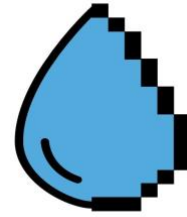


# LES EAUX NETTES



## 1. Problem

The Parliament of the European Union has voted on October 24th the prohibition of plastic product with single usage. This political measure has been taken following the alarming figures on plastic waste. The global production of plastic has reached its highest level : **320 million tonnes in 2015 which represents 10,1 tonnes per second. 25 million tonnes of plastic wastes has been collected each year.** Only 30% of the plastic collected are recycled. The plastic waste pollutes not only the soil but also the oceans. Those different impacts play an important impact on the biodiversity. For instance, on the surface of the ocean, there are micro-plastic which have been damaged by the action of the water and the sun. In reality, the majority of the plastic is under the water and is not visible with the images coming from the satellite. The problem is that the plastic contaminates the marine food chain and ends up in our food and plate.

We are therefore addressing the problem of overconsumption of plastic and the environment and social consequences. The protection of the environment, biodiversity and people's health are at stake. **By 2050, the weight of plastic will be superior to the weight of the fishes in the ocean.** Therefore, to tackle this issue, there is a need to bring awareness and to make people change their consumption habits. However, changing people's everyday habits is not an easy task. Mental constructions and cognitive biased are constraints that we need to take into account.

Our project attempts to answer the following question :

**Within five years in France, how can we reduce our consumption of unic use plastic consumption knowing that industries push people to consume them ?**

## 2. Proposed concept

We plan on creating an important campaign, mainly on social medias as it is the fastest and most global way to reach as many people as possible and to make them aware of our message and to share our tricks to use less plastic with them. In order to make it more viral, we also created the “hashtag” #BeEauxNettes.

**The target of our campaign is the consumer as we think that they really are in a position of power, if they reduce their consumption of plastic, big companies will have no other choice to do it as well to make sure people still buy their products.** With this campaign, we are trying to make people realize the impact of their consumption, the consequences of their consumption habits. We think that it is important that they understand the power that truly lays in their hands and how an act as simple as buying one product instead of another can drastically help to reduce the quantity of plastic, in France and everywhere else. Furthermore, we propose to scan a QR code to get some advices and tricks on how to reduce our consumption of plastic from already existing contents -videos and articles for example.

The solution is easy, cheap and feasible it also have the clear advantage to allow us to reach out to many people especially young people. They are the one that are the most on the internet and are the future actors of our world on the long run.

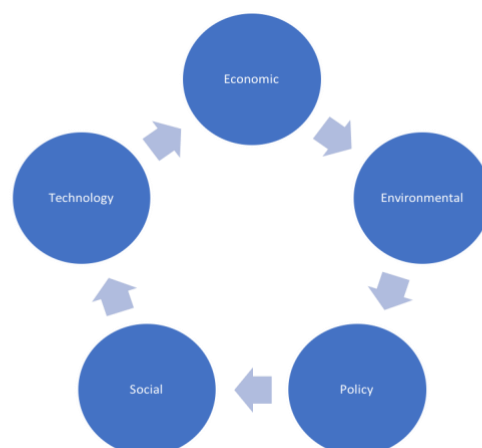
The main indicators would be the number of people that have seen, liked and followed our Facebook page but also the number of people that have generated the QR code.

**Another indicator would also be the diminution of plastic found in the trash of the universities (including SciencesPo) on the mid/long run.** We will also look at the diminution and maybe even disparition of plastic in shops and large distribution. For instance, one of our big campaign would be to develop a compilation of small tutorials explaining how to avoid using plastic in your flat, especially for cooking for example.

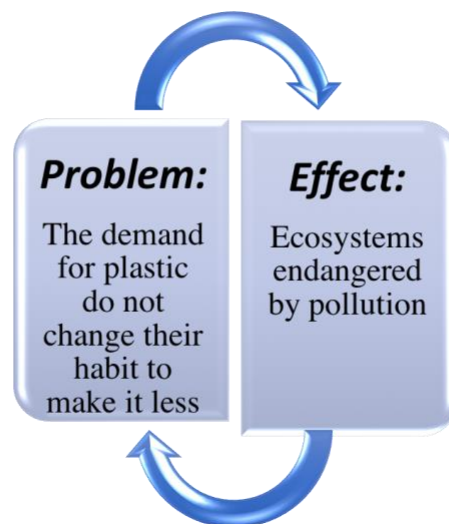
### 3. Expected positive impacts

Nearly 150 million tons of waste are already floating in the oceans (most of which are not biodegradable), and every year it is estimated that 8 million tons of plastics end up in the oceans, the equivalent of a spill of trash truck every minute! The production of plastics, still rising, is expected to double in the next twenty years (release of the Ministry of Ecological Transition and Solidarity and the Ministry of Economy and Finance of December 13, 2017).

Ending plastic bags can have positive effects on the environment and reduce the risk of pollution. Plastic bags are found frequently in nature (in parks, lakes, rivers, etc.). It takes 50 years for a plastic bag to break down. **So, if we use a plastic bag today and throw it away, it'll be "broken down" in 2068. An interesting fact is that plastic bags do not break down, they photo degrade.** That means it does not break down completely. Plastic breaks down only to small parts. Also, the chemicals in the plastic bag will pollute the soil.



Another problem is that they can suffocate animals, especially marine animals when their habitat is polluted. **About 100,000 marine turtles and other marine species died from plastic bags. It can also decrease the amount of biodiversity.** Plastic bags are a threat to our environment. It pollutes seas and lakes, the earth, and in general, all our environment. Also, many plastic products are made with crude oil and fossil fuels. They are non-renewable sources so, waste them even when there are more sustainable solutions for the environment. If we stop using plastic, jobs will disappear but create new jobs with reusable bags. So there are several issues:



### **Possible solutions**

**Solution 1:** Discard the plastic water bottles in the recycling bins and not in the trash.

**Solution 2:** Reduce your consumption of plastic bottles for promote the use of glass, metal or hard plastic bottles.

**Solution 3:** Prevent water consumption from faucets and waterers. From great amplifier measures have also been put in place, either by plastic bottle manufacturers or by government authorities.

**Solution 4:** the Evian bottler in France produces with 25% recycled plastic instead of nine. The reused bottlers are service cartons.

**Solution 5:** Installed water filling stations. In addition, these machines are delivered with a counter that displays the number of plastic bottles that were used.

To support this strategy, PlasticsEurope, the European Plastics Producers Association, has launched "Plastics 2030", a program to better manage resources and promote actions to stop plastic waste in the environment, to develop recycling and reuse and to encourage innovation. Our project is totally in agreement with this association. **A partnership with these association is to consider!**

## 4. Major risks and actions to reduce them

The major risk for us would be that our campaign isn't seen enough and that become "just another campaign" lost into the digital media world and people's Facebook feed. To reduce this risk, we build our campaign on interactivity, pedagogy and entertainment. In this digital world, we have to look for interactivity and have to make people learn while having a rather enjoyable moment. **The videos, articles and tricks that we share on our page are chosen with extreme precaution to be sure that they are the more suitable for our target and, consequently being seen and shared.** To reduce this risk, we also have majors partners such as Sciences Po, Sciences Po Environment and possibly important NGOs such as WWF. Those institutional partners have a very important role to play in our campaign as they are a proof of seriousness and can help us spread our message and gain more visibility.

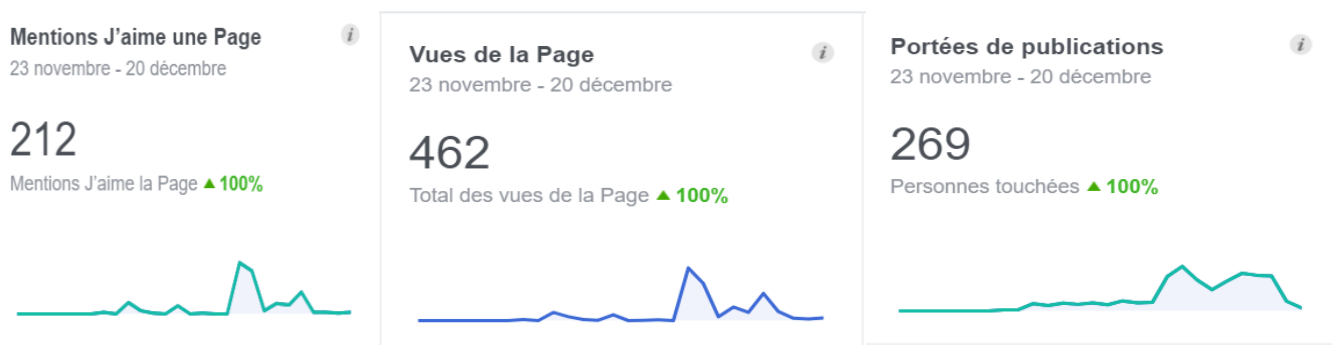
## 5. Deployment strategy and major milestones

*How is the project implemented, with what steps?*

**Each month, our team realize one publicity campaign with one theme. For example, in december the theme is Christmas.** In addition to this monthly campaign, we publish one advice, tips, or “bon plan” everyday on our facebook page that aims at reducing our consumption of plastic and our wastes.

As for now, you can find the campaign for Christmas which is attached in the Annex. **We launched our Facebook page called “Be Eaux Nettes” and started since the beginning of December to publish one link that aims to give solutions to reduce or just be informed about waste consumption in general.**

Since the creation of our Facebook page, **462 people has been reached and 212 people has liked the page.** We have been posting everyday since the 1st of december. Every post is a way for us to share an article or tips about how to reduce our consumption of plastic.





Be Eaux Nettes

Publié par Delphine Leger [?] · 11 décembre, 13:00 ·

#11 On s'attaque à de la presse un peu plus sérieuse...



CNN.COM

### Zero waste isn't just for hippies anymore

Sound like hippy-dippy, tree-hugging nonsense? You're wrong. The zero-...

Plus de J'aime, de commentaires et de partages

En boostant cette publication, vous la montrerez à plus de monde.

168

Personnes touchées

3

Interactions

Booster la publication



Be Eaux Nettes

Publié par Karen Bayle [?] · 12 décembre, 12:02 ·

#12 STOP PUB

En mettant un autocollant STOP PUB sur votre boîte aux lettres, vous éviterez environ 35 kg de publicités en un an !



Plus de J'aime, de commentaires et de partages

Boostez cette publication pour 30 \$ pour toucher jusqu'à 26 000 personnes.

131

Personnes touchées

10

Interactions

Booster la publication

## 6. Return on investment

In the context of our project - by using our own skills in addition to social medias - no cash profit will be generated. In terms of estimated costs, it is highly possible that in order to promote our Facebook communication we will be using the sponsoring offer of the website to make our content accessible to as many as possible. The ROI here isn't really financial in the end, but rather societal.

### Estimated costs and gains

We have three sources of costs. Firstly we'll need to be able to prepare, organize and finance conferences. Secondly, we'll also need to promote and propagate the possibility of collective action through various designs and formats but mainly on posters (those designs or graphics will also be digital and thus, will be present on Facebook or other types of social platforms). And last but not least, we will pay the different people working on this adventure with us.

### Estimated costs:

- Posters costs:
  - A1 posters (x10 000): **1 000€**
  - A4 posters (x20 000): **500€**
- Digital promotion costs (CPM highly flexible): **≈ 5 000€/months**
- Staff costs:
  - 2 employees : **1 200€/month** (each)

### Estimated gains:

- Crowdfunding: **20 000€**



## 7. Organization

### Organization, resources and skills required

This campaign is a project that needs a team of 5 to 7 people. Different skills are therefore required for this project : community management, content researcher and publisher, finding partnerships, communication, marketing, graphist.

Besides that, we are using the network of the different team member to reach as many people as possible.

As for the financial resources, we would need around 20 000€ to finance the beginning of the campaign.

### Partners, sponsors of the project

To implement this campaign we have identified different actors through whom we would like to communicate : SciencesPo Environnement, Dauphine Durable, and the different environmental student associations, REFEDD French students network for sustainable development. We would be able to use their communication channels to have more impact and to reach more students.

**Ademe and WWF are one of the two sponsors we think that would best help us in the developpement or our project. We could use their network to communicate and also ask for financial support.**