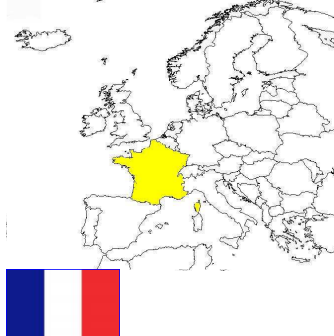


Stop Pub (France)

	Region	France
	Type of prevention measure	Information on Waste Prevention Techniques
	Geographical level of implementation	National
	Target	Households
	Date of implementation	2004
	Type of waste	Paper Waste

French households receive an average of 15kg of unaddressed mail each year, accounting for 5% of household waste. The French Ministry of Ecology and Sustainable Development responded to this problem with 'No Junk Mail' post box stickers and a widely recognized awareness campaign.

Context

Unaddressed or junk mail represents 1 million tonnes of waste annually in France. This consists principally of leaflets, catalogues and free classified advertisement papers (focused on car or real estate sales for example). The market for unaddressed advertisements in France is worth 2.6 billion Euros per year.

sticker is available from local town councils, department stores and community and environmental NGOs. They can also be downloaded on several government websites.



Objective

As part of the National Waste Prevention Plan in France, the Ministry of Ecology and Sustainable Development launched a campaign, "*Réduisons vite nos déchets, ça déborde*", drawing attention to the urgent, 'overflowing' reality of the waste problem. A key feature of the campaign is Operation 'Stop Pub', in which the Ministry of Energy and Environment produced a post box sticker expressing the resident's will not to receive unaddressed mail. The initiative aims to directly reduce junk mail in household waste, to stimulate public engagement in household waste prevention, and to discourage the market for unaddressed mailings.

Means

A simple, highly replicable strategy, the 'Stop Pub'



The Stop Pub Sticker

Results

One in two French citizens live in a district where original 'Stop Pub' stickers are available. In 2004, the first year of the initiative, there were requests for 2.6 million stickers. Many organisations personalised or designed their own post box sticker, a further 1.5 million of which were printed. More than 70% of sticker users were satisfied with the results of sticker and received significantly less junk mail.

Further Information:

Stop Pub: www.ecologie.gouv.fr/stop-pub.html

Study about Stop Pub on ADEME website: www2.ademe.fr/servlet/KBaseShow?sort=-1&cid=16216&m=3&catid=16220