

ACR+ IBGE Brussel 21 st Sept 2007

Cluster of experts on packaging prevention

Packaging Prévention

One or two points from France

Rémi GUILLET

**Président du Comité de Pilotage du Plan National de
Prévention des Déchets**

Président de la Commission Déchets et Propreté de l'ASTEE



French waste prevention policy

- Presented fall 2003
- Mainly based on voluntary actions
- Large public information campaign (with TV adds)
- Tools prepared for local authority and associations
- One « lighthouse » action : plastic bags

One important success : plastic bags reduction

- Using the impact of NGO and local authorities (Corsica, Compagnie du vent),
- in 2003, french government began strong exchanges with distribution sector.
- At the end of 2003, major distributors announced a reduction of at least minus 15 % in 2 or 3 years : voluntary action

The success has been amplified !

One important success : plastic bags reduction in France

Year	Billion bags (10⁹ bags/y)	Base 100 % (in 2002)
2002	10.5	100
2003	9.4	89.5
2004	7.5	71
2005	5.9	56
2006	3.1	29

70 % reduction instead of 15 % !

Waste prevention is a win-win action

- No-waste is not throwing a product (less waste, and less pollution in waste treatment)
- But no waste is also often no new product : Repairing an appliance or buying a second hand bike means not buying a new one : Fewer new products, fewer goods also mean fewer natural resources, less oil, less pollution, less transport, less fuel
- All this is money saving for households and companies
- New jobs are created, (balancing jobs lost in non-production and sale of products, if)

Example is given by 2 actions : reducing food losses and drinking tap water instead of bottled water

- Eating food on time (fresh fruits, preserves, or cans) means no out of date goods and less rubbish including less packagings
- The example of tap water based on the CO₂ emissions shows the leverage force of packaging waste (here, plastic bottle) prevention

The « Drink tap water » example

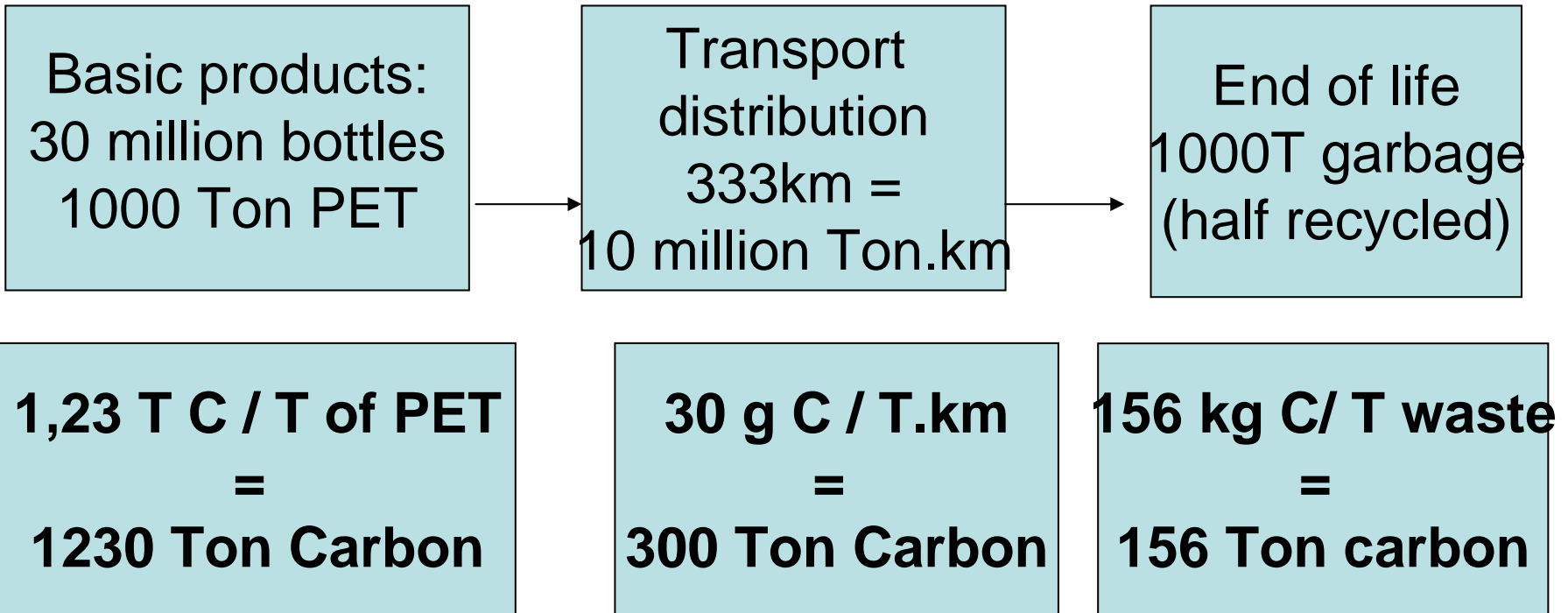
What is the packaging waste reduction and CO2 impact if public campaign succeeds

in avoiding 1 out of 2 flat water bottles in a community of 600 000* inhabitants?

*** = 1% of France population**



The «Drink tap water » example



***Conversion factor for France with ADEME Bilan Carbone**

ACR+ 09 21 2007

The «Drink tap water» example



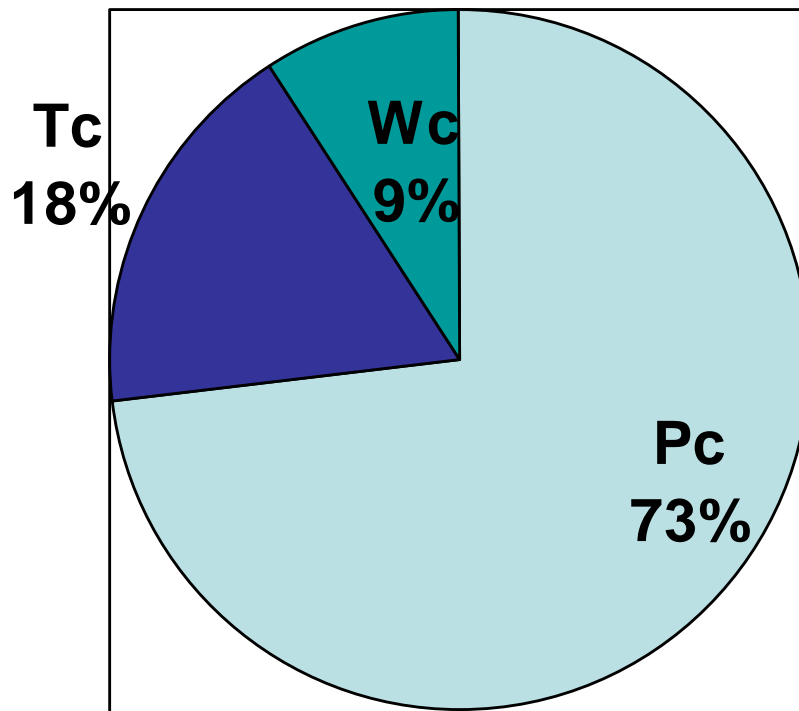
With a halving of spring water bottles for 600 000 inhabitants, reduction of CO2 emission is :

Production CO2 =
1230 T C / year

Transport CO2 =
300 T C / year

Packaging Waste
CO2 =
156 T C / year

$$P_{CO_2} + T_{CO_2} + W_{CO_2} = 1686 \text{ T carbon}$$



The « Drink tap water » example



- $\frac{3}{4}$ of the CO2 saving is in upstream product (here, PET packaging)
- The impact of packaging waste treatment is less than 10% of CO2 involved
- The prevention of CO2 emissions by transport is twice that of emissions from packaging waste treatment

- These results can be used when some producers use unacceptable arguments in order to ruin waste prevention campaigns.

For instance, in first term of 2007, campaign against tap water of Cristaline Company

**Qui prétend que
l'eau du robinet
a toujours bon goût**

**ne
doit pas
en
boire
souvent !**

Je choisis Cristaline.





Plomb

Nitrates

Chlore

**Je ne fais pas
d'économie sur
l'eau que je bois.**



**Pour 5€/mois
je choisis
Cristaline.**

www.cristaline.fr

**Je ne bois pas
l'eau que j'utilise.**

Je choisis Cristaline.



It is important to share experiments and studies

- ACR+ initiatives are important for european cities and regions progress in waste prevention
- And for convergence of actions
- One example can be the proposal of an *European Waste Prevention Week*, as France has created in 2006

La semaine de la réduction des déchets



ACR+ 09 21 2007