



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Coordinator: ADEME  
Country: France  
Name of the project developer: Ecoscience Provence  
Name of the action: Launch of the "Eco-Management" action for the itinerant market  
Place(s) where the action took place: The market of Brignoles, place du Général de Gaulle  
City: Brignoles  
Region: PACA

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

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!
- Other (including projects with multiple themes)

### 3. Type of Action

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

### 4. Please give a detailed and precise description of the nominated action



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During the course of 2013, the association Ecoscience Provence carried out an in-depth study on the waste produced at the market of Brignoles. This work revealed that a large quantity of non-recovered waste is produced every week (between 1 and 2 tonnes), that considerable quantities of food are wasted at the market and, finally, that the local stakeholders (stallholders, technicians, elected officials, etc.) are prepared to become involved in making the market more environmentally friendly.

Ecoscience Provence, the SIVED (intermunicipal syndicate for waste recovery and disposal) and Brignoles council is thus launching a programme for the ECO-MANAGEMENT of the itinerant market during the European Week for Waste Reduction. This long-term project involves a series of actions including: collecting waste to facilitate its re-use (coat-hangers, plastic crates) and recovery (wood, cardboard, etc.), combating food waste and ending the distribution of single-use carrier bags, etc.

The 2013 edition of the EWWR was used as an opportunity to run an extensive communication campaign aimed at explaining the actions implemented to the stallholders. Ecoscience will also intervene during the 2013 edition of EWWR to raise the awareness of the general public.

In concrete terms, the action involves the following issues:

- Waste sorting: wood.
- Waste sorting: cardboard.
- Restricting the distribution of disposable bags.
- The cleanliness of the marketplace.

These were tackled in the following ways:

- Recycling skips have been put in the marketplace, enabling wood and cardboard waste to be transported to the nearest recycling centre.
- Reusable shopping bags have been distributed to the itinerant traders and consumers.
- Traders have been given bin bags for their residual waste.
- All of the above were accompanied by an extensive awareness-raising campaign.

This action was original for several reasons:

- The decision to focus the action on the markets is of particular interest because markets generate large quantities of waste, are directly emblematic of consumerism and are focal points of communal life that are familiar to all of us.
- This action has shown, in concrete terms, that it is possible to sort and recover waste in the marketplace.
- Another distinctive feature of the action is the interactivity between the different stakeholders: the elected officials, the municipal technicians, the market officer, the technical services responsible for cleaning the marketplace, the syndicate in charge of collecting and recovering the area's waste and its contractor, the itinerant traders and, of course, the consumers. Each category was consulted about the problem of waste by means of surveys or by inviting them to steering committee meetings.
- This enabled precise data and indicators to be gathered concerning the waste produced at the market of Brignoles and made it possible to implement a number of important measures.

**5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants**



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The target audience was mainly made up of itinerant traders and the consumers at the markets.

The traders were consulted about the problem of waste produced at the markets. Their opinions were gathered via surveys, enabling possible ways of reducing and recovering waste to be approved with their cooperation. The interviews were direct.

Consumer awareness was raised on a large-scale. During the operation, Ecoscience Provence set up a stand at the market with the purpose of raising awareness and informing citizens about waste reduction, as well as about the actions and measures put in place to achieve this. Almost 800 reusable shopping bags were distributed to consumers, both at the stand and in the marketplace, in order to involve them in reducing the number of disposable bags and to communicate with them about the EWWR 2013 action.

Participants at the launch of the action:

- the market officer
- Dragui-transport, the company responsible for collecting the waste
- 220 itinerant traders involved in sorting the waste
- 800 consumers informed

10 volunteers involved

Participation in feedback: 220 traders and 1000 consumers questioned.

Media coverage: newspapers, Commerce Engagé and SIVED newsletters.

Commerce Engagé

SERD 2013

### Evènement du Commerce Engagé

Les résultats des actions d'éco-gestion sur le marché de Brignoles pendant la Semaine Européenne de la Réduction des Déchets.

## MISSION ACCOMPLIE !!



Lors de la Semaine Européenne de la réduction des Déchets (SERD), les déchets du marché de Brignoles (cagettes bois et carton) ont été triés par les forains et collectés séparément afin de pouvoir être valorisés. Les résultats sont largement satisfaisants. Rappelons que lors de l'étude menée sur ce marché par Ecoscience Provence, la pesée des déchets du 6 juillet avait révélé, un gisement de bois et de carton représentant 43 % du gisement global des déchets.

Le tri de ce samedi 16 novembre a permis de collecter 220 Kg de carton et 220 Kg de bois, ce qui représente **38 % des 1180 Kg de déchets produits ce jour là. Une grande réussite pour ce premier essai !**

## ACTIONS PARALLELES



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Les autres actions de la SERD ont aussi porté leurs fruits.

Tout d'abord, la distribution de sacs poubelles aux forains a donné des résultats probants :

- Les emplacements après le départ des forains étaient beaucoup plus propres.
- Quasiment plus aucun cintre n'étaient visible au sol en comparaison avec les marchés précédents.
- Quelques plastiques étaient encore visibles mais la diminution des déchets aux sols est réellement significative.



De plus, **750 cabas ont été distribués gracieusement aux consommateurs et aux forains** afin de limiter la distribution de sacs jetables et de communiquer sur les actions menées.



#### LA MOBILISATION CONTINUE

Jusqu'au 21 décembre 2013, plusieurs actions sont prolongées :

**Au POINT INFO**, les consommateurs pourront trouver des cabas offerts par le SIVED, des informations concernant les actions menées, des Stop Pub ainsi que de la documentation sur la prévention et le tri des déchets.

**Les sacs poubelles** seront distribués aux commerçants pour limiter le dépôt de déchets au sol.

Ce début prometteur est le gage d'un nouveau visage pour le marché de Brignoles. Un grand merci et un grand bravo à tous les commerçants non sédentaires mobilisés pour la protection de la planète et l'avenir de nos enfants !