



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: ADEME  
Country/Region: France  
Name of nominated project developer: Communauté de communes de la Presqu'île de Crozon  
Name of nominated action: Bienvenue à Poubellec'h (Welcome to Poubellec'h)  
Place: Place de l'église and in all the city center  
Town: Crozon  
Region: Bretagne  
Country: France  
Year: 2009

### 2. Select the correct participant category:

- Administration/public authority
- Association/NGO
- Business/Industry
- Educational establishment
- Other (e.g. hospital, retirement home, cultural centre, etc.)

### 3. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

### 4. Type of Action

- Action open to general public
- Action open to target group
- Action based on the production of communication tools
- Other, please specify:

### 5. Please indicate the date(s) of the action:

- 21<sup>st</sup> November
- 22<sup>nd</sup> November
- 23<sup>rd</sup> November
- 24<sup>th</sup> November
- 25<sup>th</sup> November
- 26<sup>th</sup> November
- 27<sup>th</sup> November
- 28<sup>th</sup> November
- 29<sup>th</sup> November



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6. Please give a detailed and precise description of the nominated action:

During the European Week for Waste Reduction and to meet its own waste reduction objectives, the community of municipalities, in partnership with the Maison des Minéraux, ADEME and the Finistère Departmental Council, decided to devise an educational game to raise awareness among all residents about practices aimed at producing less waste.

This game, entitled Bienvenue à Poubellec'h (Welcome to Poubellec'h), is a treasure hunt that took place in downtown Crozon. It was an opportunity to discover various ways to reduce waste. It was organized through the joint effort of various regional players: schools (teachers and students), merchants, associations and local governments.

THE STORY IN SHORT: Poubellec'h is an imaginary temporary village in Brittany. The men and women of Poubellec'h care about their city's image: for the past five years, they have dedicated themselves tirelessly to the thorny problem of waste reduction in Poubellec'h. Their goal is to reduce the quantity of waste at the source. In addition, the following slogan can be read on the stele in the marketplace which pays tribute to Eugène Poubelle (founding father of the city): the best waste is that which is not produced! Proud of their initiatives, residents have created a circuit for exploring the downtown area. A playful signposted circuit where specific signs, games, questions, workshops and participatory works of art quiz visitors on the problem of waste and ways in which to reduce it. In this way, visitors have very concrete solutions for trimming their wastebaskets and achieving the same goals themselves. Since the game takes place on Crozon's streets and in its stores, it can reach and inform a large number of people. The offbeat, humorous, burlesque nature of the game arouses the public's curiosity.

The educational players (primary and secondary schools, day nurseries), recreational centres and the local hospital were involved in the project prior to the game's creation and during the waste reduction week. They helped to create the works of art (the residents of Poubellec'h call this "poubellec'art"). These works, which were obtained by recovering various types of waste, will be incorporated into the game circuit. They represent cultural and artistic phases of the game.

The game also involves residents and merchants. Some stores play host to various phases of the game, such as questions and workshops. The latter may or may not be related to the store's business. To access the workshops, visitors must come during the store's business hours; however, the game can also be played when the stores are closed via a display in the shop windows.

The game is also an excuse, a tool to support the emergence of exchange and actions in the region related to this problem. The game helps to encourage the creation of a discussion forum on the topic.

The concept of this game can then be duplicated by any municipality that is interested in doing so: it is an awareness-raising tool that can be transposed to any downtown area.

PROGRAMME:

- Inauguration of Poubellec'h: Eugène Poubelle stele (Saturday November 21)
- Participate in the urban game (= treasure hunt in downtown Crozon / Poubellec) and win a dream trip! (Week of November 21-28)
- Recycle our neurons: documentary film and discussion (Tuesday November 25)
- Festival of waste (Saturday November 28)
  - stands/presentations/documentation
  - forum
  - "pies and waste" picnic
- Give objects a second life (Sunday November 29)
  - garage sale organized by the peninsula's patriotic associations

Address of the event's website: [www.poubellec.net](http://www.poubellec.net)



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7. Please describe the originality of the action:

This action is original for several reasons:

- it is adapted to the specific characteristics of the "Poubellec'h" region (Breton consonance)
- this action takes place in the city of Crozon, which is also the living area of Crozon's residents (where they use services, live, work and relax);
- the role played by merchants was to relay the prevention message and the description of the action, given that they were informed in advance and trained by the local government's project coordinator in waste prevention as well as in the prevention action carried out in connection with the "Welcome to Poubellec'h" EWWR.
- the topic of waste prevention is not always an attractive one. In the case of this event, the offbeat, humorous, burlesque nature of the action arouses everyone's curiosity (presentation by clowns, reworked signs, etc.);
- the treasure hunt in the heart of downtown Crozon (here called Poubellec) calls out to the public as they travel through the area each day. It is also a playful way to raise awareness among the very young (a sort of route with questions about waste prevention and answers at the end of the route).

8. Please describe the target audience and how the action motivated its public/target audience:

The target audience of this event included:

- schoolchildren aged 5 to 18 and accompanying adults
- merchants in downtown Crozon (here Poubellec)
- the general public (residents of the downtown area and all those travelling through the area)

These target audiences became involved in the following ways:

- Schoolchildren were informed via a letter sent to the head of the institution followed by a public meeting (on a volunteer basis). Lastly, a follow-up phone call was made and in some cases a waste prevention project coordinator visited the educational institution. They were involved in creating the works of art.
- Individual meetings were held between merchants and the prevention project coordinators. These prevention experts explained to merchants the event held in downtown Crozon as part of the European Week for Waste Reduction. They also educated, informed and trained merchants in waste prevention. The goal was to make these merchants liaisons of the event. A letter was sent by the president of the Crozon peninsula community of municipalities to the merchants.
- The general public was made aware and informed via posters around Crozon, flyers, numerous press articles in the local newspapers, an article in the community of municipalities bulletin, websites (particularly the one set up for the event which includes photos, video, the programme of the event, etc. - [www.poubellec.net](http://www.poubellec.net), a press conference with a PowerPoint presentation, signs throughout downtown Crozon (here Poubellec), etc.

9. Please indicate the number of people who participated in the action:

- Inauguration of the Eugène Poubelle stele:

This event drew more than 50 people to the marketplace, where the Eugène Poubelle stele was inaugurated by Mr. Moysan, Mayor of Crozon and President of the community of municipalities. Clowns from the "Jour de Fête" association livened up the inauguration and then trained the spectators to complete three phases of the game. The inauguration was a success and the audience greatly enjoyed the clowns.

- The waste reduction game:

420 students participated in the game, i.e. 13 primary schools, four recreational centres and 73 accompanying adults.

Out of 184 evaluation forms, 80% of the students surveyed enjoyed the game.

The game was a big hit and teachers felt that the concept was interesting and that the game was fun to play.

The merchants were happy to participate by hosting a workshop. There was plenty of positive feedback about the children's presence throughout the week.



## 10. What lasting impact does the action propose to have in terms of commitment to waste reduction?

At the local level:

- Schools: the Poubellec game will be promoted at schools and other organizations in contact with schoolchildren throughout the year
- Merchants: the goal is to find a key waste prevention person at each association in order to keep merchants involved in the local government's prevention programme. Moreover, because the Crozon peninsula is a prime tourist destination, it is important to encourage stores to adopt good practices aimed at vacationers.
- General public: a future Foyers Témoins operation is planned (this operation entails having households adopt waste prevention practices and weighing the quantity of waste generated - first month = baseline month, then in the following months the households must test new practices)

Overall, this action is in line with the local government's waste prevention programme and is in keeping with the waste prevention plan of the Finistère Departmental Council (Brittany - France).

This game is therefore a starting point for the creation of a community network dedicated to work on waste reduction.

This game also affects a large number of children and gets teachers involved.

## 11. Explain how this action may be replicated in other countries/regions throughout Europe:

The "Bienvenue à Poubellec'h" game can be transposed to other regions. It can be used by organizations (schools, local governments, associations, etc.) that are interested in it by adapting it to the region's own characteristics. The game (signs and workshops) can also be used in a room set up for this purpose or as part of an event such as a fair, trade show, etc.

This action can therefore be duplicated. The Crozon peninsula provides instructions for conducting this event in another region on its "Poubellec" website:

Creation of the tool includes the test and evaluation phase. The four phases for implementing the tool are described. The phases are as follows:

- Presentation of the project to the potential local partners
- Design of the tool: definition of the concept, creation of the various game props
- Production of the tool with an outside service provider (graphic designer, printer)
- Implementation along with the partners and testing of the tool in the field during the waste reduction week
- Final evaluation and assessment with the partners

The means:

- Coordination of the project and oversight of the network of partners by a project coordinator from the Crozon peninsula community of municipalities who have expertise in waste prevention.
- Design, production and implementation along with testing of the game event delegated to the Maison des Minéraux (a local organization that specializes in education in the environment and sustainable development).

Estimated cost: Creation, implementation and evaluation of the game costs approximately €8,000.



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