

WASTE REDUCTION STRATEGIES : DEVELOPING SOURCE REDUCTION AND RAISING AWARENESS IN THE TERRITORY OF MARSEILLE PROVENCE, FRANCE.

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CONTEXT

Since January 2016, the Metropolis of Aix-Marseille-Provence became a local authority which brings together 92 municipalities on 3.148 km² with more than 1.8 millions inhabitants : the largest of France.

Marseille is one of the six territories of the Metropolis in which the 92 municipalities are gathered.

Specificities of the territory of Marseille :

- 18 municipalities
- 1 060 090 inhabitants
- Ensure the management of domestic and assimilated waste at the territory level
- Protected natural heritage ; by the seaside
- Significant share of tourists all year round

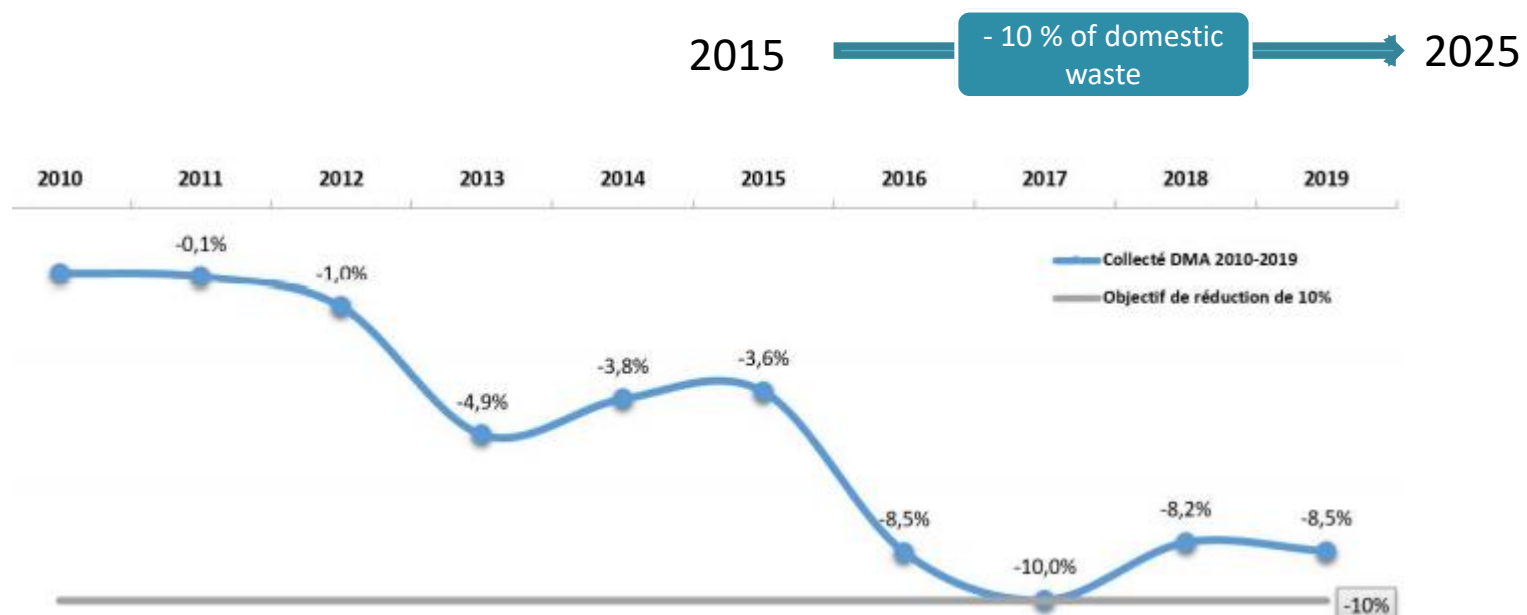


TERRITORIAL STRATEGY

➔ Reglementary tool : Metropolitan plan for reducing domestic and assimilated waste (2019-2025)



- The plan focuses on waste that falls under the competence and responsibility of the Metropolis (*domestic and assimilated waste*)
- In 2019 there were **536 kg/inhabitant/year** of domestic and assimilated waste on the territory of Marseille.
- The plan sets the ambition of reducing this waste by 10% in 2025, by comparison to 2015 :

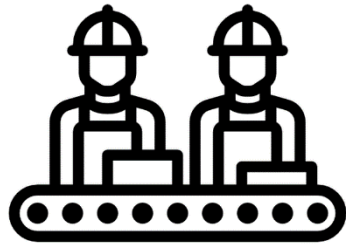


Metropolitain plan for reducing domestic waste

The prevention plan is structured around four strategic axes:



1. **Raise awareness** of waste reduction to change behaviors ;



2. **Harmonize the methods of waste management from economic activities** in the territory in order to promote the emergence of sustainable solutions ;



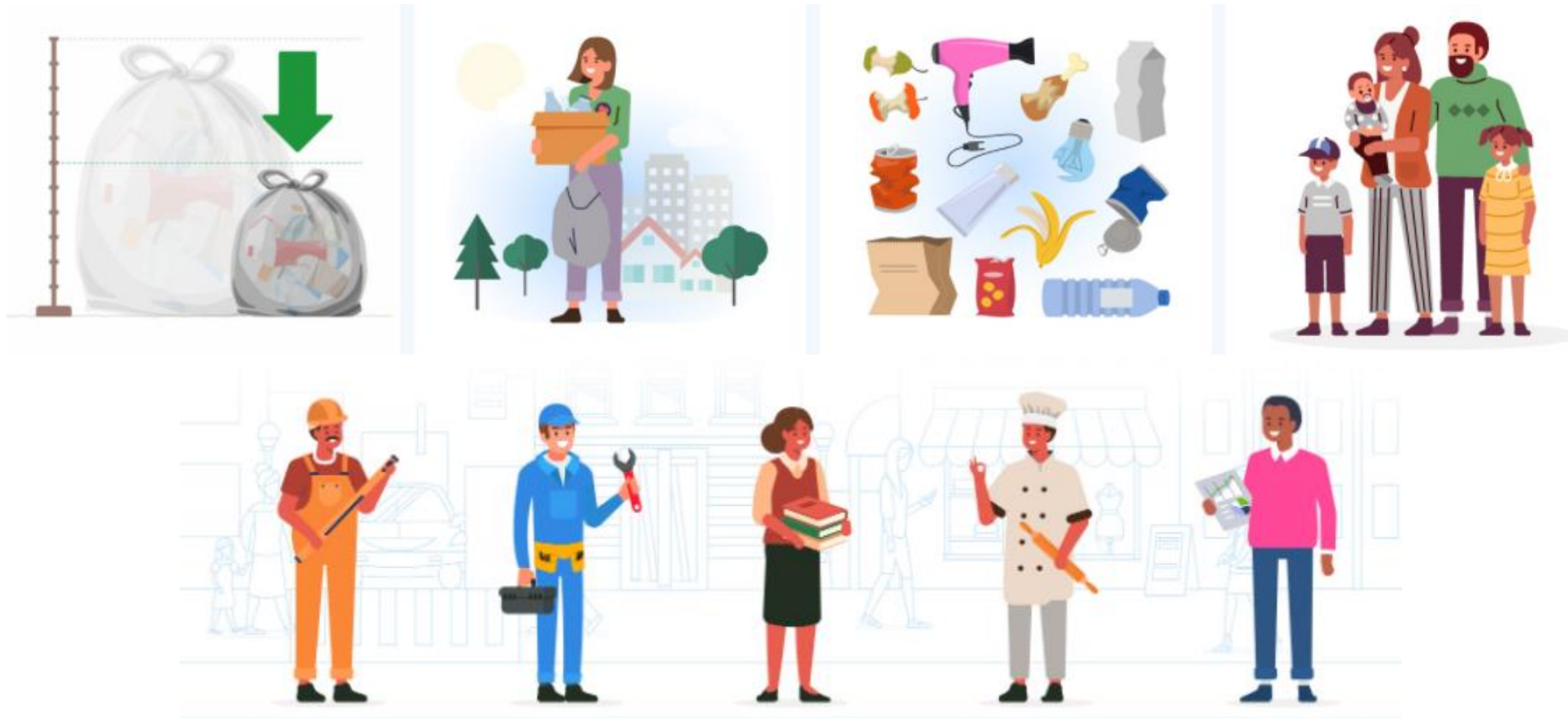
3. **Promote the bio-waste resource** and fight against food waste ;



4. **Give a second life** to products and objects.

Practices that can help prevent marine litter resulting from coastal tourism and coastal recreation

Different stakeholders : whether individuals, schools, local authorities, businesses, small and medium-sized enterprises, associations and tourists → everyone needs to be involved.



Project 1 : « Committed shop owners » at La Ciotat

In partnership with the CPIE Côte Provençale*

Project : contribute to the reduction of **single-use plastic waste** from nomadic and collective catering by :

- Limiting their use at source ;
- Supporting food shop owners in a constructive approach, and by proposing concrete and adapted alternatives ;
- Testing the concept of "zero waste beach", with messages and communication supports adapted to mobilize consumers and users of the beaches.

Thus in order to **prevent the alarming accumulation of plastic macro-waste** polluting the Mediterranean and its coasts ; and transform sellers/consumers practices.



Outcomes in 2019 :

- 8 shop owners engaged
- 34,000 plastic straws and 2,500 plastic containers avoided
- Creation of a methodological guide including engaging communication tools

* Permanent Center for Environmental Initiatives

2. Partnership with WWF: zero plastic pollution territory (2019-)



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1. RÉDUIRE LA CONSOMMATION DE PPLU RELEVANT DE LA COLLECTIVITÉ

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2. PRÉVENIR LES DÉCHETS PAR LA RÉDUCTION À LA SOURCE ET LE RÉEMPLOI

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3. FAVORISER LA CONSOMMATION DE L'EAU DU ROBINET SUR LE TERRITOIRE

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4. PRÉSERVER LE CYCLE DE L'EAU DE LA POLLUTION PLASTIQUE

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5. AMÉLIORER LA COLLECTE ET LE RECYCLAGE DES DÉCHETS PLASTIQUES

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6. RÉDUIRE LA POLLUTION PLASTIQUE EXISTANTE, LOCALEMENT

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Project : define and initiate actions towards a zero plastic discharge objective in the Mediterranean by 2025 on the territory.

1. The first phase of this ongoing partnership involves **carrying out a diagnosis to determine the sources of plastic waste** ;
2. Diagnosis from which an **action plan** will emerge in order to reduce consumption of plastic at source (respecting the 3R priorities) ;
3. Be exemplary and **engage all the actors** of the territory through territorial coordination ;
4. To be able to **report on an effective reduction** in plastic pollution from the territory
5. **Set up a framework and monitoring means** to help the continuous improvement of actions

3. Experimental support for Families towards Zero Waste



50 families supported in this projet in two territories of the Metropolis

Program

Monthly meetings with workshops, visits, meetings...

Aim

Disseminate good practices for waste reduction and valuation on an individual, local and collective scale



Outcomes :

- Identification of the brakes to try and overcome them
- **Adoption of new practices** (bulk shopping, DIY, local shopping, composting, reusing, sustainable items..)
- **Reduced waste bin weight**
- **Savings** for some participants

Positive “contamination” effect :

- Families often become **advocates** and tend to sensitise others about waste reduction (wether within or outside their household)
- **Multiplier effect** (one good practice tends to lead to another)

4. Eco-events on the territory

Project : coordinate the organisation of eco-responsible events in the territory in order to reduce waste



Targets: event organizers, contributors, partners and participating audiences

Goal : reduce waste during the three phases of the event : **before, during and after**

Key aspect : initiate the conditionality in the provision of services by the municipality (eg. Equipments such as wastecontainers, presence of ambassadors for sensitisation, etc.) according to the engagements taken by the event's organisers

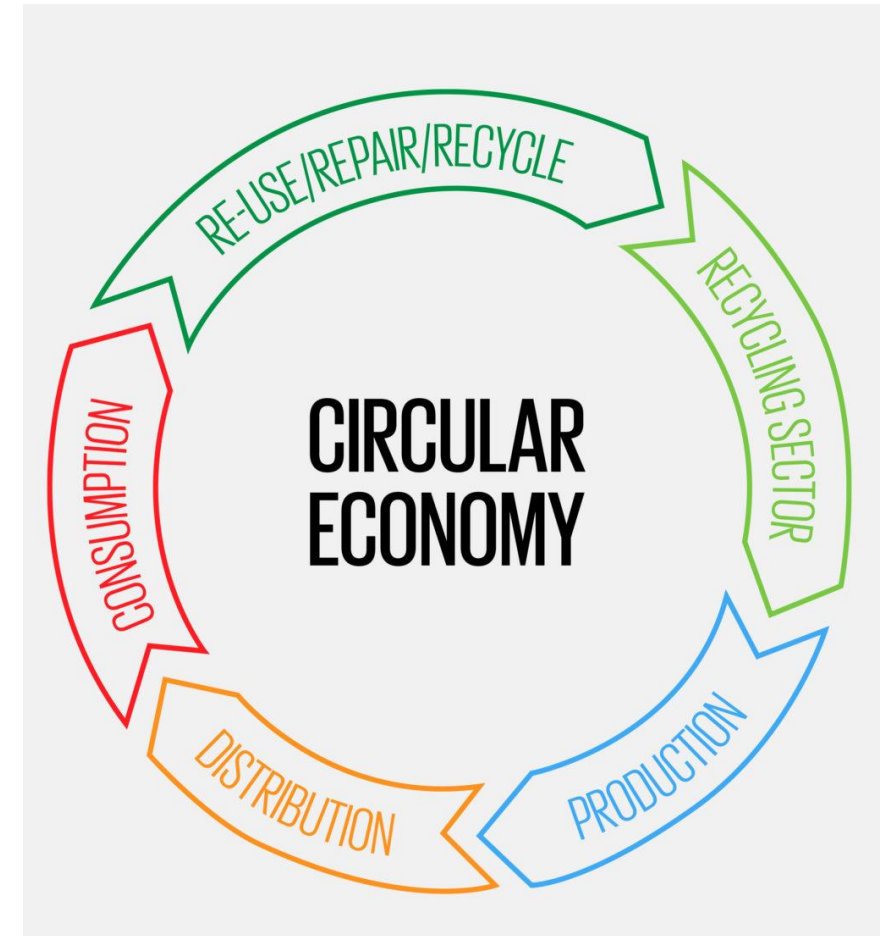
Tools :

- Charter of engagements
- Indicators in order to assess the performances
- Support and communication kit



3 key aims behind the Metropolis' strategies :

- **Reduce** the waste produced and collected on the territory to provide an answer to the saturation of incineration and landfill sites ;
- **Harmonize waste prevention practices** in the Metropolis in order to offer residents homogeneous solutions and enable behaviour change ;
- **Make waste management part of a circular economy** logic, that is to say, stimulate a new logic where waste is no longer considered as waste but rather as resources to be valued.



Thank you for your attention



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