and the buffer activity done, Isabelle Poitou (Director of the Association Merterre) thanked the participants for their presence and presented the CAPonLITTER project (thematic, objectives, partners, future participative events) and the French participation to the project.

## II. 3. Main challenges assessment

Table 2: summarized results of the cloud structuring process

Cloud	Main inputs
Cigarette butts	<ul style="list-style-type: none"> <li>Ban smoking</li> <li>Dedicated areas for smokers on beaches</li> <li>Dedicated equipment on beaches, high visibility ashtrays, pocket ashtrays</li> </ul>
Make the sustainable growth approach pervasive	<ul style="list-style-type: none"> <li>Re-think all the actions in compliance with a sustainable growth target</li> <li>Clearly identified goals and targets</li> <li>Local companies: manufacturing (and management when it comes to wash them) of re-usable cups (right now, they come from very far)</li> </ul>
Budgetary limitations	<ul style="list-style-type: none"> <li>Extra coast of reusable vs. disposable</li> <li>waste management coast for restaurants owners</li> <li>Budgetary limitations when young/small organization</li> <li>coast of alternatives</li> <li>Bad perception of reusable items (deposit)</li> </ul>

Integration of upstream and downstream actors	<ul style="list-style-type: none"> <li>• Land/sea and horizontal/transverse solidarity</li> <li>• waste filtering/capture upstream in rivers</li> <li>• Integrate all actors (waste found on beaches are transported by rivers)</li> </ul>
Reduce at source	<ul style="list-style-type: none"> <li>• Allow the users to bring their own container (or reusable containers)</li> <li>• Address the problem at source: the amount of waste produced</li> <li>• Drink providers: individual and non-reusable containers</li> <li>• Specification of event organizers</li> <li>• Individual containers</li> <li>• Access to water to fill reusable items</li> <li>• composting of 'composting tableware' that actually needs industrial compost</li> </ul>
Waste collection	<ul style="list-style-type: none"> <li>• Lack of trash, waste sorting, waste collection and control (sanctions ?)</li> <li>• Lack of waste collection during events</li> <li>• Difficulty to set up selective sorting during festivals</li> <li>• Coast to set up selective sorting for event's organizers (sustainable equipment, increase the number of bins, locate the bins)</li> <li>• Waste collection location too low</li> <li>• No politic incentive to recycle more and better</li> </ul>
Pooling of resources at an interprofessional scale	<ul style="list-style-type: none"> <li>• How gather traders and professionals all together?</li> <li>• More solidarity between restaurant owners (Frioul)</li> <li>• Mobilize actors with different, opposite and/or non compatible objectives</li> </ul>
Awareness	<ul style="list-style-type: none"> <li>• Lack of responsibilities of users/actors</li> <li>• Sensitize intern actors in public bodies to promote eco-exemplarity and facilitate intern zero-waste approach</li> <li>• Exemplarity</li> <li>• Sensitize professionals to selective sorting and waste reduction</li> <li>• Beach users have to act as relay/ambassador of the good practices</li> <li>• Modality between awareness, explication, control, repression and surveillance</li> <li>• Lack of awareness of restaurant owners (non-concerned)</li> <li>• Traders awareness as person before as professional</li> </ul>

Table 3 presents the voting results of the clouds created, sorted by number of votes.

Table 3: results of the voting of the clouds

#	Challenge	Number of votes
1	Reduce at source	26
2	Awareness	22
3	Pooling of ressources at an interprofessional scale	15
4	Waste collection	14
5	Cigarette butts	11
6	Budgetary limitations	9
7	Integration of upstream and downstream actors	9
8	Make the sustainable growth approach pervasive	4

#### II. 4. Best practices assessment

After the vote, six groups worked on the 6 top voted clouds and created best practices sheets. The summary of those sheets is presented in Table 4.

Table 4 : summary of the Best Practices sheets. B= beach, E= event, CC= coastal community, L= local, R= regional, N= national, E= european.

#	Title	Cloud	Goal/objective	Area	Scale	Implementation	Involve	Constrains
1	Generalizing returnable items (deposit) and systematizing bulk products	Reduction at source	Reduce disposable packaging from <i>nomad catering</i> (i.e food trucks, etc) consumed outside	B, E, CC	L, R, N, E	<ul style="list-style-type: none"> <li>• Returnable containers</li> <li>• Official / state driven awareness campaigns and communication on sites</li> <li>• More pressure / rules toward the packaging industry</li> <li>• Advantageous taxation</li> </ul>	<ul style="list-style-type: none"> <li>• Professionals</li> <li>• Consumers</li> <li>• Public bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Professionals (personal) interest and engagement</li> <li>• Behaviour change</li> </ul>
2	Awareness raising campaigns (inhabitants, professionals, public bodies, actors from the tourist sector, etc.)	Awareness	Reduce waste coming from inhabitants and tourists	B, E, CC	R	<ul style="list-style-type: none"> <li>• Signs</li> <li>• TV</li> <li>• Radio</li> <li>• Social networks</li> <li>• Display of slogan as «you are entering a "Zero Waste county/zone" =&gt; exemplary public bodies</li> <li>• Raise awareness and educate professionals</li> <li>• Create events/ festivals</li> </ul>	<ul style="list-style-type: none"> <li>• Touristic actors (boat, etc.)</li> <li>• Traders</li> <li>• Public bodies</li> <li>• Citizens and collectives</li> <li>• Associations</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of funding</li> <li>• Gap between political declarations towards the public and their implementation</li> </ul>
3	Incentive based invoicing programs (towards inhabitants, professionals) and make tourists develop a sense of accountability (make them take their waste back home when they are leaving a place)	Pooling of resources at an interprofessional scale	Centralize waste from different actors by creating incentive based pricing / policy	CC	L	<ul style="list-style-type: none"> <li>• Use an empty shed to collect and store waste</li> <li>• Create a group that bring together all the actors</li> <li>• Take the examples of the other islands in the Region Sud Area (Embiez, Porquerolles)</li> </ul>	<ul style="list-style-type: none"> <li>• City councils</li> <li>• Restaurant owners and Frioul inhabitants</li> <li>• Boat shuttle</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of economic interest</li> <li>• Too many competing interests</li> </ul>
4	Charter for events organizers	Waste collection	Engage events organizers and public bodies to optimize waste sorting in order to reduce the amount of waste	E	L, R	<ul style="list-style-type: none"> <li>• Elaborate the charter (guidelines) + communicate about it</li> <li>• Signing up the charter</li> <li>• Monitor the implementation of the charter</li> <li>• Think about consequences for people who don't implement it</li> </ul>	<ul style="list-style-type: none"> <li>• Organisers and attendees</li> <li>• Public Bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational constraints</li> <li>• Charter implementation</li> <li>• Coordination</li> <li>• Systematic approach and circular economy</li> </ul>
5	Create non-smokers / smokers zones	Cigarettes butts	-no cigarettes butts being thrown-away - collect 100% of cigarettes butts	B, E	L	<ul style="list-style-type: none"> <li>• Municipal decree that delimitates those non-smokers/smokers areas</li> <li>• Communication on these sites and towards people going there</li> <li>• Create smokers zones (with enough bins to collect cigarettes butts), give pocket ashtrays</li> <li>• Optimize cigarettes butts collection (depending on tourism influx +use of Illegal waste dumping flagging applications as « s'engager au quotidien »)</li> <li>• Control the compliance with dedicated staff for the purpose (sanctions/fines)</li> </ul>	<ul style="list-style-type: none"> <li>• Councils</li> <li>• Tourist offices</li> <li>• Sport associations, events organisers</li> <li>• Environmental associations</li> </ul>	<ul style="list-style-type: none"> <li>• Fund tools and equipment =&gt; pocket ashtrays /custom bins for cigarettes butts, waste collection and surveillance</li> <li>• Communication/ incentive</li> <li>• Ensure the success of the operation over the time</li> </ul>
6	Generalise the eco-tax principle to fund measures having a positive impact	Budgetary limitations	Make ecofriendly actions cheaper or as cheap as the other types of actions	B, E, CC	L, R, N, E	<ul style="list-style-type: none"> <li>• Tax the biggest polluters to fund ecological actors /sectors having a positive impact e.g : tobacco industry funding the recycling sector</li> <li>• Colling and optimize the purchases of ecological services such as re/up-cycling services</li> </ul>	<ul style="list-style-type: none"> <li>• Politicians</li> <li>• Manufacturers</li> <li>• Consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Make this measure pervasive so it becomes the norm</li> </ul>

After the best Practices sheets presentation, they were voted. The voting results are shown in table 5. The 'generalizing returnable items (deposit) and systematizing bulk products' best practice was mainly voted, on urgency, replicability and effectiveness aspects.

Table 5 : results of the best practices voting

Good practices	Intervention area			Aspects to vote		
	Beach	Event	Community	Urgency	Réplicability	Effectiveness
Generalizing returnable items (deposit) and systematizing bulk products	x	x	x	23	23	27
Awareness raising campaigns (inhabitants, professionals, public bodies, actors from the tourist sector, etc.)	x	x	x	19	20	16
Incentive based invoicing programs (towards inhabitants, professionals) and make tourists develop a sense of accountability (make them take their waste back home when they are leaving a place)			x	22	10	24
Charter for events organizers		x		8	13	11
Create non-smokers / smokers zones	x	x		12	14	8
Generalise the eco-tax principle to fund measures having a positive impact	x	x	x	14	18	11

## II. 5. Evaluation

At the end of the event, the participants filled an evaluation form of the workshop. Figure 4 summarize the positive aspects, which highlight the stakeholder's diversity. The ambiance, the workshop format, the project relevance, the participated process and the sharing of views and experience were also appreciated.

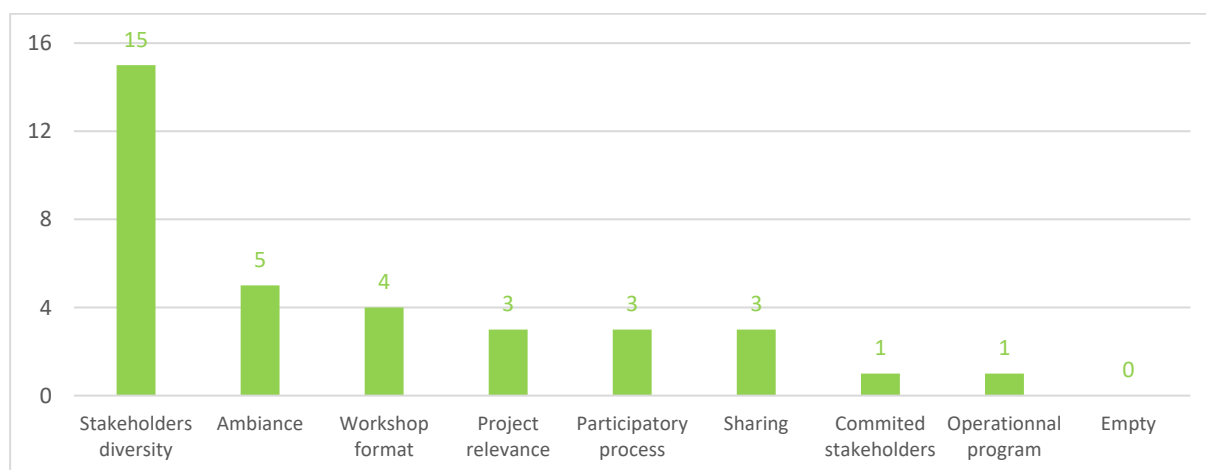


Figure 4: positive aspects from the evaluation

The lack of time for debate was the major negative aspect of the workshop, according to the participants (Figure 5). The use of recyclable but non reusable items was highlighted.



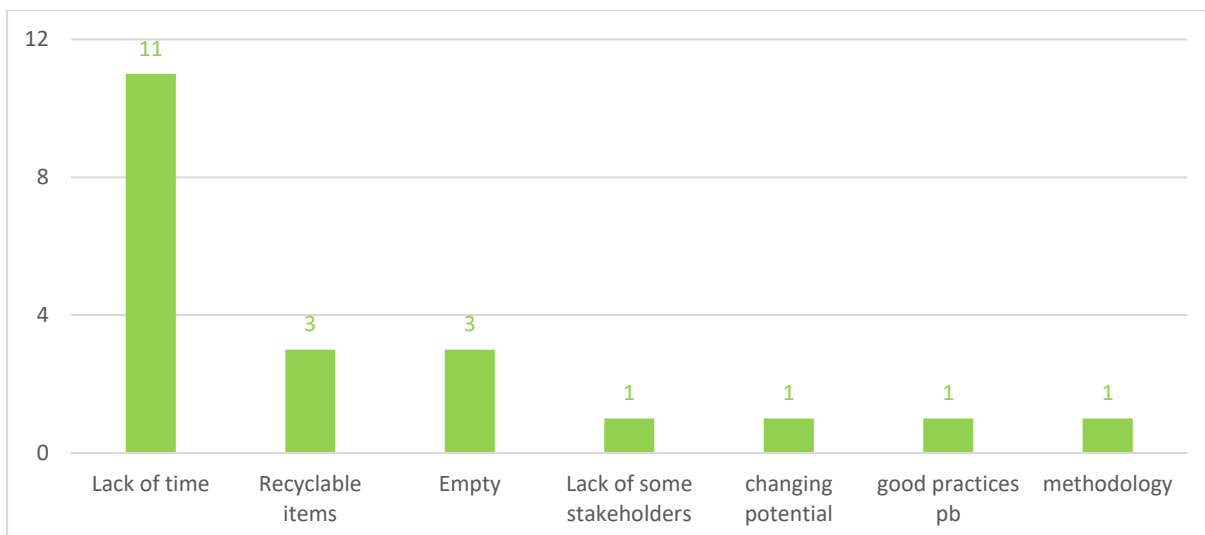


Figure 5 : negative aspects from the evaluation

Figure 6 displays the suggestions made by the participants. The majority let the field empty. To compensate the lack of time, participants proposed to organize parallel meeting to debate more about the subject and the experiences of all. Participants also highlighted that some key stakeholders should have been present at the workshop (they were invited but did not respond or didn't come at last minute).

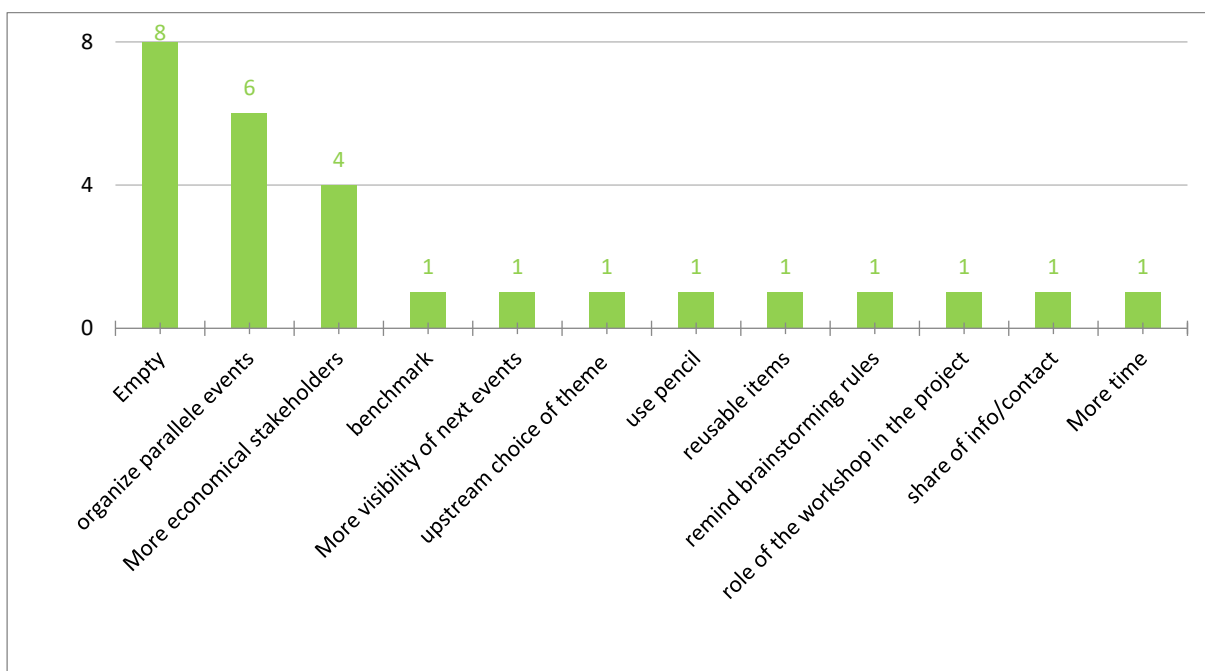


Figure 6 : suggestions from the evaluation