

Discover the first results of the Collect + project,
an information and communication project
supported by the European Commission under
the LIFE + Programme

Is there any purpose to recycling something which no longer has a purpose?

French consumers believe that the supermarket is the best place to bring used products (batteries, electrical and electronic appliances, cell phones, energy-saving lamps and ink cartridges.) However today, only 1 in 3 of these products is dropped off and recycled, in spite of the environmental benefits of recycling.

Therefore in 2012, Casino (one of the five biggest retailers in France) decided to educate its consumers to bring back their used products. The objective of this programme is to increase the tonnage of collected used products by 25% by the end of 2013, with 400 stores participating in the operation.

In November 2012 and April 2013, Casino implemented 2 major information campaigns "Together we recycle more, better" in Géant Casino Hypermarkets and Casino Supermarkets, in order to highlight the recycling bins available at the store entrance and achieve these ambitious targets. An important communication device was established and a training module was also made available to the stores' teams in order to allow them to learn about the principles of recycling used products. Casino carefully monitors both consumer opinion and the quantities of collected items.

For further information: www.recyclonsplus.eu

As part of the Collect + project, and in order to share new results from the project, we invite you to participate in a conference call organized by the team in charge of the project. Objectives, details of the implementation and the expected outcomes of the project will be shared with you.

The Collect+ experience may be useful for you and your projects!

ENGLISH CONFERENCE CALL

Wednesday, September, 11th

from 10:00 to 11:30 am

Phone number: 0033 1 72 00 44 33

Participant PIN code: 78809540 #

Web link : www.anywhereconference.com

Login Web: 203342688

Participant : 78809540