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AFTER-LIFE COMMUNICATION PLAN

Collect+ Project

LIFE 11 INF/FR/000730



Raising awareness for recycling used products



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SECTION I: PROJECT OVERVIEW

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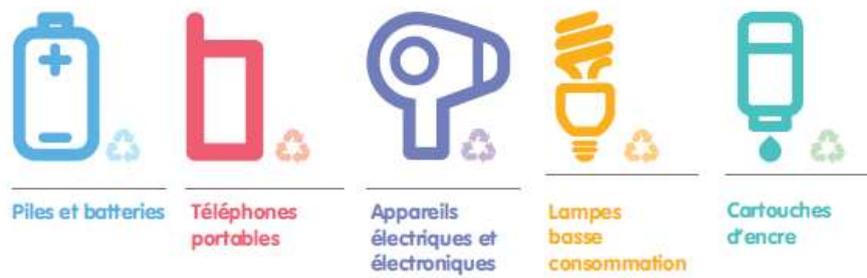
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PROJECT DESCRIPTION

The COLLECT+ project is led by a major French retail and distribution group – Casino, and has been supported by the European Commission under LIFE+ program. The project is aimed **to set up communication and information activities to tackle one of the major environmental problems: waste and resource efficiency.**

With the participation of 400 Casino stores, communication and information campaigns are encouraging consumers to collect waste electrical and electronic equipment (WEEE) and return them to the appropriate boxes at their disposal within the stores. The project is targeting 8 million consumers within the French territory.

More particularly, the project focuses on 5 types of used products:



RELEVANCE TO THE EUROPEAN POLICY AND LEGISLATION

By promoting better waste management for a more efficient use of resources the project contributes to the long-term EU objective of transforming Europe into a recycling economy. The project is in line with EU legislation on waste management of batteries and accumulators (Directive 2006/66/CE) and WEEE (2002/96/CE) which request the end-user to be informed through communication campaigns. The messages developed and tested during the campaigns are easily understandable, accessible and largely spread within the participating stores and far beyond.



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INNOVATIVE CAMPAIGNS

To meet the project objectives, Casino Group and its partners set up two important information and communication campaigns within 400 stores in November 2012 and April 2013.

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Recycler ce qui ne sert plus à rien,
ça sert à quelque chose?



Piles et
batteries



Téléphones
portables



Petits appareils
électroniques et
électriques



Lampes à
économie
d'énergie



Cartouches
d'impression

Oui!

Les **matières premières** de ces produits, une fois usagés, sont récupérées par des éco-organismes, puis recyclées et réutilisées pour fabriquer de nouveaux objets.

A modern and colorful creative communication concept

Powerful grip

Individual citizen act is replaced in a more
global context

Universal messages, easy to understand and
accessible to everyone

Simple pictograms for concerned used
products

A 360° communication plan is set up to emerge in store

Commercial leaflet – 11 million publications

Posters, guides, totems, etc.

Internal radio spot

Promotion girls in store

Goodies for customers (bags, boxes to store
used products at home)



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DEMONSTRATION VALUE AND TRANSFERRABLE RESULTS

Collect+ project is a good demonstration of the role retailers might play in the public awareness raising activities. It is also the demonstration of an effective and successful communication campaign which tackles the audience of all age and nationality thanks to the universal, creative and easily understandable messages. One of the main advantages of the project is availability of the results of the studies performed by a French research institute during the both campaigns. Thus, more than 1000 consumers were interviewed at the exit of the stores which permitted to the project team to evaluate the effectiveness of used tools and methods.

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- ❖ **Positive impact:** Customers are sensitive to the information they receive and keep exercising good practices of recycling.
- ❖ **Motivation for recycling:** 86% of the consumers who have seen the first campaign were keen to recycle more. This score reached 90% during the second campaign!
- ❖ **Certain communication tools are appreciated:** About 77% of the interviewed public liked the operation. Posters and flyers are the most appreciated communication tools.
- ❖ **Major obstacles identified:** Unattractiveness and poor visibility of the recycling bins remain the main obstacles for clear consumer perception and effective use.

Altogether, the project results demonstrated the positive impact of the campaigns on consumers. Regular consumer information and better visibility of the tools put in place for recycling purposes seem to be essential to ensure the sustainability of the positive project effects. The results of the performed studies will help Casino Group and any other interested stakeholders improve their communication campaigns in future.



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SECTION II: COMMUNICATION STRATEGY

PAST AND CURRENT DISSEMINATION ACTIVITIES

A wide dissemination of project objectives, news and results has been among the main activities during the whole project life. Since Collect+ is a communication project the major part of dissemination of the information about it went through the project intrinsic communication tools installed/distributed within the participating stores: brochures, leaflets, totems, posters, radio messages, goodies etc. Thus, a wide audience of all age and nationality within the French territory was informed about the project and invited to discover more on the project's website.

In addition, a special communication strategy was designed in view of dissemination of project results within the Group and far beyond.

The main target audience of this strategy included:

- ❖ Casino Group employees
- ❖ European retailers and distributors
- ❖ European waste associations
- ❖ European eco-organisms
- ❖ Other organizations involved in recycling
- ❖ Other organizations involved in communication campaigns



Internal Communication Activities

Deep awareness of the problematic and implication of the participating stores were one of the keys to the project success. To ensure this, various communication and motivation tools and techniques were used from the very beginning of the project.

- ❖ Intranet site: Information on the project was put in advance and regularly updated on the Casino Group Intranet site.

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❖ On-line training

An interactive and playful E-learning module was developed and put on-line in order to train the participating store directors and their employees (as well as project animators) on the topic of WEEE recycling;



❖ Internal magazines

Pages dedicated to the project were included in the Casino Group internal magazines : 2 publications in *Regards magazine* – 55 000 issues, 3 publications in *Parcours magazine* – 30 000 issues

❖ Casino Challenge

An internal Challenge was organized for the second campaign. 4 stores (2 hypermarkets and 2 supermarkets) were recognized for their involvement and effective highlighting of the used products recycling to their customers (grants, in-house put forward, trophy)

External Communication activities

Following **dissemination activities were realized** to reach external targeted audience:

Development of dissemination materials

- A project website was created and put on-line before the start of the first campaign. The website was used as the main tool for announcements, news, photo/video/document uploads.
- A project Facebook page was created before the start of the second campaign.
- A number of leaflets, information bulletins and brochures (in French and English) were developed and published during the project lifecycle;



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Development of networking/dissemination database

A special file regrouping contact details of targeted stakeholders was created. All related announcements and communications were circulated through this mailing list.

All project beneficiaries included the information about the project in their official communication tools (annual reports, reference documents, websites and etc.)

Organization of dissemination activities

Two web-conferences were organized in January and September 2013 in order to present project progress and respond to the questions of other European LIFE+ beneficiaries (Spain, Italy, Slovenia, and France)

Participation in dissemination events

A list of potentially interesting events was identified and permanently updated. Project team members participated in the selected thematic conferences, seminars, exhibitions and meetings to meet stakeholders and disseminate project results.

Collect+ was one of the 6 LIFE+ projects selected as exhibitors for EU Green Week 2013

BECI Seminar 2012 (Belgium)
Pollutec 2012 (France)
Sustainability Week 2013 (UK)
Resource Week 2013 (UK)
Ressource efficiency and waste management solutions 2013 (UK)
EU Green Week 2013 (Belgium)
Retail Forum Annual Event 2013(Belgium)

Casino Group joined Retail Agreement on Waste in view to share Collect+ experience with other signatories

Building of partnerships

Collect+ team built a partnership with French eco-organisms and European associations representing commerce (Eurocommerce) and waste management (European federation of waste management and environmental services) in view to disseminate project results.

Press share

Two press statements were released - one before the start of each campaign.

ADDITIONAL DISSEMINATION ACTIVITIES

In order to ensure the continuity of the project following activities will be realized after the end of the project:

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Action	Description	Responsible partner	Dead-line	Cost
Maintenance of the recycle bins	All installed recycle bins will be maintained in the participating stores after the end of the project. Directors of the stores will ensure their proper placement and utilization.	Casino Group	N/A	N/A
Maintenance of the distribution of the project communication tools	Communication kits developed during the project (leaflets, brochures) will continue to be distributed by the project team during the thematic events until the depletion of stocks.	Casino Group, Active Sustainable	N/A	N/A
Monitoring and updating of the collected waste tonnage	The quantity of the collected used WEEEs from the beginning of the project is displayed and permanently updated on the project website. This practice will be maintained after the end of the project to inform the public about project progress and encourage for more recycling.	Casino Group	N/A	N/A
Client communication	Casino customers will continue to receive information about WEEE recycling, particularly through the Catalogue page published once per year (around 5,8 mln examples)	Casino Group	N/A	N/A
Training of Casino employees	E-learning tool as well as information about the project will remain on-line on Casino Intranet after the end the project. Thus, Casino Group employees will continue to have access to this information and get trained.	Casino Group	N/A	N/A
Maintenance and regular update of the project website/FB page	www.recyclonsplus.eu website will be maintained 5 years after the end of the project. The "News" part of the site will be regularly updated. The same for www.facebook.com/recyclonsplus	Active Sustainable	2018	N/A



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<p>Participation in the related events</p>	<p>Collect+ Project team will continue to participate in the related thematic events one year after the end of the project in Belgium, France and UK. As members of Collect+ team are based in these countries no travel or subsistence cost is associated to this action. Here are some of these events: EU Green week 2014 EU Sustainability week 2014 Pollutec 2013/2014 Retail Forum Annual Event 2014</p>	<p>Casino Group, Active Sustainable</p>	<p>2015</p>	<p>N/A</p>
<p>Retail Agreement on Waste</p>	<p>Collect+ team will continue to cooperate with Eurocommerce in the framework of the Retail Agreement on Waste in view to share its experience with other signatories. Information about Collect+ project is expected to be included in the Eurocommerce Annual Report 2014.</p>	<p>Casino Group/Active Sustainable</p>	<p>June 2014</p>	<p>N/A</p>



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For further information, visit the website:

www.recyclonsplus.eu



Éco-organismes agréés par l'État :



Sociétés de collecte des cartouches d'encre :

