



A project jointly managed by SMITED and CAN

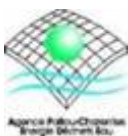


LAYMAN REPORT

# IDEAL 79

## Sustainable and Alternative Local Initiatives for the prevention of waste in Deux-Sèvres

[WWW.IDEAL79.COM](http://WWW.IDEAL79.COM)



## IDEAL79 PROGRAMME – SUSTAINABLE AND ALTERNATIVE LOCAL INITIATIVES FOR THE PREVENTION OF THE PRODUCTION OF WASTE IN DEUX- SEVRES

On the Deux-Sèvres territory each year, 173,450 tonnes of waste are collected by public organizations, amounting to 504 kg of waste per inhabitant, of which 314 kg is residual household waste. In order to deal with the increase in waste production, the collectivities are led to make regular developments to the collection equipment and services and to increase capacities of the waste treatment installations. Conscious of the financial and environmental repercussions, the Communauté d'Agglomération de Niort (Community of the Urban Area of Niort) (CAN) and the Syndicat Mixte de Traitement et d'Élimination des Déchets en Deux-Sèvres (Joint Syndicate of Treatment and Elimination of Waste in Deux-Sèvres) (SMITED) have set themselves a common goal: to reduce the flow of waste in a significant manner.

Starting with the premise that the easiest, least expensive and least polluting waste to manage is waste that has not been produced, and with the conviction that pertinent action has to take place at the local level in order to make the citizen aware and to train him to reduce the quantity of waste that he produces, the two collectivities officially launched the programme IDEAL79 – Initiatives Durables Et Alternatives Locales pour la prévention de la production des déchets en Deux-Sèvres (Sustainable and Alternative Local Initiatives for the prevention of the production of waste in Deux-Sèvres) – on December 15, 2004.

Based on the principle: "alternative, less and better in design, manufacture, selling, buying, use and disposal", the objective of IDEAL79 was to create a 10% reduction in residual waste over 3 years while creating a long-lasting team of actors and instilling a culture of sustainable consumption in the inhabitants of Deux-Sèvres.

By reducing both the quantity and quality of the waste produced, these two collectivities are seeking to reduce the environmental impact from further back up the production line and to ensure better cost control. Furthermore, the project contributes to saving resources by developing consumption alternatives such as re-use and repair.

This programme is positioned as a pilot project for the prevention of waste in France, proposing innovative solutions for reducing the quantity and toxicity of waste and has benefited from financing from the European Commission, via the LIFE-Environment programme, for 45% of eligible costs. Managed by CAN and SMITED, it also receives financial support from the Poitou-Charentes Regional Council, the Deux-Sèvres Departmental Council and ADEME (the French Environment and Energy Management Agency).

### THE IDEAL79 PROJECT

#### □ CONTRACTING AUTHORITIES

IDEAL79 is jointly managed by CAN and SMITED.



- The **Community of the Urban Area of Niort (CAN)** is a group of 29 municipalities totaling more than 100,000 inhabitants, one-third of the department's population. It has jurisdiction in particular over the collection and treatment of household and related waste (selective collection, collection of bio-waste and compost, management of the network of waste collection sites).



The **Mixed Syndicate for Treatment and Elimination of Waste (SMITED)** is a group of collectivities who are in charge of the collection and treatment of household waste in the department (other than urban Niort, which is the territory of CAN). It represents two-thirds of the population of the department in the implementation of the IDEAL79 project.



## □ IDEAL79: ITS APPROACH AND OBJECTIVES

IDEAL79 was officially launched on December 15, 2004 and its ambitious objective was to reduce the mass of residual waste by 10% by June 2008.

With waste prevention<sup>1</sup> over the longer term entailing a change in behaviour, IDEAL79 has also set itself qualitative objectives:

- To create a team of actors: institutional, economic, associations
- To instill a culture of sustainable consumption in all actors and in the population of Deux-Sèvres.

The IDEAL79 project is based on the principle: *"alternative, less and better in design, manufacture, selling, buying and disposal"*. The objective is therefore to reach all the local actors: companies, the retailing and distribution industry, associations, organizations, administrations, citizens.

These actors participate according to the three following paths:

- Reduction at source: promoting dematerialization of public procedures to reduce the consumption of paper...
- Avoiding buying: Installing a sustainable consumption incentive operation.
- Avoiding abandon: Distribution of a repair and re-use directory and organizing repair days...

In order to achieve its objectives, IDEAL79 is being supported by a number of actions that have been established visibly throughout the whole of the territory:

- training sessions to sensitize and train the actors in the department
- a communication campaign to sensitize the actors on the territory
- a sustainable consumption incentive operation (purchasing eco-products/eco-services)
- establishing and highlighting alternatives<sup>2</sup> in design, manufacturing, distribution, consumption, use and abandon that generate less waste.

There were four main stages in the development of the IDEAL79 programme:

- 2005 – Drawing up an inventory of good practices in Deux-Sèvres in matters of waste prevention
- 2006 – Creating partnerships and preparing actions
- 2007- 2008 – Setting up actions visible throughout the territory
- 2008 - Evaluation and account of the programme

## □ TECHNICAL PARTNERS

In the operational implementation of its programme of actions, IDEAL79 had the support of the expertise of five partners:

- **L'Agence Poitou-Charentes Energie Déchets Eau (The Poitou-Charentes Waste and Water Agency) (APCEDE)**: Within the framework of its mission of Regional Observatory of waste, the organization lends its support in terms of programme monitoring and evaluation.
- **The territory of Biala Podlaska**, situated in the Lubelskie region of Poland: this is IDEAL79's European partner and is participating, via the association "Deux-Sèvres-Biala Podlaska", in the study of the transferability of the programme to a Community country.
- **The Consular Chambers** of Deux-Sèvres: The Chamber of Agriculture, the Chamber of Trade and Crafts and the Chamber of Commerce and Industry establish the link between the programme and the socio-economic actors. They provide advice, communication and training to their members in the domain of waste reduction.

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<sup>1</sup> Prevention of waste is taken to mean: the reduction of quantities of waste and/or the reduction of its toxicity and/or an improvement in the recyclable character of this waste.

<sup>2</sup>The term "alternatives" refers to measures that make it possible to reduce the quantity and/or quality of the production of waste, for example, a flea market where people can exchange or sell used products instead of throwing them away.



## INVENTORY OF PRACTICES FOR THE PREVENTION OF WASTE IN DEUX-SÈVRES

2005 was when the inventory of practices for the prevention of waste in Deux-Sèvres was drawn up. During this period IDEAL79 compiled a list of the network of actors, equipment and alternatives producing less waste, the motivations for citizen commitment etc. An initial inventory of the environmental awareness of the Deux-Sèvres population was also carried out in view of the programme evaluation.

In order to take advantage of the initiatives already in existence on the territory, IDEAL79 deployed several tools:

- The feasibility study: carried out in July 2005 by a waste prevention consultant. This study developed proposals for working methods, leaflets and work documents, theme by theme. This report has enabled IDEAL79 to develop actions adapted to the context.

- Working groups: these were made up of institutional and socio-economic partners and meetings were held in order to reflect on four major themes: paper, waste from kitchens and gardens, products containing dangerous substances and equipment goods. At the end of these meetings each group proposed actions to be implemented in each of these domains.

As an example, the "paper" work group met once a month in 2006 and formulated a certain number of recommendations directed towards the IDEAL79 programme on the following themes: unaddressed advertising material, packaging, reusable nappies and office paper for collectivities and associations (including dematerialization of administrative procedures).

- A study of the "measure of environmental awareness in the Deux-Sèvres population" was carried out over 750 Deux-Sèvres inhabitants in December 2005, with the results appearing in January 2006, in order to be able to carry out an initial assessment of the environmental awareness of the people of Deux-Sèvres. The main conclusions drawn by the 2005 study chiefly concerned the importance of communication; the need to inform and to explain questions connected with the production and management of waste.

Citizens also expressed their desire to become involved in this problem, but not alone. Collective action seemed to them more effective and more motivating and they pointed out the responsibility of both the manufacturers and distributors. It also appeared to them to be essential to highlight the actions set up by the institutions, the companies and the citizens, because, according to them, the incentive to decreasing waste production lies in highlighting good practices.

- A focus group, composed of 10 people representing the Deux-Sèvres population, served as the support in order to analyze and understand the behaviour of the people of Deux-Sèvres in matters concerning the prevention of waste and sustainable consumption. This group also enabled the IDEAL 79 programme to identify the restrictions to and reasons for a commitment and to test the communication tools on the citizen prior to putting them into use.

- A benchmark was set up for the businesses by the Chamber of Commerce and Industry, in order to draw up an inventory of the companies engaged in a progressive approach in matters of sustainable development. These companies were then able to be approached within the framework of the "Corporate Commitment Charter".

A second survey of commercial and service businesses with more than three staff and of craftsmen not registered as commercial businesses was carried out.

The objective was twofold. In the first instance this concerned communicating with the companies and identifying their needs and expectations in relation to the IDEAL79 programme, testing their knowledge of the subject, sensitizing them to waste reduction at source and helping them to have a better grasp of the actions that may be implemented. The second stage consisted of inviting directors of the companies with the best practices to mobilize themselves through a "group for exchanging practices", for which the CCI took charge of distributing their reports.

These various tools have enabled IDEAL79 to develop actions adapted to the context, effective in the field and capable of being implemented more rapidly.



## TRAINING

Training was one of the greatest actions in the programme, with a twofold objective:

- Instilling a common culture of prevention of waste in all the actors in the department.
- Using communication tools and methodological guides to provide the key to enable actors to commit themselves.

Training took place between September 2006 and March 2008 and targeted six different public sectors: elected representatives, agents of collectivities, associations, teaching establishments, the population and the economic actors (these last were trained by the consular chambers).

### **Elected representatives of the collectivities**



150 elected representatives of the Deux-Sèvres territorial collectivities participated in one of the six sessions programmed throughout the territory from 12 October to 8 November 2006. Their knowledge of the programme was then determined through a survey.

Training CAN and CCP representatives

#### **Objective:**

- To present the IDEAL79 programme:
- To propose courses of action within the towns and villages:
- To provide the tools for implementing these actions.

### **Agents of the collectivities**

235 agents of the territorial collectivities were trained over the course of two training sessions, a first of two days and the second proposing half-day modules to adapt to the needs of the collectivities.

#### **Objective:**

- To enable the collectivities to become examples on the theme of waste prevention;
- To share their experiences.

### **Associations**

10 associations located throughout the department also committed themselves to the role of ambassadors for the prevention of waste, acting as intermediaries for the IDEAL79 programme. In order to help them carry out this function, IDEAL79 organized a training session of two times three days for them. This working alliance was sealed with the signing of a charter of reciprocal commitments in February 2007.

#### **Objective**

- To bring waste prevention and the culture of sustainable consumption into the homes of Deux-Sèvres, with the help of concrete examples and specific themes,
- To contribute to the institution of a departmental process.

At the end of this training, around twenty actions were implemented: the purchase of 2,000 reusable tumblers of which 1,000 can be lent out over a year. Companies who are members of the EI2S Association (Environment Industry Deux-Sèvres) have integrated waste reduction into their environmental management system and there is also the organization of a workshop intended for the Hôtel de la Vie Associative (Centre for Clubs and Societies), in order to make the waste prevention approach widespread within all clubs and societies. These actions were the subject of an assessment day in March 2008.



IDEAL79 intermediaries

### **Teaching establishments**

39 teaching establishments were visited and over 1,000 pupils sensitized in primary and secondary schools and higher education establishments (colleges are sensitized by the Departmental Council). A questionnaire concerning waste reduction was given to teachers and pupils at the end of the training.

#### **Objective:**

- To sensitize pupils to waste prevention:
- To support teachers in setting up and implementing their projects relating to waste prevention.

### **Population**

532 inhabitants of Deux-Sèvres participated in one of the 47 workshops lasting 2½ hours, organized



throughout the department.

**Objective:**

- To enable every citizen to have a better understanding of the issues of waste reduction
- To pinpoint how to act on a personal level.

□ **TRAINING COURSES RUN BY THE CONSULAR CHAMBERS**

- **The Chamber of Trades and Crafts** has organized a “Waste prevention” module in 47 training courses for those starting a new crafts business, and through this has trained 983 people on the issue.

- **The Chamber of Commerce and Industry** has done the same with training courses for business creators and purchasers, training around thirty trainees. It has also organized two meetings on information on waste prevention during which there was a CCI breakfast and a conference on the theme “How to reduce your packaging waste”.

- **The Chamber of Agriculture** gathered about a hundred participants for the conference "Waste management, an issue for the territories", which included, among other things, a part on prevention. It also organized two visits to a site for an on-site promotion of more reasoned agriculture and included a section on waste prevention in its aid to installation training. Almost 300 farmers were sensitized through this.



## COMMUNICATION CAMPAIGN

Communication took place in three major stages:

- 2005 : creation of the website
- 2005-2006: leaflets and exhibition on composting and the actions of the IDEAL79 programme
- 2007: definition and implementation of a communication strategy.

The communication campaign was initiated in March 2007 during the launching ceremony for the programme and was constructed with a twofold objective:

- To increase public awareness of the IDEAL79 programme,
- To create a reaction in the population in order to achieve the objective of reducing volumes and tonnage of waste.

### □ THE TOOLS

Various communication supports have made it possible to make the IDEAL79 programme known and to convey the message of waste prevention for one year<sup>3</sup>.

#### A strong visual identity



- A green footprint on arid ground, representing the image of the ecological footprint, indicating the impact of man on our planet.

- A slogan to represent this programme: "a small gesture each day, a giant step for the environment". This phrase marks the innovative aspect of the project by making reference to Neil Armstrong, the first man to walk on the moon.

- Common territory: Deux-Sèvres

This visual identity was well received during the presentation of the IDEAL79 communication campaign and was adapted for all the IDEAL79 communication tools. The campaign poster was placed on various supports throughout the department, on bus and train shelters, in town halls and with our partners.

#### Guides and brochures

Guides and brochures were also distributed throughout the programme, covering the main themes of waste prevention such as eco-consumption, repair and re-use, the use of tap water and how to use plant-care products.

"In Juliette's footsteps" is an entertaining guide in the form of a snakes and ladders game and was also intended for primary schools, as a reminder to children of the daily gestures to make.



#### Website

A specific website for IDEAL79 was created in May 2005. It is interactive and attractive to the general public, using the cartoon characters of the Poubel'Zen family, and presents the IDEAL79 programme and its partners. It lists the good practices of the various actors in the department as well as the actions

<sup>3</sup> Since the programme was not known to the public, IDEAL79 opted to use traditional communication tools, namely posters and guides, in order to reach the whole population of Deux-Sèvres. Nevertheless, IDEAL79 wanted to include waste prevention criteria in the communication campaign, and for this reason the tools will preferably be dematerialised. Everything that is on paper can be downloaded from the IDEAL79 website; printers used have all agreed to the "imprim'vert" national environmental charter, guaranteeing less toxic waste, and printing is only done on recycled paper having the NF environment label.

implemented by IDEAL79. All the guides, brochures and other communication supports created by IDEAL79 can be downloaded from the website: [www.ideal79.com](http://www.ideal79.com)

#### The exhibition



The exhibition intended for the general public briefly presented the IDEAL79 programme and the advertising operation for the incentive for sustainable consumption. It also proposed small gestures that could be made to reduce waste production. It circulated throughout the whole department when there were promotional events in supermarkets, local events or informational events in companies, associations and collectivities.

#### The film

A funny, off-beat film showed the younger members of the public (college and high-school students) the scale of waste production and the interest in reducing it. It was downloadable from the IDEAL79 website and was also available, along with a virtual guide for the eco-student, on USB keys distributed in teaching establishments as an incentive to young people to print less.

#### DISTRIBUTION

In order to assure the distribution of the IDEAL79 programme, a huge media plan was drawn up:

- Consular chambers, partners in this programme, registered as IDEAL 79 communications intermediaries via their own communication tools: their members' newspaper, their website, conferences.
- Local media was also an extremely effective conveyor of information for IDEAL79. The local press (La Nouvelle Republique, Courrier de l'Ouest) regularly carried articles about the programme's actions, with over 80 articles. The radio stations also lent their support via advertising spots at the start of a programme and making broadcasts. France 3 Poitou-Charentes organized interviews with the actors.
- Conferences and symposia to which IDEAL79 had been invited also made it possible to present the programme at a national level.

In total, 24 communication tools were put to use to raise awareness and inform the programme's various targets, making it possible to contact the whole population of Deux-Sèvres.



## THE SUSTAINABLE CONSUMPTION INCENTIVE MECHANISM

Over the year from April 2007 to April 2008, this operation consisted of encouraging citizens to adopt sustainable consumption via financial incentives and proximity awareness, in the sales area and within the businesses.

This operation was carried out on two levels:

- By making teaching and recreational tools available to the people of Deux-Sèvres. This was a matter of enabling them to have a better understanding and grasp of the various aspects on responsible consumption and also to give them the means to act by implementing measures for financial incentives for sustainable consumption.
- By integrating the companies who wished to reduce their waste production via sensitization and a plan of action aimed at their employees, suppliers, clients etc.

### □ THE SENSITIZATION AND FINANCIAL INCENTIVE TOOL.

#### The eco-consumer's guide

The operation was launched on April 2, 2007, on the occasion of the sustainable development week, with the distribution of an eco-consumer's guide to 160,000 homes in the department. This entertaining and educational guide depicted two families with diametrically opposed practices in terms of waste production - the Poubel'Pleine (FullBin) family, not very aware of waste reduction, and the Poubel'Zen (CoolBin) family, full of good advice on how to reduce the weight of the dustbin on a day-to-day basis.



Pages from the eco-consumer's Guide

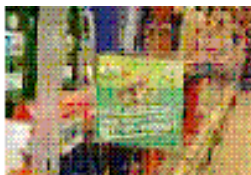
The main asset of this eco-guide was in the section with the special offer vouchers. This guide offered the population of Deux-Sèvres a book containing 69 price reduction vouchers for 119 products and services having been defined as contributing to the prevention of quantity and toxicity of waste (eco-products and eco-services). These vouchers were divided by season, to give the operation rhythm and as an incentive for the people of Deux-Sèvres to use them throughout the year. This was intended to give permanence to the resulting thought and consideration in order to lead to a real change in behaviour.

There was also an IDEAL shopping list presenting the types of products that enable the consumer to reduce the quantity and toxicity of their waste.

In order to animate the operation over the course of twelve months, three quizzes were organized. These were presented with the change of each season, allowing the people of Deux-Sèvres to answer various questions dealing with waste reduction. The winners then received baskets of eco-products and services that they could test at home.

### The supermarket operation

In order to spread the information concerning the sustainable consumption incentive programme, several partnerships were formed with the large and medium-size supermarkets in Deux-Sèvres. In total throughout the whole department, 32 stores committed themselves to placing the eco-products at the forefront of their shelving and to provide price reduction vouchers for the eco-consumer's guide.



Stop Rayon IDEAL79,

Several communication tools were planned to guide consumers through the stores and help them to consume better, including posters and eco-consumer's guides at the store entrance, specific department notices for each season indicating where the eco-products were located etc.

Hostesses also passed the information on directly to the consumers. They presented eco-products and services in the shops and explained to them how they contributed to the reduction of waste and its toxicity.

This in-depth awareness programme made it possible to accompany consumers as they made their purchases responsibly and to answer their questions directly. In total, 1,500 people were sensitized in this way.

At the end of this operation, sales of eco-products increased by 19% on average in the large supermarkets. Among the most popular articles for the people of Deux-Sèvres are the soap refills and rechargeable batteries.

The store managers also showed their desire to continue their involvement alongside IDEAL79.

### OMMITMENTS MADE BY THE COMPANIES

It was also the ambition of IDEAL79 to sensitize citizens directly at their place of work while at the same time encouraging the services businesses to adopt waste reduction measures.

Through this, five companies committed themselves to reducing their waste through sensitizing their employees, suppliers and clients. IDEAL79 placed all its communication supports at the disposal of these companies. To this end, a poster listing good practices in the office was specially designed and placed in strategic areas, (restroom, company restaurant etc.). The IDEAL79 traveling exhibition was spotlighted for several days and several employees answered the questions in the seasonal competitions.

Moreover, these companies undertook a plan of action for the reduction of the quantity and toxicity of waste for one year. Among the measures that can be noted are the setting of faxes to delete receipts; the selection of supplies defined as waste-reducing; the purchase of biological cleaning products and plant care products; doing away with individual portions (jams and soaps for the hotels concerned) and the dematerialization of procedures (digital archiving of faxes, computer faxes etc.)

At the end of their agreement period, the partner companies noted a significant drop in waste production, illustrating the possibility for a company to reduce its costs (reducing the purchase of paper and reducing the costs of waste collection for example), while preserving the environment (preservation of resources).



## □ THE ECO-CITIZEN FAMILY EXPERIMENT

Within the framework of its sustainable consumption incentive programme, IDEAL79 launched an appeal for candidates from within the Deux-Sèvres population to participate in the eco-citizen family project. The objective was follow over one year nine families who had undertaken to become eco-consumers by buying eco-products and services that reduced the size of their waste bin. These ambassadors for the operation shared their experience and their hints and tips with the Deux-Sèvres inhabitants.



The eco-citizen families  
(photo : CAN)

At the start of the project, the families received an eco-citizen family guide to keep with them during the operation, allowing them to monitor their waste production throughout the 12 months of the operation.

IDEAL79 managers followed up individuals, enabling them to get answers to their questions and to draw up a personalized plan of actions.

The families met every three months in order to assess the impact of the operation on their waste bin, to exchange their experiences of difficulties encountered, to identify the eco-gestures and eco-purchases established and to re-motivate the families in periods of doubt.

The objective of this operation was to prove to the population of Deux-Sèvres that it is not difficult to establish a few daily gestures that contribute to the reduction of waste. The families' hints and tips and advice were distributed to the population via press articles and the especially dedicated section on the IDEAL79 website etc.

After being monitored by IDEAL79 for one year and following four information exchange meetings, an average reduction of 34% in the eco-citizen families' residual household waste production was noted. Their average production of waste dropped from 350kg per year in April 2007 to 230kg per year in April 2008.

Almost 90 hints and tips and pieces of advice were noted during the meetings and the inhabitants of Deux-Sèvres can find these in the "Guide 2 for the eco-consumer", downloadable from the website.

In total, 12,899 homes in Deux-Sèvres participated in the sustainable consumption incentive operation and 72,000 homes recall having been sensitized.

## ESTABLISHING ALTERNATIVES SUPPORTING THE PREVENTION OF WASTE

In conjunction with the actors on the territory, IDEAL79 has assured the promotion of alternatives enabling the people of Deux-Sèvres to act in a concrete way in favour of the prevention of waste. Several themes have been covered in this way: dematerialization, repair and re-use, mass-distribution of advertising and the “stop-pub” (“no advertising”) sticker, tap water and the IDEAL79 charter.

### Valorizing repair and re-use

Repair and re-use feature among the alternatives in favour of avoiding disposal. IDEAL79 therefore decided to valorize them by organizing “repair days” in three of the major towns in the territory. These demonstrations have allowed citizens to discover the repair trades, to go and meet the professionals and to envisage a second life for their objects.

IDEAL79, in partnership with the Chamber of Trades and Crafts, has also produced the “Guide to repair and re-use, or the nine lives of your purchases”, which lists second-hand and repaired products. This guide contains a double page of sensitization to the act of buying products and to the end of their life along with a directory dedicated to the presentation of 500 companies specializing in repair, re-use and rental. This guide was distributed to 160,000 homes in the department and its distribution was then continued during the various training courses, to the companies who were signatories of the Charter and via the website.

### Promoting tap water

The objective of this action was to reduce the quantity of waste in relation to water bottles (plastic bottles, blisters, manufacturing waste and transport).

A brochure was created to present not only environmental but also health arguments for tap water.

Technical data for the brochure was validated by the DDASS (Department of Health and Social Services) and the Order of Doctors gave its consent for the distribution of the brochure in February 2008 in the surgeries of General Practitioners and specialists in the department. 67,300 brochures were distributed in this way.



### The Corporate Commitment Charter

The commitment charter has grouped together those companies implementing waste prevention and sustainable consumption actions and actions whose activity supports the prevention of waste. The objective of this charter is two-fold:



Companies that have signed the IDEAL79

To enable those companies who have committed themselves to supporting the prevention of waste to make themselves known to the general public and conversely, to allow the people of Deux-Sèvres to be able to identify these companies.

To help the companies follow through their commitment to the prevention of waste by giving them methodological aid (IDEAL79 and contacts within the Consular Chambers have answered questions put by the companies).

By signing the IDEAL79 charter, a total of 68 companies have given their commitment to reducing their waste production.

### Dematerialization

A survey was carried out over 74 of the department’s collectivities, organizations and mutual benefit organizations. Good practices for dematerialization were identified through this and were distributed to all the collectivities via the intermediary of the Association of Mayors of Deux-Sèvres. Following this, the Community of Communes of Parthenay created a working group to set up training workshops dedicated to dematerialization.

### Promoting composting at home

The promotion of composting was carried out in conjunction with the waste collection organizations through several events in the field. The people of Deux-Sèvres were sensitized via an exhibition, along with the distribution of compostors accompanied by the distribution of guides and brochures. A total of 3,451 compostors were distributed, making it possible to reduce the production of residual waste by 714 tonnes.



## THE PROGRAMME'S IMPACT

When the IDEAL79 programme of waste prevention in Deux-Sèvres was launched in December 2004, the objective was to reduce the mass of residual waste by 10% over 3 years while creating a long-lasting team of actors and instilling a culture of sustainable consumption in the population of Deux-Sèvres.

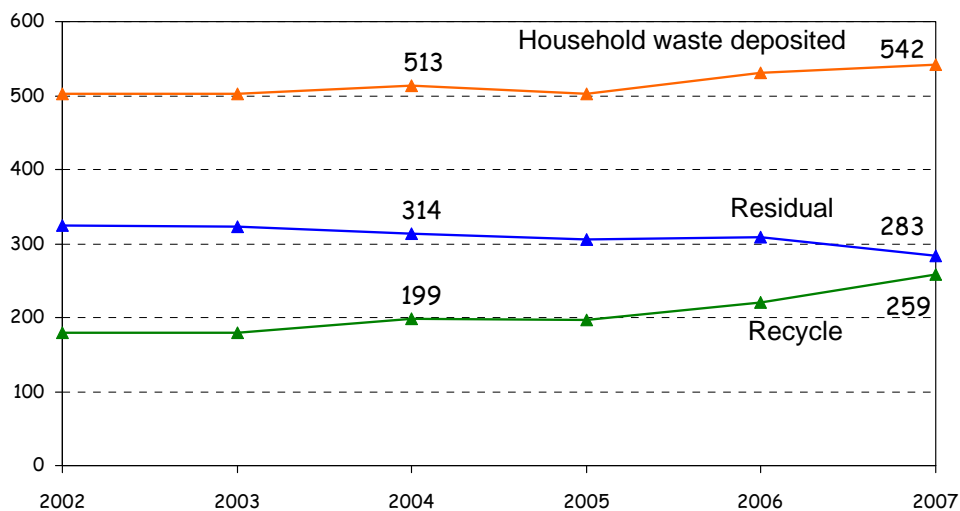
The appraisal, drawn up in June 2008, highlights two developments in Deux-Sèvres: one in the production of waste and a second in environmental awareness.

### □ DEVELOPMENTS IN THE PRODUCTION OF WASTE SINCE 2005

In 2005, when the actions of the IDEAL79 programme were launched, the quantity of household waste to be treated in Deux-Sèvres reached 314 kg per year per inhabitant.

At the end of the programme in June 2008 a downward trend has been noted since this production of residual household waste was then 283 kg per year per inhabitant. This is a reduction of 9.9% in three years (*Source APCEDE - Poitou Charentes Energy-Waste-Water Agency*).

Evolution of the household waste deposited, in kg per inhabitant (*source APCEDE*)



### □ DEVELOPMENTS IN ENVIRONMENTAL AWARENESS

A quantitative study aimed at measuring the degree of environmental awareness in the population of Deux-Sèvres was carried out in December 2005 in 750 homes in the department. A second study was carried out in April 2008 in similar conditions.

It has enabled IDEAL79 to be aware of the involvement of the population of Deux-Sèvres and its behaviour in matters of waste prevention and sustainable consumption. It was also used to measure how this involvement has developed since December 2005.

It is noted that for 60% of those questioned, the most effective means of performing good waste management is to produce less of it and for 39% of them, it is to sort and recycle it. This study also revealed that 95% of the people of Deux-Sèvres would be ready to reduce the quantity of their waste.

As a whole, the results are up compared with 2005, both in the practices accepted by the people of Deux-Sèvres and in their level of knowledge of the IDEAL79 programme. Waste reduction practices have consequently increased by 25% on average in the homes in Deux-Sèvres. Moreover, 72% of the people questioned confirm that they have heard about an IDEAL79 action and remember it. Among the most identified actions:

- 42% of the people questioned identified actions in the schools
- 35% have heard talk of the eco-citizen families
- 34% remember the operation in the supermarkets



## COSTS AND BENEFITS OF THE RESULTS

### The environmental benefit

In order to deal with the increase in waste production, the collectivities are led to make regular developments to the collection equipment and services and to increase capacities of the waste treatment installations. In spite of the improvement in the environmental performances of this equipment and the increase in capacity and services, including transport, the impact on the environment remains considerable.

By reducing both the quantity and quality of the waste produced, CAN and SMITED have sought to reduce the environmental impact of waste management, starting from the beginning of the production/consumption line. Moreover, IDEAL79 has contributed to saving resources by developing alternatives to consumption such as:

- the reduction of waste from the beginning of the line by influencing production and/or consumption
- the promotion of re-use and repair activities

### TRANSFERABILITY

IDEAL 79 has a great potential for being duplicated. Indeed, the French legislation does currently impose a reduction in waste production. The collectivities are giving an increasing amount of thought to implementing waste prevention actions and the IDEAL79 experiment strongly interests them.

At the same time as its actions in the field, IDEAL79 ensured that the programme was distributed to other regions. The aim of this was to promote the transferability of the waste prevention actions implemented in Deux-Sèvres, the pilot department in this matter.

#### ❑ BIALA-PODLASKA

Within the framework of the LIFE-Environment programme, IDEAL79 has the benefit of a partnership for exchanging experiences with the Biala-Podlaska region in Poland. The objective of this exchange is to study the transferability of the IDEAL79 programme beyond the borders of Deux-Sèvres.

Two exchanges took place at Biala Podlaska and in Deux-Sèvres (October 2007 and May 2008) in order to exchange information on waste prevention practices, to make the IDEAL79 programme and its concrete actions known to the towns and villages in the Polish region and to study the transferability of the IDEAL79 programme to the Biala-Podlaska region.

These exchanges were particularly rich and enabled IDEAL79 to be aware of the Polish situation concerning waste and to know the existing installations in the region.

As a result of these meetings, the outcome is that a real deliberation on the actions concerning the management and prevention of waste has been launched in Biala-Podlaska. The Polish delegation has confirmed its wish to set up a European waste prevention programme adapted to the Polish context. Nevertheless an adjustment time is necessary in order to finalize the structures for collecting and treating waste, as they are non-existent for the moment and essential for undertaking this type of action.

IDEAL79 has undertaken to provide technical support to its Polish partner in drawing up its waste prevention programme and gave them a methodological kit in June 2008.

#### ❑ CONFERENCES

IDEAL79 was requested to present its waste prevention programme at several conferences. A total of seven IDEAL79 presentations took place in France, including a presentation of the programme to the Pilot Committee of the National Waste Prevention Plan at the MEDAD, in Paris, on 27 June 2007.

Moreover, IDEAL79 was twice cited as the pilot programme at the national level in 2007 by ADEME and MEDAD:

- Documents from ADEME on the conference "Prevention and management of waste in the territories"
- ADEME waste prevention indicators "Pilot collectivity within the framework of the ADEME/MEDD study on integrating waste prevention in plans for waste elimination, Deux-Sèvres is way ahead."

Following these presentations, IDEAL79 has been contacted regularly to supply methodological elements for implementing certain actions. To be noted among the actions agreed to by the interested collectivities are: the repair guide, training intermediaries and incentives for sustainable consumption.



