

Listening 2

Kind: captions Three-thousand tons every day. That's how much household trash the city of Paris collects. Only 20 percent of it goes to recycling. As the scale of global plastic pollution becomes impossible to ignore many Parisians are looking to take action. Here in the city's 18 arrondissement the Zero Waste House is a non-profit dedicated to helping consumers change their habits and drastically reduce their environmental footprint. In the front a package-free boutique stocked with reusable containers toiletries and compost supplies. In the back a workshop space where volunteers teach everything from making your own detergent to how to travel sustainably. Today it's square one. Today we're doing a workshop on how to get started shopping in zero waste mode. It's geared towards an audience at the start of their zero waste journey so how to do their shopping in bulk without plastic bags or packaging. We're going to teach them the basics so they can get started. Over its first two years, the boutique's sales have nearly tripled, and it's far from alone in the trend. A Nielsen study released in April 2019 shows that more than a third of French shoppers are buying unpackaged goods beyond the produce aisle. To meet the growing demand a new class of stores has sprung up nationwide. Day by Day was launched in 2013 to offer bulk groceries to the average consumer. It's now a chain with eight locations in the greater Paris area and 48 elsewhere across the country. Revenues went from 300,000 euros in 2014 to over 20 million forecast for 2019 with 20 more locations slated to open this year. We decided that we needed to create a special ecosystem and we have seen the market multiply by 10 since 2013. Why? Because we've created an economic model that proved that it was possible to do it well to do it for nearly all shopping needs. Possible to create something profitable and thus sustainable. Big supermarkets and big tech are getting in on the action as well. French grocery giant Carrefour is partnering with American recycling start-up Terracycle to launch Loop a web-based delivery service for groceries and household goods that consigns packaging to the consumer for retrieval and reuse when empty. Our goal is to be a leader in the food transition for all and one key part of the transition is packaging. Brands like Tropicana, Coca-cola and Evian are taking part in the trial service launched in Paris and select cities around the world in May. We realized that there is really a demand from consumers and citizens looking for practical solutions to reduce their environmental impact. We're a business that has been operating in the recycling of products that are difficult to recycle. We quickly realized that we needed to be looking harder at reusable models. As the world's oceans fill with plastic to the tune of 13 million tons per year environmental organizations are calling for policy solutions that hold companies accountable for the packaging they sell. In the meantime, however, it is clear that a growing number of consumers here in France are eager to be part of the solution.