



Press Release
Paris, 29 June 2022

JCDecaux, Les Alchimistes and SPHERE - ALFAPAC are combining their expertise to offer 5 street collection points dedicated to composting in the 13th district of Paris



In partnership with Les Alchimistes and SPHERE-ALFAPAC, JCDecaux has designed 5 new biowaste collection points being tested out with Paris&Co, which offer both functionality and integration into the urban landscape.

Recycling food waste, a major challenge for local authorities

This new installation follows an experiment in real-life conditions set up in May 2021 by Les Alchimistes, SPHERE-ALFAPAC and Paris&Co for collecting and composting food waste for the residents of the Paris Left Bank Urban Innovation Quarter in the 13th and 14th districts of Paris and on Ile Saint-Denis. Les Alchimistes were chosen by Paris&Co and all of its partners in December 2020 to test out their project of voluntary collection points for food waste.

Building on what they had learned from the initial experiment, Les Alchimistes, SPHERE-ALFAPAC and Paris&Co then contacted JCDecaux to design a new generation of collection points, installed in the 13th district since 24 May 2022, to encourage the neighbourhood's residents to sort and recycle their food waste as compost.

Giving waste a second life is a key concern of the French

89% of the French sort packaging (source: Third edition of the Observatory of waste sorting by the French / Ipsos for Citeo, August 2019), but food waste, according to ADEME, accounts for nearly a third of the residual waste in our dustbins. Most often this waste is incinerated or buried. Alternative solutions exist: organic waste can be recycled as compost to enrich and fertilise the soil. As of 1st January 2024, all citizens must have a sorting solution of their biowaste at source, in accordance with the law relating to the fight against waste and the circular economy (AGEC). However, not everyone has a garden or the space needed to install a composter in their home and even more so in the city... and the deadline is fast approaching. 2024 is no time at all and a lot still needs to be done!

A successful initial experiment for recycling food waste in the city

To meet the challenge for sorting biowaste at source in the city, an initial experiment was carried out in June 2021 in the 13th and 14th districts of Paris and on Ile Saint-Denis, thanks to the combined action of Les Alchimistes, the SPHERE group and its ALFAPAC brand and Paris&Co of the City of Paris. This experiment involved installing voluntary collection points near living spaces (homes, schools, shops, etc.) and providing residents with mesh buckets for organic waste and rolls of compostable plant-based ALFAPAC refuse bags. The outcome of the experiment: between June 2021 and January 2022, the amount collected increased from 200 kilos to 1.5 tonnes per month.

In addition to the initiatives launched by the City of Paris to collect household food waste, like the support for collective and individual composting, the installation of voluntary collection points at Parisian markets or the establishment of a door-to-door collection system in three districts, the experiment carried out by Les Alchimistes and SPHERE reinforces the learning processes surrounding the sorting of biowaste at source, aimed at rolling it out as part of the legal obligation.

One year later, the experiment is continuing with a new generation of collection points

After a year of testing out collecting food waste from Parisians, Les Alchimistes wanted to expand the project. They naturally turned to JCDecaux, a street furniture expert committed to sustainably improving city life. This new partnership, bringing the historical actors of the project together with JCDecaux, have resulted in new-generation collection points that are ergonomical, easy-to-use and fully integrated into the Parisian urban landscape thanks to the expertise of JCDecaux's engineering office regarding street furniture and Patrick Jouin's design. The collection points have an embedded intelligence system: on the two tanks in the collection point, a filling sensor opens the least filled collection hatch so that the sorted waste can be deposited cleanly and easily. A sensor created by Heyliot and installed on the points is used to optimise Les Alchimistes' rounds which communicate how full the points are in real time. This sensor is a genuine monitoring and analysis tool designed to increase collection performance.

Five new collection points for easier sorting

Five new biowaste collection points have now been available since 24 May in the 13th district of Paris. They aim to encourage the residents of the neighbourhood to drop their food waste into them several times a week. They can sign up to the experiment for free on Les Alchimistes' website or by using the QR code on the collection point and they will then receive a subscription card, a bio-bucket and compostable SPHERE-ALFAPAC refuse bags. They simply need to sort their waste at home and take their biowaste bag to a JCDecaux collection point. Les Alchimistes will do the rest! The food waste is collected and then recycled using a semi-industrial composting process. Every year, participants receive a bag of compost.

A new study will be made after a year to analyse the performance of this system and decide whether it should be extended and rolled out in the future.

Jean-Dominique Hietin, IDF-Paris Regional Manager of JCDecaux, stated: *“I’d like to thank Les Alchimistes for having asked us to join this great project aimed at supporting and accelerating the emergence of infrastructure for collecting food waste in the city. In this case, JCDecaux is providing its know-how in creating, designing and maintaining street furniture items to support a local solution with high environmental added value. In this highly innovative neighbourhood of the 13th district, residents can henceforth drop off their food waste very close to where they live in a useful, efficient, visually-pleasing and clean item of street furniture.”*

Alexandre Guilluy, Chair of Les Alchimistes, also stated: *“Our experiment already under way with SPHERE using basic sorting materials has shown how Parisians can take on-board sorting food waste at source. Here, our desire is to further improve this street furniture experience to make sorting easier for citizens. Thanks to JCDecaux, the action is ergonomical, comfortable and simplified.”*

John Persenda, Chairman – CEO of the SPHERE group, also stated: *“By 2024, the sorting of biowaste at source must become mainstream. Every French person must have specific sorting solutions at their disposal and be able to rely on the involvement of their local authorities. Motivated by shared environmental ambitions, SPHERE and LES ALCHIMISTES have come together to put in place a sorting and collecting experiment for the food waste of people living in an urban environment. The SPHERE group with its ALFAPAC brand is continually pursuing its desire to improve and to optimise its products by ensuring they have a reduced environmental impact. Finding solutions for today and tomorrow is our group’s everyday challenge.”*

About JCDecaux

JCDecaux, world leader of outdoor communication, is currently present in more than 80 countries and 3,518 cities of over 10,000 inhabitants. For around 60 years, JCDecaux’s products have been considered a benchmark in terms of innovation, quality, aesthetics and functionality. Thanks to its employees’ know-how, the services offered by the Group, in particular for cleaning and maintenance, are recognised worldwide by cities, airport and transport authorities as well as advertisers. JCDecaux is today the only global actor whose exclusive business is outdoor communication and the development of all related activities: street furniture, advertising in transport and billboards. In the era of the smart city, JCDecaux is positioned as one of its main actors and is now involved in the emergence of a connected city, increasingly human, open and sustainable.

For more information: www.jcdecaux.com.

Find us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

JCDecaux press contact: Clémentine Prat – Phone: +33 1 30 79 79 10 – clementine.prat@jcdecaux.com

About Les Alchimistes

Les Alchimistes is a Solidarity-Based Enterprise of Social Utility (ESUS) whose activity is collecting and composting urban biowaste locally. The compost produced is used to enrich soils. Les Alchimistes have developed in 9 regions of France (Lyon - AURA, Toulouse - Occiterra, Toulon - Var, Marseille - Provence, Lille - Hauts de France, La Réunion - Péi, Nantes - Pays de la Loire, Montpellier, Paris – Ile de France). Today a hundred FTEs are involved in the Les Alchimistes project.

Les Alchimistes press contact: presse@alchimistes.co

About SPHERE

Founded in 1976, SPHERE is a French family-owned group which is a European household packaging leader and a specialist of professional food and non-food packaging. One of the main world producers of compostable plant-based materials for films and bags.

With 15 production sites in Europe, 7 of which are in France, in 2021 SPHERE recorded turnover of 714 million euros and has 1500 employees.

ALFAPAC - The right waste in the right bag!

ALFAPAC is a brand of the SPHERE group which has equipped the kitchens of the French for over 35 years with products with a low environmental impact: natural baking paper from eco-managed forests of Les Landes, plant-material freezer bags, refuse bags made of recycled or compostable plant-based materials, etc.

With its range of plant-based compostable bags for sorting food waste, ALAPAC is committed to making its environmental contribution to help individuals sort biowaste at source in their homes.

www.sphere.eu



SPHERE Group press contact: Marielle Cayron – Phone: +33 1 53 65 23 00 – m.cayron@sphere.eu

About Paris&Co

Paris&Co is the innovation and economic development agency of the Paris metropolitan area. It stimulates the spread of the innovation ecosystem by incubating more than 500 startups per year, the experimentation of innovative solutions, the organisation of national and international events and prospecting and welcoming foreign startups. Its development is based on an open-innovation approach in close collaboration with more than 120 large corporations and major institutions.

<http://www.parisandco.paris/>

Paris&Co press contact: arthur.heran@parisandco.com