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II ENCONTRO NACIONAL LIMPEZA URBANA

Abordagens inovadoras para cidades limpas

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Paula Rego . Cascais

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SMART CITIES

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Tudo começa nas pessoas



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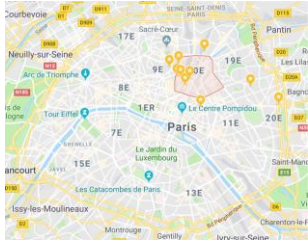
ZERO WASTE "PARADIS" STREET

Léa VASA - Deputy mayor (city councillor) Paris 10th district

HOW IT IS BORN



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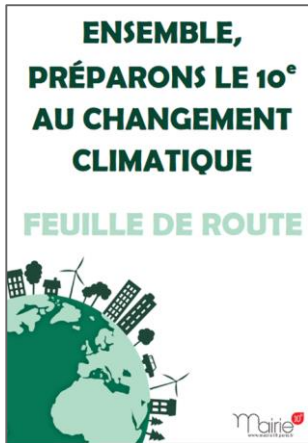


Parisian Climate plan (2050 : 100% renewables, -50% energy consumption) & Resilience strategy

Declined in the 1st district/local roadmap

www.mairie10.paris.fr/climat

- Citizens, city councilors and agents, associations, public companies
- Share a district identity, vision, obstacles, ideas, priorities (waste reduction was a strong demand)
- Cooperate : act together, share responsibility
- Allow errors and creativity



1 YEAR EXPERIMENT / 1 STREET / 0 WASTE

Set up all the existing solutions and actions in one district, to support all stakeholders of the street to :

- reduce, reuse/repair
- collect and recycle locally
- improve street cleanliness

Change mindset and behavior through understanding of stakes

Communicate : allow the strong demand to meet the existing solutions

Distribute tools and equipment

Gather private & public partners to implement/foster innovations

GOALS



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In Paris average waste production per person a year : 480kg, 80% incinerated, 19% recycled

(in general waste bin: 45% recyclable, 25% organic)

National objective : -10% 2010>2020

In the street , about 9 tons of waste per week collected by the City.

No quantified goal > solutions first !

Dream goal : no more general waste bin

Shared diagnosis

All stakeholders implied in the analysis of problems and prioritising of solutions

Avoided quantity of waste evaluated all year long

THE STREET (RUE DE PARADIS 75010 PARIS)

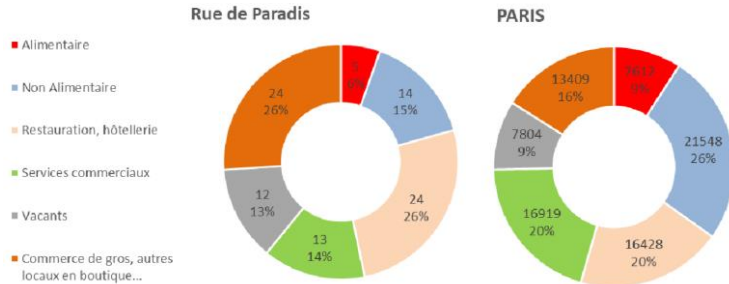


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6000 inhabitants, 500 meters...
A typical street of the 10th district :

- Diversity of uses : housing, schools, offices, shops, restaurants & bars...
- Urbanism : density (10th: 32000h/km²), narrow public space
- Economic dynamism : start-up & associations, tech & craft,
- Sensitivity : organic, high end, regular waste collection issues
- Few cultural diversity, usual social diversity (10% jobless, 13% low income)



ORGANIZATION



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PARTNERS

STEERING COMMITTEE

Recipients
Residents,
shops & offices,
public services,
bars & restaurants

10th district city hall
- coordination
- communication

Innovators
Business and
non profit
ecosystem

Zero Waste Paris
(association)
support on waste
reduction
- mobilize
- raise awareness

City waste department
logistic support on
sorting & street cleaning
- equipment
- indicators
- engineering

Citizens
(local committee
& climate watch
group)
- diagnosis
- ambassadors

Trust
Transparency
Cooperation

METHODOLOGY - PARTNERS GROUPS



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Partners (local businesses, innovators, associations, scholars...) are invited to join or create sectorial groups :

- If the issue is better addressed through a transversal approach to all target groups
- If the innovation needs at first a technical or collaborative expertise
- To elaborate a program of actions between different organizations in the same field

COMPOST

Strong consciousness and enthusiasm, wide range of solutions (individual or collective, manual or industrial...)

Group animated by citizens : knowledge of the private courtyards, ability to gather neighbours, providing of daily care...

TEXTILE

High growth of demand and numerous local enterprises

Group animated by local fashion school and independent creators or tailors : improving the image of responsible fashion, giving sewing lessons, organizing flea markets...

METHODOLOGY - TARGET GROUPS



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Volunteers are invited to join a group according to their profile, in order to understand their daily waste production and be advised on easy first steps to take.

Gradually, more complex and costly issues are addressed. As contributors improve and are facing obstacles, equipment is provided and new solutions experimented, or even created.

All year long :

- Workshops, conferences, visits, street events...
- General information, direct answers, newsletter, online resources, local solutions map...
- Distribution of equipment and tools

OFFICES

Goal : improve their daily practices, question their core business

Triggers : brand image, human resources

Targets :

- take away food packaging
- paper & delivery cardboard
- electronics
- cigaret butts
- cups and bottles

Actions :

- Tupperware tuesday
- Ambassadors training and follow-up
- Waste audits and counselling

BARS & RESTAURANTS

Goal : improve their daily practices, challenge their providers

Triggers : customers, costs, community life

Targets :

- organic waste
- take away food packaging
- unidoses, single use plastics
- cigaret butts
- cardboard boxes

Actions :

- zero cig butt operation ; fun ashtrays, participatory collection, floor paintings
- 1 organic waste weighing to estimate waste VS trash proportions, then train to reduction and implement collection of residual waste
- implement professional solution of reusable food packaging

RESIDENTS

Goal : improve their daily practices, enhance community life, influence local shops

Triggers : quality of life, costs, green values, social bonds

Targets :

- packaging
- ads
- sorting
- organic waste
- clothes
- small repairable items and electronics

Actions :

- “zero waste family” challenge
- tens of workshops & animations
- block meetings
- distributions of vermicomposteurs

SCHOOLS

Goal : improve their practices, influence the parents, train the teachers

Triggers : pedagogical relevance

Targets :

- organic waste
- paper & sorting
- creative communication

2 schools involved, teachers and animators, from 3 to 10 y.o.

Action :

- cafeteria organic waste collection
- zero waste fair
- teachers, team and parents meetings and trainings
- exhibition

ANIMATIONS



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Organized spontaneously by partners, the city hall, or the association Zero Waste Paris :

- Call for proposals - innovators in circular economy
- Zero waste entrepreneurial evening
- Movies and debates
- DIY workshops
- Open doors of a “**model apartment**” in the street presenting daily solutions
- Visit of an incineration plant
- Participatory street cleanings
- **Neighborhood party**

Examples of other actions taken :

- Extension of sorting guidelines (door to door...)
- Set up of a textile container
- Dogs dirt operation

To come :

- street visual identity
- mechanical composts
- books boxes...

FIRST RESULTS



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THANK YOU

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