



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: ADEME
Country/Region: France
Name of nominated project developer: Ecoscience Provence
Name of nominated action: Evolution du label "Commerce engagé" (Evolution of the label "Committed Business")
Place: Espace Gavoty
Town: Brignoles
Region: Provence Alpes Côte d'Azur
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:

- 21st November
- 22nd November
- 23rd November
- 24th November
- 25th November
- 26th November
- 27th November
- 28th November
- 29th November



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

As a follow-up to the action on the "Commerce Engagé" (committed store) label carried out since 2005, the European Week for Waste Reduction was an opportunity to collaborate on changes to this label. This action began during the EWWR with a meeting that brought together merchants and local environmental players. Possible changes to the "Commerce Engagé" label were presented to merchants by visiting them at their place of work in an effort to raise awareness among non-labelled merchants. A proposal was made to volunteer merchants to develop communications regarding waste reduction. In this way, they could help to relay a positive environmental message. Among the commitments of the label: limit (even eliminate) single-use bags, offer products requiring little packaging and little transport and support environmentally-friendly economic activities. With a view to changing the label, the team of the Ecoscience Provence (*) association proposed a new version of the "Commerce Engagé" specifications at a meeting. These new specifications were discussed and then validated by those in attendance. More than 60 people (merchants and local environmental players) came together to participate in this meeting held in a spirit of collaboration: golden rule of the "Commerce Engagé" programme. The label focuses directly on waste reduction. Through their commitments, labelled merchants advocate better, more environmentally-friendly consumption. The change to the label is therefore geared toward "less waste thrown away" and "better consumption". The proposed alternatives include reusable shopping bags, eco-purchases, etc.

Details about the programme:

- creation of specifications specific to Producteurs Engagés (committed producers),
- creation of a "Producteur Engagé" logo
- creation of two "seasonal products" and "local products" signs along with the photo of the Producteur Engagé,
- creation of a campaign aimed at raising awareness among consumers.

(*) This action was developed by Ecoscience Provence, a scientific association which has been approved to protect the environment. Since 2005, the association has seen changes in the consumption patterns of residents of the Provence-Alpes-Côte d'Azur region in a pilot area of 14 Var municipalities, the [SIVED](#) (intermunicipal syndicate for waste reclamation and elimination). The goals of this association are many. They focus on the environmental, energy and financial issues related to household consumption, while also emphasizing reduction of household waste and efficient reclamation of the remaining tonnages. Applications related to insertion and the local economy are also developed.

7. Please describe the originality of the action:

The aim of the label is to identify and raise the standing of merchants who have made a commitment to implementing and promoting waste prevention initiatives. Labelled merchants are committed to limiting and even eliminating single-use bags, offering products that require little packaging and transport and are distributed in bulk, and supporting environmentally-friendly economic activities. These commitments evolve through collaboration with merchants and local environmental players. This week is part of a collaborative effort.

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

Merchants play a key role in the human relations formed in a city. Through their commitment via the label, they agree to convey an environmental message and, in doing so, become a committed player in the effort to promote waste reduction.

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

In November 2009, the symbolic threshold of 50 labelled "Commerce Engagé" merchants was surpassed in the SIVED region. More than 60 people (merchants and local environmental players) came together to participate in this meeting held in a spirit of collaboration (numerous discussions with the various players).



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

This association's label is meant to evolve. It is part of a long term process. The label represents an individual and collective commitment on the part of the merchants. This commitment is also viewed as an innovative and responsible initiative. This label is designed to have a lasting impact.

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

Since 2005, the association has seen changes in the consumption patterns of residents in a pilot area of 14 Var municipalities. The "Commerce Engagé" label is a tested tool in this region. This label can be extended to other regions in order to help other stores and residents consume more responsibly, thereby reducing the waste resulting from this consumption.



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