

How is 2024 going in figures?

more than 800 families involved

in the Zero Waste Family Challenge in Roubaix

Up to 2/3 less

household waste in one year for a family that's involved with an average of 50% less

Up to €3,000 saved/year

for a family that's involved and an average of between €100 and €150/month in the first

* source "SROI survey carried out for Roubaix in 2022"

96 shops certified

since the start of the programme

70% to 80%

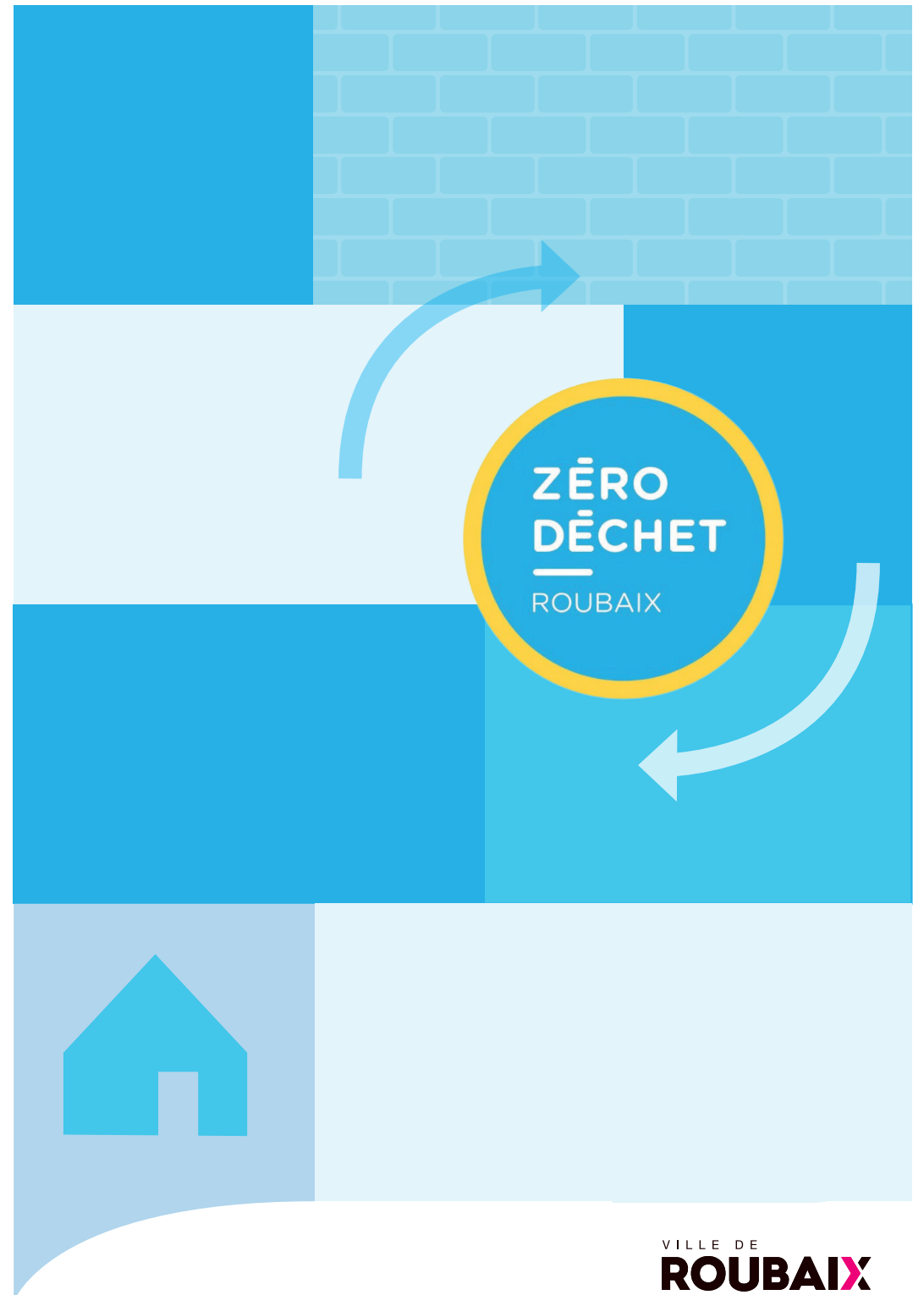
of Zero Waste families are businesses that are certified by the scheme



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Roubaix, a pioneering city when it comes to Zero Waste

- During Guillaume Delbar's first term of office, the city of Roubaix became one of the first in France to promote the concept of Zero Waste. **It was a bit of a gamble, but the idea spread throughout every area of society in Roubaix, including families, shops, associations, schools, businesses and public services.** The initiative advocates values such as simplicity, local consumption and cooperation. The idea is all about coming up with new societal models, which are more environmentally-friendly, resilient and inclusive.

In 2014, following on from the call for projects, "Territoire Zéro Déchet Zéro Gaspillage" (Zero Rubbish, Zero Waste region) launched by the Ministry for Ecology, Sustainable Development and Energy, the city of Roubaix decided to adopt a citizen-focused approach to meet the needs, restrictions and day-to-day lives of its residents... Local inhabitants are becoming stakeholders in their transition towards Zero Waste and a more responsible way of life, working together with the city.

The initiative helps citizens by providing simple solutions that make sense, inviting the principles of Zero Waste into Roubaix's homes. **A relationship of trust has been established between the**



inhabitants and the city, which is gently encouraging them towards an inclusive approach to ecology, forging links and creating economic benefits by taking control of their consumption. Roubaix is also committed to sharing its knowledge, its methods and its materials with other regions in order to help them turn ideas into action and sow the seeds of the ecological transition in France and around the world.

— The Zero Waste kit, teaching children at as early an age as possible about how to behave responsibly.

Families, shops, schools, businesses... everybody is getting involved with the circular economy

- Following on from the success of the launch of the *Famille Zéro Déchet* (Zero Waste Family) challenge, aimed mainly at families, the *Commerçants Zéro Déchet* (Zero Waste Businesses) certification was introduced with a view to providing tools for all businesses keen to embark on the Zero Waste adventure.

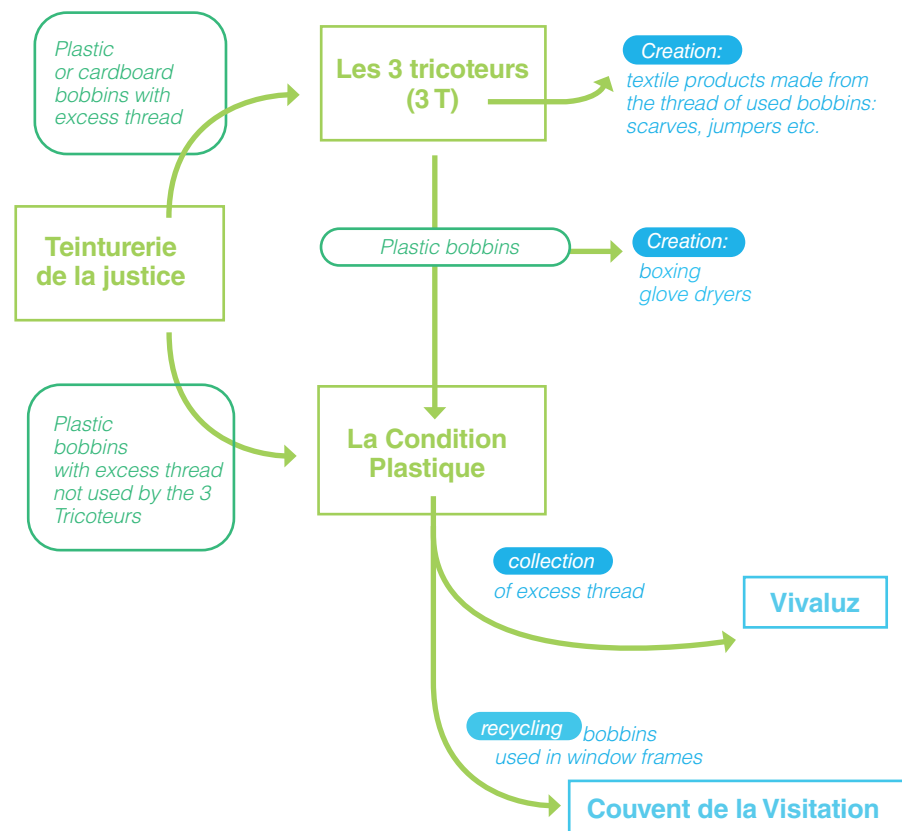
So residents can easily identify which of their local shops are committed to providing an alternative way of shopping responsibly.

Likewise, businesses in Roubaix are also embracing this initiative in order to create a more responsible economy. Roubaix is home to more than 60 organisations that are proudly flying the flag for a circular approach to what they do. Pursuing this path, schools - who are responsible for shaping future generations - are supported by the Zero Waste Team, which provides a Zero Waste kit every year to Year 1 classes, teaching them at as early an age as possible about how to behave responsibly.



The circular economy loop

Example of a circular economy loop with different stakeholders committed to repurposing, reusing and recycling waste from the textile industry.



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<https://www.roubaixzerodechet.fr/economie-circulaire/le-projet-upcycle-your-waste/>

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Interreg
2 Seas Mers Zeeën

Upcycle
your waste

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Écologie industrielle territoriale

↳ Promoting sustainable practices in businesses

L'Écologie Industrielle et Territoriale (EIT or “industrial and regional ecology”) defines an approach that has now been widely embraced across the Roubaix region. It promotes the incorporation of sustainable practices into industry, by creating circular economy loops between stakeholders, pooling goods and services. This approach combines economic development with preserving resources by fostering cooperation and synergies between stakeholders.

Businesses and communities work together to build the foundations for a shift towards more respectful industrial practices, thus reinforcing the local economic ecosystem and the region's economic resilience.



— “Urban pioneers” take stock of the waste produced by the region's businesses.

Upcycle Your Waste

↳ A European project promoting the circular economy

Piloted by six European cities and regions (The Hague and IJmond in the Netherlands, Kent and Norwich in England, Ostend in Belgium and Roubaix in France), the *Upcycle Your Waste* project provided free support for very small businesses and SMEs over the course of 4 years (2019 – 2023) with a view to establishing circular economy loops. Businesses were helped to analyse their waste streams and try and find solutions to upcycle their rubbish. Cooperative relationships and a whole host of circular economy loops quickly emerged thanks to *Upcycle Your Waste*.

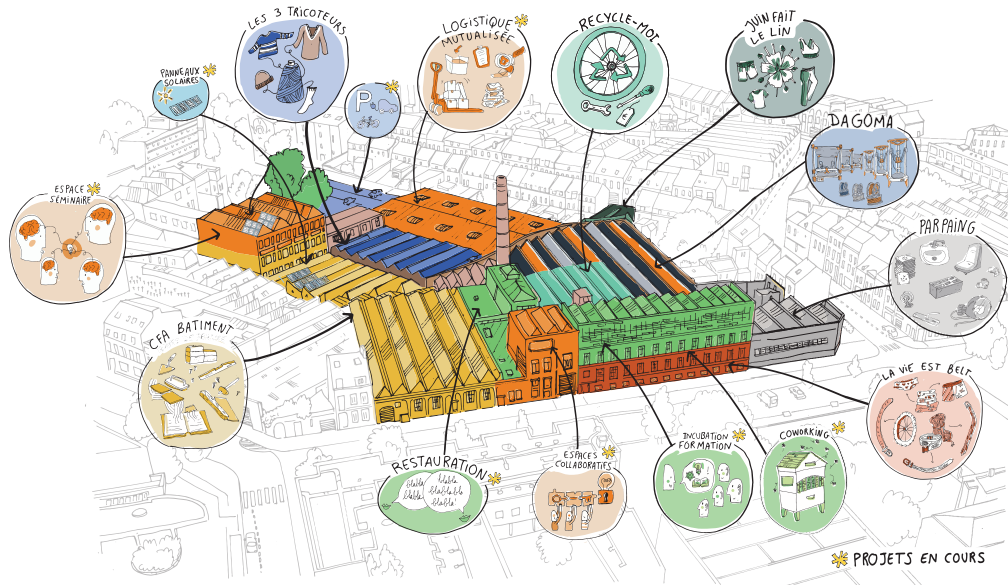
The goal of this project was to transform their rubbish into secondary resources at a local level, while also reducing the cost of processing their rubbish and increasing their turnover.

To help them, different businesses, researchers and local authorities were encouraged to work closely together. This helped to create around sixty circular economy loops involving stakeholders in Roubaix.

One stakeholder's waste became another's resources, whilst also reducing costs and environmental footprints (*Example of La Teinturerie de la Justice, Les Trois Tricoteurs and Ardeco, the Roubaix-based winners of the second Upcycle Your Waste call for projects*).

↳ This project has promoted upcycling in very small businesses and SMEs locally in 6 European cities and regions. The 6 communities have also shared their knowledge to encourage the circular economy in their respective areas.

In 4 years, a total of more than 50 tonnes of rubbish has been repurposed, reused and/or recycled by businesses in Roubaix who are committed to a circular economy and environmental responsibility.



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- **Tissel, a third place for the circular economy**

Roubaix was chosen to be a pilot city for the circular economy by the European Commission between 2022 and 2025, and it was here that Tissel was born, rising up out of a former textile factory. Tissel covers 11,000 m² right in the heart of the city, and has become a truly local factory serving Roubaix's stakeholders in the circular economy.

- **A diverse, responsible community project**

The site has been transformed by a collective project that encompasses a number of different factories that are members of the circular economy.

Everyone involved shares the goal of incorporating this economic system into the core of their business models, whether that involves eco-design, recycling, upcycling or repairs (textiles, buildings, digital design, natural resources). The principle involves nurturing relationships between the stakeholders in the circular economy in order to create responsible, local products.

Tissel is a factory where those involved interact and discuss. The idea is to create a productive space, but also a **springboard from which the message of the circular economy can be spread throughout the region**. Tissel will provide a "third place" for ideas and research dedicated to circular models for the future, as well as a space for incubating these solutions.



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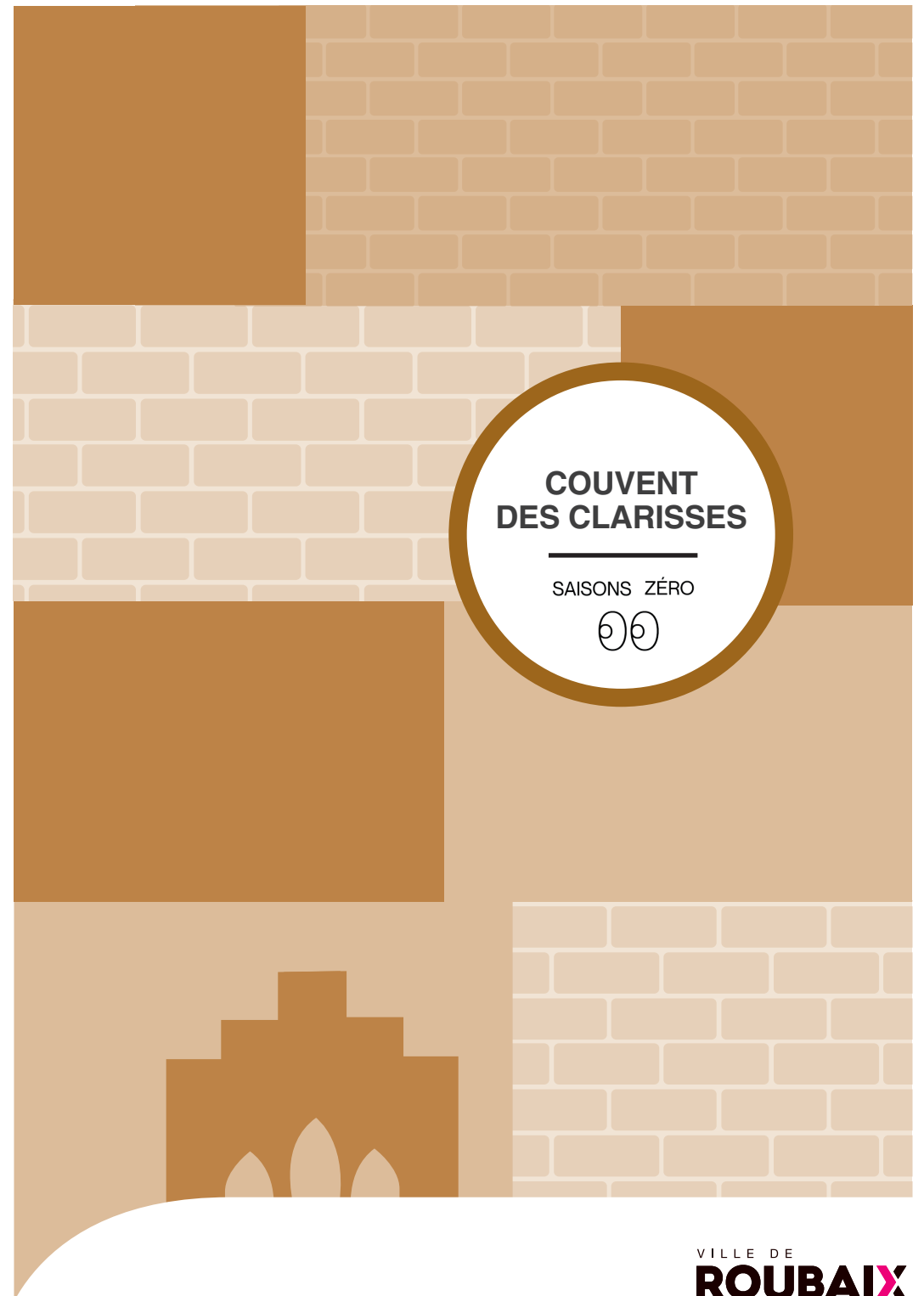
— *Tissel's inhabitants*



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• Welcome to Les Clarisses

This former convent is a monastery complex covering 6,500 m², built by Baron Béthune in the late 19TH century in the Épeule neighbourhood in Roubaix. Empty since 2008, the building was added to the list of historic monuments in 2010, and has since been repurposed by the Amis du Monastère des Clarisses in Roubaix.



• Creating a shining example of the energy transition

Since December 2019, *Zerm* has been responsible for the overall management of the former monastery, moving in to breathe new life into the buildings. The building belongs to the city of Roubaix.

Saisons Zéro is a project led by *Zerm* in collaboration with *Yes We Camp*, historian Gilles Maury and the company ICAR, with the support of the city, which is funding the work involved in making sure it complies with current standards and which is involved in the shared management of the project.

An experimental, alternative approach to looking after our heritage, the site is inhabited temporarily, offering opportunities to try out different practical, economic, simple techniques, day-to-day and throughout the seasons, in order to meet the basic needs of accommodation, work, celebration and cohabitation:

- **Workshops and workspaces available for project developers** (associations, businesses, artisans etc.) who want to join the community and try out an alternative, frugal lifestyle in a space that thinks outside the box, and whose very nature is evolving.
- **Alternative, low-tech accommodation:** in the former rooms used by the Poor Clares where people can sleep comfortably in an historic building while also minimising energy consumption.
- **A programme** that follows the seasons, with workshops, exhibitions, screenings, talks, gardening sessions...
- **Spaces available to hire** for private and public events.