



## Vacances Propres

*Case Studies collected by the International Conference on Prevention and Management of Marine Litter in European Seas*

<b>North-East-Atlantic</b>	
Geographical area targeted:	France, Portugal
Scale of Implementation:	Regional
Commencement Date:	1971-01-01
End Date	open
Objectives:	Quantitative prevention Prevention of waste from entering the aquatic environment Raising Awareness
Type of Initiative:	Financial Collection Education and Outreach Litter monitoring Stakeholder coordination
Type of Marine Litter targeted:	Plastic waste Consumption waste ◦Food- and beverage related waste ◦Plastic bags ◦Smoking related waste ◦Other
Location of the litter targeted:	Coastal area Seashore/Beach River banks
Land based sources targeted:	Individuals Solid waste managers and companies
Sea based sources targeted	None
Brief Description of the Initiative:	<p>Vacances Propres is a well established non-profit organisation that promotes responsible behaviour at holiday destinations like beaches and ski resorts. PlasticsEurope joined Vacances Propres as an official sponsor at the beginning of 2011.</p> <p>Created in 1971, by Franck Riboud's initiative (Riboud is the former CEO of Danone), Vacances Propres is a joint effort from the packaging and consumer goods sectors. Among the many members of the association, are Coca Cola, Evian, Perrier, Vittel, Total Petrochemicals, Ball packaging Europe, Arcelor Mittal as well as Eco Emballages (the French Green System organisation).</p> <p>For more than 40 years now, Vacances Propres has been working in close collaboration with municipalities receiving large numbers of tourists in relatively short periods of time. Communication campaigns encourage people to behave as responsibly during their leisure time as they do at home, not throwing litter away and polluting nature; and</p>

# MARLISCO



Stopping Marine Litter Together

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	<p>sorting their waste right on the beach! Vacances Propres' branded waste bags and sorting equipment are at free disposal to make it easy for everyone to respect the environment.</p> <p>Among its many other activities, the association also organises local actions for voluntary cleaning of leisure spots. Vacances Propres also has the full support of the French Mayors' association (Association des maires de France).</p>
Responsible organizations:	Vacances Propres
Partner organizations:	PlasticsEurope
Financing:	The initiative is supported by various private companies, officials and NGOs.
Project URL and other sources of information:	<a href="http://www.vacancespropres.com/">http://www.vacancespropres.com/</a>
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