

ADD MORE RECYCLING STATIONS, ENGAGE THE COMMUNITY

GROIX



ISLAND & IDEA TITLE

GROIX

ADD MORE RECYCLING STATIONS, ENGAGE THE COMMUNITY - ENGAGE THE COMMUNITY THROUGH AWARENESS CAMPAIGNS AND SEASONAL CONTESTS, AND IMPROVE COORDINATION WITH LOCAL SERVICES.



TARGET GROUP

LOCAL RESIDENTS AND FAMILIES
SCHOOLS AND YOUTH ORGANIZATIONS
LOCAL BUSINESSES AND HOSPITALITY SECTOR
WASTE MANAGEMENT SERVICES
TOURISTS AND SEASONAL VISITORS
MUNICIPALITY AND PUBLIC AUTHORITIES



PROBLEM AND OPPORTUNITY

DESPITE EXISTING RECYCLING SERVICES, THERE IS ROOM TO IMPROVE PARTICIPATION RATES AND DIVERSIFY WASTE SORTING ON GROIX
REDUCE WASTE STREAMS, IMPROVE SORTING QUALITY, AND POSITION ITSELF AS A MODEL FOR ISLAND CIRCULARITY



SOLUTION

IMPLEMENT A COMPREHENSIVE PROGRAM COMBINING PHYSICAL INFRASTRUCTURE EXPANSION AND COMMUNITY MOBILIZATION



WHAT ALREADY EXISTS?

WASTE MANAGEMENT AND RECYCLING COLLECTION SYSTEMS
ENVIRONMENTAL ASSOCIATIONS INVOLVED IN COASTAL CLEAN-UPS AND AWARENESS CAMPAIGNS
GROWING REGIONAL AND NATIONAL FOCUS ON WASTE REDUCTION
TOURISM INFRASTRUCTURE WITH HIGH VISITOR FOOTFALL DURING PEAK SEASONS
COMMUNITY PRIDE IN ISLAND STEWARDSHIP AND CONSERVATION



WHAT IS NEEDED?

APPROX. €35,000 STARTUP BUDGET
SUPPORT FOR SITE PERMISSIONS AND ONGOING OPERATIONAL COORDINATION
PARTNERSHIPS
SPONSORSHIPS FROM LOCAL BUSINESSES FOR CONTEST PRIZES AND PROMOTION
DEVELOPMENT OF MULTILINGUAL AWARENESS MATERIALS



WHO IMPLEMENTS IT?

FREIJA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF GROIX
WASTE MANAGEMENT COMPANIES
ENVIRONMENTAL NGOS
LOCAL SCHOOLS, BUSINESSES, AND TOURISM STAKEHOLDERS



WHEN IS IT FEASIBLE?

PLANNING & STAKEHOLDER ENGAGEMENT: OCTOBER 2025 – JANUARY 2026
INFRASTRUCTURE INSTALLATION: FEBRUARY – MARCH 2026
CAMPAIGN LAUNCH: APRIL 2026 (AHEAD OF TOURIST SEASON)
FIRST CONTEST SEASON: SUMMER 2026
EVALUATION & SCALING: AUTUMN 2026



EXPECTED IMPACTS

COST SAVINGS FROM BETTER WASTE SORTING, JOB CREATION
STRONGER COMMUNITY PRIDE, YOUTH INVOLVEMENT, COLLECTIVE RESPONSIBILITY
REDUCED WASTE LEAKAGE, IMPROVED RECYCLING RATES, ENHANCED ISLAND IMAGE
LONG-TERM BEHAVIORAL CHANGE, SUSTAINABILITY



RISK FACTORS AND MITIGATION

STRATEGIES

LOW PARTICIPATION → INCENTIVE STRUCTURES, CONTINUOUS COMMUNITY OUTREACH
INCONSISTENT SORTING BEHAVIOR → SIMPLIFIED MULTILINGUAL SIGNAGE AND EDUCATION
OPERATIONAL COMPLEXITY → CLEAR ROLES AND COORDINATION AGREEMENTS WITH WASTE OPERATORS
FUNDING GAPS → COMBINE PUBLIC FUNDING, BUSINESS SPONSORSHIP, AND EU GRANTS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG OR LIFE PROGRAM GRANTS
NATIONAL FRENCH WASTE AND CIRCULAR ECONOMY FUNDS
LOCAL BUSINESS SPONSORSHIP (RETAILERS, HOSPITALITY SECTOR)
TOURISM BOARD CONTRIBUTIONS
EVENT-BASED FUNDRAISING (COMMUNITY FAIRS, CLEAN-UP EVENTS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY, WASTE OPERATORS, AND LOCAL ASSOCIATIONS
CONDUCT PUBLIC CONSULTATION WORKSHOPS TO DEFINE LOCATIONS AND CONTEST FORMATS
DESIGN MULTILINGUAL COMMUNICATION MATERIALS
SECURE SPONSORSHIPS AND FUNDING COMMITMENTS
INSTALL FIRST WAVE OF NEW RECYCLING STATIONS BEFORE PEAK 2026 SEASON

Island: Groix (France)

Title: **Add More Recycling Stations, Engage the Community** - engage the community through awareness campaigns and seasonal contests, and improve coordination with local services.

1. Target group

Local residents and families. Schools and youth organizations. Local businesses and hospitality sector. Waste management services. Tourists and seasonal visitors. Municipality and public authorities.

2. Problem and Opportunity

Despite existing recycling services, there is room to improve participation rates and diversify waste sorting on Groix. Many residents and visitors lack awareness or motivation to fully engage in proper recycling practices. Seasonal tourism adds waste pressure. By expanding recycling infrastructure and launching creative community engagement programs, Groix can significantly reduce waste streams, improve sorting quality, and position itself as a model for island circularity.

3. Solution

Implement a comprehensive program combining physical infrastructure expansion and community mobilization:

- Install additional recycling stations at key locations (beaches, markets, ferry terminals, public spaces).
- Launch seasonal recycling contests and reward programs involving schools, businesses, and residents.
- Organize awareness campaigns through local media, events, and social platforms.
- Strengthen coordination between municipality, waste operators, and community groups for consistent messaging and operations.
- Provide education materials in multiple languages to engage tourists and visitors.

4. What already exists?

- Existing municipal waste management and recycling collection systems.
- Active environmental associations involved in coastal clean-ups and awareness campaigns.
- Growing regional and national policy focus on waste reduction (e.g. France's anti-waste and circular economy law).
- Tourism infrastructure with high visitor footfall during peak seasons.
- Community pride in island stewardship and conservation.

5. What is needed?

Approx. €35,000 startup budget (bins, signage, campaign materials, staff coordination)

Municipality support for site permissions and ongoing operational coordination
Partnerships with schools, environmental NGOs, and tourism boards
Sponsorships from local businesses for contest prizes and promotion
Development of multilingual awareness materials

6. Who implements it?

FREIIA and partner university students (program design, campaign creation)
Municipality of Groix (infrastructure installation, service coordination)
Waste management companies (collection, monitoring, logistics)
Environmental NGOs (education content, volunteer mobilization)
Local schools, businesses, and tourism stakeholders (contest participation and promotion)

7. When is it feasible

Planning & Stakeholder Engagement: October 2025 – January 2026
Infrastructure Installation: February – March 2026
Campaign Launch: April 2026 (ahead of tourist season)
First Contest Season: Summer 2026
Evaluation & Scaling: Autumn 2026

8. Expected Impacts

Economic: Cost savings from better waste sorting, potential job creation in recycling services
Social: Stronger community pride, youth involvement, collective responsibility
Environmental: Reduced waste leakage, improved recycling rates, enhanced island image
Educational: Long-term behavioral change, sustainability learning for residents and tourists

9. Risk Factors and Mitigation Strategies

Low participation → Incentive structures, continuous community outreach
Inconsistent sorting behavior → Simplified multilingual signage and education
Operational complexity → Clear roles and coordination agreements with waste operators
Funding gaps → Combine public funding, business sponsorship, and EU grants

10. Possible Funding or Business Model

EU Interreg or LIFE program grants
 National French waste and circular economy funds
 Local business sponsorship (retailers, hospitality sector)
 Tourism board contributions
 Event-based fundraising (community fairs, clean-up events)

11. Suggested Next Steps

Present concept to municipality, waste operators, and local associations
 Conduct public consultation workshops to define locations and contest formats
 Design multilingual communication materials
 Secure sponsorships and funding commitments
 Install first wave of new recycling stations before peak 2026 season

Municipality’s Facilitating Role (RUDDER Framework)

Leadership: Assign a municipal waste innovation officer to oversee coordination.

Connector: Link businesses, schools, NGOs, and service providers into joint planning teams.

Facilitator / Creator: Support public co-design sessions for station placement and contest formats.

Provider: Allocate public spaces, assist with procurement, and offer matching funds.

Ambassador: Promote Groix’s circular leadership at regional and national forums.

Leverage / Capitalize: Use the program to strengthen Groix’s brand as a sustainable island destination.

Network Orbiting: Connect with other European islands implementing advanced recycling programs.

Procurement Trendsetter: Apply circularity criteria to municipal contracts for waste services.

Stakeholder	Role in project	Interest / Motivation
Students (FREIA, partner universities)	Program design, awareness creation	Practical project experience, environmental leadership
Municipality of Groix	Strategic owner, funder, operator	Waste reduction, circular leadership, community well-
Waste management companies	Collection, monitoring, reporting	Operational efficiency, service quality improvement
Local businesses and tourism sector	Contest sponsors, campaign partners	Positive visibility, tourist satisfaction, corporate
Environmental NGOs	Education content, volunteer mobilization	Conservation advocacy, behavioral change promotion
Schools and youth organizations	Contest participants, community engagement	Learning opportunities, sustainability mindset
Residents and tourists	Active participants, campaign audience	Cleaner environment, community pride, participation