



smicval
Libournais Haute-Gironde



Smicval Market : a new facility in order to change behaviours

21st November 2018

PREVENTION, COLLECTE, TRAITEMENT ET VALORISATION DES DECHETS



An atypical organisation

In charge of collect and treatment of wastes of a territory of 138 cities, 205000 inhabitants, on 2000 km²

- Delivers a public service of quality, without any economical, social and environmental debt
- Considers its action as a responsibility : not only a service provider but also a main actor of the development of the territory
- The desire of change of the actual vision about waste :
 - Citizens : tomorrow's lever (faster than institutions)
 - Links between different actors of the territory : Social and Solidarity Economy, and non-trading sector with some facilities which help change : technical organization, Hotspot, Zero Waste Fabrik...
 - Different marketing strategy : from now on, we do not want to speak about waste anymore but about health, social life, food, and environment



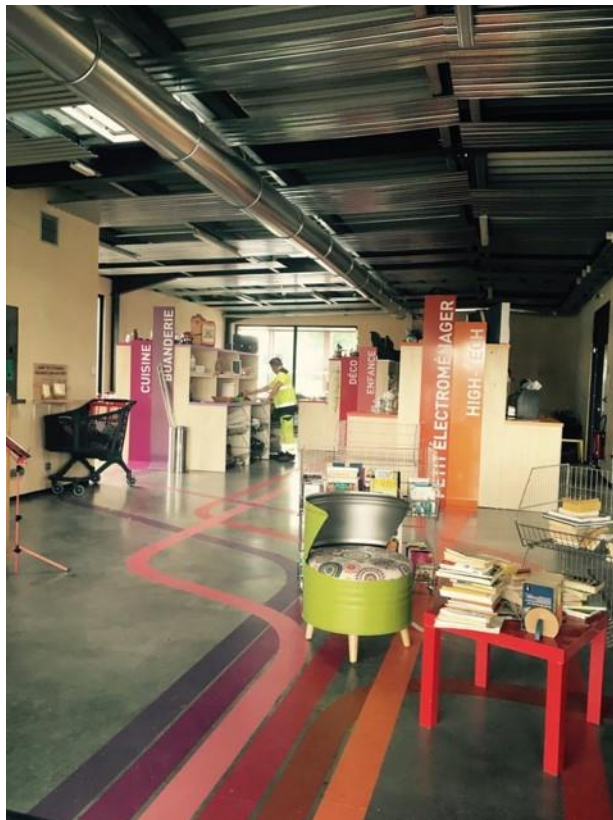
Concept

- An old recyclable collection site to rebuild
- A necessity to change behaviours and opinions :
need fast disposal of waste, do not want to sort,
waste = dirty...
- ➔ I live with resources and not with waste
- A political desire:
 - Replace citizens in the center of operations
 - Innovate to sign on a transition

Finalities and Operation

- Change the image of waste and point of vision of citizens in order to :
 - Reduce and sort “all” waste
 - Develop new recycling categories
 - Improve reception, use and work conditions
- Reverse market
- Slogan : take, drop off, recycle
- 3 zones
- Consumer codes
- Make more difficult to throw things





- Quiet place, swaps between users permitted
- -60% of buried waste, -30% of evacuated waste (total)
- + 85% of valorisation



- Long term desire and political strategy
- Risk taking, “try – mistake” logic, experimentations
- Agility of the organization
- A tailor-made equipment for our territory
- Innovating dynamic since conception

Follow up...

- 1 urban Smicval Market with shopping center, stalls, services (poste, bread depot...), Zero Waste house, → expected in 2021
- 1 rural Smicval Market, linked to an other territorial organization to create insertion work (dismantle, transformation of furniture...) planned in 2020

Why not on fisheries and aquaculture ?

- A common place to share or trade equipment in order to reduce purchases and the ridding of operational equipment
- What are you storing in your plant / hangar ? Some things could be used by other professionals instead of store it without utility...

Contact

Claire DEFRANCE

Operations Director

SMICVAL

8 route de la pinière, 33910 ST DENIS DE PILE

00 33 5 57 84 74 00

Claire.Defrance@smicval.fr