

Reference : C.4 - C.4.3 – 4 – AMP



Distribution of composters, communication and training of composter guides

C.4.3 Continued deployment of individual composting in semi-urban areas

ACTORS AND TERRITORIES



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CONTEXT

Reduce their waste while nourishing the soil... A great prospect!

The bio-waste counts for 1/3 of our household waste, representing an estimated annual tonnage of 231 800 (RPQS AMP 2017 figures).

The individual composting is estimated to save 160 kg/capita/year (according to ADEME : biowaste + greenwaste).

The reduction potential for individual composting is set at 69 kg/resident/year. This can be broken down as follows:

- For kitchen waste, which has a national avoidance potential of 74 kg/capita/year, the reduction potential is estimated between 40 and 70 kg/capita/year (ADEME data). The potential for Metropolitan France is estimated at 55 kg/practitioner/year.
- For green waste, whose avoidance potential at national level (ADEME data) is 67 kg/capita/year (54 kg at waste collection centers +13 kg in household waste), the avoidance potential for the Metropole is estimated at 70% of the total, divided between green waste recovered by composting (14 kg/capita/year) and green waste recovered by independent green waste management (33 kg/capita/year).

Currently, this significant source is disposed of with residual household waste. It is processed via landfill or energy recovery.

The Metropole wishes to promote local composting, by providing household with individual composters. This project is part of a circular economy approach.

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

OBJECTIVES AND RESULTS

General objectives

- Respecting regulations
- Raising public awareness of optimal waste management
- Reduce the amount of residual household waste collected and processed by the local authority, and ultimately cut waste management costs
- Reduce the large amount of green waste collected and processed door to door or at waste collection centers
- Offer for the residents a new local service, enabling them to dispose of their waste quickly and without nuisance, produce compost for use in their gardens, and limit the use of chemicals to enrich the soil
- Contribute to environmental protection

Quantitative objectives

Metropolitan plan for Waste Prevention and Management has been approved in December 2019, fixed the target of equipment on **25 % of individual households in metropolitan France by 2025**

Quantitative results

- **Training of 4 agents** to become an ADEME compost guide
- Distribution to the communes of Cornillon-Confoux, Fos-Sur-Mer, Grans, Istres, Miramas, and Port St Louis du Rhône in october 2021
- 44 distribution visits organized between October 2021 and March 2023 for **1 890 composters distributed**.

	October to december 2021	2022	January to march 2023	TOTAL
Number of composters distributed	866	875	149	1890

Qualitative results

Setting up of a specific email address for specific answers to users questions about composting.

IMPLEMENTATION

An important preparatory work was required before the operation could be rolled out in practice:

- ✓ composting training for staff responsible for distributing the composters (composter guides),
- ✓ identification of distribution sites in the various towns,
- ✓ definition of the technical conditions for distribution,
- ✓ deployment of a software program for reserving composters at rotating stand-by points in the various towns,
- ✓ development of communication materials and ordering and stocking of composters and accessories (bioswales, aerators, etc.).

Visits were then organized according to a predefined schedule. Prior to each appointment, information is posted on the structure's website and in the towns' communication media to encourage people to reserve a composter. During the visit, residents are given training to maximize their chances of success in using their composter (where to install it, what waste to put in and what not to put in it ...).

Description of the action

Des composteurs pour valoriser nos déchets

Dans le cadre du schéma métropolitain de gestion des déchets, le Conseil de Territoire Istres Ouest-Provence met en place le compostage domestique. Dès cette année l'intercommunalité souhaite équiper 3 000 foyers en composteurs individuels* ainsi qu'une trentaine d'écoles en composteurs pédagogiques et une dizaine de résidences en composteurs collectifs.

L'opération débutera à la fin du premier semestre 2021 et s'étendra sur trois années. Ainsi, il sera demandé aux habitants souhaitant s'équiper d'un composter individuel une participation forfaitaire de 10 euros. Ils seront ensuite accompagnés dans la mise en service de cet outil par des agents du territoire formés au compostage domestique.

« Cette action s'inscrit d'abord dans la ferme volonté de réduire nos déchets à la source pour des questions de préservation de l'environnement. Mais elle se dessine aussi comme une nécessité si l'on considère la raréfaction des modes de traitement pour les déchets et la forte augmentation des coûts. Nos bio-déchets ont un fort potentiel de recyclage, et nous devons faire en sorte de les valoriser au mieux et au maximum », souligne le président du Conseil de territoire et maire d'Istres, François Bernardini.

Cette action d'un montant de 240 000 € fait l'objet d'un financement de 60% de l'Union Européenne, dans le cadre du projet LIFE IP Smart Waste PACA et de la Région Sud.

* Les composteurs devraient être disponibles, courant juin 2021. Vous serez informés de l'ouverture des réservations et de leurs modalités à compter du mois de mai.

Pour plus d'information contacter le Conseil de Territoire Istres Ouest-Provence au 04 42 11 16 16 Internet : www.ouestprovence.fr



Year 2020 :

- 4 employees trained as composter guides
- First composters ordered
- Development of communication materials

Planning

Year 2021 :

- Technical preparation for the organization of distribution meetings.
- Installation of composter reservation software
- Start of distribution in October 2021

Year 2022 :

- Continued distribution and communication campaigns in favor of individual composting

Human resources

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- Involvement of sorting ambassadors service
 - Train 4 ambassadors as composter guides
 - Involvement of several employees of the Intercommunal Waste Collection and Recycling Authority (technical and practical organization of the project, monitoring of reservations, stocks, orders for composters, etc..)
 - Involvement of Metropolis communications' service in the development of communication materials
 - Involvement Metropolis' IT department
 - Involvement of local authorities in the organization of office hours and of their communications departments in relaying the information

Financial resources

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- Training of 4 composter guides = 2 106 €
 - Purchase of 3 689 composters = 221 948 €
 - Printing of communication mediums = 594 €
 - Hosting of distribution sessions by compost guides (2021/2022) = 11 025 €

Technical resources

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- Purchase of 300 and 600 liter composters
 - Production and printing of communication panels, composting guides and posters
 - Deployment of composter reservation software

Involved partners

Town of : Cornillon-Confoux, Fos-Sur-Mer, Grans, Istres, Miramas, et Port St Louis du Rhône



FEEDBACKS AND REPRODUCIBILITY

Success factors

- Offer residents the possibility of collecting their composter not only from their place of residence, but also from other communes. Indeed, it is sometimes more convenient for them to go to an office in the commune where they work.
- Attempt to organize regular stand-by duty outside office hours or at weekends
- Organized a short training session about the composting before handing over the composter.
- Involvement of elected representatives in favor of composting and approval of a Metropolitan Plan for the Prevention of Household and Assimilated Waste, one of whose priorities is the promotion of individual composting.
- Financial support for LIFE

Difficulties encountered

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- Difficulty getting people to act and buy a composter
 - Constraint between possible times for distributing composters in relation to staff working hours (during the day) and user availability (sometimes only outside office hours)
 - Some users forget the date of appointment and therefore have to reschedule (time-consuming operation)

Recommendations

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- Communication regularly to raise awareness of the benefits of composting (reminder shots)
 - Send out reminders before the office hours to limit the number of people who forget to pick up their composter
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