

Reference: C1 – C1.3 - 6 – MAMP CT1



## Acquisition for the implementation, the billing and the tracking of Special Fee (“Redevance Spéciale”)

Support technological and social innovation to enroll into the circular economy all waste collecting, processing and recycling facilities

### ACTORS AND TERRITORIES



METROPOLE AIX-MARSEILLE PROVENCE

CT1

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### CONTEXT

In the context of an awareness campaign for professionals, of a financing collection more adapted for household, and of an optimization of collect service, the area of Marseille Provence had deliberated in June 2018 over the implementation of the new regulation of collection and the implementation of the new Special Fee ('Redevance Spéciale' – RS). To this end, the metropolis has launched an invitation to tender for a software acquisition contract to manage subscriptions of professionals and insure their billings. Within this scope, this operation's stakes are at the same time legal, financial, environmental, and organizational.

The discussion fits within the management and reduction of waste project. Indeed, the new RS obliges professionals to better manage and reduce their waste.

This operation is part of the European project LIFE IP SMART WASTE.

### OBJECTIVES AND RESULTS

#### General objectives

- Streamline practices and empower producers
- Improve waste management and cleanliness

## Quantitative Objectives

Managing a portfolio of 30 000 subscribers compare to 2 500 at the beginning

## Quantitative Results

Numbers of subscribers: 15 000 since July 2021, date of the implementation of the project.

The gap with the initial objective can be explained by the exemption of traditional catering in 2021 due to the COVID-19 crisis, professionals who chose private providers, and taxpayers which were only solicited in January 2022.

## Qualitative Results

Collection stop in Concerted Development Zones (CDZ) and Economic Activity Zones (EAZ)

Integration of sorting in public institutions

Many themed events with non-profit organizations and federations on waste management

## IMPLEMENTATION

### Description of the action

- Formation of a project team
- Provide an overview of the flow and quantity of waste produced by professionals' activity
- Validation of the action plan (reduction, sorting, collection, processing, communication...)
- Deployment: software implementation, adjustment of the price scale, internal and external support for change, training, consultation
- Evaluation, indicators tracking

### Planning

- November 2018: award of the contract AMO "Open"
- December 2019: purchase of software "Styx"
- 2020: preparation (software implementation, establishment of the packages, communication)
- April 2021: opening of the web portal professional wastes and sending of subscription mailings
- July 2021: launching for business and administrations
- October 2021: 1<sup>st</sup> trimestral billing: 8 700 shares issued
- January 2022: launching for municipalities, stallholders and traditional caterings

### Principal year of implementation

2021

### Human resources

23 agents: supervising, desk manager, waste management consultants, accountants, sorting and prevention unit



Financial resources

253 244 € HT or 303 892.20 € TTC

Technical resources

Management software with a back office and user web portal  
Financial software  
Mail portal  
URSSAF interface  
Web application for alerts, and intervention tracking  
Tablets to directly update accounts with professionals

Involved partners

Non-profit organizations network, professional federations, CIQ, Private waste collection providers

## FEEDBACKS AND REPRODUCIBILITY

Success factors

Support, advices from professionals and collaborators

Difficulties encountered

Management of registration delays on web portal and of complaints

Recommendations

None