



cityzen
for a sustainable european society

Research and needs analysis

FRANCE PISTES SOLIDAIRES «

Transport : «

Food : «

Energies : «

eco and solidarity tourism : «

House and office goods : «

Cosmetics : «

We could summarize the restrictions to responsible consumption in Europe to :

- The lack of awareness campaigns promoting responsible consumption in all its aspects
- The high price of responsible consumption products
- The massive production of goods which are not “green” (plastic, cars, etc.)
- The intensive use of cars / non green energies
- The lack of public policies and investments in terms of responsible consumption
- Initiatives are quite sporadic



Generalities



Transportation sector is greatly responsible for the increase in energy consumption in France and for emissions of pollutants and greenhouse gases.

It currently accounts for 29% of these emissions compared to only 13% in 1960.

Road transportation is by far the leading culprit, accounting for 81% of the energy consumed by all means of transportation combined.

The reasons for this rise in fuel consumption are as follows:

- Steady growth in passenger and freight traffic,
- Growth in road transportation

Only 10% of French people use public transportation every day, and 50% don't even use them. But with the increase of the price of petrol, train is used 20% more, and airplane is less and less used on the French territory.

Examples of good practices



Ferry boat of Marseille

The service, using a shiny glass windows electric ferry boat with solar panels on the roof, which can carry up to 45 people in each round, is free of charge and it takes 30 seconds to cross the beautiful port. This new ship is an example in sustainability, autonomy, capacity, reliability, comfort and accessibility for the disabled.

Bicycles

Vélib' is a self-service bicycle scheme. You can take a bike from any station and put it back in any other station all across the city! With thousands of bikes offered in hundreds of stations, there is always a bike available. With a station every 300 meters and a service available 24/7, you can cycle in total freedom.

In order to benefit from the cycle routes created in France, "Cyclo-cyclotes" association propose to show the cycle routes, which each year are created and improve the safety for cyclists. These cycle routes present the bicycle as a real alternative to the motor car.

Car pooling

It's a shared use of a car by the driver and one or more passengers. It is quite common in France, and you can find a data base of different people going from a place to another on many different websites

Public transportation

Trams, metro, buses etc. are quite well developed in France, and the use of them is common but still not generalized.

Clean Cars

Since the "Grenelle of environment" (debate initiated in 2007 which aim is to define the key points of public policy on ecological and sustainable development issues for the coming five years), it is attractive to buy "clean cars". It had a great effect: in 8 months, the sales of "clean cars" increased of 45%. The problem is that the cost of this operation was 140 million € on the 2008 national budget.



Generalities



Organic agriculture

Legislation on organic agriculture was passed in 1981. The state logo for organic products, the AB-Logo (Agriculture Biologique), was launched in 1985. This high level of state recognition led to the wide acceptance of organic agriculture in France and across its borders and at the time France was the most important European supplier for organic products, and 40 per cent of the European organic land was located in France.

State support

In France, organic farms are supported financially only while converting. Existing organic farms do not get any special subsidies for this kind of agriculture. They payments altogether have an upper limit of 75,770 Euro per farm during the conversion period.

The market

“Organic» is still a niche market in France in terms of value, representing only 0.5% of total retail food sales.

Marketing channels

Today nearly half of the organic food is sold through supermarket chains, whereas the rest is sold through health food stores, direct sales, and open-air organic food markets. Retail prices for organic products are on average 25 to 35 percent higher than conventional foods.

Fair trade

- In June 2007, 82% of the French population had heard about fair-trade
- 78% of the French consumers formulate positive assessments on fair trade. However, they are 29% to have a negative view on the quality of the products, on the lack of information and accessibility as well as the prize, considered too high
- The annual world turnover of products carrying the Max Havelaar label was estimated at 1.2 billion euros in 2005.
- Individual fair-trade consumption in France is still low but is improving year by year.
- Between 2002 and 2005 fair-trade consumption in France went from 0.4 to 1.4€/ person/ year.

Examples of good practices



AMAPs

3,500 families in the Provence-Alpes-Côte d'Azur (PACA) region belonging to Associations for the Preservation of Small Farming (Associations pour le Maintien d'une Agriculture Paysanne, or AMAPs) have undertaken to buy fresh produce directly from local farmers for one season; they pay - in advance - a price set in conjunction with the producer. There are now 200 of these associations, first set up in Provence in 2001, and they are continuing to expand. Alliance Provence Paysans Ecologistes Consommateurs was set up in 2002 to federate the AMAPs and publicise the concept in the PACA region.

GMO-free Brittany

In February 2005, 20 European regions signed a charter to protect crops from contamination by genetically modified organisms (GMOs) within their boundaries. Signatories include Tuscany (Italy), Wales (United Kingdom), Drama-Kavala-Xanthi (Greece) and five French regions. This network of GMO-free European regions, set up in 2003, grew out of the mobilization of thousands of European municipalities declaring themselves GMO-free. The signatories undertake to promote supplies of GMO-free raw materials. Brittany is a pioneer in this respect.



Generalities



ADME

ADME is the French Environment and Energy Management Agency which missions are: encouraging, supervising, coordinating, facilitating and undertaking operations with the aim of protecting the environment and managing energy.

France faces an energy import dependency close to average EU levels, with the majority of imports being oil. The share of gas, also imported, has been steadily increasing in recent years.

Electricity production in France is dominated by nuclear energy which amounts approximately to 77 % (2007) and hydropower.

Renewable energy sources (RES) such as biomass and hydro, participate to a significant extent to the energy mix.

However, France is developing policies aimed at a more diversified mix increasing wind and photovoltaic electricity, solar energy for heat and biofuels.

France has the second biggest potential in the EU in terms of wind energy and a very good potential in terms of solar and geothermal energy.

All Renewable energy sectors have featured in 2007 significant growth rates.

Despite these growth rates, the share of renewable energy in the energy mix does not increase as energy demand has been growing steadily.

National Commitments

The 2005 French Energy law laid down the basis of French energy policy:

- 10 % of the energy consumption should come from renewable energy sources by 2010
- 50 % increase of renewable heat (which in the end should amount to 10Mtoe in 2005)
- 5.75% by the end of 2008, 7 % biofuels incorporated in 2010 and 10% in 2015. In September 2005, the Prime Minister presented measures to encourage the production of biofuels. The objective to incorporate biofuels at 5.57% initially anticipated for 2010 was expected to be attained in 2008.



Examples of good practices

Promotion of renewable energies

In France, electricity from renewable sources is promoted through price regulation in terms of a feed-in tariff and fiscal regulation. On the regional level, renewable energy is promoted through subsidies.

- Price regulation

In France, electricity from renewable sources is promoted through price regulation in terms of a feed-in tariff. Operators of renewable energy systems are contractually entitled against the distribution grid operator to the payment for the electricity fed in. The distribution grid operator is obliged to enter into a contract on the purchase of electricity at a statutorily set price («obligation to conclude a contract»). The French government invites tenders for the construction of systems that generate electricity from renewable sources in order to reach the target capacity set by the multi-annual investment plan. Successful tenderers may receive a higher amount of payment.

- Fiscal regulation mechanisms

Electricity generated from renewable energy sources is promoted through several fiscal regulation mechanisms. Persons investing in renewable energy systems by 31st December 2009 are eligible for an income tax credit. Furthermore, persons that install photovoltaic systems on buildings are eligible for a reduced VAT rate. Under certain conditions, persons installing a renewable energy system on a new building may also be eligible for exemption from real estate tax.

- Subsidies

In France, there aren't any federal subsidies for electricity from renewable sources. However, this promotion instrument is widely used on the regional level.

Raising awareness

Set up by ADEME in 2001 as part of the national plan to improve energy efficiency (PNAEE), the network of Energy Information Centres (EICs) has been developed with local partnerships to offer the general public an information service on saving energy, rational use of energy and renewable energies.

The work of the EIC mainly comprises two types of activity: receiving the public at the centre (responding to requests for information and advice) and carrying out specific local projects (targeting a specific audience that does not spontaneously apply to the EIC in order to increase its reach).

Established four years ago, the Pays d'Aubagne et de l'Etoile EIC has provided personalized advice to more than 2700 individuals and professionals and supplied information to more than 10,000 people (out of a population of around 100,000).



Generalities



France is the first tourism destination in the world. Its international image is usually associated with culture and gastronomy but France also has a great potential for nature-based tourism. France has a large variety of landscapes as well as a vast network of protected areas, where tourism is already developed. Besides, France is one of the world leaders for rural tourism and an ecotourism supply is progressively being implemented.

Labels and certifications of sustainable tourism:

The concept of eco-tourism is still relatively young in France. In consequence, the labels and certifications are rare and most of them come from private initiatives:

- The European Ecolabel
- The Green key
- The Panda Gîtes
- Station verte
- The Earth citizens association (Citoyens de la terre) has created the network "Eveil" in 2004
- ATR
- The "Pavillon Bleu"
- The ATES
- Green Globe

Examples of good practices



In the 90's, we can see the emergence of solidarity tourism in associations that have developed individually and on their own workplace a new form of tourism which is oriented in local economic development.

Each association has its own principles and approaches and qualifies the alternative tourism that they contribute to develop in different ways: eco-tourism, fair tourism, solidarity or ethic tourism...

Nowadays, these associations attempt to group together, while claiming their specificities. We are therefore seeing development of partial and embryonic intercooperations which deploy.

- In certain regions, particularly in Rhône-Alpes, actors of fair tourism (30 associations involved in international solidarity and fair trade and 9 solidarity tourism associations) have chosen to create a network (Départ du Collectif des Associations de Développement de Rhône-Alpes-CADR

- Four of the main actors in this type of tourism (TDS, Croq ' nature, djembe, La Route des Sens) have integrated the fair trade platform in 2002 and have drafted a Charter on eco tourism, strongly inspired by the principles of fair trade.

- In a very different logic, "Leisure Holidays and Tourism" (Loisir Vacances et Tourisme), which is a federation regrouping 70 holiday villages, allows 8 eco-tourism associations to commercialize their offer and to bypass the legal regulation of tourism agreement.

- Finally the National Union of Tourism Associations (UNAT) has developed a document (book of travels) identifying the set of experiments conducted in solidarity tourism (27 structures identified). It was necessary to give a better readability to solidarity tourism in France, but it initiated debates in eco-tourism associations.



Generalities



Selective sorting

The 98 Voynet law makes it compulsory for every French city to organize selective sorting starting from July 2002. Each town had the choice to organize it as they like.

Recycling

In 2004, a French person was producing an average 353 kg of household waste, 6 kg less per inhabitant per year since 2002.

Out of all of the waste produced in France today, 20% are recycled or recovered, 40% are going to waste land and 40% are incinerated.

The Grenelle environment has set the goal to increase the rate of household waste to recycling to 35% by 2012 and 45% by 2015.

The recycling sector had very good results in 2008, exceeding the 10 billion € of turnover (27% in four years).

Examples of good practices



The municipality of Saint-Denis

The Saint-Denis municipal council has been incorporating social and environmental clauses into its public purchasing since 2001. Technical clauses in its stationery supply contract, for example, require suppliers to provide paper containing at least 50% recycled fibers. The photocopier contract consequently has to follow suit: a clause stipulates that the models provided must accept this type of recycled paper.

Selective sorting. When it comes to collecting waste paper for recycling, the council goes beyond the statutory requirements. In Saint-Denis, every office has been equipped with a special bin since 2003, allowing daily collection of paper and other recyclable waste in special containers. The contract also provides that the job of collection must go to people on employment integration schemes.

Both social and ecological goals: In order to identify supplies that comply with both social and environmental clauses, as well as satisfying price and quality requirements, Saint-Denis has worked in partnership with Greenpeace. Its wood contracts, for instance, include a requirement for the Forest Stewardship Council (FSC) certification, which guarantees that forests are managed sustainably. The NGO helped the council draft its clauses and analyze the tenders received.

Commercial penalties. Lastly, at national level, the council is a member of Cités Unies France, an association bringing together 400 local authorities. Within this organization, one of the aims of the national ethical purchasing network is to develop a European system for verifying working conditions.



Generalities



54% of women prefer herbal products, and 43% of women were ready to replace their current cosmetics by organic cosmetics.

With 35% increase in sales and 250 product launches in 2007 (260 the previous year, more than 3 times more than in England or Germany), hexagonal market for bio-cosmetic is particularly expanding: France is even the European country in which the organic cosmetics market progresses the most.

Skin care products this year still remain the most dynamic sector, with 80% of the launches. Natural beauty products for men and babies are also expanding.

However, France is late regarding organic makeup, which is already a major trend in the UK.

The proliferation of products does not help to clarify the offer : between products made from organic ingredients and those showing marked «natural cosmetics», not even talking about “fair trade cosmetics” or products non tested on animals, the choice of consumers is not easy.

To clarify this offer, a recent Group of natural and organic cosmetics manufacturers such as Logona or Weleda has launched its own European label, NaTrue.

Objective

Help consumers to distinguish natural product and biological agriculture products.