



MED-InA 1st Zero Waste Workshop

February 20th in Miramas, France

The MED-InA project

Cities on both sides of the Mediterranean face important environmental challenges and increasing costs to collect and treat waste, including expensive investments in landfills or incinerators. The Zero Waste approach is a cost-effective and circular option to reduce the amount of waste produced and treated through prevention, reusing and recycling actions at cities' scale.

The MED-InA project is an alliance of five Mediterranean countries aiming to develop and roll out a Zero Waste methodology for public policies fostering citizen-centered waste reduction, reuse, and recycling in Mediterranean cities by:

- Coaching citizens towards more responsible behaviors
- Assisting municipalities towards the implementation of Zero Waste management plans
- Supporting circular economy start-ups in developing local and innovative solutions for waste management

Three Mediterranean cities will be testing and implementing MED-InA Zero Waste approach:

- Irbid in Jordan
- La Marsa in Tunisia
- Carcaixent in Spain

MED-InA Zero Waste workshops

Two one-day workshops dedicated to waste management and the Zero Waste are organized within the MED-InA project. The objectives of these workshops are:

- To guide MED-InA municipalities into the design and implementation of a Zero Waste public policy
- To allow municipalities to gain theoretical and technical knowledge
- To exchange on Zero Waste strategies implementation, good practices and lesson learnt

The workshops are designed to be an opportunity for discussions and debates between MED-InA's partners and external peer Zero Waste actors (Zero Waste municipalities, NGOs, innovative start-ups), in order to cover all dimensions of a Zero Waste methodology implementation: public consultation, technical solutions, incentives and nudge, communication to citizens.

MED-InA's first Zero Waste Workshop was held in Miramas on the 20th of February 2020. These minutes aim at summarizing the main discussions and exchanges of this event.



Participants

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Alice Cucchiaro	AVITEM
Anna Garret	AVITEM
Carla Rasera	AVITEM
Coline Ulusakarya	AVITEM
Reham Jammal	Greater Irbid Municipality/Jordan
Shaima Jaradat	Greater Irbid Municipality/Jordan
Hani Abu Qdais	Jordan University of Sciences and Technology
Ghina Chammas	American University of Beirut
Plàcid Madramany	Consorci de la Ribera
Esther Hervàs	Consorci de la Ribera
Lionel Rodrigues	E3D-Environnement
Amandine Zbinden	E3D-Environnement
Ramon Belenguer Fas	Xilxes Municipality
Victor Alcañiz Ayala	Xilxes Municipality
Sergi Machi Felici	Mancomunitat Ribera Alta
Veronique Arfi	Miramas Municipality
Geraldine Buti	Miramas Municipality
Nicolas Blanchard	Miramas Municipality
Frédéric Vigouroux	Miramas Municipality
Tatiana Genty	Communauté d'Agglomération Sicoval – Toulouse
Jeremy Gadek	Communauté d'Agglomération Sicoval – Toulouse
Jack McQuibban	Zero Waste Europe
Jaka Kranjc	Ekologi brez meja – EBM
Paco Salom Salom	Carcaixent Municipality



Why Miramas? [presentation by Geraldine Buti, Veronique Arfi and Frédéric Vigouroux – Miramas Municipality]

MED-InA first Zero Waste Workshop was organized in Miramas, France on the 20th of February. But why organizing this event in Miramas?

Miramas is a medium town comprised in the Aix Marseille metropolitan area. It counts 26 217 inhabitants and it is spread on 25,7 km² including 43% of natural lands, 22% of agrarian lands and 31% urban spaces. In 2015, the town of Miramas became a Zero Waste Territory and the only one of two in France (with Besançon) to receive the Zero Waste label.

In fact, the town of Miramas is engaged in bold policy of waste management and reduction. Although the city is not in charge of waste management (Aix Marseille Metropolis is), Miramas has developed a dedicated department within the municipality to lead on these issues whose actions at city level are focused on street cleaning, maintenance of green spaces, organic waste proximity management and communication with population.



In order to fulfil its missions, the town of Miramas developed a unique approach based on participation and volunteering with two main objectives: 1) informing and raising awareness among the general public in order to reduce waste; 2) launching a knock-out effect by becoming a Zero Waste reference city.

After 5 years, the results are more than encouraging:

- ✓ residual waste decreased of 10% in 3 years while household waste decreased of 4% through volunteer-led initiative.
- ✓ All events in Miramas now must be 'environmentally friendly.'
- ✓ A household challenge to reduce waste by 50% was successful, another 1000 households have signed up for 2021.
- ✓ 30 local retailers have signed up to local zero waste label, signing [a specific Zero Waste chart](#).
- ✓ 30 new jobs have been created in the reuse and circular economy sectors.

One other noteworthy aspect of Miramas Zero Waste policy is the strong political commitment, carried in the first place by the mayor M. Frederic Vigouroux, who explained the importance of promoting these policies in order to get more and more citizen adhesion. He also stressed that his Zero Waste political pledge was much appreciated by the Miramas citizens.



What is a Zero Waste approach? [presentation by Jack McQuibban – Zero Waste Europe]

Zero Waste Europe is an NGO based in Brussels founded in 2013 which aims at 1) animating a network of Zero Waste NGOs, local groups and communities all over Europe; 2) influencing and changing European Policies and 3) mentoring cities towards a Zero Waste transition. Zero Waste Europe was selected to accompany the MED-InA project for the animation of the Zero Waste Workshops and the design of a guidebook dedicated to Zero Waste public policy in the Mediterranean region.

The “Zero Waste approach” can be defined as continuous effort to phase out waste but instead by creating and implementing systems that do not generate waste in the first place. It implies the conservation of all resources by means of responsible production, consumption, reuse and recovery of products, packaging and materials without burning, and with no discharges to land, water, or air that threaten the environment or human health. Besides the positive environmental impact, implementing a Zero Waste strategy at the local scale also benefits to the city as it fosters circular economy and local job creation.



The Zero Waste Europe networks counts over 400 municipalities engaged to develop zero waste strategies in Europe and supported to do so by local and national coordinators. Becoming a Zero Waste City implies a set of commitments and actions such as to define quantitative waste reduction targets for mid and long term, to adopt collection programs for recyclable materials, specifically organics, to implement local waste prevention measures (Home & community composting, Reusable nappies, Packaging free shops and reuse centres), to implement of a Pay-As-You-Throw system to incentivize waste reduction, to establish a multi-stakeholder engagement process (E.G Zero Waste Advisory Board), to conduct residual waste audits and analysis to continue to seek improvements in waste reduction and prevention and to publicly report progress towards the zero waste plan so that citizens can monitor.





➤ Towards Zero Waste in participating areas

⇒ The City of Xilxes, Spain [Presentation by Ramon Belenguer Fas – Xilxes Municipality]

Xilxes Spain is a town located in the Region of Valencia. It counts 2700 permanent residents but in summer it can reach nearly 15,000 due to touristic activities. The town of Xilxes struggles to deal and coordinate between the various regulations set locally, regionally, nationally and by the EU. Regarding waste management, the current data suggests a 24.5% recycling rate, with 40.6% sent to landfill and 34.7% evaporation. The town of Xilxes developed a recycling system in use, parks in one location across several towns each day of the week. The town also developed a specific campaign for organic waste treatment: a door to door raising awareness campaign was organized. In 2019, 35800 kg/year of organic waste were collected on the street, with some households and businesses using a community composting option. Currently, 15,000 EUR annually is spent on transporting organic waste to a distant treatment plant.



⇒ SICOVAL area, City of Toulouse, France [presentation by Tatiana Genty and Jeremy Gadek – SICOVAL Agglomeration Community]

The SICOVAL area, located in the city of Toulouse spreads on 250km² (66% of natural and agrarian spaces) and counts 78348 inhabitants. In 2018, 41000 tons of waste were produced. Historically, the SICOVAL area has always be dedicated to innovation in the field of waste management, prevention and reduction working on reduction of collection frequencies, on-demand collection for isolated habitants, experimentation of connected tools for awareness raising and the economic model evolution in order to enhance prevention. This vision is implemented through bold territorial projects and huge human and financial resources dedicated.



For example, the SICOVAL implemented a Pay-As-You-Throw system using electronic chips in individual waste containers. waste bags. Challenge is creating a system which can be used in densely populated areas of the municipality, as well as more rural households. In 5 years, a 50kg drop in volume of residual waste for inhabitants was noticed since the introduction of the PAYT system. PAYT uses 70% fixed rate and 30% variable which limits



current business model, causes problems of low revenue and limits the incentive for citizens to reduce waste further.

⇒ **Zero Waste at the city level in Slovenia.** [presentation by Jaka Kranjc – EBM]

Ekologi Brez Meja EBM (Ecologists without borders) is a Slovenian non-profit, member of Zero Waste Europe. EBM and ZW Europe supported Slovenian cities in implementing a Zero Waste approach.

Nine municipalities in Slovenia has committed towards the Zero Waste approach joining the Zero Waste network – which represents 17% of the Slovenian population, placing them in the top 2 European countries in terms of waste management good practices. In order to become Zero Waste cities, the nine Slovenian municipalities applied, assessed their current situation and ran a waste composition analysis. They created a Zero Waste advisory board and adopted Zero Waste commitments and strategy above mentioned. Some measures were implemented such as door to door collection, Pay As You Throw (PAYT) systems as well as prevention measures (Home composting and gardening promotion, enabling and encouraging reuse, repair and DIY refurbishment, local legislation such as green procurement or standards for public events...) and bold communication campaign (media, events, award winning).



In terms of impact, since 2014, 15,750 tons of waste have been avoided as well as approximately 3,000,000€ of disposal costs.



Visit of Miramas Zero Waste achievements

The Miramas Municipality team organized a field visit of Zero Waste initiatives implemented in Miramas city center. The MED-InA group visited:

- A packaging-free grocery
- A Zero Waste hair dresser sorting cut hair to upgrade it as floating booms for oil spill containment or filtration
- A restaurant using only locally produced food and limiting food waste.

These three retailers were accompanied by the municipality to develop their Zero Waste approach. They have signed up to the local zero waste label, committing to [a specific Zero Waste charter](#).



Three participative workshop sessions

The afternoon of the Miramas workshop was dedicated to three participative sessions animated by AVITEM, Zero Waste Europe, EBM and E3D-Environnement:

- **Session 1: Waste management Technical solution and local business models.** This session aimed at triggering exchanges on what could be possible to do in terms of waste management in MED-InA's pilot cities – Carcaixent, Spain and Irbid, Jordan – based on Miramas example presentation.
- **Session 2: Innovative incentives and citizen implication.** This session, held by E3D-Environnement (lead beneficiary of the project) aimed at presenting the *Nudge approach* as a solution to enhance citizen implication and change citizens' behaviors in regard of waste.
- **Session 3: Zero Waste strategy governance at municipality level.** This session, held by ZWE and EBM, aimed at increasing participants' understanding of the concept of zero waste at municipality level and the benefits this has over traditional waste management practices and to provide participants with the opportunity to practically learn and experiment with a zero waste programme, from the perspective of a municipality official



➤ Conclusions and key messages

⇒ Municipalities: relevant actors for action

Although Municipalities do not always have the full competency for waste management, they can be a key actor especially for engaging citizens and professionals on waste local management, reduction and prevention by:

- Implementing technical solutions: the PAYT system, the door-to-door collection, on-demand collection, community composting systems...
- Adapting the legislation: standards for Zero Waste public events, on green procurements...
- Accompanying local actors to involve in a Zero Waste approach: creation of local Zero Waste labels or commitment charts for retailers...
- Providing incentives for residents and acting on behavior change: thanks to the nudge approach, simple solutions can be implemented to encourage citizens to adopt greener behaviors.
- Communicating and raising awareness towards targeted population groups in street, schools, restaurants through media, events, challenges, awards...

⇒ Main stakes in the Mediterranean about waste management

Presentation and discussions during the participative sessions allowed us to outline major stakes that the Mediterranean is facing regarding waste management such as:

- **Touristic activities.** Touristic activities, namely in coastal cities in Spain and Tunisia are an important setting to take into account. The population is multiplied by 5 during summer in Xilxes and by 2 in La Marsa, increasing the site frequentation and risks of pollution. Specific waste collection and treatment can be developed in the touristic area such as beaches, sea shores or city centers. Specific communication campaign and incentives targeting tourists can also be implemented.
- **Refugee crisis.** Jordan and Lebanon are experiencing several challenges in the cities where refugees have greatly increased local population numbers. However, one can highlight that in many refugees camps in Jordan, there are good examples of waste management enabling social inclusion as well. For instance, the town of Irbid, Jordan, implemented a program enrolling more than 1000 refugees workers in the solid waste management sector.
- **Cultural local contexts.** One shall stress the importance of understanding each different cultural context of inhabitants to improve waste management in the most efficient way. For instance, in Jordan, the religious dimension is important: food is seen as a gift from God, so reducing food waste is bigger than just an environmental reason.



- **Strong difference between waste management systems.** One can notice very different contexts within the Mediterranean region – for example PAYT systems and community composting systems are implemented in densely populated French cities and in Spanish rural areas while Tunisia and Jordan operate vastly different waste management systems with a significant informal collection. Besides, the cost waste management is already cheap for the inhabitants in many places in Jordan or Tunisia, so classic economic incentives won't be effective.

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