



CASCAIS
AMBIENTE

• cascais.pt



II ENCONTRO NACIONAL LIMPEZA URBANA

Abordagens inovadoras para cidades limpas

30 MAIO 2019 Casa das Histórias
Paula Rego . Cascais

APOIO INSTITUCIONAL



SMART CITIES
Cidades Inteligentes

CASCAIS
Tudo começa nas pessoas



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

Hervé Guillaume
Secretary general
of AVPU

APOIO INSTITUCIONAL



SMART CITIES
CONCEBIDAS PARA

CASCAIS
Tudo começa nas pessoas



II ENCONTRO NACIONAL LIMPEZA URBANA

AVPU is the first network of cities dedicated only to urban cleanliness.

AVPU is a non-profit association, created in 2010. Magali Ordas, deputy mayor of Versailles is the president since the creation of the association.

Each city is represented by an elected representative and a territorial agent.

Actually 160 cities are members of the association.

- Most cities over 100 000 inhabitants are members :
 - Paris, Marseille, Nice, Toulouse, Strasbourg, Nantes, Montpellier...
- Members could be mid-size cities or small cities, less than 5 000 inhabitants
- Cities from Belgium, Switzerland and Luxembourg :
 - Bruxelles, Schaerbeek, Etterbeek, Liège, Namur, Genève and Luxembourg



CASCAIS
AMBIENTE



2008 : The beginning of the story

APOIO INSTITUCIONAL



SMART CITIES
CONCEITO E ESTRATÉGIA

CASCAIS
Tudo começa nas pessoas



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA



This is the place where the AVPU story began



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA



the city hall of Versailles



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA



2008 : François de Mazières was elected as Mayor of Versailles



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA



He named
Magali Ordas as
Deputy Mayor in charge of
environment (green spaces
and cleanliness)





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA



Can we objectively
measure the
cleanliness of the
city ?

We have to create a
methodology used by
several cities in order to
make comparisons



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

Several cities meet during 1 year
to create the methodology of
the Objective Indicators of
Cleanliness (OIC)





The methodology of Objective Indicators of Cleanliness (OIC)

APOIO INSTITUCIONAL



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

The OIC methodology :

- It is a quantitative methodology
- Implemented by city agents : this is a self-assessment
- Implemented on a sample of streets
- Each street chosen is measured in square meters

Which litters are counting ?

- Dog fouling
- Fly-tipping
- Waste bag
- Food and beverage packaging
- Glass
- Papers
- Cigarette butts
- Organic food
- Graffiti
- Fly-posting
- Stains (oil, paint,...)
- Fallen leaves



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

After counting, a ratio is calculated : number of litter for 100 m²

- It is the Average Indicator of littering (AIL)

Comparisons could be made

- with other places in the same city
- with other cities in the same country or different country

The average indicator littering is calculated for each litter

- For example : AIL for dog fouling in France is 0,10 for 100 m².
- That means you see one dog fooling each 1000 m²

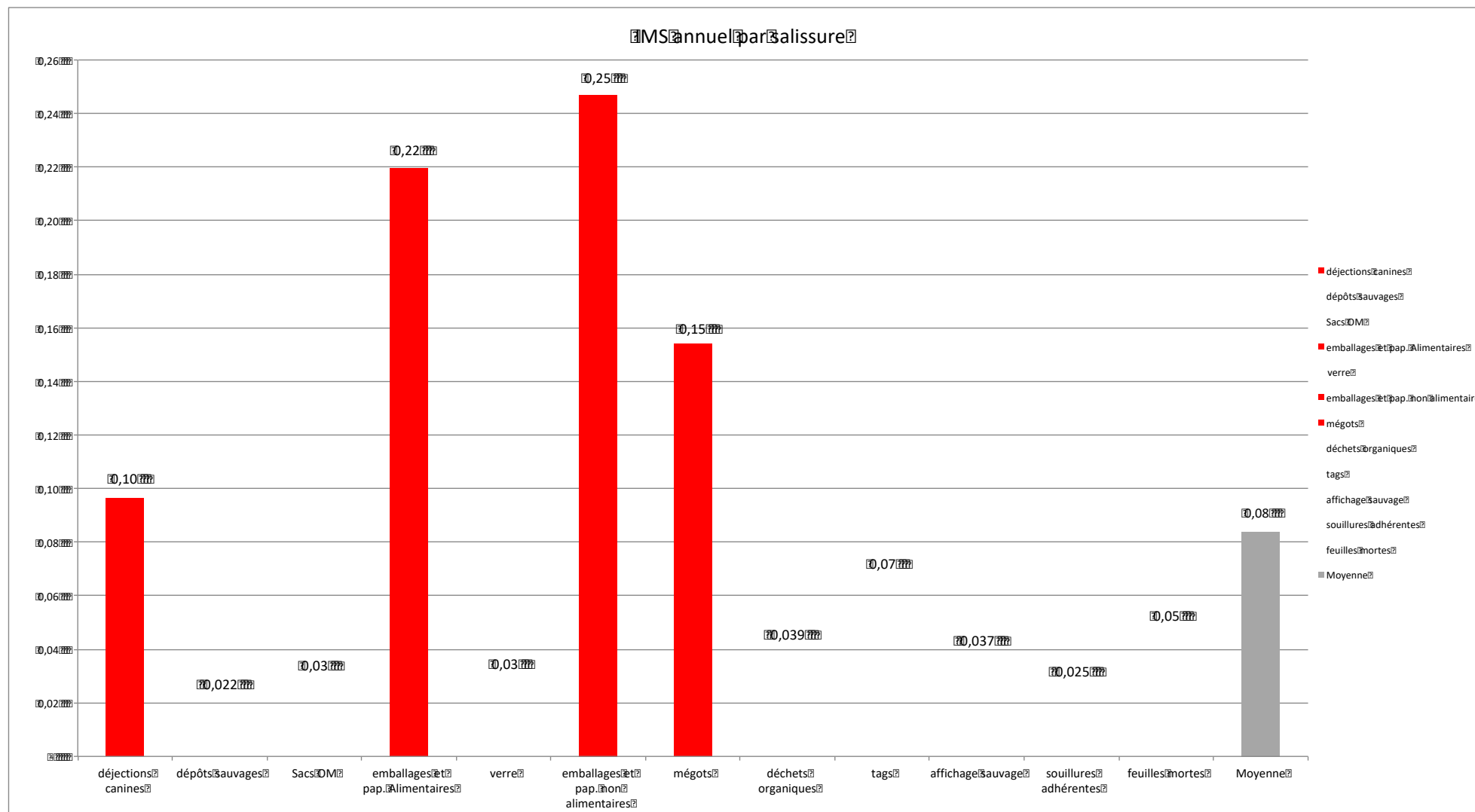


CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA





CASCAIS
AMBIENTE



The activity of AVPU

APOIO INSTITUCIONAL



SMART CITIES
CONCEÇÃO E IMPLEMENTAÇÃO

CASCAIS
Tudo começa nas pessoas



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL
LIMPEZA URBANA

The activity of AVPU

1- Manage the OIC methodology

2- Facilitate exchanges on good practices

3- Work by themes

4- Understand user behaviors



CASCAIS
AMBIENTE

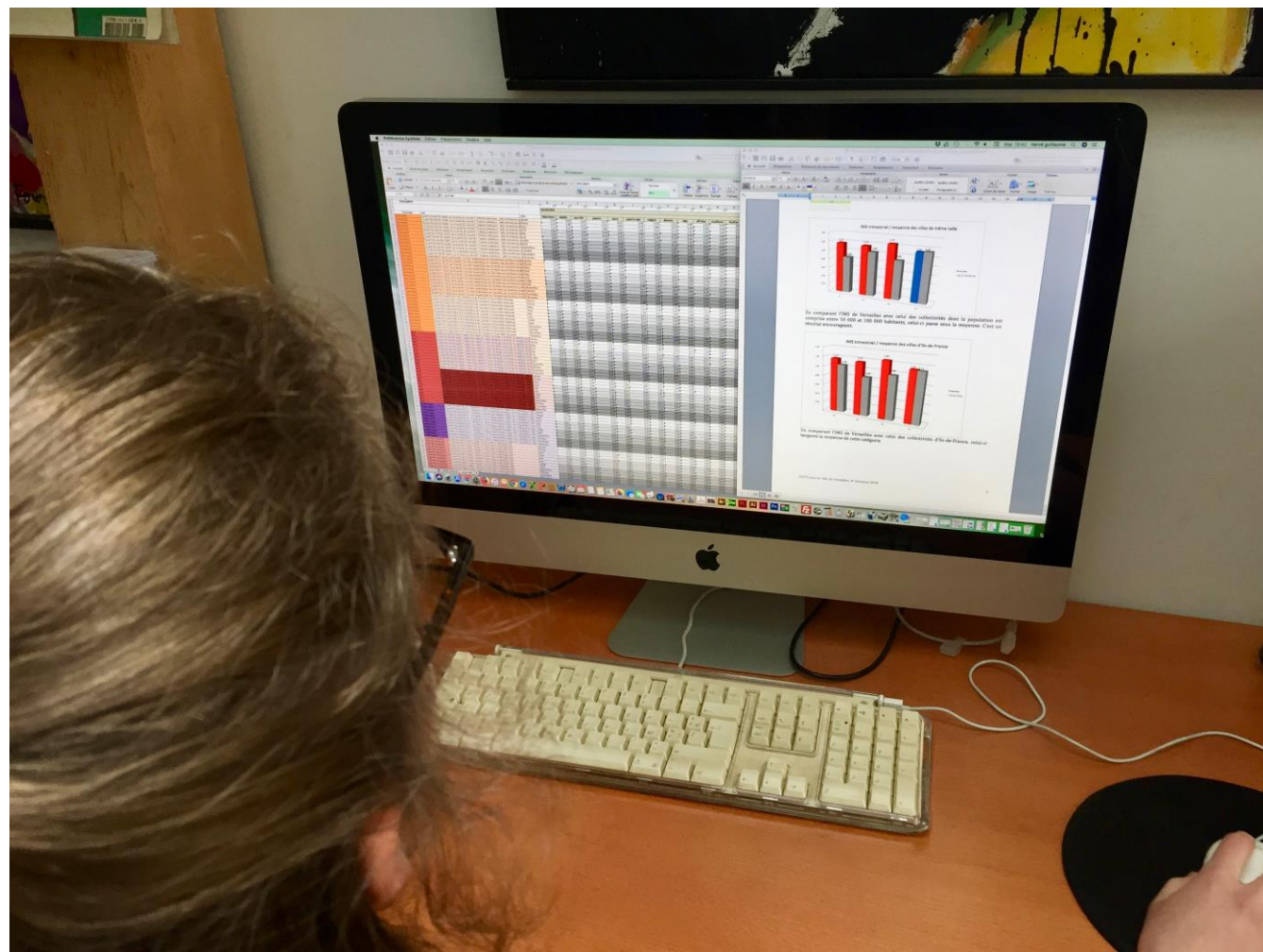


Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

1- Manage the OIC methodology

- Consolidate the AIL data from all cities
- Made an analysis for each member





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

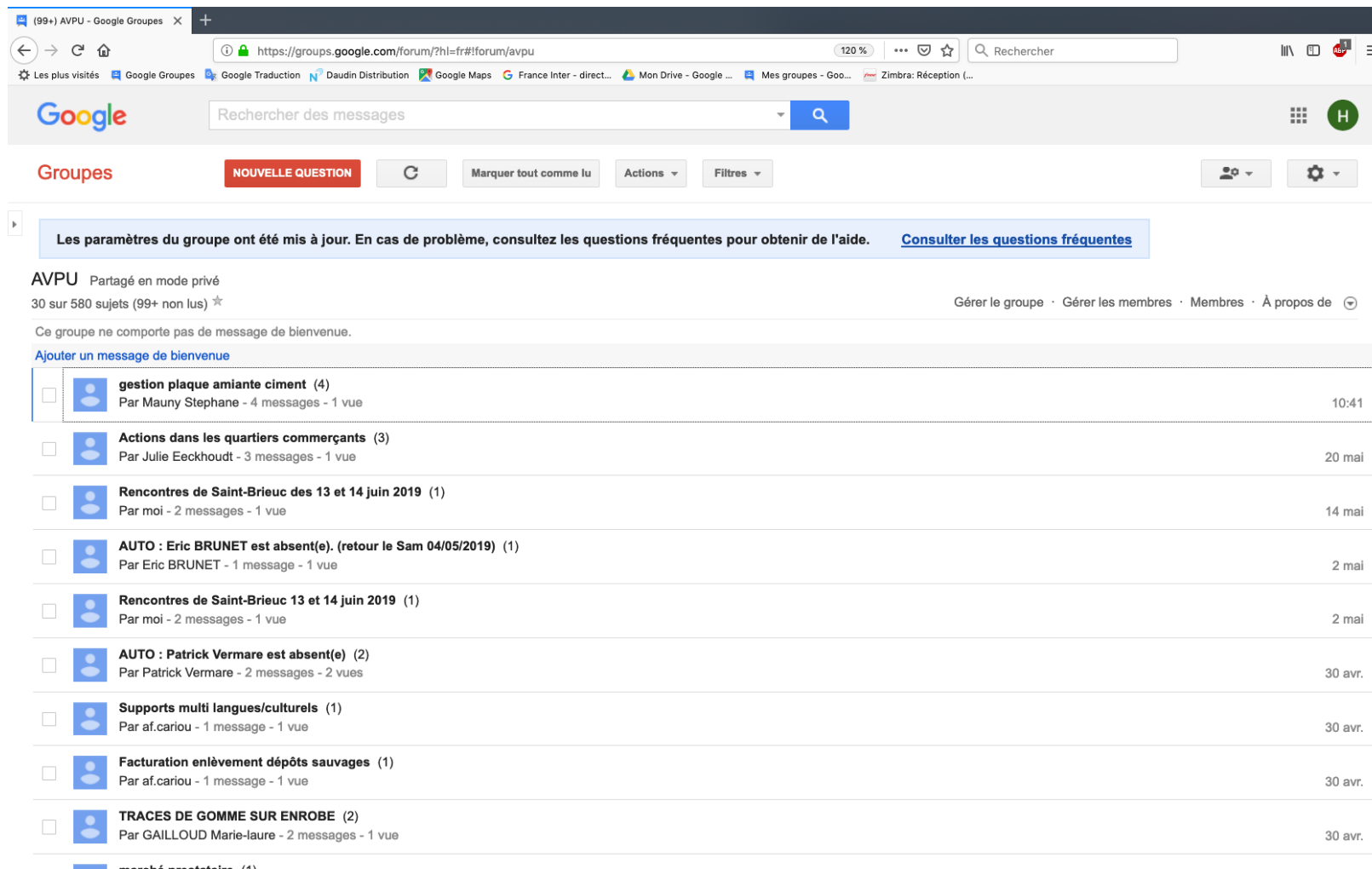
II ENCONTRO NACIONAL LIMPEZA URBANA

- Train city agents at the methodology



2- Facilite exchanges on good practices :

- Internet Forum for members
- (Google Groups)



AVPU Partagé en mode privé
30 sur 580 sujets (99+ non lus) ☆

Ce groupe ne comporte pas de message de bienvenue.
[Ajouter un message de bienvenue](#)

Les paramètres du groupe ont été mis à jour. En cas de problème, consultez les questions fréquentes pour obtenir de l'aide. [Consulter les questions fréquentes](#)

Titre	Auteur	Messages	Vues	Date
gestion plaque amiante ciment (4)	Par Mauny Stephane	4 messages	1 vue	10:41
Actions dans les quartiers commerçants (3)	Par Julie Eeckhoudt	3 messages	1 vue	20 mai
Rencontres de Saint-Brieuc des 13 et 14 juin 2019 (1)	Par moi	2 messages	1 vue	14 mai
AUTO : Eric BRUNET est absent(e). (retour le Sam 04/05/2019) (1)	Par Eric BRUNET	1 message	1 vue	2 mai
Rencontres de Saint-Brieuc 13 et 14 juin 2019 (1)	Par moi	2 messages	1 vue	2 mai
AUTO : Patrick Vermare est absent(e) (2)	Par Patrick Vermare	2 messages	2 vues	30 avr.
Supports multi langues/culturels (1)	Par af.cariou	1 message	1 vue	30 avr.
Facturation enlèvement dépôts sauvages (1)	Par af.cariou	1 message	1 vue	30 avr.
TRACES DE GOMME SUR ENROBE (2)	Par GAILLOUD Marie-laure	2 messages	1 vue	30 avr.



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

- Regional meetings
(1 meeting per month)





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

- National meetings
(2-3 times per year)



- European meetings
(every 2 years)
- the first one took place
in 2013 with different
european organizations





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

- The second took place in 2015 with german cities





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

- The third one was in 2017 with spanish and portuguese cities, including Cascais





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL
LIMPEZA URBANA

The next one will take place on
November 27th – 28th 2019

with Berlin, Copenhagen, Zurich,
Rotterdam, etc.

You are all invited...

*it will be an opportunity to launch the
European network of cities for urban
cleanliness*



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

3- Work by themes

- Fly-tipping





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

- Dog fouling





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

- Cigarette butts



LE MÉGOT
SALIT ET
POLLUE
MA VILLE

Pour mon mégot
J'utilise toujours
un cendrier

ma ville propre
Association des Villes
pour la Propreté Urbaine



**BRAVO
& MERCI**

**Pour mon mégot
j'utilise toujours un cendrier**

ma ville propre
Association des Villes
pour la Propreté Urbaine



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Cigarette butts





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Zero glyphosate in city





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Festive places



**Soyons responsables.
Jetons nos déchets
dans les poubelles!**

Ma ville plus propre, ma ville plus belle.

toulouse
métropole

Toulouse en grand !





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

4- Understand users' behavior

- With researchers in social psychology





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Developing engaging communication and nudges



City of Lille



CASCAIS
AMBIENTE



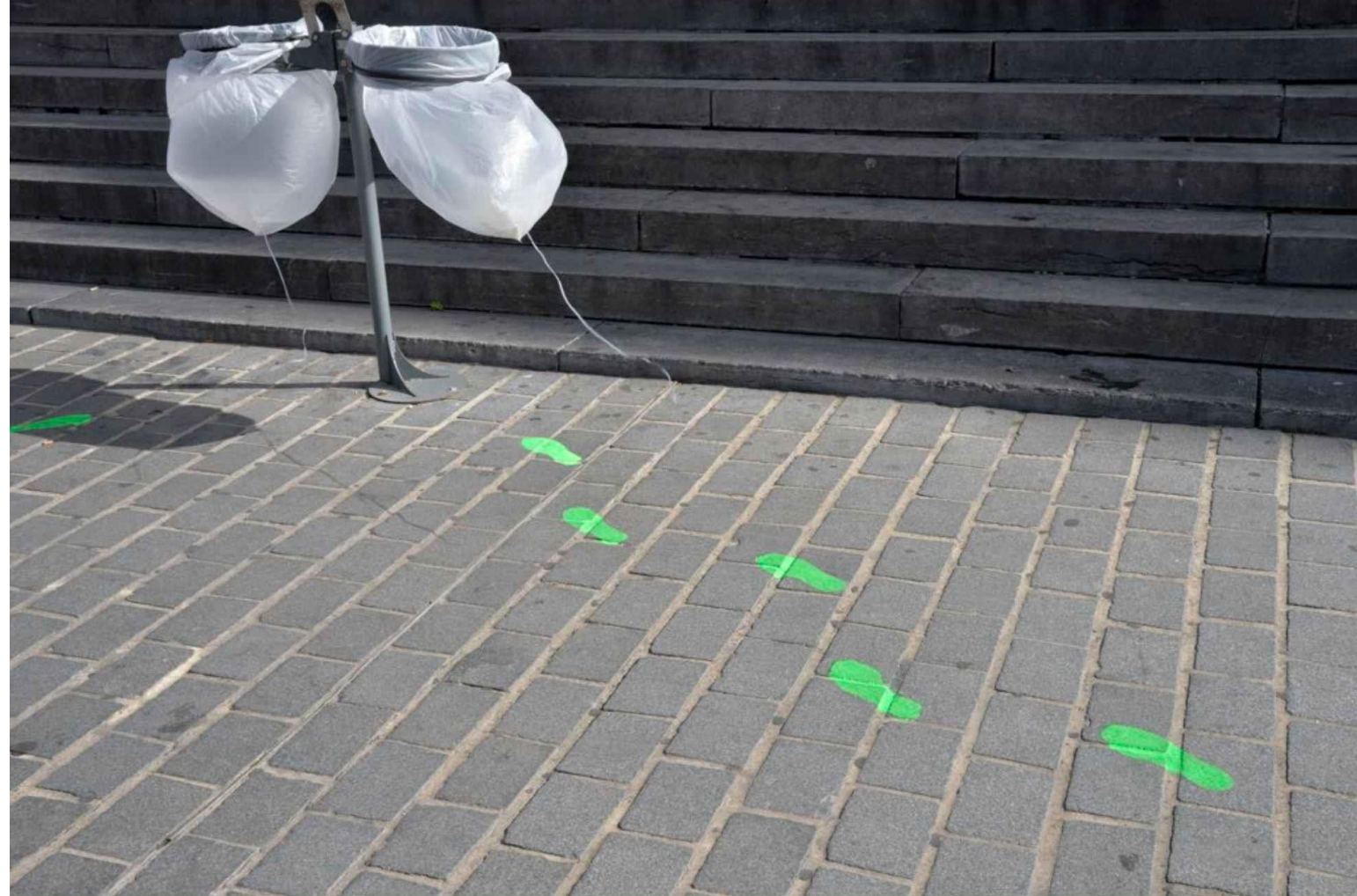
Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Developing engaging communication and nudges

City of Lille





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Developing engaging communication and nudges



City of Lille



CASCAIS
AMBIENTE

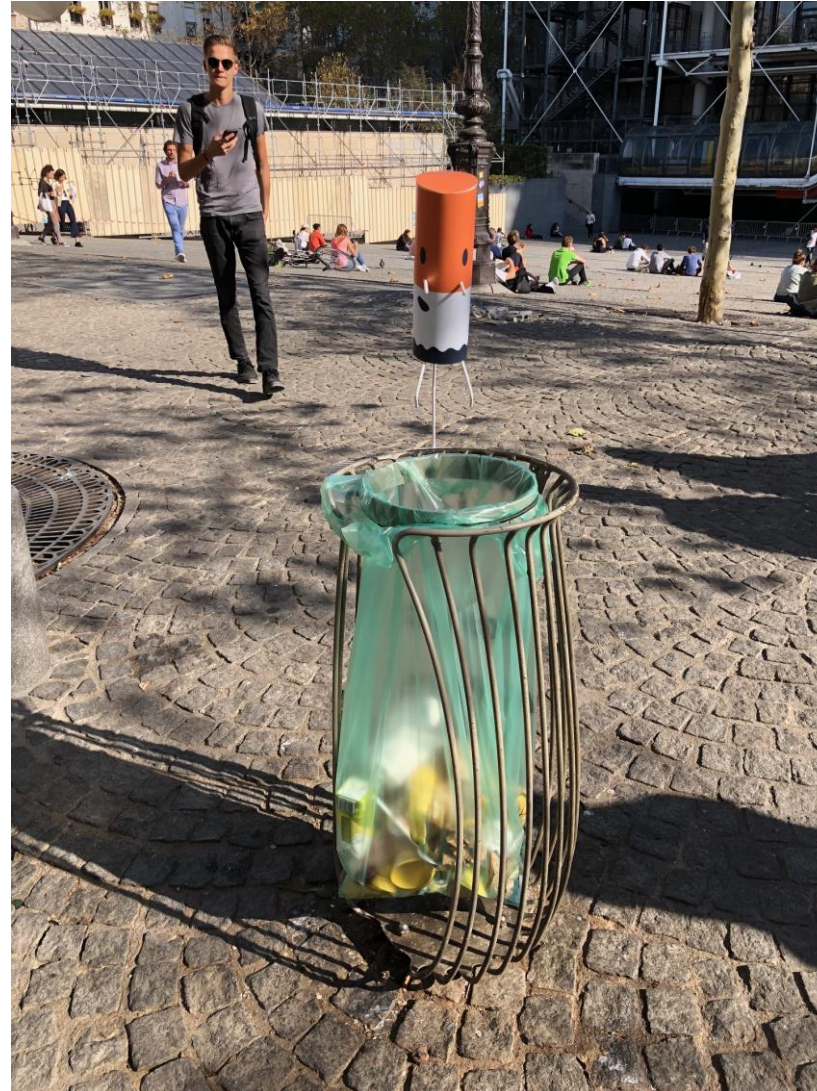


Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- Developing engaging communication and nudges



City of Paris



CASCAIS
AMBIENTE



2016 AVPU created the Label
« ecological & clean city »

APOIO INSTITUCIONAL



SMART CITIES
CONCEITO EUROPEU

CASCAIS
Tudo começa nas pessoas

- the Label is delivered each year during the national meeting of spring



*Ecological & Clean city



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

- This label highlights the cities that are committed to durably improve the urban cleanliness
- Durably means that we act on the litter prevention, so on the users' behaviour rather than the intensification of cleaning





CASCAIS
AMBIENTE



II ENCONTRO NACIONAL LIMPEZA URBANA

The 5 stars of the Label:

- 1st star: cities have to implement the OIC methodology
- 2nd star: cities have to lead action plans in light of evaluations
- 3rd star: cities have to place these actions into a logic of sustainable development





CASCAIS
AMBIENTE



II ENCONTRO NACIONAL LIMPEZA URBANA

The 5 stars of the Label:

- 4th star: cities have to promote the citizen's involvement
- 5th star: This highest level will require an action plan on all themes and the results will be evaluated by an independent organisation

2019

la 4^e étoile du label



est décernée à la Ville de

Metz





CASCAIS
AMBIENTE



2016 AVPU created the Cleanliness Awards

APOIO INSTITUCIONAL



SMART CITIES
CONCEITO E ESTRATÉGIA

CASCAIS
Tudo começa nas pessoas



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

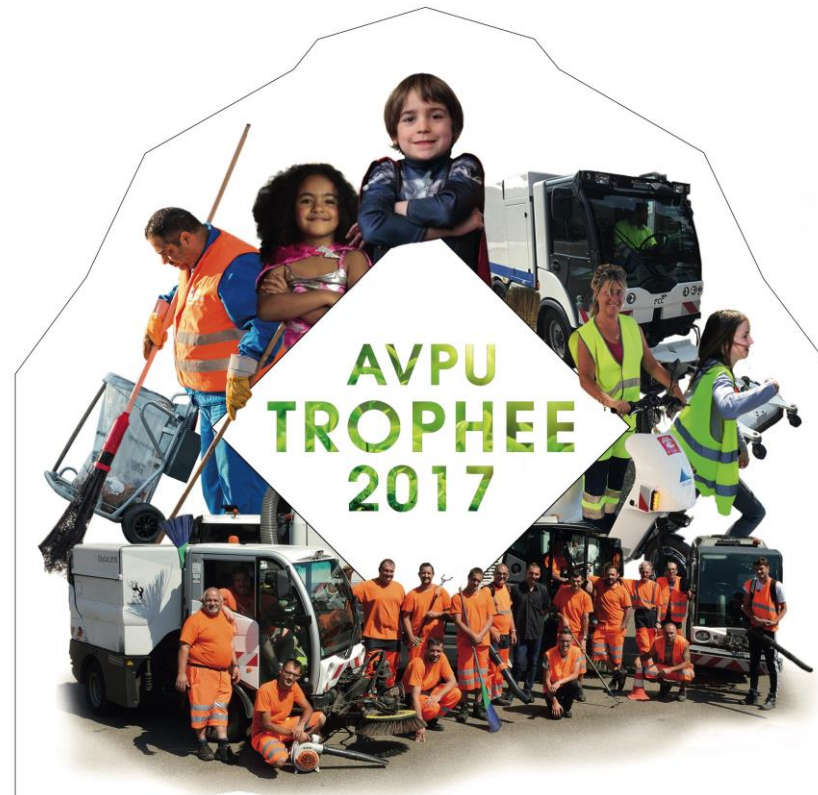
II ENCONTRO NACIONAL

LIMPEZA URBANA

the “cleanliness Awards” are delivered each year during the national meeting of fall

The awards categories are :

- Equipment
 - Sustainable Development
 - Communication
 - Awareness
 - Mediation
 - Management
 - Participative actions
- These awards encourage cities to reproduce the good initiatives





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

Equipment – city of Metz





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

Sustainable development - city of Schaerbeek





CASCAIS
AMBIENTE

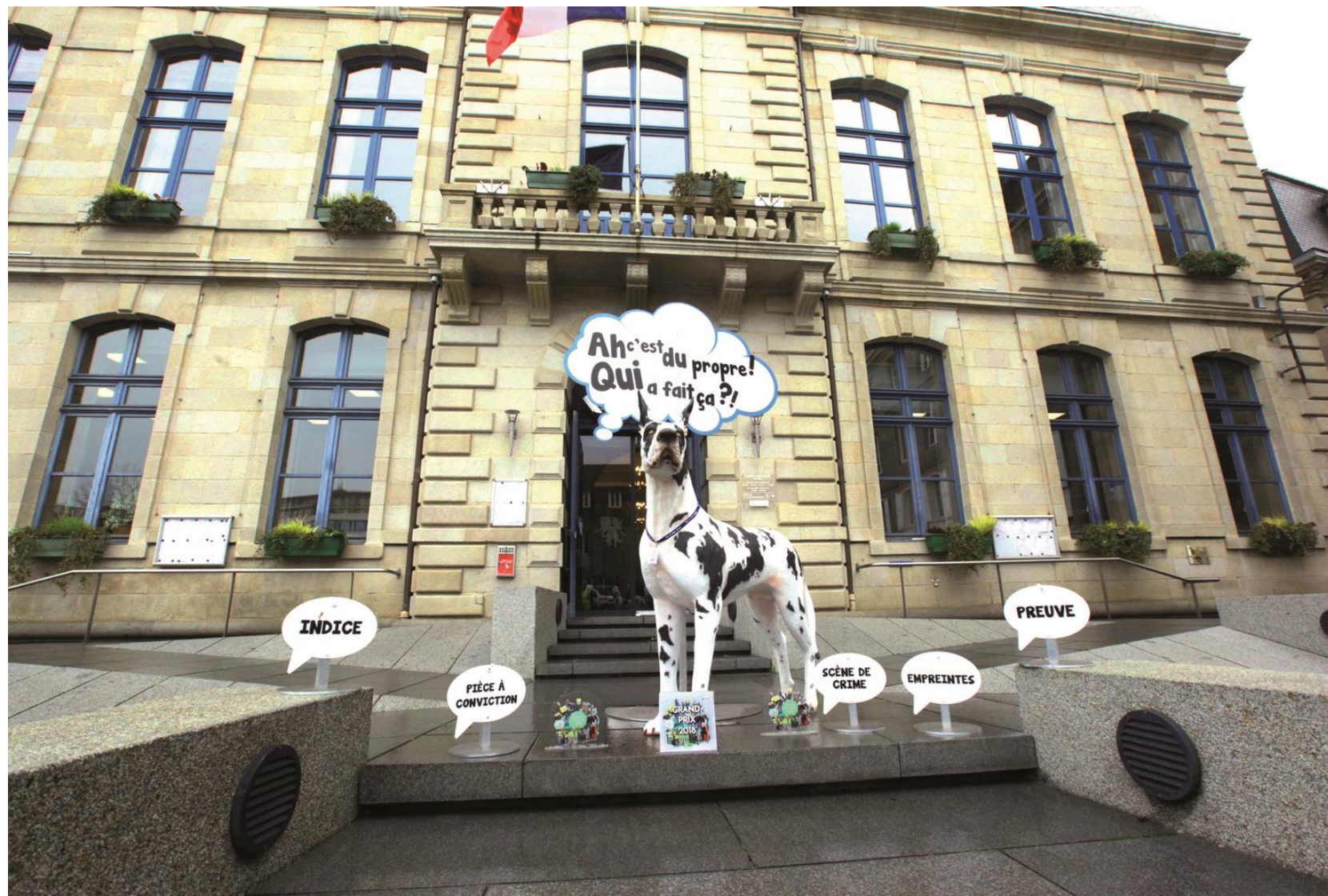


Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

Communication City of Saint-Brieuc





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

Awareness – city of Douai





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

Mediation on public space city of Clermont-Ferrand



II ENCONTRO NACIONAL LIMPEZA URBANA





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

Management
city of Metz





CASCAIS
AMBIENTE



II ENCONTRO NACIONAL

LIMPEZA URBANA

Participative actions city of Bobigny BeWapp (Wallonia)





CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL LIMPEZA URBANA

Every year, 3 *Grand Prix* are chosen :

In 2016, it was Metz

In 2017, it was Liège (Belgium)

In 2018, it was Saint-Brieuc

In 2019, it will be...



He will be chosen
on november the 27 th



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL

LIMPEZA URBANA

Every two years, AVPU publishes a guide compiling all the trophies



**Lab' of urban cleanliness*



CASCAIS
AMBIENTE



To Conclude

APOIO INSTITUCIONAL



SMART CITIES
CONCEITO E ESTRATÉGIA

CASCAIS
Tudo começa nas pessoas



CASCAIS
AMBIENTE



Association des Villes
pour la Propreté Urbaine

II ENCONTRO NACIONAL
LIMPEZA URBANA

AVPU is financing exclusively by members' subscriptions:

- From 100 € for a small city less than 5 000 inhabitants
- To 2 000 € for a large city more than 250 000 inhabitants

For European meetings :

- Some companies make a financial contribution as partnership



CASCAIS
AMBIENTE



Thank you for your attention

I remain at your disposal

herve.guillaume@avpu.fr

APOIO INSTITUCIONAL



SMART CITIES
CONCEBIDAS PARA

CASCAIS
Tudo começa nas pessoas