



Implementation of the 3Rs in France

Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

1/10



Vincent GEFROY, French Environment Ministry



Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

2/10



French 3Rs Strategy

A framework: a National Plan for Waste Prevention (February 2004)

- **Illustrative actions to raise awareness among stakeholders**
- Acting for the long-term (environmental quality labels, “green” public procurement,...)
- Monitoring action



Senior Officials Meeting on the 3R Initiative

6th -8th March 2006

Tokyo, Japan

3/10



1.

Mass consciousness-raising campaign on waste prevention



360 kg
par an et par habitant :
ça déborde !

Simple et concrets :
les bons gestes pour réduire nos déchets.

RÉDUISONS VITE NOS DÉCHETS. ÇA DÉBORDE.

Pour en savoir plus : www.reduisonsnosdechets.fr





Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

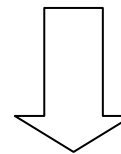
Tokyo, Japan

4/10



1. A 3-year long campaign on waste prevention

- 10 daily and simple actions at everyone's reach
(drinking tap water, buying products with less packaging, composting at home...)



- First assessment: an exceptionally good reception of the different messages



2. Development of experimental standards on product expected effective lifetime

(PEEL)

- Some producers already give information on PEEL to consumers: batteries, lamps, building materials,...

"This lamp has been manufactured in order to light for XXX hours..."

- Complementary to the "price" information
- French Standardization Association works on the development of standards for specific products in close cooperation with producers

Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

5/10





Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

6/10



3. Reduction of the distribution of disposable carrier bags

- Workshop gathering large-scale retailers, carrier bags producers, NGOs and national authorities
- Target of a 50% reduction of the quantities distributed in 2006 compared to 2003



Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

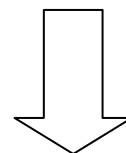
Tokyo, Japan

7/10



3. Reduction of the distribution of disposable carrier bags

- **The large-scale retail sector has already announced a 35% reduction in 2005.**



- **Target should be reached on time**
- **Active promotion by the supermarkets of re-usable shopping bags.**



4. Unsolicited advertising flyers

- The campaign “Halt to advertising” goes on : 9 millions stickers distributed

Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

8/10





Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

9/10



4. Unsolicited advertising flyers

- A decree establishes a financial contribution of the producers of these flyers to their collection and treatment
- Encourages producers to rethink their advertising methods (for instance, distributing fewer flyers and / or using less waste-producing media)
- Promotes recycling of paper



Senior Officials
Meeting on the 3R
Initiative

6th -8th March
2006

Tokyo, Japan

10/10

Thank you for your attention

