



Collect+

LIFE 11 INF/FR/000730

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).

Both campaigns had a great success among the consumers. Although project's final results are still being collected and analyzed, we are keen to share with you some preliminary results!





Preliminary Results

Collect+ campaigns took place in 400 hypermarkets and supermarkets of Casino chain. During both campaigns, a French research institute interviewed more than 1000 consumers in the exit of the markets and here are the results:

- **Positive impact:** Customers are sensitive to the information they receive and keep exercising good practices of recycling. Thus, during the second campaign 88% of the surveyed public declared to practice household waste sorting in a systematic way compared to the 84% during the first campaign, and 83% before the campaigns.
- **Motivation for recycling:** 86% of the consumers who have seen our first campaign were keen to recycle more. This score reached 90% during our second campaign!
- **Our communication tools are appreciated:** About 77% of the interviewed public liked the operation (compared to the average of 70% for other similar operations). Our communication tools were described as clear, attractive and complete; information panels, posters and flyers are the most appreciated by the customers.
- **Major obstacles identified:** Poll results demonstrated that unattractiveness and poor visibility of the recycling bins in the stores remain the main obstacles for the clear consumer perception and effective utilization.
- **Differences in the results of the first and second campaigns:** While the results of the first campaign showed a very favorable consumer perception of the recycling, the second one was marked by the global fall of expectations and interest in the topic which can be explained by deteriorated economic and social conjuncture in the country.

Altogether, preliminary results demonstrated the success of our communication campaigns and positive impact this kind of operations might bring to the public on the long term. Regular customer 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.

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 www.recyclonsplus.eu and www.facebook.com/recyclonsplus for updated information and project results.

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

