



Association des Villes  
pour la Propreté Urbaine

**APSE Performance Networks Seminar 2025**

Julie Eeckhoudt



# Who are we ?

- Non profit association **created in 2010**
- **Network** of cities exclusively dedicated to **urban cleanliness**
- Each city is represented by an **elected official** and an **operational teams**
- More than **300 communities** (of all sizes) are members of the association
- **European network**: France, Belgium, Luxembourg, Switzerland, Germany

# Why Benchmark Cleanliness ?

## Observation

- 👁 Cleanliness is visible, emotional, and political — but difficult to measure
- 📊 Municipalities need objectives and comparable indicators
- 💰 Helps prioritize budgets and resources



## Objective Cleanliness Indicators (IOP)

- We create (with cities) a quantitative methodology
- Made by self-assessment
- Covers all types of areas (shopping areas, residential areas, city centers, train stations, sports facilities...) and waste

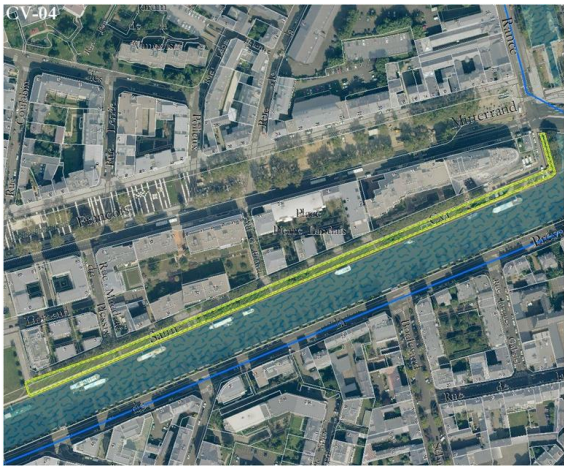


## IOPs allow municipalities to:

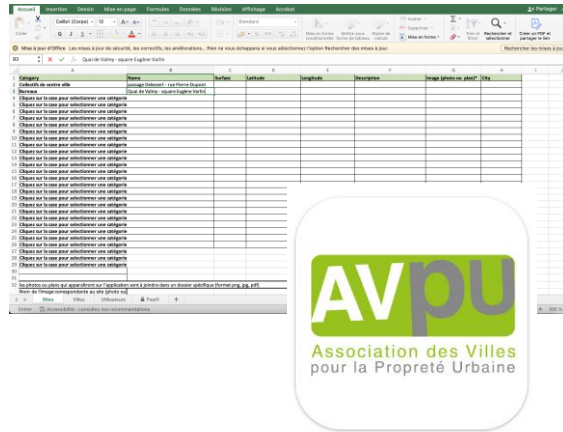
- 📈 *track their progress over time*
- ⚖ *compare themselves with the national average*
- 📁 *guide budgets and action plans with informed decisions*

# How it works ?

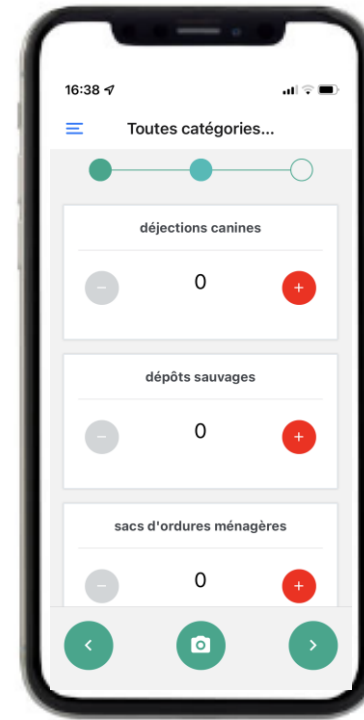
1. Identification of a representative streets sample



2. Data integration into an application



3. Monthly monitoring of each street



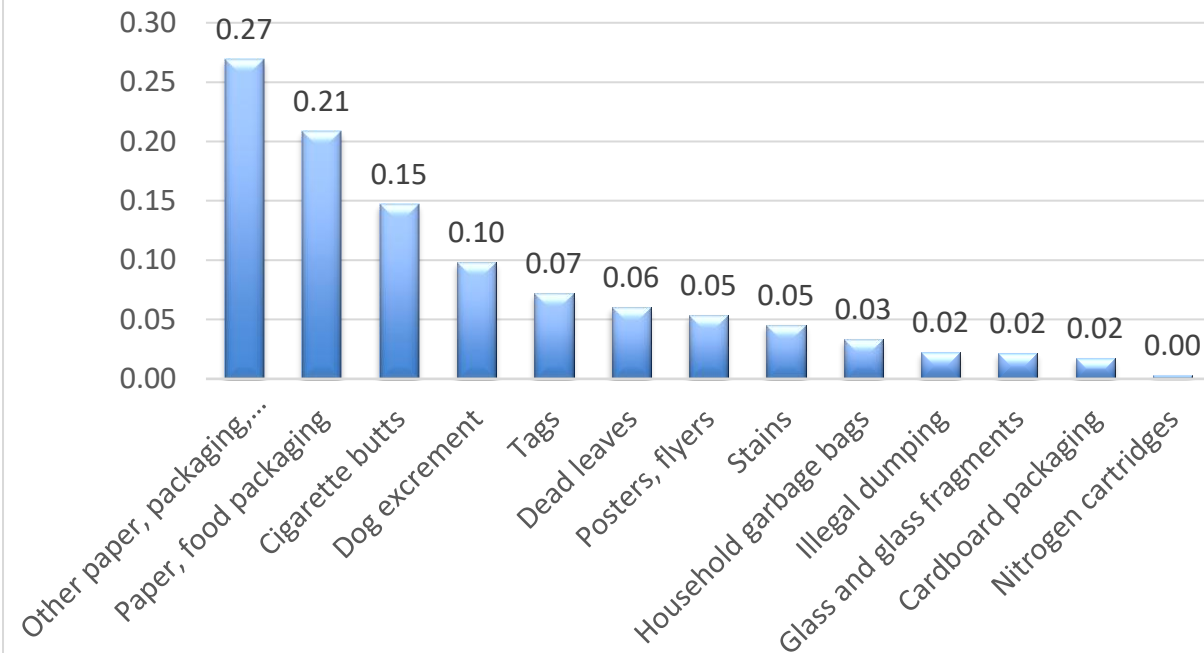
4. Sending out a quarterly report



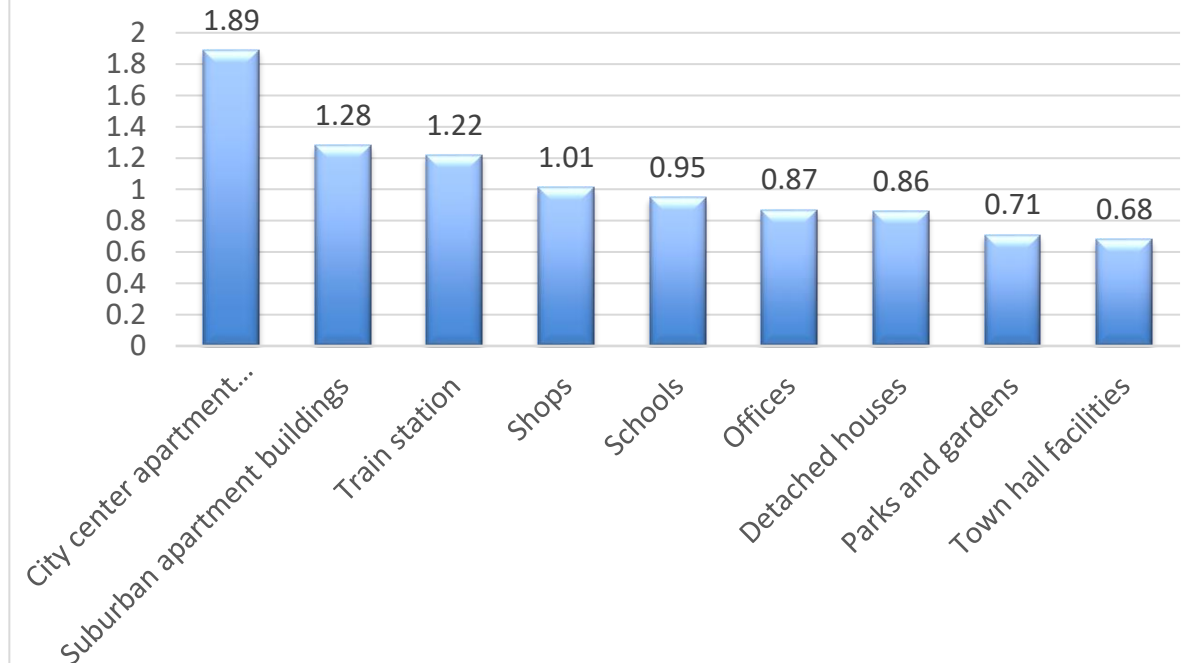
*“Cities gain a measurable understanding of their performance, enabling targeted improvements instead of subjective feelings”*

# National benchmark

IMS by waste type



IMS by location category





# How to encourage proper citizen behavior ?

**Understand user  
behavior**

**Design some  
effective action  
plans**

**Long-term  
engagement of the  
city**

**Exchange of best  
practices**

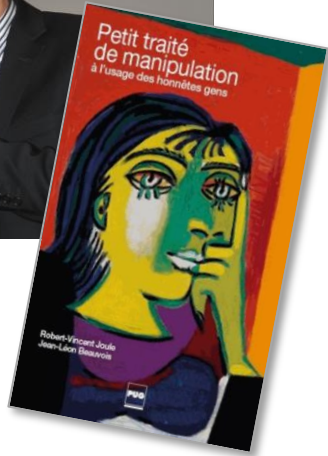


## Understand user behavior

### Exchanges with researchers in psychology and sociology



Robert-Vincent Joule



Xavier Brisbois & Lolita Rubens

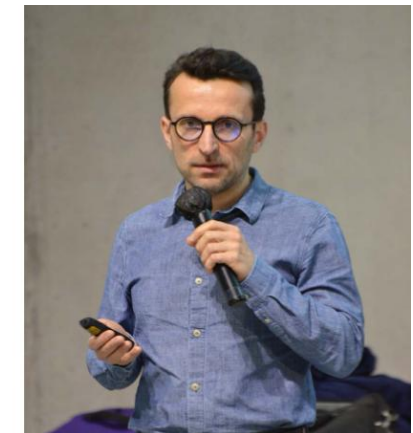


Pascal Moliner

**What factors influence the littering ?  
Why do they act this way?**



Joelle Liberman



Fred Dorsimont



## Understand user behavior

How would you act in this street ?

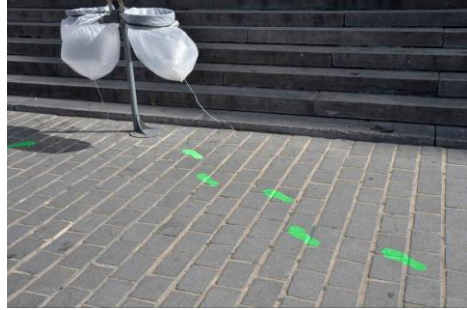


*Unconscious influence*

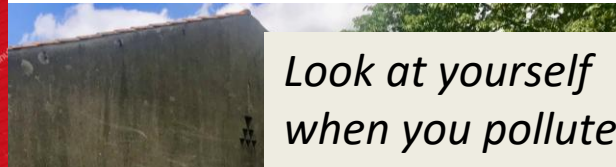


# Understand user behavior

## Engaging communication and nudges



## Use of eye contact



## Revitalize a place





Design some effective action plans by theme



Illegal dumping – Barrier kit

Dog excrement – dog training and awareness



Party venues



Cigaretet butt



Municipal mascot





## Long-term engagement (through the 'Ville Éco-Propre' label)

- This label recognizes cities committed to sustainably improving urban cleanliness
- “Sustainably” means focusing on preventing littering by influencing user behavior, rather than increasing cleaning efforts
- The label is valid for 3 years





## Exchange of best practices

Organization of National and European meetings – twice a year



Organization of Regional Meetings



## Celebrating Excellence in Urban Cleanliness with AVPU Awards

- Annual competition rewarding impactful municipal initiatives  
→ the best practices
- Drives innovation and motivates operational teams
- Enhances visibility of successful cleanliness actions



1<sup>st</sup> edition

- France
- Belgium
- Spain
- Germany
- Italy
- Sweden
- Great Britain
- Denmark
- Portugal

*“Highlighting successes inspires other cities to act”*





## France – Niort – Open Air Museum

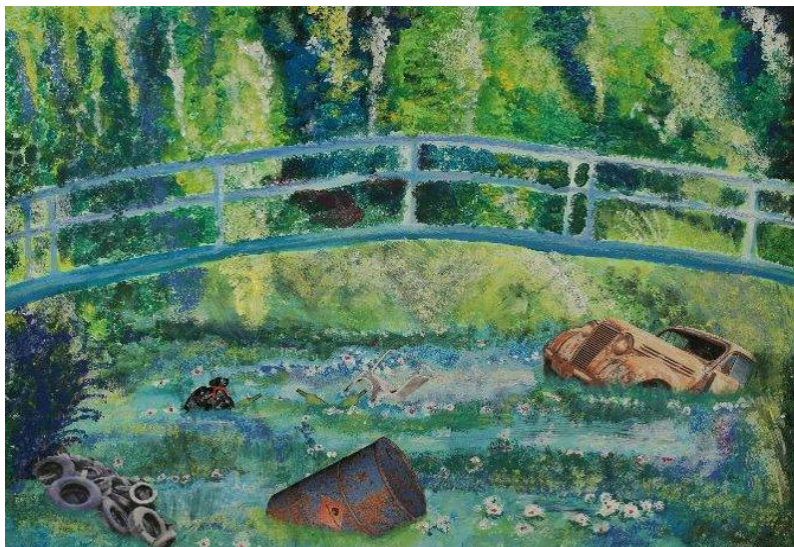
**Project:** Displaying creatively reinterpreted famous artworks directly next to recycling drop-off points identified as litter hotspots.

**Concept:** Changing behaviour by making the sites more attractive.

Collaboration with the Niort School of Visual Arts, with students creating the redesigned artworks.











## Belgium – Be WaPP – In your car, not in the nature!

**Project:** Communication campaign for motorist who throw waste out of their car

**Concept:** Changing behaviour through a powerful and impactful campaign





# Belgium – Be WaPP – In your car, not in the nature!







## France – Nice – Using music to drive behaviour change

**Project:** Using music to raise awareness

**Concept:** Using music and innovative communication to promote respect for public spaces and the work of cleanliness staff.



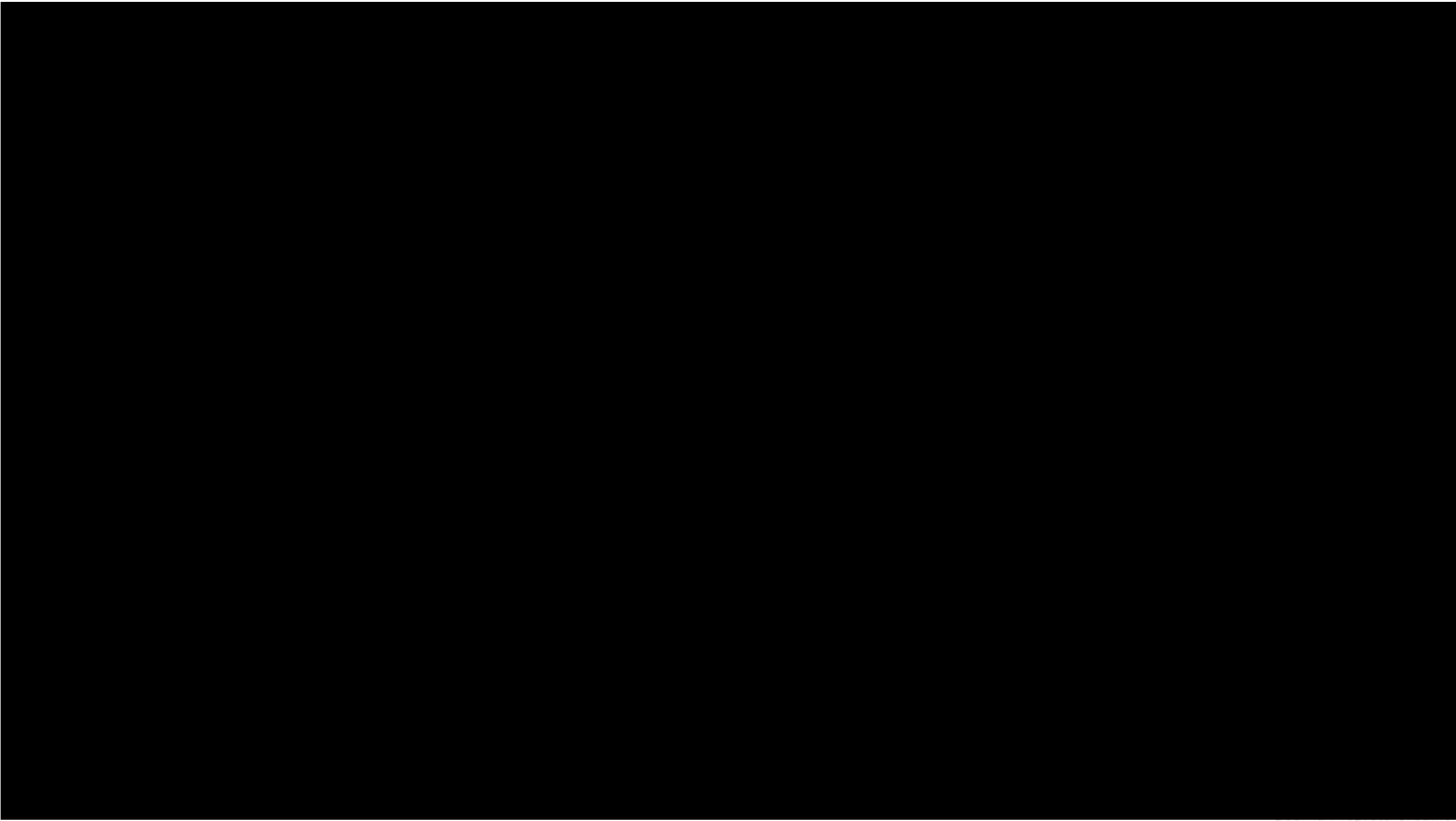




# France – Nice – Using music to drive behaviour change











# France – Nice – Using music to drive behaviour change

## **Nothing, nothing, nothing (stop the littering)**

For the sake of the neighborhood, we shouldn't throw anything  
Nothing, nothing, nothing, we shouldn't throw anything

No trash bags and no cigarette butts  
Flannel t-shirts or even old buckets  
No waste or debris  
No paper or old rusty iron

For the sake of the neighborhood, we shouldn't throw anything  
Nothing, nothing, nothing, we shouldn't throw anything  
We must say stop to littering...we must say stop to littering

I'm doing all this for my planet  
Tomorrow belongs to us, let's not forget it  
My street is my planet, a part of it at least  
Tomorrow belongs to us, don't forget it

For the sake of the neighborhood, we shouldn't throw anything  
Nothing, nothing, nothing, we shouldn't throw anything  
We must say stop to littering...we must say stop to Littering

No old light bulbs or large mattresses  
No stuck-on plates of noodles or little turds  
And no more old tires or pizza dough  
No more paint cans, we don't want any of that!

For the sake of the neighborhood, we shouldn't throw anything  
Nothing, nothing, nothing, we shouldn't throw anything  
We must say stop to littering...we must stop to littering

For the sake of the neighborhood, we shouldn't throw anything  
Nothing, nothing, nothing, we shouldn't throw anything  
We must say stop to littering...  
Nothing, nothing, nothing, we shouldn't throw anything...  
Nothing, nothing, nothing, we shouldn't throw anything







## Germany – Berlin – OSCA : Innovation case to keep parcs clean

**Project:** Development of a bench /bin for the parks

**Concept:** Provide a bench to the public and brought containers to the users

Cooperation with universities







## Germany – Berlin – OSCA : Innovation case to keep parks clean

**IDEA**

**Concept**

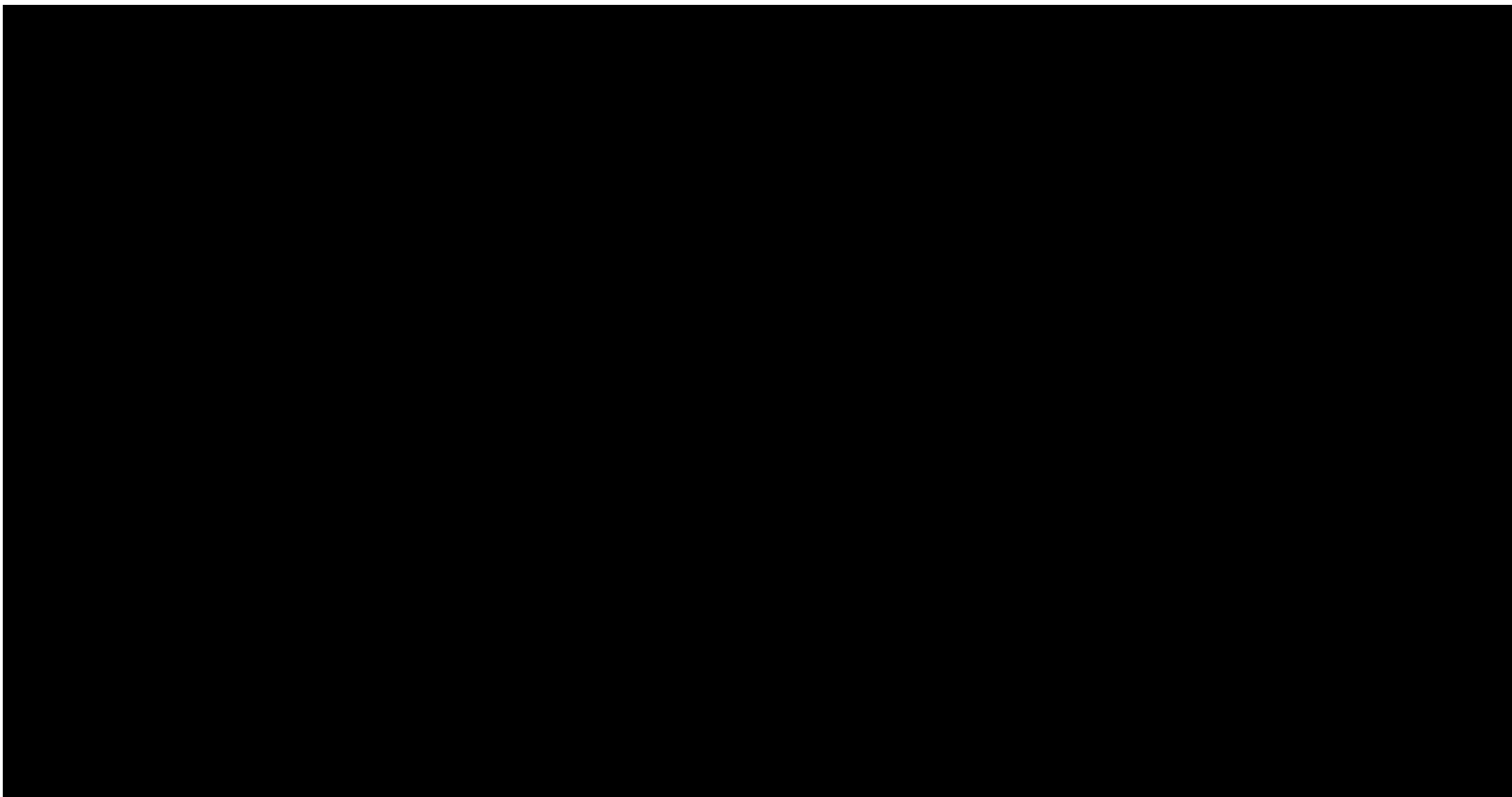
**Result**







## Germany – Berlin – OSCA : Innovation case to keep parcs clean





## Sweden – Uppsala – PICKU : Mini waste bin for small litter items

**Project:** Development of a mini waste bin

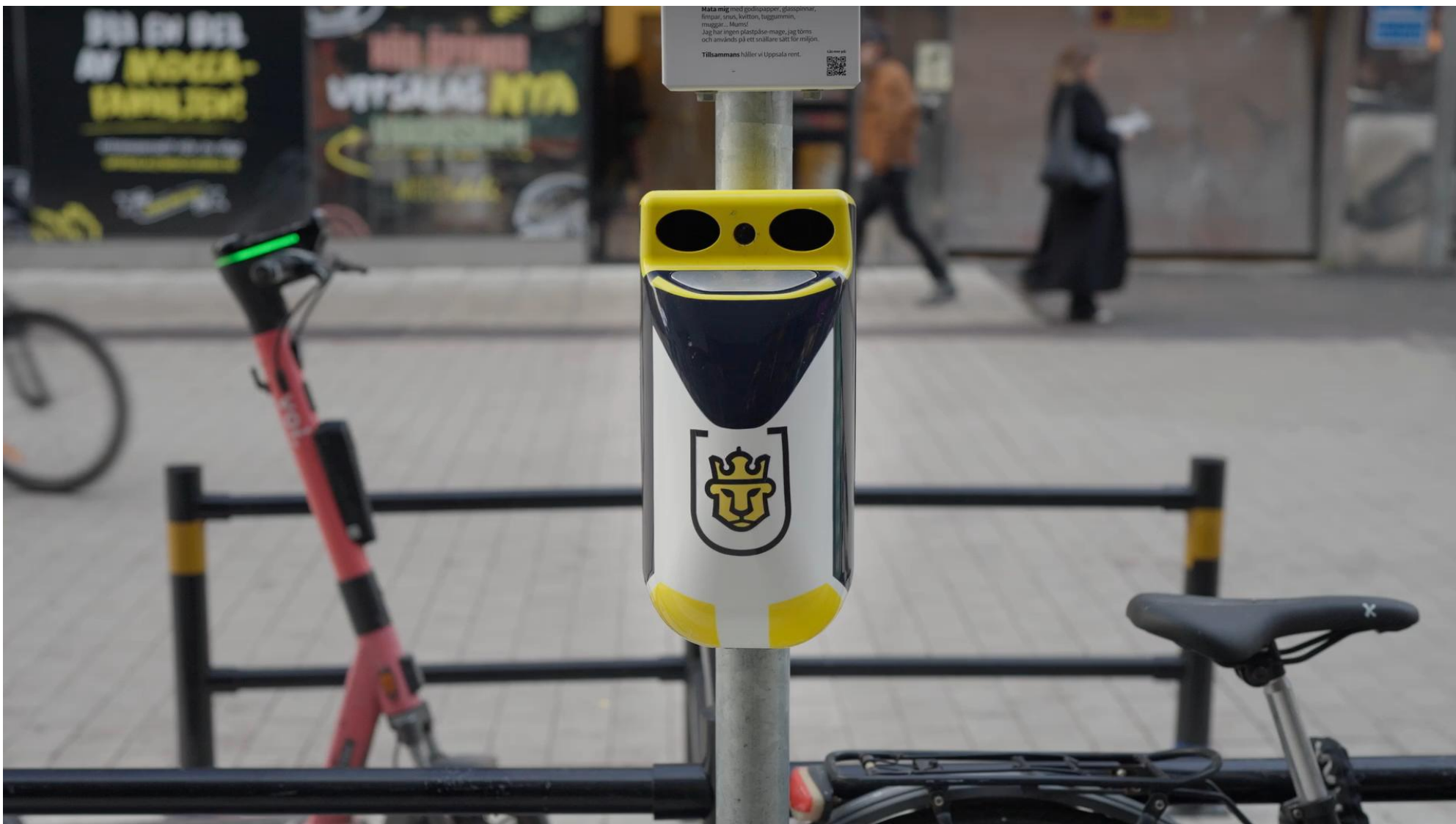
**Concept:** Visible, yet non-intrusive – colourful and playful design, easy to clean, smooth hanging and emptying







## Sweden – Uppsala – PICKU : Mini waste bin for small litter items



Présentation de l'AVPU – 2025

An aerial photograph of a city square. In the center is a large, ornate building with a dark blue mansard roof and a central clock tower. The square in front of the building is paved and has some greenery. A semi-transparent green rectangle is overlaid on the center of the image, containing the text "Thank you for your attention" in white.

Thank you for your attention