

Information bulletin

Collect+

LIFE 11 INF/FR/000730

Ensemble
recyclons
PLUS



recyclons
MIEUX

March 14th, 2013

About the Project

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), like batteries, mobile phones, ink cartridges, and energy-saving light bulbs, and return them to the appropriate boxes at their disposal within the stores. The project is targeting 8 million consumers within the French territory.

For more information about the project, please visit www.recyclonsplus.eu

Collect+ is focused on two major information campaigns organized during European week for waste reduction (21st of November – 1st of December 2012) and French Sustainability week (27th of March – 6th of April 2013). Although the second campaign is still in the phase of preparation, preliminary results of the first campaign are already available and we are keen to share them with you!



**ACTIVE
SUSTAINABLE**

GRUPE
Casino
NOURRIR UN MONDE
DE DIVERSITÉ

First Results

The first campaign took place in 400 hypermarkets and supermarkets of Casino chain in November 2012. TNS Sofres research institute interviewed more than 700 clients in the exit of the markets during the second weekend of the operation and here are the results:

- **Positive impact:** 31% of the clients in hypermarkets and 25% in supermarkets saw at least one element of the campaign compared to the average of 20% of similar operations according to the studies of Sofres. Almost everyone who saw visual supports declared to have read the containing information;
- **Our communication tools are appreciated:** 78% of the interviewed public liked the operation (compared to the average of 70% for other similar operations studied by Sofres). Our communication tools were described as clear, attractive and complete;
- **Effective animations:** 94% of Casino clients read or had an intention to read the distributed information kits. Animations increase attractiveness of the campaign and make clients discuss about it afterwards (67%);
- **Motivation for recycling:** 86% of the clients who have seen the campaign are keen to recycle more. This score reached 94% among the clients who participated in animations!
- Finally, **98% of Casino clients applaud the collection of the WEEEs (used products) in super and hypermarkets!**

The preliminary results demonstrate the success of our first campaign and positive impact this kind of operations might bring to the public. We are currently preparing actively our second campaign which hopefully will lead to even better outcomes. According to the last available figures, **451 451.12 kg of WEEEs were collected** in our participating stores since the beginning of 2012. We are looking forward increasing this number drastically by the end of the project!

Please, follow us on the www.recyclonsplus.eu for updated information and project results.

For any further question, please, contact us on: info@activesustainable.org