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## Regional Stakeholders Workshop #2 Marseille, France English Summary and Results

January 2021



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**Title:** Regional Stakeholders Workshop #2 (France) – English Summary and Results

**Version:** 1

**Authors:**

Marine Cornuault (PP7 – MerTerre)

Florian Cornu (PP7 – MerTerre)

Theo Zecchini (PP7 – MerTerre)

Isabelle Poitou (PP7 – MerTerre)

**Date:** 28<sup>th</sup> January 2021

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

## I. Planning and logistics

### I. 1. Introduction

The second French Regional Stakeholders Workshop of the CAPonLITTER project was organized by PP7 (association MerTerre). It took place on January 2028, the 28<sup>th</sup> in Marseille, on Teams due to Covid crisis. The event focused on “how to make the coastal tourism and recreation activities zero waste?”, started at 9 am and ended around 12 pm.

### I. 2. Communication

A specific poster and program for the Region 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).

### I. 4. Registration

The registration was made with a form sent by email in advance. That way, all participants received a link for the Visio conference the day before. Table 1 presents the profile of stakeholders participating. Several last minute cancellations led to the participation of 11 local stakeholders

*Table 1: profile of the participating stakeholders*

Category	Number of participants
A. Production	1
B. Distributors and retailers	0
C. Consumers	3
D. Waste management	2
E. Authorities and coastal management	1
F. Civic organization	3
G. researcher	1
<b>Total of stakeholders</b>	<b>11</b>
Staff	4

## II. Workshop activities

The workshop started at 9 am but it was open at 8.45 am, so the stakeholders could enter the software and adapt to this environment.

A welcome session was coordinated and presented by Isabelle Poitou, including the meeting’s agenda, results of the first workshop, the method and objectives of the day.

Then, participants were randomly divided and sent to three virtual rooms. Each member of the staff welcomed stakeholders in a different room. After a short presentation, participants voted for the most important challenge for them, among the top 6 challenges previously highlighted by the 9 partners of CAPonLITTER. The survey was proposed using Centimeter. Here are the 6 challenges:

- Awareness, education and sensibilization
- Policies and regulation
- Zero waste alternatives
- Partnership and engagements
- Infrastructures
- Management

According to the survey's results, participants worked on working sheets defined by the LP. They exposed good practices regarding the different challenges. After a short break, the activity was repeated with another challenge, distributed randomly among the rooms.

Then, all participants were gathered in the main room, where each group presented his good practice sheet. A period was assigned to debate. All six challenges were presented. At the end of the meeting, stakeholders were thanked for their participation and informed about a future publication about results.

### III. Results:

#### III. 1 Repartition of the stakeholders in different room

Numéro de salle	Facilitateur MerTerre	Participants			
		Structure	Nom Participant	Type stakeholder	
1	Isabelle Poitou	Projet "Soyons gourdes"	Dic	C	
		CITEO	Loïc	D	
		responsable évènement AMPM	Thiebaut	Richard	D
		SMILO	Petit	Sylvain	F
		LIFE IP SMART WASTE , Direction de la Biodiversité et de la Mer, Service Economie Circulaire et Déchets	Evrard	Guillaume	E
		Office de Tourisme de la Ciotat	Palombo	Virginie	E
		CPIE Côte Provençale	Lecomte	Camille	F
2	Florian Cornu	PlasticsEurope, chargée communication	Bourget	Christine	A
		AMPM	Holodiuk	Lola	D
		Delta Festival		Romain	C
		Med2000	Franc	Armandine	F
		Zero Waste Marseille	Cosson	Fiona	F
3	Théo Zecchini	Région Sud	Guignonnet	Sylvie	E
		My Bee Wrap AnotherWay	Dauce	Margaux	C
		Region Sud	Frequelin sant	Diane	E
		AMU	Berhoun	Thomas	G
		Office de Tourisme Marseille	KOBLINSKY	Henriette	E
		Miramans mairie	Blanchard	Nicolas	D
		AREMACS	Chouinard	Margaux	F

Type stakeholder	
A	Production
B	Distribution
C	Consumers
D	Waste management
E	Autorithies and coastal managment
F	Civic organization
G	Researchers

### III. 2 Results

The 6 worksheets presenting 6 good practices to meet 5 of the 6 challenges mainly put forward in the 8 European countries of the CAPonLITTER project are presented below.

<b>Room :</b>	1
<b>Challenge :</b>	Zero Waste alternatives
<b>Participants Name :</b>	<ul style="list-style-type: none"> <li>● Stéphanie DICK</li> <li>● Sylvain PETIT</li> <li>● Camille LECOMTE</li> <li>● Isabelle POITOU (facilitator)</li> <li>● Julien LOUBET</li> </ul>
<b>Good practice name :</b>	
<b>Mutualize washing of the dishes in takeaway shop</b>	
<b>Already put in place ?</b>	<p>ex. Dishes in Arles by the Milvi association and the designer Miki NECTOUX</p> <p>Other initiatives are developed in Marseille.</p> <p>A benchmark is expected about existent schemes</p>
<b>Geographic range</b> National/Regional/Local	Local
<b>Precise location</b>	Beach / island / city center
<b>Detailed information about the practice</b>	
<p>What is the issue ?</p> <p>What triggered this issue ?</p> <p>What are the objectives?</p> <p>How is it executed ?</p>	
<p><b>Issue :</b> Single use dishes issue</p> <p><b>What :</b> The general public does not come with their own containers and is very hard to sensitize on this matter.</p> <p><b>Objectives :</b> Create dynamic between retailers to offer solutions such as mutualization of washable/reusable containers, to reduce single use and to change behavior.</p> <ol style="list-style-type: none"> <li>1. Retailers use diagnostic (Which containers are used? How much does it cost ? Are they ready to wash their neighbors' dishes? Do they have appropriate material to wash ?</li> <li>2. Diagnostic of partners who could wash ? Or find another washing solution ?</li> <li>3. Create washing stations</li> <li>4. Create retailers partnership ?</li> </ol> <p><b>Obstacles:</b></p> <p><i>For retailers:</i> single use is well entrenched in common practice and appear to be needed (a need to be quick, simple, and they not always have the space to store it)</p>	

Retailers do not pay for containers (suppliers provide them, such as straws)	
<b>How :</b> <i>For the public:</i> encourage people to bring back containers (trust or returnable ?)	
<b>Stakeholders involved</b> <small>What organization needs to be involved ?          What is their specific role in the execution of this good practice ?</small>	
Regular public and casual public Retailers to mutualize Washing organisms (or other)	
<b>Calendar</b>	
<b>Necessary resources</b> <small>Financial/Human/Materiel ? How many ?</small>	Containers need to be chosen Logistic need to be developed
<b>Financial sources</b>	Mutualized retailers In the first place, help from public services or sponsors Transfer of cost according to disposable items (which represent a big financial part), at least at first to help the establishment Prestation for retailers ? (transfer of cost from disposable items to this new service)
<b>Indicators of success</b>	Number of engaged retailers Reduction of collected waste on site Less wild waste

<b>Room :</b>	1
<b>Challenge :</b>	Partnership and engagement
<b>Participants Name :</b>	<ul style="list-style-type: none"> <li>● Stéphanie DICK</li> <li>● Sylvain PETIT</li> <li>● Camille LECOMTE</li> <li>● Isabelle POITOU (facilitator, MerTerre)</li> <li>● Julien LOUBET</li> </ul>
<b>Good practice name :</b>	
<b>Adopt a spot (reinforced)</b>	
<b>Already put in place ?</b>	Yes
<b>Geographic range</b> <small>National/Regional/Local</small>	A place or a problematic that federate

<b>Precise location</b>	
<b>Detailed information about the practice</b> What is the issue ? What triggered this issue ? What are the objectives? How is it executed ?	
<p><b>What</b> : Militate is pretty easy, the complexity is to be engaged towards retailers and municipalities</p> <p><b>Objectives</b> : Start from common interest about any problematic</p> <ol style="list-style-type: none"> <li>1. Need an engagement from collectivities regarding exemplarity</li> <li>2. Create link and feel listened</li> <li>3. Host a community</li> </ol> <p><b>How</b> : Need an external stakeholder that will host the community          Need stakeholders suggesting solutions with empowerment of field stakeholders          Start with an emblematic/famous place ? (la Ciotat beaches/ Green Island/Frioul)</p>	
<b>Stakeholders involved</b> What organization needs to be involved ? What is their specific role in the execution of this good practice ?	
All stakeholders interested (retailers/collectivities/customers) with a problematic or a place	
<b>Calendar</b>	
<b>Necessary resources</b> Financial/Human/Materiel ? How many ?	People ! resources for hosting time of the community
<b>Financial sources</b>	Call for project : Zero Plastic Region
<b>Indicators of success</b>	

<b>Room :</b>	2
<b>Challenge :</b>	Sensibilization
<b>Participants Name :</b>	<ul style="list-style-type: none"> <li>● Lola Holodiuk (AMPM)</li> <li>● Romain (Delta Festival)</li> <li>● Amandine Franc (Med2000)</li> <li>● Christine Bourget (Plastics Europe)</li> <li>● Florian Cornu (Facilitator, MerTerre)</li> </ul>
<b>Good practice name :</b>	
<b>European label engagement and charter for a Zero Waste Coast</b>	
<b>Already put in place ?</b>	No



<p><b>Geographic range</b> National/Regional/Local</p>	<p>European</p>
<p><b>Precise location</b></p>	<p>Local level along all European coast</p>
<p><b>Detailed information about the practice</b> What is the issue ? What triggered this issue ? What are the objectives? How is it executed ?</p>	
<p><b>Issues :</b> Wastes ended up at sea. Lack of impact from sensitization and lack of uniformity in sensibilization campaigns. Lack of consistency in actions. Business areas and the general public putting the blame on each other for pollution.</p> <p><b>What :</b> European engagement charter « zero waste beach » attached with an European label (like the ‘organic food’ label) which is graduated (level 1, 2, 3). Long term massive sensibilization campaign, integrating all sectors, potentially source of macrowaste and visible pollution.</p> <p><b>Objectives :</b> Reinforce stakeholder’s engagement and valorization of their actions in favor of zero waste. Reinforce efficiency of sensibilization towards general public and involved sectors (with double message: “don’t throw” for general public + “source reduction” for professionals). Inform and involve collectivities and other sectors for a coordinate action.</p> <p><b>How :</b> Standardized and national sensibilization campaign along European littoral towards sectors involved directly or indirectly in waste production ending up at sea.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>● Gradual charter involving all stakeholders in the same way . A charter which is articulated on territory scale, locally applied on the field, and subsided with locals’ specificities.</li> <li>● European gradual label “zero waste littoral” (level 1, 2, 3) would allow the localization of of different stakeholders level of success, encouraging an active participation in order to resolve this issue.</li> <li>● National regulatory portage with local enforcement. 3 or 4 practices which would be a start point for the charter to initiate an approach based on key points and does not lose stakeholders. We need actions that may be easily adopted.</li> <li>● Communication part with a link between visuals and messages we could find in different shops/places responsible for this pollution. Lack of coordination.</li> </ul>	
<p><b>Stakeholders involved</b> What organization needs to be involved ? What is their specific role in the execution of this good practice ?</p>	
<p>Retailers Event stakeholders Collectivity to apply the project on the field Region to articulate collectivities Tourism stakeholders (hotel business, ports, restaurants)</p>	

General public	
<b>Calendar</b>	
<b>Necessary resources</b> Financial/Human/Materiel ? How many ?	Human and financial resources
<b>Financial sources</b>	European finances Huge human resource for monitoring Financial participation from Europe, publics services, industrials, distributing taxes already existing
<b>Indicators of success</b>	

<b>Room :</b>	2
<b>Challenge :</b>	Policies and regularization. Find a regulation/legislation allowing to uphold eco-gestures in favor of “zero waste coast”
<b>Participants Name :</b>	<ul style="list-style-type: none"> <li>● Lola Holodiuk (AMPM)</li> <li>● Romain (Delta Festival)</li> <li>● Amandine Franc (Med2000)</li> <li>● Florian Cornu (Facilitator, MerTerre)</li> </ul>
<b>Good practice name :</b>	
<b>European regulation regarding recreative and touristic coastal activities</b>	
<b>Already put in place ?</b>	Yes, partially in Cannes on single use plastic
<b>Geographic range</b> National/Regional/Local	European
<b>Precise location</b>	
<b>Detailed information about the practice</b> What is the issue ? What triggered this issue ? What are the objectives? How is it executed ?	
<p><b>Issues :</b> Lack of standardized regulation including all sectors responsible for waste ending up at sea.</p> <p><b>What :</b> To have a European approach subsidized at national and local scales to include territories specificities.</p>	

<p><b>Objectives :</b> Reinforce behavior and practice changes by helping to reduce</p> <p><b>How :</b> A European regulation which involves tourism, retailers and event sectors, conditioning attribution of help and pushing stakeholders to adopt good practices. Tah will prevent beach pollution by waste, mostly single use. People in public areas have to respect regulation if they want to exercise their activity.</p>	
<p><b>Stakeholders involved</b>  <small>What organization needs to be involved ?          What is their specific role in the execution of this good practice ?</small></p>	
<p>Tourism          Retailers/Restauration          Event business</p>	
<b>Calendar</b>	Slowly put in place
<b>Necessary resources</b> <small>Financial/Human/Materiel ? How many ?</small>	Human to support, explain and sensitize. Financial for necessary monitoring and control
<b>Financial sources</b>	Diverse financial sources. Collectivity, states, Europe, Regions, producers, and suppliers
<b>Indicators of success</b>	Monitoring data to follow evolution

<b>Room :</b>	3
<b>Challenge :</b>	Lack of sensibilization and behavior issues
<b>Participants Name :</b>	<ul style="list-style-type: none"> <li>● Diane Frequelin Sant (South Regional Council)</li> <li>● Thomas Berrhoun (AMU)</li> <li>● Margaux Dauce (My Bee Wrap AnotherWay)</li> <li>● Théo Zecchini (Facilitator, MerTerre)</li> </ul>
<b>Good practice name :</b>	
<b>Sensibilization of parents and their children with inter-school challenges</b>	
<b>Already put in place ?</b>	<ul style="list-style-type: none"> <li>● “My little planet” challenge</li> <li>● “My city is going to shine” challenge</li> <li>● Existing application</li> </ul>
<b>Geographic range</b> <small>National/Regional/Local</small>	By school academy
<b>Precise location</b>	France
<b>Detailed information about the practice</b> <small>What is the issue ?</small>	

<p>What triggered this issue ? What are the objectives? How is it executed ?</p>	
<p><b>Issues :</b> Lack of sensibilization + lack of knowledge + incivilities from parents and children</p> <p><b>What:</b> On one hand, young population increasingly sensitizes adult population / on the other hand, adults are consumers and can concretely act</p> <p><b>Objectives :</b> Encourage to change both parents and children behavior to reduce wastes in natural environment ☑ “fun” transition, painless / effect from collective movement / bigger impact</p> <p><b>How :</b></p> <ol style="list-style-type: none"> <li>1.sensibilization session with children and their parents / creation of a waste fresco</li> <li>2.challenges with bonus/malus during a period (big event organized by school such as waste collection</li> <li>☑ spotlight existing solutions + ideas box to suggest eco gestures (presentation / video to propose other ideas from kids)</li> <li>3.collective restitution / staging collected wastes for better awareness</li> </ol> <p><i>Challenge must be adapted regarding kids ages</i></p>	
<p><b>Stakeholders involved</b> What organization needs to be involved ? What is their specific role in the execution of this good practice ?</p>	
<p>Academy IPR : regionals pedagogics inspectors ☑ academic referent for each school Locals’ association that sensitizes in school + CPIE (permanent initiative centre for environment) Pedagogic teams within schools Children’s parents’ association Social psychology laboratory (Aix or somewhere else) Parents Existing association such as ‘My little planet’</p>	
<b>Calendar</b>	School year
<b>Necessary resources</b> Financial/Human/Materiel ? How many ?	Human Financial: adaptation of an existing app, online platform, materials (to clean), sensibilization speaker
<b>Financial sources</b>	Regional founding or cities / metropoles / national education
<b>Indicators of success</b>	Number of involved students, involved school, number of national points. Before/After survey

<b>Room :</b>	3
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<b>Challenge :</b>	Lack of infrastructure
<b>Participants Name :</b>	<ul style="list-style-type: none"> <li>• Margaux Dauce (My Bee Wrap AnotherWay)</li> <li>• Diane Frequelin Sant (South Regional council)</li> <li>• Théo Zecchini (Facilitator, MerTerre)</li> <li>• Thomas Berrhoun (AMU)</li> </ul>
<b>Good practice name :</b>	
<b>Creation of soiled wastes revalorization Centre</b>	
<b>Already put in place ?</b>	ReSeaclon Seetosea
<b>Geographic range</b> National/Regional/Local	Proximity principle
<b>Precise location</b>	Nearby collected places
<b>Detailed information about the practice</b> What is the issue ? What triggered this issue ? What are the objectives? How is it executed ?	
<p><b>Issues :</b> Lack of revalorization of wastes collected at sea because they're soiled</p> <p><b>What:</b> Necessity to reuse old materials instead of new ones, to store soiled wastes</p> <p><b>Objectives :</b> Give sense to the collect (give a second life to collected wastes), limit storage (landfill and storage)</p> <p><b>How :</b> Encourage collectivities to develop recycling depot focus on wild litter on territorial scale or support private initiatives.</p>	
<b>Stakeholders involved</b> What organization needs to be involved ? What is their specific role in the execution of this good practice ?	
Collectivities, in particular metropole in charge of collecting beaches' waste Rehabilitation organisms Citizens Association and local network such as ReMed Zero Plastique	
<b>Calendar</b>	All year, no precise calendar
<b>Necessary resources</b> Financial/Human/Materiel ? How many ?	Human: citizens, association, and local network, Financial: creation of the centre, creation of employment, revalorization/recycling process, property
<b>Financial sources</b>	Public funding (regional, municipality, national) or private (sponsoring)

### Indicators of success

- Tonnage of collected wastes vs tonnage of valued wastes
- number of objects created from revalorization
- number of site and employment created
- Sales of revalorized objects

## IV. Results analysis

Based on six good practices, five elements are recurring and express the feeling of all sectors present:

- Necessity of simple and progressive establishment of new practices
- Necessity of consistency and standardization of practices and actions  need to complete diagnostics to do a "state of play"
- Importance to establish long term measures
- Important role and necessity of collaborative work, necessity to create link between actions, necessity of a proximity connection between actors.
- Importance of local scale, it must be the wish of field actors and not one enforced by politics authorities, hierarchically superior.

## V. Evaluation - Feedback of Participants

An evaluation questionnaire was sent to all participants at the end of the workshop: [https://docs.google.com/forms/d/1C2veHmHmywKxK0GCv4k-fJe5y9z5XO7kU\\_ApdyIOHV8/edit](https://docs.google.com/forms/d/1C2veHmHmywKxK0GCv4k-fJe5y9z5XO7kU_ApdyIOHV8/edit)

The following questions were asked :

- What did you like the most?
- What did you like the least?
- A "suggestion" box allowed them to suggest areas for improvement.

### V. 1 Results :

#### a. Positive points

- The quality of the animation, the exchanges, it is stimulating
- The sub-group work format that facilitates speaking and discussion
- The multidisciplinary and complementarity of the actors

#### b. Negative points

- The quality of the animation is not always there to locate the project in the sub-groups
- The frustrating video conferencing format, especially with the cameras off
- Subject imposed not always inspiring

#### c. Suggestions

- Continue like this
- Looking forward to making these face-to-face meetings
- Clearly specify the themes in the sub-groups upstream

### V. 2 Results analysis of feedbacks

According to the 7 responses, the diversity of actors is the most important positive aspect. The sharing and richness of the discussions, the atmosphere of the workshop and its organization / format were greatly appreciated. Regarding the negative aspects, they mainly concern the virtual nature of the meetings which is very frustrating and complicates the animation.

## V. Conclusion

The second stakeholders' workshop for the CAPonLITTER project, organized in Marseille by MerTerre (PP7) has positively occurred. Diversity among stakeholders allowed successful dialogues, answering objectives of the meeting. The willingness of all participants highlights the interest and the relevance of CAPonLITTER project and ensures a solid basis to create a network of keys actors. Thus, all experiences will be highlighted and shared during the International Learning Event (ILE) and will be integrated in locals and regionals policies.

Huge thanks to all participants that volunteered to reflect with us to reduce waste from tourism and recreational activities.

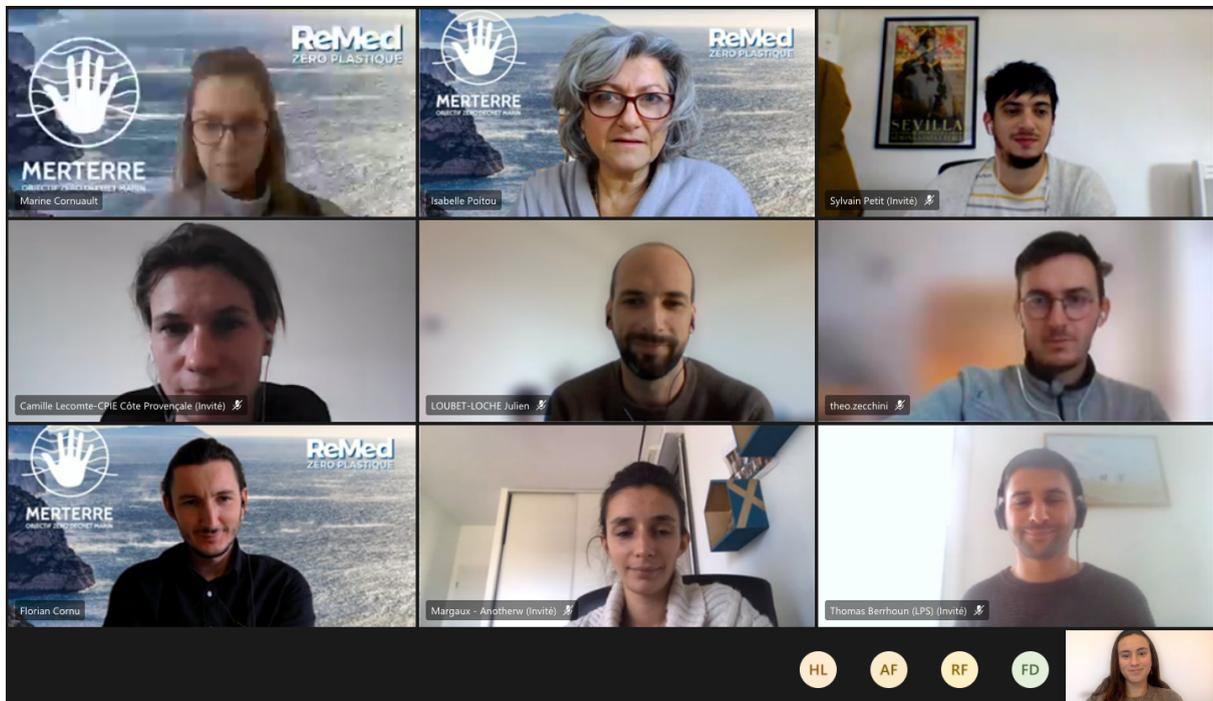


Figure 9 : Group picture with all stakeholders at the end of the workshop