

Zéro Déchet Mont Blanc

Development Strategy

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Executive Summary

The association Zéro Déchet Mont Blanc was created in July 2020. This is our first development strategy, it sets out our vision, mission and values and describes our ambitions and plans for the next three years.

With climate change in the news nearly every day, we all have a responsibility to make changes in our lives which lower our environmental impact. We will engage the local community in the zero waste initiative through information sharing and events, and will run a series of projects to reduce the amount of waste produced in the Chamonix valley. Each of these projects works towards at least one of our ambitions: minimise the amount of waste produced in the valley, create a thriving local circular economy, and minimise the waste impact of outdoors industries.

Vision and Mission Statement

Our Vision

The vision of the association is aligned to the definition of zero waste by the Zero Waste International Alliance:

Our vision is a world of responsible production, consumption, reuse and recovery of products, packaging and materials without burning and with no discharges to land, water or air that threaten the environment or human health.

Our Mission

Our mission is to promote and facilitate a zero waste way of life by individuals and businesses, promoting recycling and reuse and reducing the amount of waste produced in daily life. We will do this by building a community of engaged individuals, sharing information and managing projects, including:

- Organising events to promote waste reduction and practical zero waste projects
- Sharing information to educate and engage businesses
- Putting platforms in place to facilitate sharing of goods to improve reuse
- Supporting and working with local service providers to reduce waste

Alongside our work to reduce waste in the community, we will investigate waste issues affecting the Alps more widely, in particular waste issues associated with high levels of tourism and outdoors industries including skiing, alpinism, cycling, mountain biking, trail running, and hiking, and we will work to reduce the impact of the waste produced by these activities.

Our Values

Our values reflect the international community of the Chamonix Valley. We are committed to being inclusive, to working with other organisations in a constructive manner and to being transparent and accountable:

- Bilingual: All publications are made available in both French and English
- Positive: We work in a positive manner with all our stakeholders
- Community-focused: We listen to the needs of our community, and encourage individuals and businesses to input into our plans
- Transparency: We publish our plans and our results in order to be transparent

- Evidence-based: We publish results from any research (such as surveys) with the public
- Inclusive: We respect and understand that nobody can be perfect, we promote an approach for individuals to “make the changes you can”
- Partnerships: We will promote other organisations working in the area of zero waste, and encourage any activity they undertake
- Accessibility: We ensure any events we organise are accessible

The Problem

In France each person throws away 254kg waste every year¹; 22kg of this is glass and metal, and another 38kg is paper and carton, all of which can be recycled. 96kg could be treated organically; the amount of food waste works out at 29kg per habitant, a sobering thought given the estimates by the Intergovernmental Panel on Climate Change that food waste caused 8-10% of the emissions of the greenhouse gasses in the period 2010-2016².

The Cause

There are many things that can be done to reduce municipal waste, and our cause is to minimise the impact of waste in the Chamonix valley as much as possible. Building a supportive community and encouraging everyone to make changes in their day-to-day lives can have a significant impact on the amount of waste produced. We will motivate residents and businesses to:

- think about the environmental impacts of products before they buy them
- cut down on single-use plastics and packaging
- reuse what they have
- repair goods when they break
- choose to buy products that are made from recycled materials and are recyclable
- waste less food

¹ ADEME - September 2019 MODECOM caractérisation des ordures ménagères résiduelles

² United Nations Climate Change - article 29 Sep 2020 Fighting Food Waste Means Fighting Climate Change
<https://unfccc.int/news/fighting-food-waste-means-fighting-climate-change>

- compost and recycle more.

Waste reduction is generally based on the 3R's: Reduce, Reuse and Recycle. Reducing and reusing means fewer products will be made, as people buy less and keep products for longer. Recycling keeps waste out of landfills and incinerators and provides manufacturers with recycled instead of raw materials to make new goods.

A zero waste approach to consumerism conserves natural resources and reduces pollution from extraction, manufacturing and disposal. Changing habits is going to be challenging, but by raising awareness we can start to change people's buying behaviour, and by running community projects which make recycling and reuse easier we will start to see year on year improvements. Community-based zero waste initiatives like building a sharing platform will go towards engaging a wider audience which in turn improves the local capacity to reduce waste. They can also play a big part in changing people's mindsets and bringing about additional behaviour changes such as repairing goods when they break or donating them rather than throwing them away.

Governance

The association has a managing committee of seven. The bureau is responsible for ensuring the association is managed according to the rules of associations in France, and has three mandatory roles:

- President - responsible for the smooth running of the association: administration, resources, motivating volunteers, team management, seeking funding and ensuring decisions taken by the assembly are actioned;
- Secretary - responsible for documenting meetings and archiving official documents;
- Treasurer - responsible for tracking income and expenses, managing the bank account and drawing up the annual accounts and financial report.

The rest of the committee are zero waste leads, responsible for advising and directing the association, proposing and leading specific projects and engaging volunteers and residents as required. The zero waste leads have been selected for their specific experience or interest in the topic of zero waste.

Our Approach

We will prioritise areas where we can make the most difference i.e. the areas where the resulting reduction in waste will be worth our effort. There have been a number of studies undertaken which break down the volumes of domestic waste into their component parts which we can use to inform and guide our decisions.

We will always endeavour to learn from the experience of others, engaging with organisations who have successfully implemented projects, or commissioning research to understand the current situation before trying to change it.

We are committed to positive engagement, encouraging the public to make the changes that work for them, and working with businesses in a supportive manner. We will listen to the challenges of businesses and individuals and take those into consideration when working to implement any changes.

Project Selection Process

Projects may be proposed by anyone in the community, however we can't promise to run them all! Every project has to meet at least one of the following criteria:

- It will directly result in the reduction of waste
- It will increase engagement in zero waste
- It is not currently being addressed by other local or national initiatives
- It will increase the association's ability to meet its goals and ambitions

Projects are selected across four areas: improving waste habits of residents, helping businesses reduce their waste, improving services for tourists, and reducing our waste impact on the environment.

Each project selected will be assessed for cost, resource requirements and risks, and performance criteria will be chosen allowing us to measure and report on success. At the end of any project, lessons learnt will be incorporated into the selection process.

Our Ambitions and Goals

Our Ambitions		
Minimise the amount of waste produced in the valley	Create a thriving local circular economy	Minimise the waste impact of outdoors industries
Our Goals (2021-2024)		
Publish information on where to buy zero waste & sustainably packaged goods. Increase use of composters Create a community of engaged and informed individuals Maximise recycling Reduce food waste	Encourage residents to re-use goods, promote and facilitate access to upcycled goods Facilitate and promote community sharing. Improve access to re-usable packaging Organise training for repair skills	Commission research into waste produced by outdoors industries Work with manufacturers to improve recyclability of products Work to change buying habits

2021-2024 Plan

The development plan for 2021 - 2024 is aligned to the goals shown above.

Ambition		Minimise waste	Local circular economy	Outdoors industries
Goals		<p>Publish information on where to buy zero waste & sustainably packaged goods.</p> <p>Increase use of composters</p> <p>Create a community of engaged and informed individuals</p> <p>Maximise recycling</p> <p>Reduce food waste</p>	<p>Encourage residents to re-use goods, promote and facilitate access to upcycled goods</p> <p>Facilitate and promote community sharing.</p> <p>Improve access to re-usable packaging</p> <p>Organise training for repair skills</p>	<p>Commission research into waste produced by outdoors industries</p> <p>Work with manufacturers to improve recyclability of products</p> <p>Work to change buying habits</p>
High level Plan 2021-2024	Research	<p>Understand levels of food waste in restaurants, take-aways, tourist accommodation. Work with stakeholders to design solutions</p>	<p>Engage with communities that have achieved this, learn their lessons.</p> <p>Work with businesses to understand impact on them</p>	<p>Commission research into the materials used for manufacture of mountain equipment, and its waste impact on the environment</p> <p>Investigate options for long-term rental</p>
	Engage	<p>Organise workshops</p> <p>Facilitate and improve use of composters</p> <p>Promote bulk buying, and use of own containers</p> <p>Improve recycling in tourist accommodation</p> <p>Educate through events</p>	<p>Educate on how objects can be reused or repaired</p> <p>Promote artisans reusing goods or upcycling used equipment</p> <p>Promote repairing facilities</p> <p>Engage local businesses to improve packaging re-use</p>	<p>Engage with manufacturers to understand how they can improve sustainability of their products</p> <p>Understand the feelings of equipment users</p>
	Action	<p>Establish network of composting evangelists - to help neighbours get started</p> <p>Set up composter-buddy system</p> <p>Improve access to recycling facilities for tourists</p>	<p>Embed the use of a sharing platform within the valley</p>	<p><i>TBD - dependent on outcome of research</i></p>

Risk Analysis

The following risks have been identified for the plan 2021-2024:

- Unable to commence work owing to ongoing COVID19 pandemic;
- Unable to secure funding;
- Unable to find required expertise;
- Unable to engage volunteers;

Mitigation

Where possible, virtual events will be considered as an alternative to live events while the COVID19 pandemic continues.

The fees for individuals to join the association are set at a base level to ensure everyone is able to join who wants to. A further level of funding will be sought from business members of the association.

Some events can be run by charging a small entry fee to cover all costs.

Measurement of Success

As part of its definition, each project will have measurable objectives which can be used for evaluation. The process of evaluation includes:

Project monitoring - ensuring the project is keeping to time and budget

Interim and final evaluations - ensure the planned changes are being realised as per the plan, and reporting on measurable criteria - planned v actual. Evaluations will also involve qualitative data from interviews and surveys to measure the perceived response to the project.

Lessons learnt - should any output of the project deviate from the planned objective, ensuring the reasons are captured and understood so this can be fed into future work.