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# *Waste prevention campaign towards shopkeepers and artisans*

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Moins de déchets

*Artisans et Commerçants du Coglais*

## 1. Summary

| | |
|---|---|
| Country/Geographical Area | France / Communauté de Communes du Coglais (région Bretagne) |
| Level implementation | Local |
| Scale | Pilot |
| Waste fraction / Specific Waste Type | No specific fraction " |
| Target Audience | 40 shopkeepers |
| Objective | Reduce waste production of shopkeepers and artisans |
| Initiator/coordinator | Coglais Communauté (local authority), Passiflore (NGO). |
| Other key actors involved | A design office<br>2 technical partners: the Regional Chamber of Commerce and Craft and the Chamber of Commerce and Industry of Pays de Fourgères<br>2 financial partners: ODESCA (French program supporting the development of trade and craft in Region Bretagne), and ADEME (French Agency of Environment)<br>2 local partners: the union of St Brice's shopkeepers and Coglais Association |
| Duration | 1$^{st}$ of September 2008 – 1$^{st}$ of July 2009 |
| Number in Mapping report | 53 |
| Drafted by | ORDIF, 2011 |
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## 2. Context

This action took place in a local territory named "Coglais Communauté" composed of 11 cities and 12 000 inhabitants. Coglais Communauté is located in the west of France and is mostly rural.

The Passiflore is a local NGO that has been working on waste prevention since 2001. After a project about eco-consumption in supermarkets in 2005, it decided to focus on local shopkeepers and artisans and started a project in 2008.

The project was presented to the local authority by Passiflore; the project was then carried out by the intercommunal service in charge of economic development.

# 3. Strategy

## Objectives

The aim of this action is to increase shopkeepers and artisans' awareness regarding waste production, and also encourage them to reduce their waste production (i.e. generated by their activity) as well as waste produced by their clients (resulting from their purchases).

## Preconditions

This is the first action in relation with shopkeepers in Coglais Community. In 2005, the NGO La Passiflore implemented another waste prevention action in order to reduce domestic waste production (by weighting wastes produced by households).

The action "waste prevention campaign toward shopkeepers and artisans" is based on voluntary participation. It aims at reducing shopkeepers' waste production but also promoting their engagement in waste reduction and increasing the awareness of their clients on waste prevention.

## Procedure

The operation must be done in 4 steps:
1) recruitment of artisans and shopkeepers interested in the project;
2) establishing a diagnostic of the current waste production of the participants (waste generated directly by them or their clients) and introduction of different possibilities to reduce it;
3) proposition of a list of preventive actions for each category of shopkeepers and artisans;
4) commitment: each shopkeeper and artisan has to chose in the list some actions and commit himself to carry them out

During those steps, a communication campaign with the media is conducted by the initiators and coordinators in order to promote the shopkeepers' engagement.

## Instruments

The main instruments used for this action are communication and personal assistance for the diagnosis and the definition of action. The use of commitment charts is also important to notice, since it ensures a more sustainable participation.

## Timeframe

1) Recruitment

1.1 Step one
A first message was sent to Coglais Community's shopkeepers and artisans in October 2008 to identify the ones interested in the project. Only 9 of them answered to it, but their interest was really significant and the aim of the messages was mostly to prepare the visit of volunteers.

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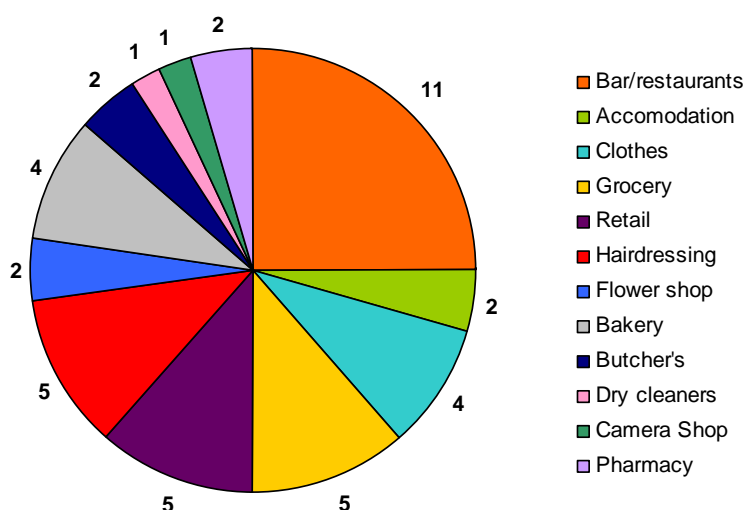REGIONS OF EUROPE SHARING SOLUTIONS

## 1.2 Step two

Real recruitment was executed directly at the shops by the volunteers that had been trained by the NGO La Passiflore before.

82 shopkeepers were visited by the volunteers and listed, whereas initial budget foresaw a maximum of 30 participants. Finally, 54 shopkeepers have volunteered (65% of the visits). The number of participants, compared to the estimation, confirmed the strong interest in the project. This unexpected success has however presented an overspending compared to the initial budget.

The recruiting phase ended with a launching ceremony gathering all actors and local press the 4 of November 2008.

**The 44 final participants**



Legend:
- Bar/restaurants
- Accomodation
- Clothes
- Grocery
- Retail
- Hairdressing
- Flower shop
- Bakery
- Butcher's
- Dry cleaners
- Camera Shop
- Pharmacy

## 2) Diagnostic

Then, shopkeepers and artisans have been interviewed in order to have a first contact with them and to explain them what prevention is. The project was also presented.

A first diagnostic of their waste production (including their clients' production) was carried out. For most of them, the amount of waste generated was already quite low but some participants had real difficulties to assess the waste quantities they produced. The diagnostic step was an opportunity to identify waste prevention actions already implemented by the shopkeepers. Indeed some participants already performed several actions without having identified these actions as waste prevention (for instance by giving food leftovers to animals). This identification is really important because it eases the engagement in the project by putting into perspective the difficulties and promoting the good habits already taken.

2 diagnostics were performed:
- The first one, made by the consultant and by the NGO, in the customers area where products are sold. This diagnostic involved all participants.
- The second one, performed by the Regional Chamber of Trade and Craft, in the "production" area. This diagnostic involved only the shopkeepers.

It was often difficult to have a clear distinction between the customers' area and the production area in terms of waste. Finally 41 diagnostics "customers' area" and 8 diagnostics "production

area" were achieved between November 2008 and Mai 2009. Some participants did not have enough time to meet the members of the project.

3) List of actions

Diagnostics enabled to identify a list of actions already performed or to be implemented. "Actions" refers to a specific and usual act that allows to reduce the quantity (at source?) or the toxicity of a certain type of waste. 55 actions were identified and listed. Then, this list was sent to the participants.

Actions covered a really large range of prevention possibilities (such as avoiding the use of chemical products in laundry or using washing labels).

2 information letters were sent to the participants in order to remind them how the operation was going to work and to give them some prevention "tricks" (concerning composting, eco labels, etc.). Letters were written by the design office and the NGO whereas the local authority was responsible for layout, printing, and distribution.

4) Commitment

Each shopkeeper and artisan was then contacted by phone in order to identify which actions (among the ones listed) he was about to implement. Prevention actions already performed by the participant were also considered in order to promote them.

Finally, participants committed themselves to implement 300 actions in total (about 8 per shop). 65 actions were new (about 20% of the total, 2 actions per shop). A third of these new actions were actually difficult to check (for instance: "explain and inform the clients what waste prevention actions are" or "ask suppliers to find solutions in order to reduce waste production"). Besides, a third of the participants did not implement new actions (detailed further).

After the choice of actions, a closing event was organized to promote the commitment of traders and craftsmen involved. Only 4 professionals have taken part to this event. They received a poster presenting the logo of the project and the actions they committed to implement. The poster aimed at promoting the shopkeepers and artisans' engagements in the project. Professionals that did not attend the ceremony received their poster directly at their shop. A big poster was signed by all participants as an agreement.

# 4. Resources

## Financial Resources

The financial balance of the project is presented below, with the principal items and the main contributors are listed:

| Expenditures (€) | | Incomes (€) | |
|---|---|---|---|
| Posters | 200 | | |
| Design Office | 15000 | ODESCA | 9000 |
| Agent CC | 2800 | Coglais Communauté | 9000 |
| | | ADEME | 1500 |
| La Passiflore | 3000 | La Passiflore/FNE | 1500 |
| TOTAL | 21 000 | | 21 000 |

It must be noted that an important part of the work was achieved by volunteers (diagnosis and meetings with participants).

## Human Resources

A steering committee responsible for monitoring and implementing the project has been created. It included:
- A responsible of the development service of Coglais Community
- The president of Coglais Community
- Another representative of Coglais Community
- A member of the NGO La Passiflore
- A design office consultant
- A representative of the Regional Chamber of Trade and Craft
- A representative of the Chamber of Trade and Industry of Pays de Fourgères
- A student intern in the NGO

No further information is available regarding the workload of the NGO and consultants.

## Communication Tools

Several communication tools were used to promote the action (press releases, posters…). In order to involve participants, the most useful tool was direct contact: direct meetings by volunteers.

## Allocation of resources over time

No data is available on this topic.

# 5. Evaluation

## Results

### - Participation

A survey was done by the NGO from 15th to 31st of July 2009, about 2 or 3 weeks after the posters' distribution. The objective was not to obtain detailed results yet, but to identify some difficulties in the implementation. 34 shops had received their posters and 12 were missing or unavailable. Only 22 participants have been investigated (about 50% of the total).

On the 34 shops, 30% did not display their poster (lack of time), 20% have displayed the big one, and 30% have displayed both of them. 20% of the shops were closed so it was not possible to see if the poster was presented or not.

80% of the shopkeepers said they were totally or mostly satisfied by the operation. 20% were fairly satisfied. Those good results were not surprising since all participants were volunteers.

The involvement of the professionals was really different from one participant to another. They could be divided in 3 groups:
- About 10 professionals really invested in the project. They implemented new actions and wanted to go further in their waste prevention approach. A minority also sees an advantage in terms of image or marketing.
- Between 6 and 7 participants had already implemented waste prevention actions before the operation. It was difficult for them to implement new actions, so the operation had no real effect on their activity. It would have been interesting to identify them at the beginning of the operation in order to offer them the role of leaders or of witnesses.
- Most of the participants (more than 20) were not really involved in the project. They did not adopt any action, or a few of them, because they did not see a real interest. These participants often consider their actual efforts sufficient and do not want to go further. It could be useful to identify actors belonging to this category at the beginning of recruitment in order to focus on motivated participants. Another possibility would be to consider that this group made a first step in favour of waste prevention, and that they should be given more assistance to get their commitment.

### - Avoided waste quantities (or toxicity)

Considering the wide range of actors and specificities, it is difficult to obtain an assessment of the avoided quantities of waste. No data could be identified.

### - Other results

During the final survey, 15% of the participants said the impact of the operation on their waste production will be inexistent. 40% thought it will be low, and for 20% the impact will be significant or important.

Concerning the customers, 35% of them judged the impact inexistent, 30% thought it will be low and 15% significant or important.

These results clearly demonstrate that the project should be extended, and that it is essential to help participants to go further in their approach of waste prevention. The involvement of the general public could also be interesting.

## Impacts

*- Avoided Costs*
No assessment of savings was made.

*- Avoided $CO_2$ equivalents*
In absence of data related to avoided quantities, it is difficult to assess the environmental impact.

*- Social Benefits*
Trade and local craft shops are places of exchanges and discussions between customers; therefore, it is a good opportunity to explain and defend the prevention approach. Changes in behaviour induced by prevention can increase the awareness of clients and have some consequences on domestic practices.
Volunteering aspect?

## Continuation over time

15 participants are pursuing this project in 2011. No data related to the allocation of resources over time can be found.

## Difficulties encountered

The steering committee was not complete since it did not include a representative of shopkeepers and artisans. It would have been useful to introduce professionals in the committee to act as a local relay, to provide information to participants and to provide feedback to the steering committee.

Besides, shopkeepers and artisans are in competition with larger supermarkets. A change or a reduction on the services they offer can penalize them if the customers do not understand or see the changes as constraints. This is one of the main reticences from the professionals who wanted to take part in the project.

In terms of suppliers, traders' flexibility seems more limited, especially if they are dealing with large groups. It depends on the relationship between the shopkeeper or artisan and the supplier. During the operation, some suppliers of raw material for bakeries have accepted to recover their delivery containers (bags, flour, egg boxes, etc.) for reuse.

## Monitoring System

The main monitoring has been done on participation, as the Project coordinators have been checking if the actions were actually performed. The monitoring was done by direct counting. Another interesting monitoring tool is the final survey that allows to assess the actual implementation of the action as well as the satisfaction from participants and a qualitative assessment of the efficiency.

# 6. Lessons learnt & recommendations

## Opportunities & Challenges

Involving local shops is difficult since there are different categories of actors for whom specific actions have to be found. The project shows that a direct approach is necessary to make them participate.

## Key factors of success

The project initiator has identified 3 main key factors of success for this action:
- A long preparation phase before starting the action in order to gather different partners and bring them together around a common project;
- The involvement of local actors: local representatives, volunteers, technicians of the local authority… for the mobilisation of local shops and artisans;
- Establishing the list of actions with the participants during the diagnosis phase.

## Recommended improvements/adaptations

It could be interesting to have a significant preparation phase in order to select for the first phase only a small group of participants that are really motivated by the project in order to prove its relevancy and gather consistent data regarding waste avoidance.
- Between 6 and 7 participants had already implemented waste prevention actions before the operation. It was difficult for them to implement new actions, so the operation had no real effect on their activity. It would have been interesting to identify them at the beginning of the operation in order to offer them the role of leaders or of witnesses.

## Recommended indicators & monitoring

Checking that actions are still performed over time by a survey or direct checking could be a good way to assess the evolution of participation. Regarding avoided quantities, several pilot studies could allow to identify some ratios for several types of actions.
For each type of activity on the list, a separate indicator can be set up and monitored.

# 7. Comparison with similar actions

**Promoting eco-consumption in supermarkets in France ( Pre-waste Factsheet 52)**

The aim of the project called IDEAL79 is to reduce the amount of residual waste collected by 10% in 3 years by increasing professionals and households awareness on waste prevention. This project aims at reducing the amount and the toxicity of waste production by acting on the design stage and encouraging sustainable consumption.

**Calendar with hints for waste prevention, Finland (Pre-waste factsheet 72)**

Every year TRSWM sends a calendar to each household in its region. The calendar has nice pictures and it can be put hanging on the wall in the kitchen. On every page there are hints of waste prevention. The citizens can participate in the yearly calendar project by sending photos for the competition where the best pictures for next year's calendar are selected.

**Good waste prevention communication practices in Sofia municipality, Bulgaria (Pre-waste factsheet 65)**

In 2010, the municipality of Sofia carried out a a public awareness campaign providing both information about possible waste prevention practices and ecologically sound treatment of household waste.

Information on waste prevention was provided to the inhabitants to involve the main target groups, after assessment of their information needs. Different information materials were prepared to reach each defined target group.

Assessment of the results of the information campaign was carried out after its implementation and on the basis of distributed information materials. The effectiveness of the implemented public awareness campaign could not be assessed through quantitative measure of the collected waste, but through other methods such as an inquiry about the achieved results. The aim was to create an ecologically way of thinking among the inhabitants in order to prevent waste and to reduce the generated quantities.