AN ECOLOGICAL & ECONOMIC CHALLENGE FOR THE TOWN
They did it

Rossano Ercolini, primary teacher in Capannori, has been working relentlessly to reduce waste generation for the last 30 years.

After battling to prevent the construction of waste incinerators, he later helped implement a zero waste policy in his town.

In 2013, Rossano Ercolini was awarded the Goldman Prize, the environmental equivalent of the Nobel prize.
A FIRST TARGET

**ROUBAIX PRODUCED THE FOLLOWING IN 2013:**

- 243 kg of residual waste per person per year
- 63 kg of recycled waste
- 37 kg of urban sanitation waste
- 23 kg of bulk waste

**Objectives for the next 3 years:** reduce total residual waste by 30% and achieve recycling rate of 40%

**In 10 years:** reach levels achieved by best-performing Italian cities - 50 kg of residual waste and 80% recycling

**In the long-term:** achieve zero waste target
A CROSS-DISCIPLINARY PROJECT

THE TOWN’S STAKEHOLDERS

Citizens
Local authorities
Educational establishments
Voluntary organizations and the social and solidarity-based economy
Shops
Companies
CITIZENS ENGAGED

2015 : 100 families for a 50% waste reduction in 1 year
2016 : 120 new families engaged
CITIZENS ENGAGED
WORKSHOPS
CITIZEN ENGAGED
FIRST RESULTS

After one year, the results were:

- 70% of the families reached a 40% waste reduction
- 25% of the families reached a 80% waste reduction
CITIZEN ENGAGED: FIRST RESULTS

The average of residual waste production among the Zero Waste families was

4 time less than the average of Roubaix
MERCHANTS ENGAGED

29 merchants in the label
- Creation of a community of start up around zero waste business
- 4 zero waste schools on the scholar period 2015-2016
- 10 zero waste schools on the scholar period 2016-2017 with a strong focus on food waste
ASSOCIATIONS ENGAGED

- Creation of Repair Café
- Organic waste collectors with around 10 communities composting sites
BUILDING A CIRCULAR TOWN

Flux sortant :
Revente
et valorisation économique

Autoconsommation
Gestion énergétique

Energies fatales

Production d'électricité

FluxEntrants
dans la ville

Revalorisation matière
Réparation

Recyclable
Réutilisable

DECHETS

SOIL

Organique
Compost

Agriculture urbaine