



Association des Villes
pour la Propreté Urbaine

Hervé Guillaume
Secretary general
of AVPU

The next municipal elections will be held in March 2020

In Paris and in many cities, cleanliness is considered as the most important subject for these elections.

A survey conducted in September 2019 lists the main problems of Parisians and **cleanliness is the most important** :

- Cleanliness is important for 69%
- pollution for 65%
- security for 63%
- taxes for 59%
- economic development and employment for 55%

This is not new but it is becoming more and more important.

In 2008, the problem already existed... That's why AVPU has been founded





LET ME TELL YOU ABOUT AVPU, WHAT IS AVPU ?

AVPU is the first network of cities dedicated only to urban cleanliness.

AVPU is a non-profit association, created in 2010. Magali Ordas, deputy mayor of Versailles is the president since the creation of the association.

Each city is represented by an elected representative and a territorial agent.

Currently 170 cities are members of the association.

Most cities over 100 000 inhabitants are members :

- Paris, Marseille, Nice, Toulouse, Strasbourg, Nantes, Montpellier...

Members could be mid-size cities or small cities, less than 5 000 inhabitants

Cities from Belgium, Switzerland and Luxembourg are also members :

- Bruxelles, Schaerbeek, Etterbeek, Liège, Namur, Genève and Luxembourg





2008 : The beginning of the story



This is the place where the AVPU story began



the city hall of Versailles



2008 : François de Mazières was elected as Mayor of Versailles



He named
Magali Ordas as
Deputy Mayor in charge of
environment (green spaces
and cleanliness)





Can we objectively measure the cleanliness of the city ?

We have to create a methodology used by several cities in order to make comparisons

Several cities meet during
the year to create the
methodology of the
Objective Indicators of
Cleanliness (OIC)





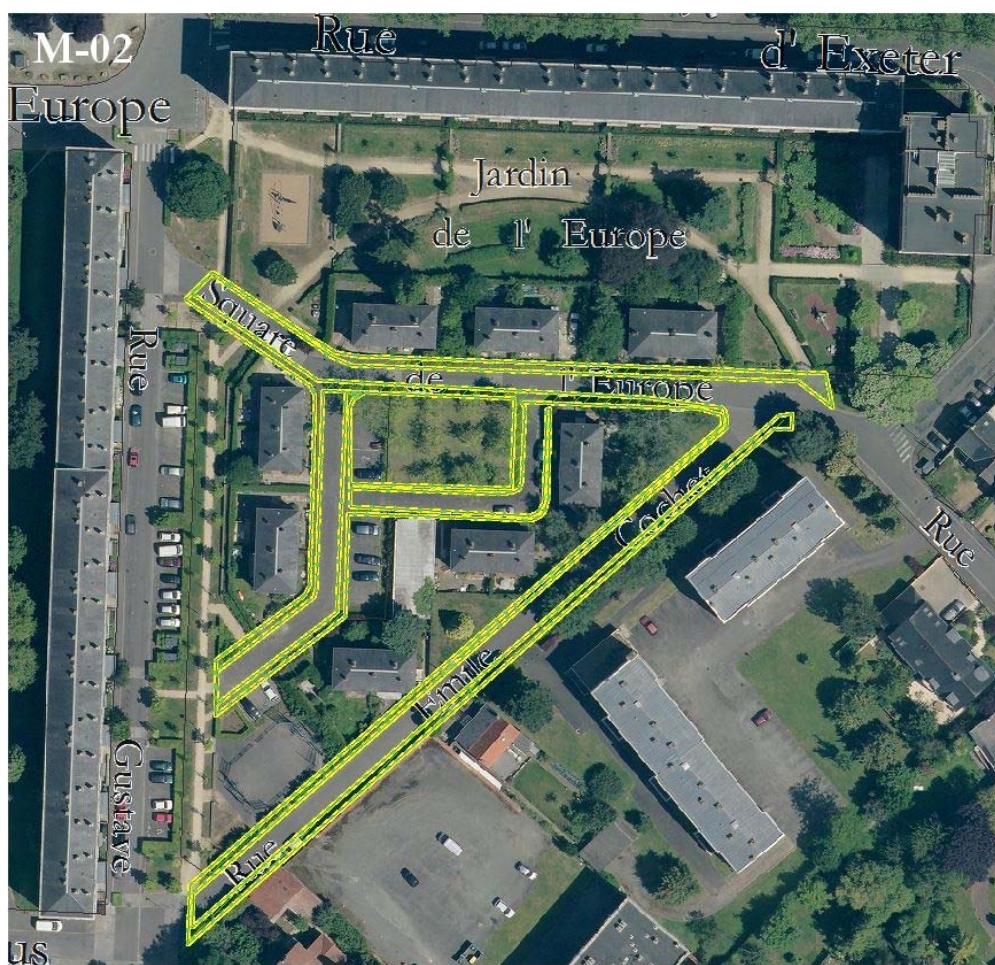
The methodology of Objective Indicators of Cleanliness (OIC)

OIC methodology :

- It is a quantitative methodology, based on the counting of litter
- It is implemented by city agents : this is a self-evaluation
- Implemented on a sample of streets
- Each street chosen is measured in square meters
- The global counting is reported to a 100m² ratio called “Average Indicator of littering” (AIL)

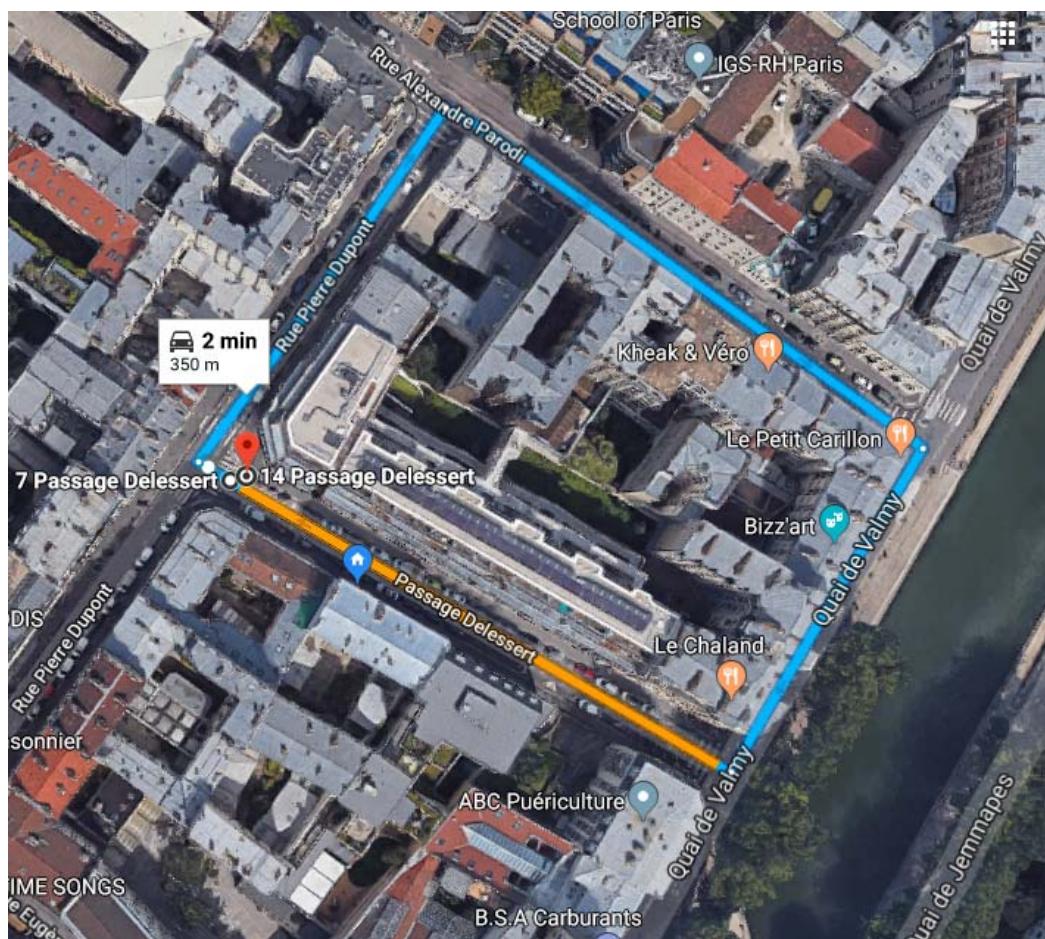


How delimitate sectors which have to be evaluated



example, this
 factor measures
 0 m long for each
 sidewalk and 2.5 m
 de.

for both sidewalks,
 the area is : 700 m X
 2.5 m = 1,750 m²



The measure of tomorrow – 20 years of benchmarking – AP3

evaluations are repeated each month on the same sectors (from January to December).

Evaluations are carried out when the space has been dirtiest, as far as possible from the moment of cleaning.

Each quarter, cities send me their data and we consolidate them.

An analysis is made and a report is sent to each city which allows to note the most important problems.





These sectors are differentiated according to their uses:

- Commercial area
- Station (railway, bus or metro) area
- City hall and large equipment area
- Collective houses of city center area
- Collective houses of suburb area
- Schools area
- Parks and gardens
- Offices sector area
- Single houses sector area

Which litters are counting ?

HIGH SENSITIVITY LITTER

Dog fouling
Illegal deposit
Waste bag
Food and beverage packaging

MEDIUM SENSITIVITY LITTER

- Glass
- Papers
- Cigarette butts
- Organic food waste

LOW SENSITIVITY LITTER

- Graffiti
- Fly-posting
- Stains (oil, paint,...)
- Fallen leaves



After counting, a ratio is calculated : number of litter for 100 m²

- It is the Average Indicator of littering (AIL)

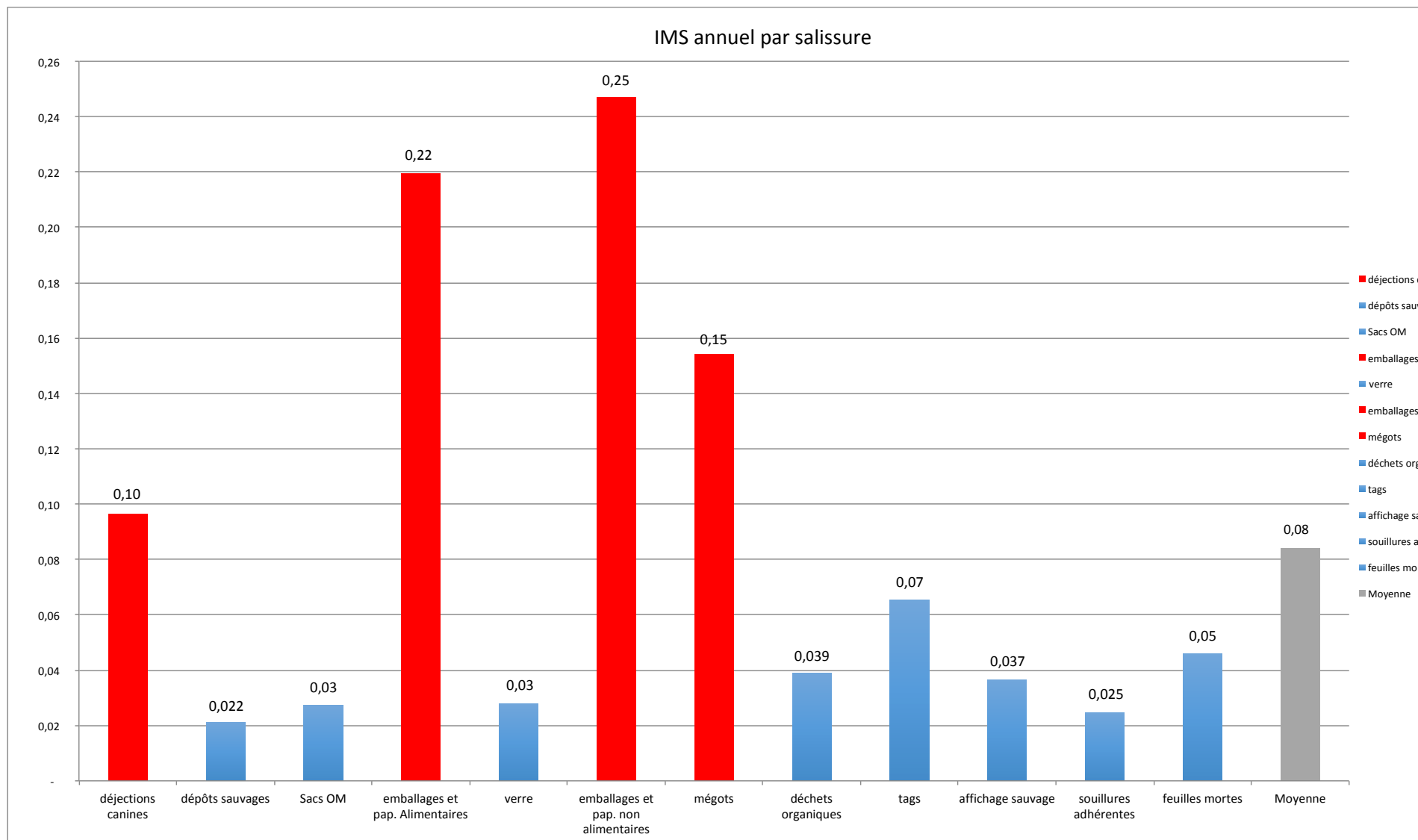
The average indicator littering is calculated for each litter

- For example : AIL for dog fouling in France is 0,10 for 100 m².
 - That means you see one dog fooling each 1000 m²

Comparisons could be made

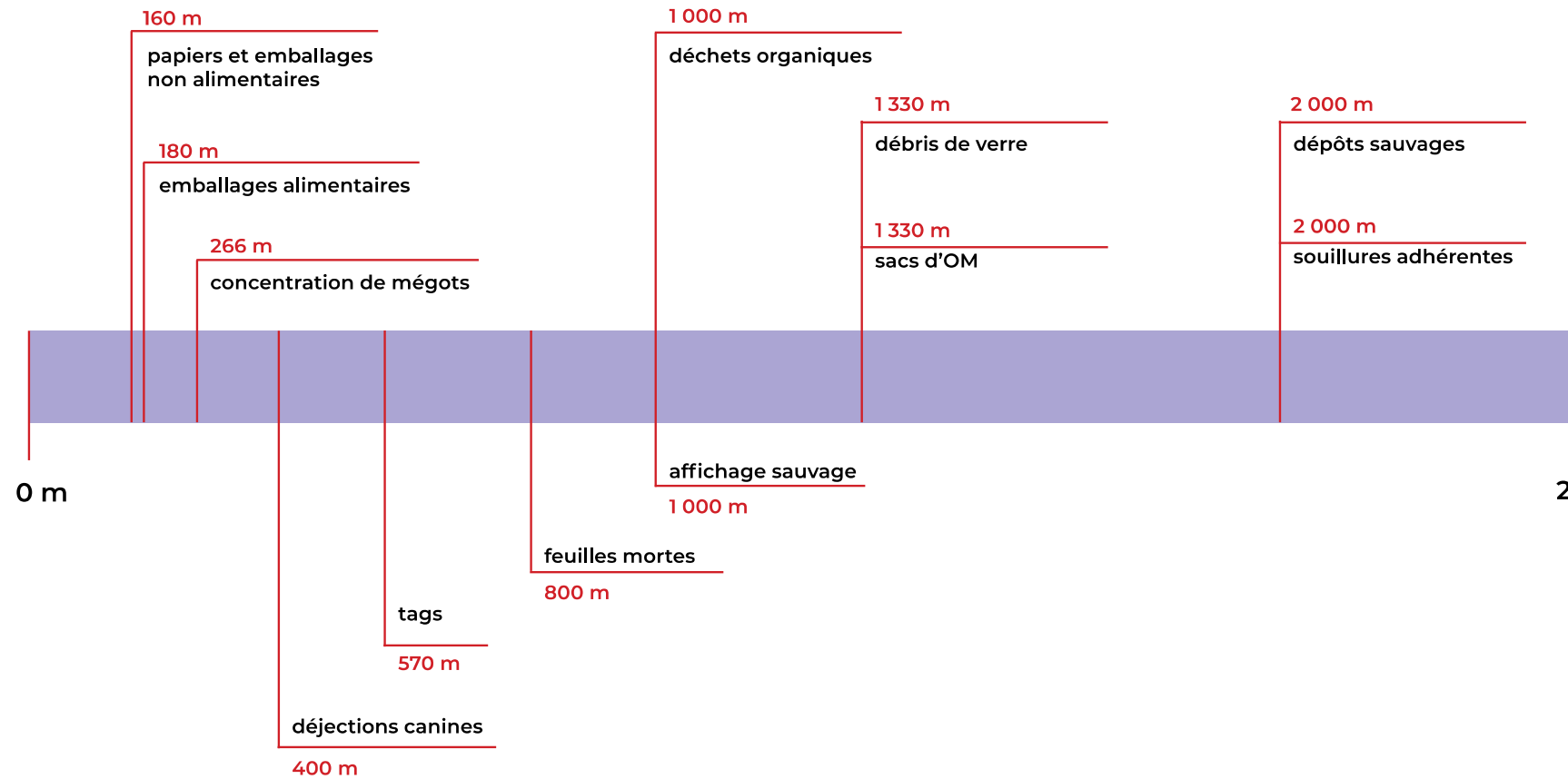
- with other places in the same city
- with other cities in the same country or different country
- in 2018: 15,000 sites were evaluated in France and Belgium

IL y litters 2018 r France



L y litters 2018 r France

Répartition des salissures en 2018
base de représentation : un trottoir de 2,5 m de large





What is the interest for cities?

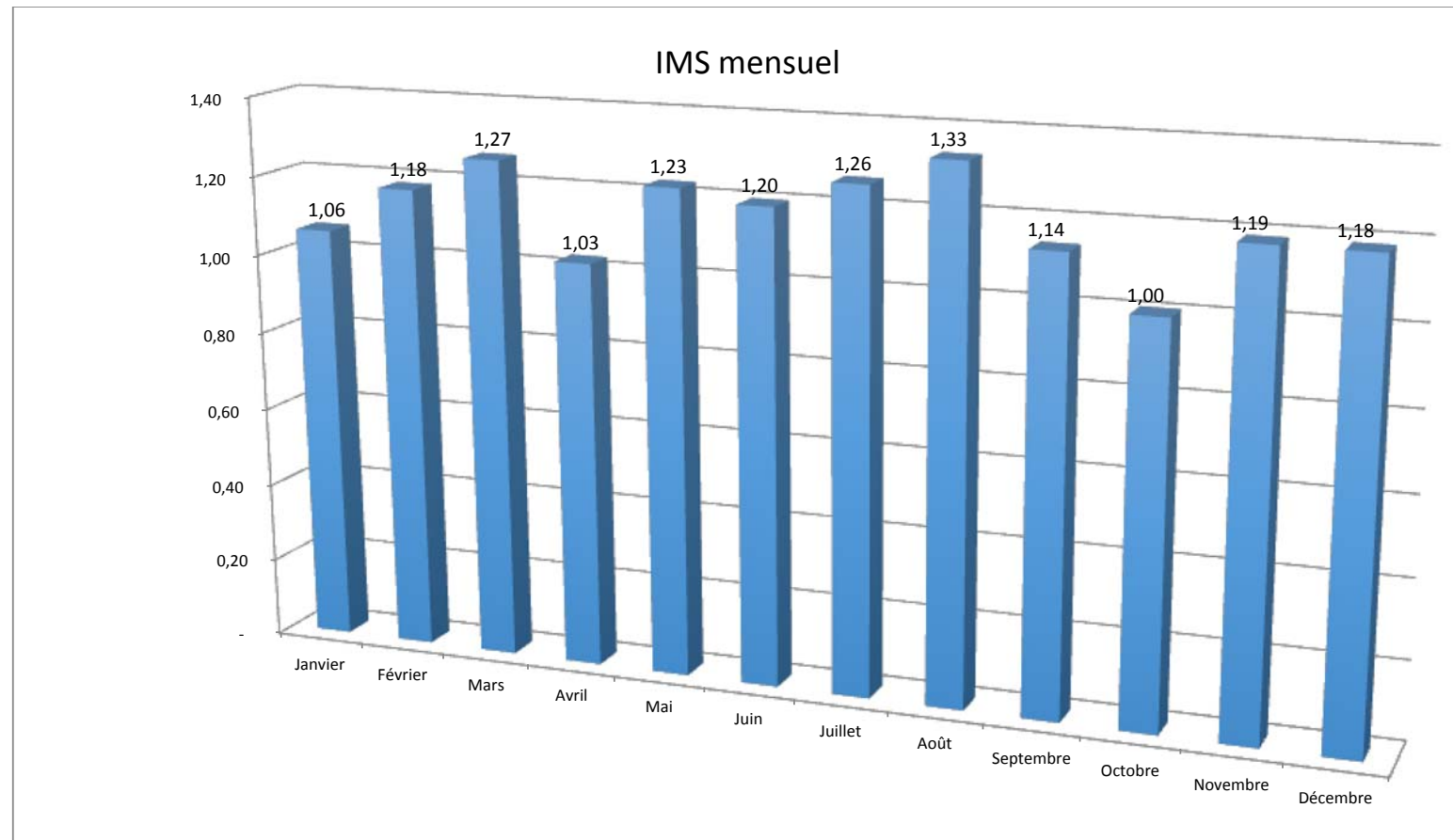
To be able to relate to different averages

- National average
- Average from cities of the same region
- Average from cities of similar size

But also to evaluate progress or regressions on each theme over time

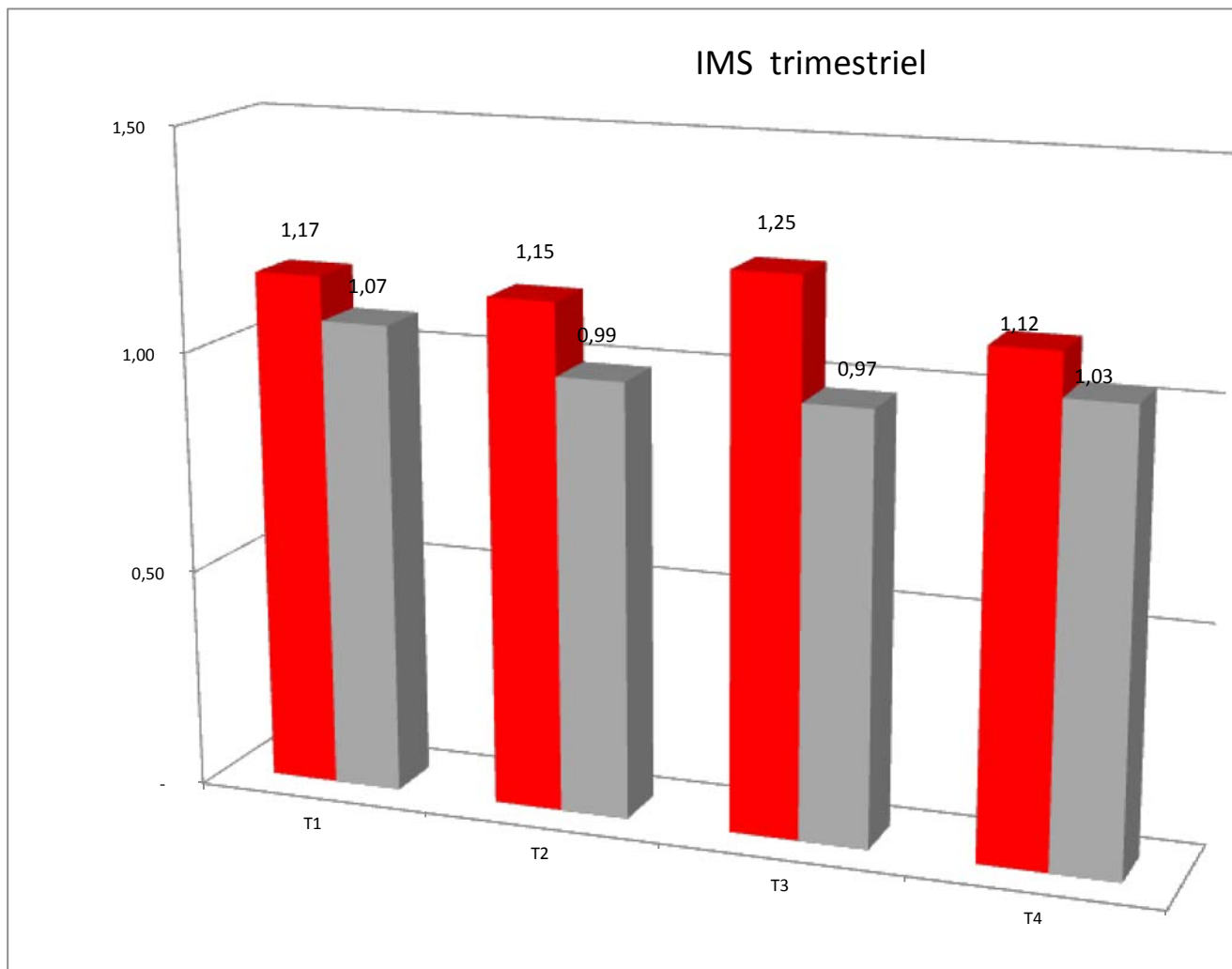
The example of the city of Versailles

Evolution of the Average Indicator
of Littering (AIL) in 2018 for
Versailles



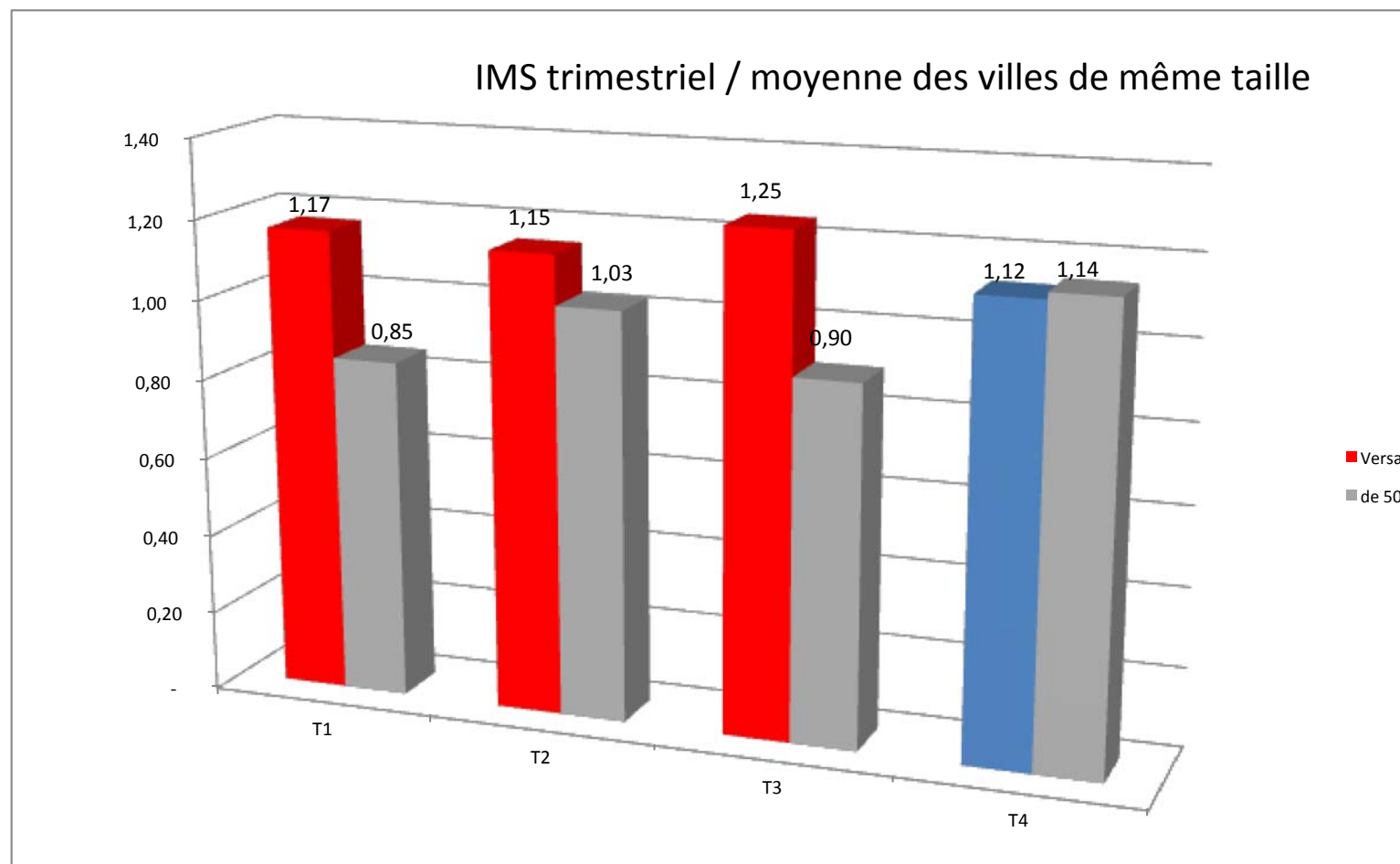
The example of the city of Versailles

Comparison of the city's AIL and AVPU's AIL, quarter by quarter.



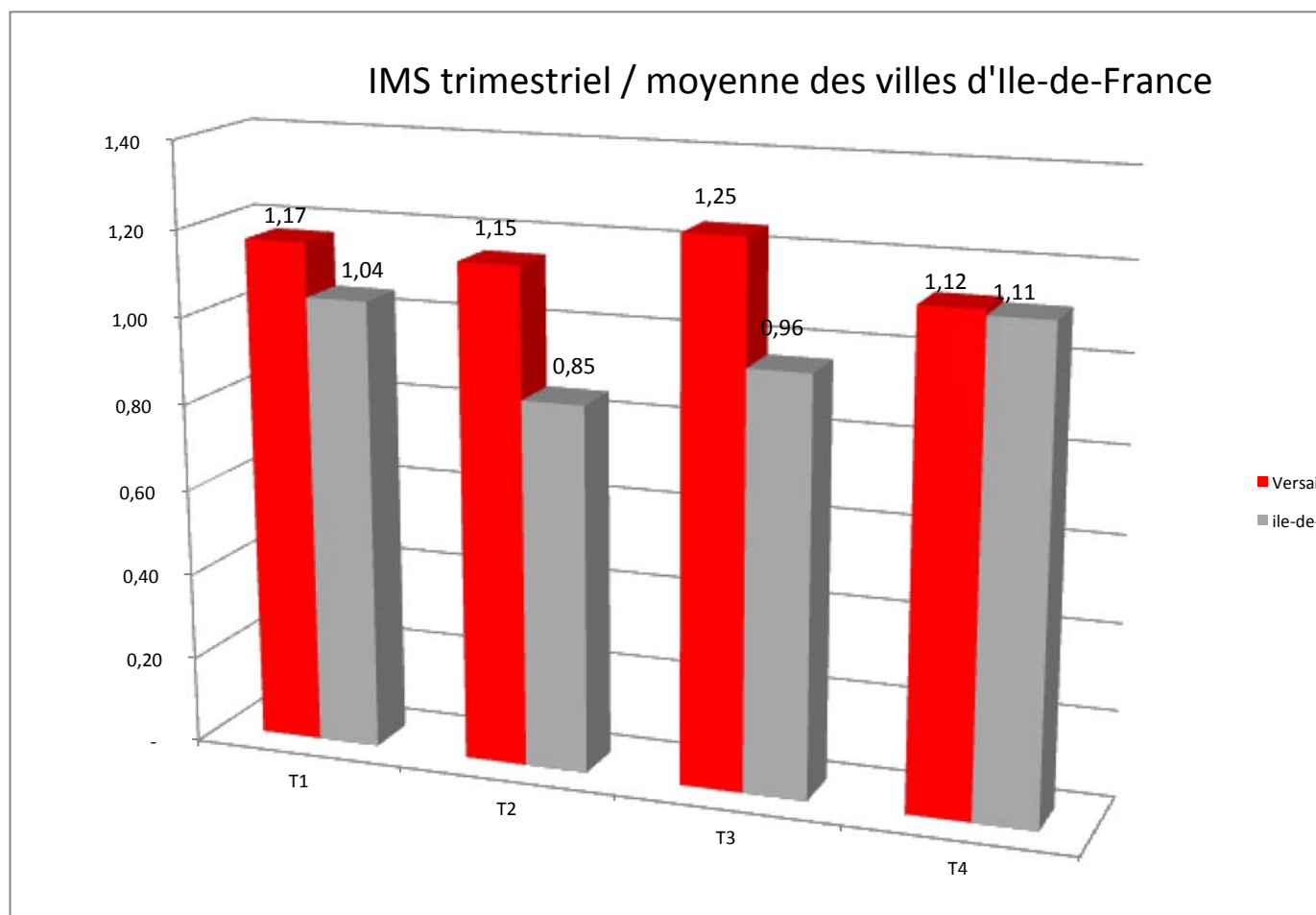
le exemple de la ville de Versailles

comparaison de la ville's AIL with
des villes de la même taille



The example of the city of Versailles

Comparison of the city's AIL with
the average of the cities in the same region.

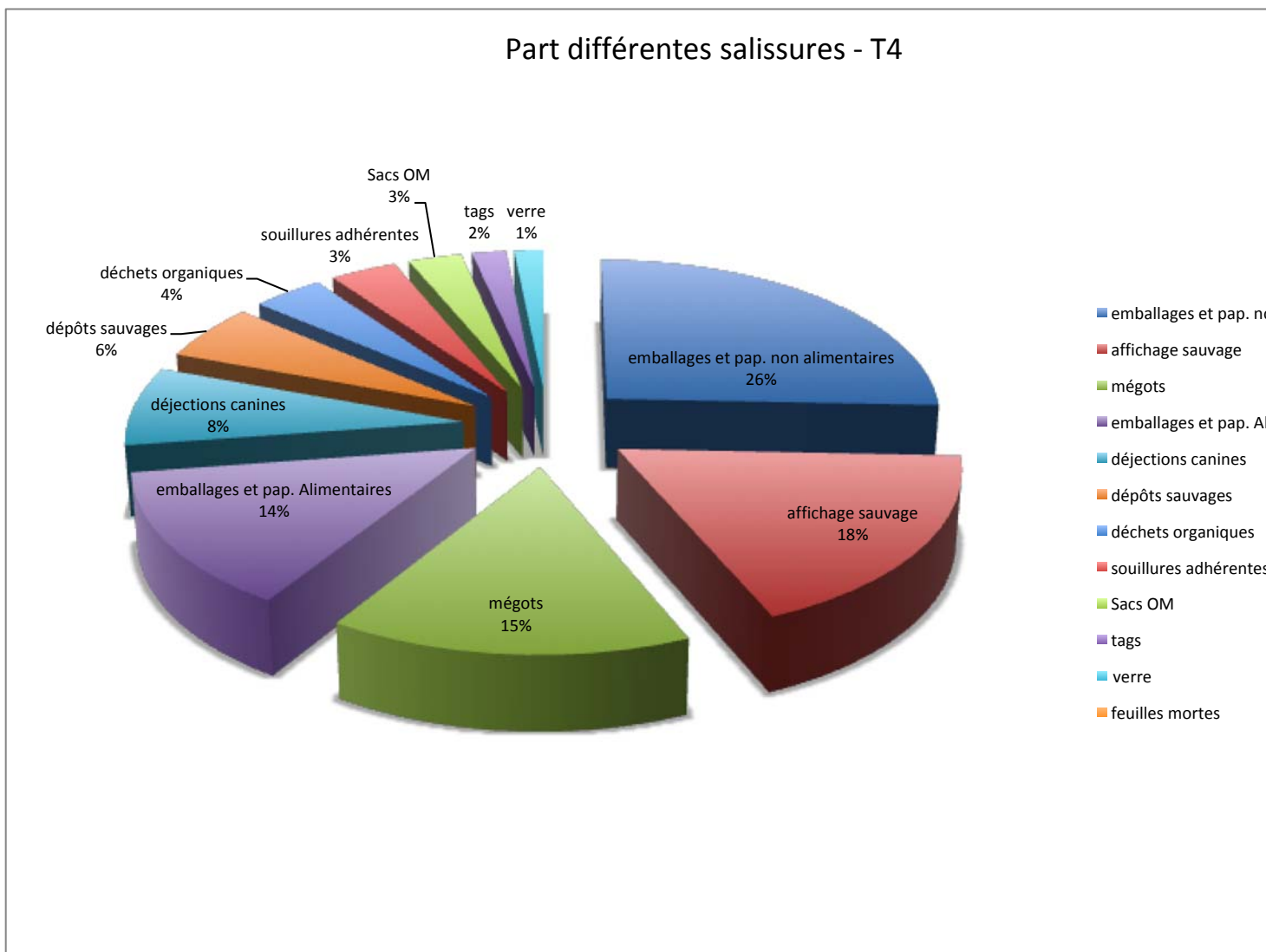


What is the problem for Versailles

Analysis of the components of the
 in relative value :

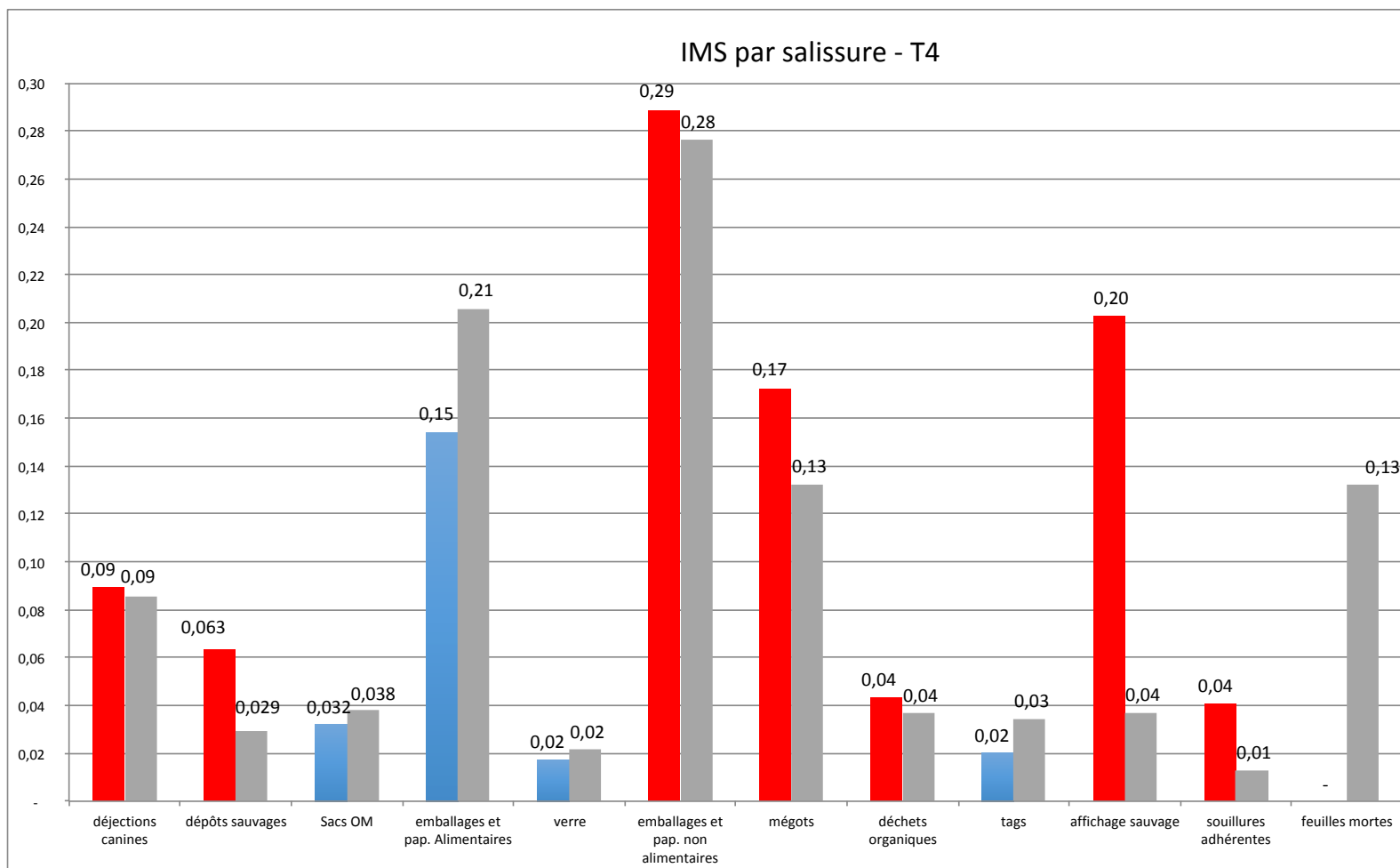
ers are the most important
 er with 26 % of global AIL.

en fly posting with a relative
 t of 18 % of global AIL.



What is the problem for Versailles

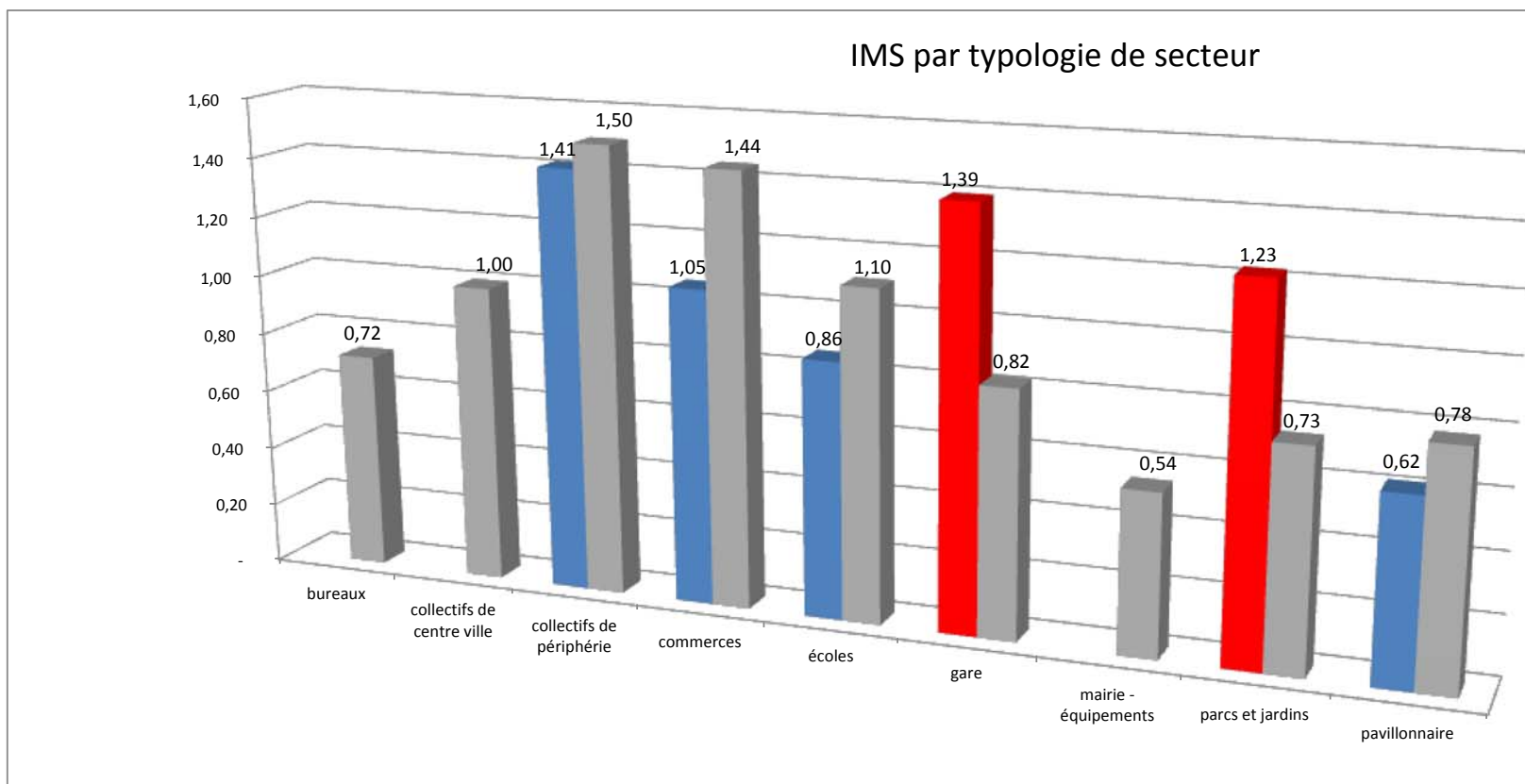
Analysis of the components of the AIL in absolute value and comparison with national averages.



Where is the problem for Versailles

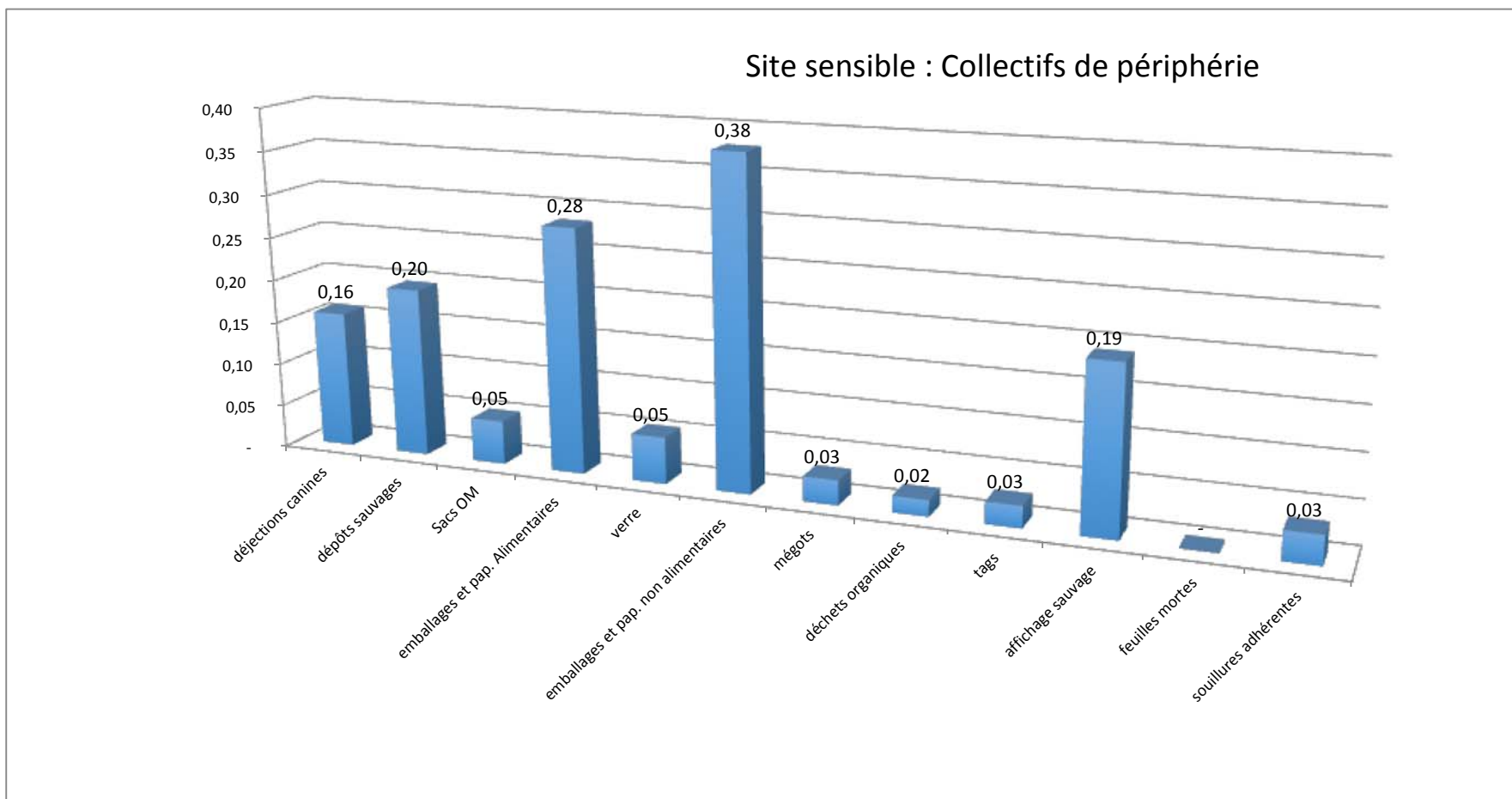
Factor analysis identifies those who are most sensitive.

Versailles, it is sectors collective uses of suburb "a" and "station a" which are most dirty.



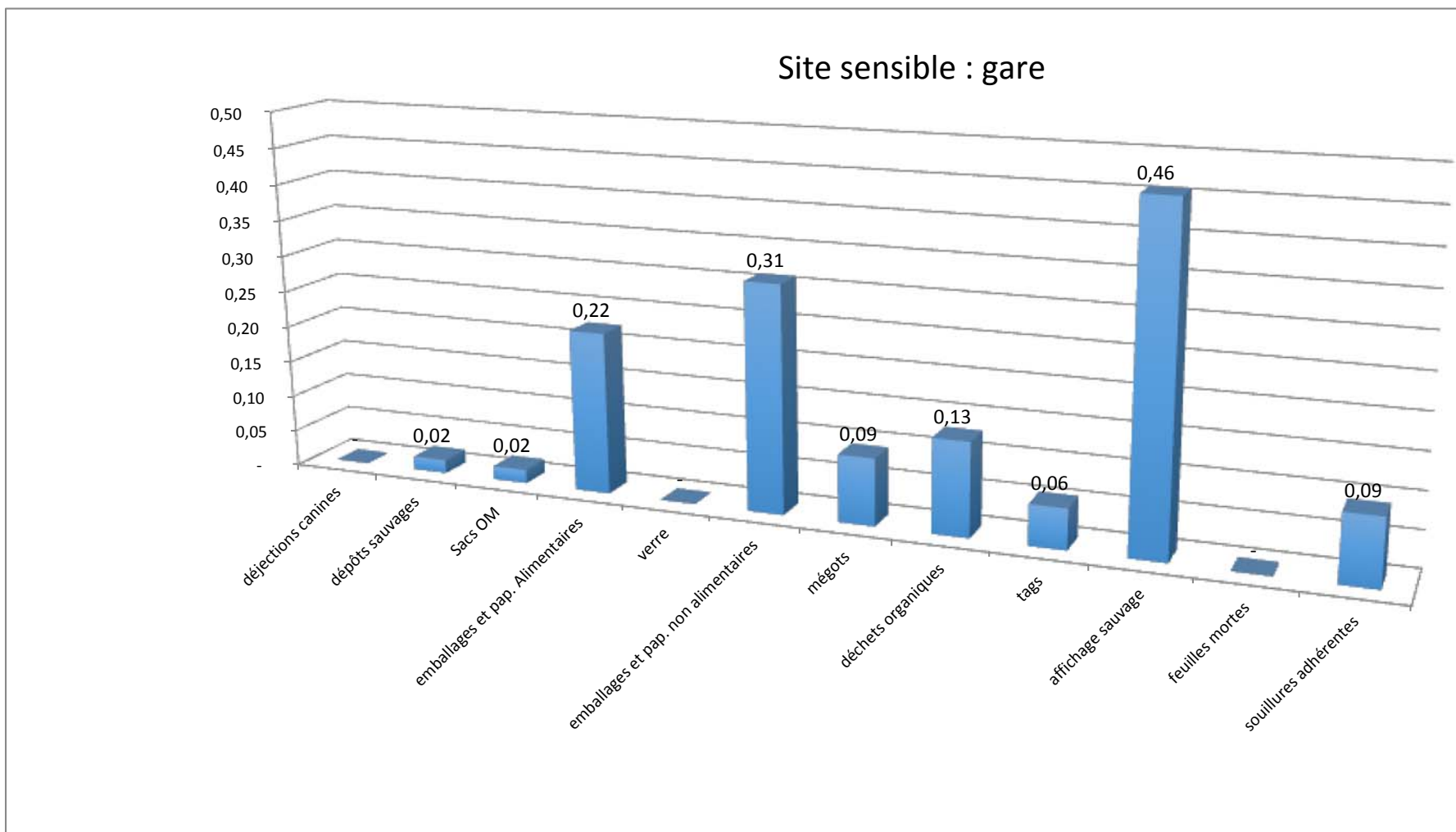
First most sensitive sector

“Collective
 uses of suburb
 a”, papers are
 most
 portant litter.



second most sensitive sector

“station area”, fly
ing is the most
important litter : twice
e important than
city’s average.





The other activities of AVPU



1- Manage the OIC methodology

2- Facilitate exchanges on good practices

3- Work by themes

4- Understand user behaviors

1- Manage the OIC methodology

- Consolidate the AIL data from all cities
- Make an analysis for each member



- We train city agents at the methodology





2- Faciliter
exchanges on good
practices :

Internet Forum for members
(Googlegroups)

AVPU - Google Groups

https://groups.google.com/forum?hl=fr#!forum/avpu

Rechercher des messages

Groupes

NOUVELLE QUESTION

Marquer tout comme lu

Actions

Filtres

Les paramètres du groupe ont été mis à jour. En cas de problème, consultez les questions fréquentes pour obtenir de l'aide. [Consulter les questions fréquentes](#)

AVPU Partagé en mode privé

30 sur 580 sujets (99+ non lus) ☆

Gérer le groupe · Gérer les membres · Membres · À propos

Ce groupe ne comporte pas de message de bienvenue.

[Ajouter un message de bienvenue](#)

- gestion plaque amiante ciment** (4)
Par Mauny Stephane - 4 messages - 1 vue
- Actions dans les quartiers commerçants** (3)
Par Julie Eeckhoudt - 3 messages - 1 vue
- Rencontres de Saint-Brieuc des 13 et 14 juin 2019** (1)
Par moi - 2 messages - 1 vue
- AUTO : Eric BRUNET est absent(e). (retour le Sam 04/05/2019)** (1)
Par Eric BRUNET - 1 message - 1 vue
- Rencontres de Saint-Brieuc 13 et 14 juin 2019** (1)
Par moi - 2 messages - 1 vue
- AUTO : Patrick Vermare est absent(e)** (2)
Par Patrick Vermare - 2 messages - 2 vues
- Supports multi langues/culturels** (1)
Par af.cariou - 1 message - 1 vue
- Facturation enlèvement dépôts sauvages** (1)
Par af.cariou - 1 message - 1 vue
- TRACES DE GOMME SUR ENROBE** (2)
Par GAILLOUD Marie-laure - 2 messages - 1 vue

We organise Regional meetings
(1 meeting per month)



**We organise national meetings
(2-3 times per year)**



We organise European
meetings (every 2 years)

- the first one took place in
2013 with different
european organizations



- The second took place in 2015 with german cities



• The third one was in 2017
with spanish and
portuguese cities.





The last one took place last week

with Berlin, Milan, Zurich, etc.

*it was for us the opportunity to launch
the European network of cities for urban
cleanliness*



2016 AVPU created
the Label
ecological & clean city »
and the AVPU Awards

the Label is delivered each
year during the national
meeting of spring



the “**cleanliness Awards**” are delivered each year during the national meeting of fall

The awards categories are :

- Equipment
 - Sustainable Development
 - Communication
 - Awareness
 - Mediation
 - Management
 - Participative actions
- These awards encourage cities to reproduce the good initiatives





Every two years, AVPU publishes a guide compiling all the trophies



**Lab' of urban cleanliness*



To Conclude

AVPU is financing exclusively by members' subscriptions:

- From 100 € for a small city less than 5 000 inhabitants
- To 2 000 € for a large city more than 250 000 inhabitants

For European meetings :

- Some companies make a financial contribution as partnership



Thank you for your attention

I remain at your disposal

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