



Working with multiple stakeholders in France for efficient awareness-raising campaigns

Carole Carpentier

General Manager

GESTES PROPRES





**Our 1st stakeholder behind our
awareness-raising campaigns and
programs:
the citizen-consumer**



The citizen-consumers

They guide us through:

- The consumers researches help us to **identify priority areas in terms of litters types and/or understanding-education needs**, more macro they are essential to national campaigns
- The experiments carried out in the field shed **more light on the different types of population in different locations**, more precise.
They are useful for raising local awareness

2 examples of national campaigns





« *Some litter is so small it doesn't matter* »

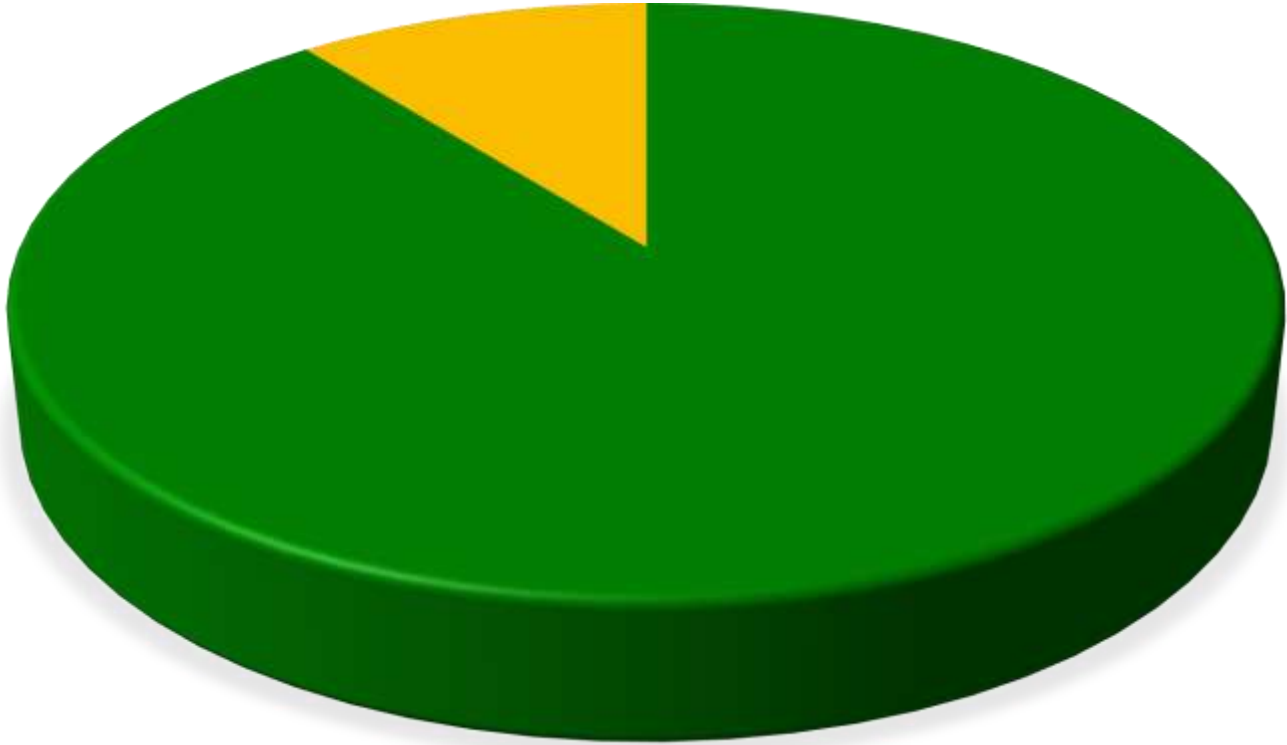


86% of respondents

According to an IFOP survey conducted for GP and Citeo (the French eco-organisation for packaging and paper) in 2021



Others (11%)



Small litter (89%)





Poids : 1,20g

**VOUS AVEZ ASSEZ DE MUSCLES POUR
LA PORTER JUSQU'À UNE POUBELLE.**



JETÉ PAR TERRE, UN CAPSULE POLLUE PENDANT AU MOINS 100 ANS.



Poids : 0,97g

**MÊME UN ENFANT A LA FORCE
DE LE PORTER JUSQU'À UNE POUBELLE.**



JETÉ PAR TERRE, UN CREWING-GUM POLLUE PENDANT AU MOINS 5 ANS.



Poids : 0,22g

**NORMALEMENT, VOUS ÊTES
ASSEZ BALÈZE POUR LE PORTER
JUSQU'À UNE POUBELLE.**



JETÉ PAR TERRE, UN MEGOT POLLUE PENDANT AU MOINS 10 ANS.

**NORMALLY
YOU'RE
STRONG
ENOUGH TO
CARRY IT TO
A BIN**



POIDS : 0,22G

**NORMALEMENT, VOUS ÊTES
ASSEZ BALÈZE POUR LE PORTER
JUSQU'À UNE POUBELLE.**

**THROWN ON THE
GROUND, A
CIGARETTE BUTT
POLLUTES FOR AT
LEAST 10 YEARS**



JETÉ PAR TERRE, UN MÉGOT POLLUE PENDANT AU MOINS 10 ANS.



**EVEN A
CHILD HAS
THE
STRENGTH
TO CARRY
IT TO A BIN**



POIDS : 0,97g

**MÊME UN ENFANT A LA FORCE
DE LE PORTER JUSQU'À UNE POUBELLE.**

**THROWN ON
THE GROUND,
CHEWING GUM
POLLUTES FOR
AT LEAST 5
YEARS**



JETÉ PAR TERRE, UN CHEWING-GUM POLLUE PENDANT AU MOINS 5 ANS.



© 2014 CITEO - AMF - CITEO

**YOU'VE GOT
ENOUGH
MUSCLE TO
CARRY IT TO
A BIN**



POIDS : 1,99G

**VOUS AVEZ ASSEZ DE MUSCLES POUR
LA PORTER JUSQU'À UNE POUBELLE.**

**THROWN ON
THE GROUND,
A CAPSULE
POLLUTES FOR
AT LEAST 100
YEARS**



JETÉE PAR TERRE, UNE CAPSULE POLLUE PENDANT AU MOINS 100 ANS.



© 2010 CITEO - 01 47 37 10 00

One of the results is

For 8 out of 10 people, it helps to raise awareness of the impact of bad behaviour and provides an effective incentive not to throw rubbish just anywhere.

Extract from an IFOP survey carried out in May on a sample of 1,005 consumers

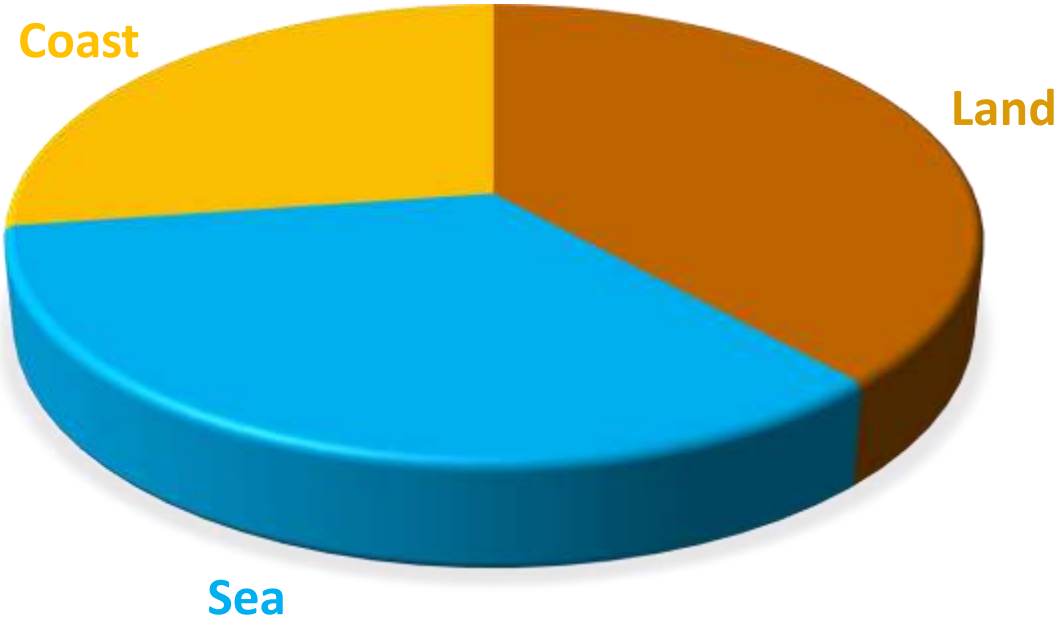


Another campaign that we've been dreaming of for a long time: teaching people about the journey of a piece of litter from the ground to the ocean

▶ A real need...

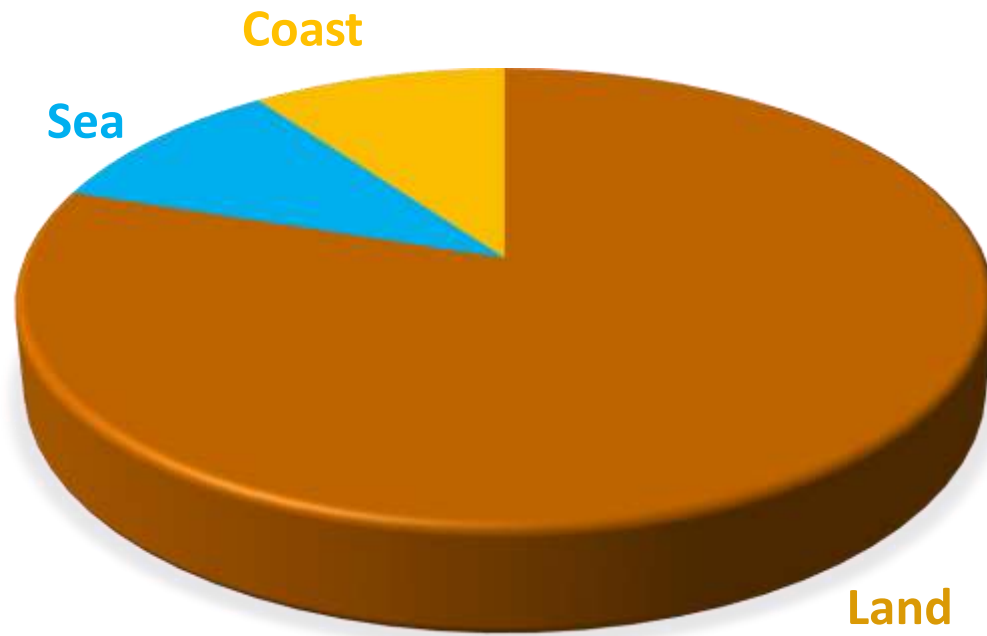


Origin of marine litter



Perception
IFOP survey

≠



Reality on the field





MERCI D'AJOUTER :

- Lien avec la version sous-titrée en anglais
- Le titre « the city butt and its travelling companions” dans la bonne typo svp

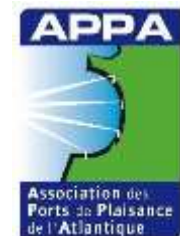
**Campaigns made possible by
the co-construction of a collective,
the same for an integrated approach on the
move**



GESTES PROPRES members



And our partners



An active co-construction for many years

All our campaigns and awareness-raising programmes are decided by our Board and our Communications Working Group, each of which is made up of the following participants:

- representatives of mayors (for 52 years, the beginning)
- representatives of natural areas (for 10 years)
- Ministry of Ecology (for 10 years)
- EPR Schemes (for 20 years for once / Citeo and with the new ones)
- Companies (for 52 years, the beginning)



And tomorrow...

Our aim, and that of this group, is to offer local authorities a service and tools that are better adapted to their needs and organisation.

For examples:

- - A platform that will bring together the tools of prevention associations such as GP and others, and those of EPR Schemes, all validated by an ethics committee.
- A cleanliness self-diagnostic
- coordinating the EPR Schemes' referents
- ...

- ▶ All projects to be co-constructed to raise awareness as close as possible to local residents



Conclusion

European regulations provide a powerful incentive for industry to get involved in this fight via the EPR Schemes.

A political decision that will provide the means to take concrete action on the issues at stake.

We will finally be able to:

- advance knowledge and expertise
- share best practices, solutions and tools more widely...
- running this network
- provide practical help to local authorities

And reduce the amount of litter and marine litter...

A win-win situation for all stakeholders and biodiversity!





Thank you!

