

# Le Pôle R

A dedicated site to circular economy  
and waste reduction



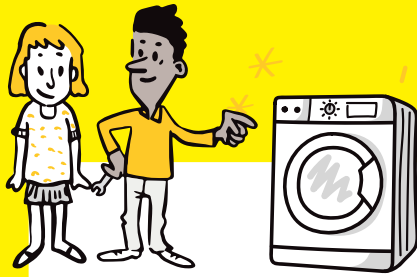
# FABRICANOVA

A group of local en committed actors



# REUSE REPAIR Master Plan

2020-2030



7500

tons of waste reoriented for reuse, repair and upcycling



## MAIN GOALS



200

new jobs planned for 2025 most of them are integration jobs run by enterprises of the social economy

## 5 INNOVATIVE INITIATIVES TO ACHIEVE THESE GOALS



### 2 INITIATIVES DESIGNING REUSE/REPAIR NETWORKS THROUGHOUT THE AREA

#### 1 LE PÔLE R

A dedicated site with 8,000m<sup>2</sup> of buildings in Grenoble. The site will house a range of facilities for reuse, repair and recovery of materials.

#### OTHER ACTIVITIES ARE PLANNED

- A space dedicated to reducing food waste and cleaning reusable bottles and packaging
- An incubator and accelerator for circular economy startups.



#### 2 ATTRACTIVE AND SHARED OUTLETS



To gather alternatives for sustainable consumption (reuse, repair, zero waste etc.).

### AND 3 OTHER INITIATIVES TO ENCOURAGE USERS BEHAVIOUR CHANGE

#### 3 DONATION ZONES

Donation zones in 4 waste disposal centres (Vif, St-Martin-d'Hères, St-Égrève, Échirolles), flexible waste disposal centres and a waste collection service by appointment.



#### 4 MATERIALS COURTYARDS

A free exchange place for users in 3 waste disposal centers (Champ-sur-Drac, Vif and Saint-Martin-d'Hères) with the project to extend it to other centres.



#### 5 EMPLOYER REUSE VOUCHERS

To encourage sustainable consumption.



A SIGNIFICANT BUDGET FOR A SIGNIFICANT PROJECT!



AN INVESTMENT OF 8 MILLION EUROS

grenoblealpesmetropole.fr | 0 800 500 027

# Le Pôle R

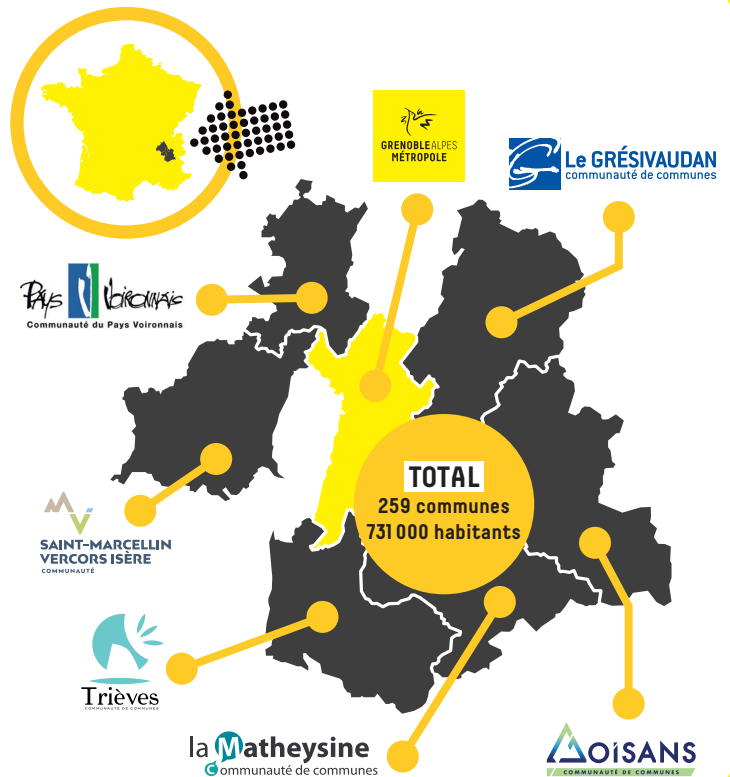
Reduce, Reuse, Repair, Reunite, Reinvent...

## \* Le Pôle R \*

A 16,000 m<sup>2</sup> site dedicated to the circular economy and waste reduction with 8,000 m<sup>2</sup> of buildings run as a "Third Place" with shared spaces, facilities, human resources and materials.

SCALED UP WITH THE COOPERATION  
OF SUD ISÈRE

A rich ecosystem with associative partners (Repair'café, Lowtech lab etc.) research and industry, EPR\* organisations (Ecosystem, Ecologic, Valdelia etc.).



### Building A

1,100 m<sup>2</sup> Ground Floor: anti-food waste and reusable glass bottle and packaging.

650 m<sup>2</sup> First floor: training activities for new skills within the circular economy.

### Building B

4,500 m<sup>2</sup> industrial platform for sorting, dismantling and to provide an extensive reuse, repair and upcycling service to the general public.

### Building C

Business incubator and accelerator.

750 m<sup>2</sup> Ground floor for housing workshops, storage spaces, showroom, new activities in the textile industry, sport and leisure items, wood etc.

750 m<sup>2</sup> First floor for coworking space.

\* Extended Producer Responsibility

grenoblealpesmetropole.fr | 0 800 500 027

Soutenu par



THIRD PLACE  
TO WELCOME CIRCULAR  
ECONOMY COMPANIES



# Building A

Encourage synergies between actors of the circular economy for reducing food waste and providing returnable food and drink containers



2 GOALS

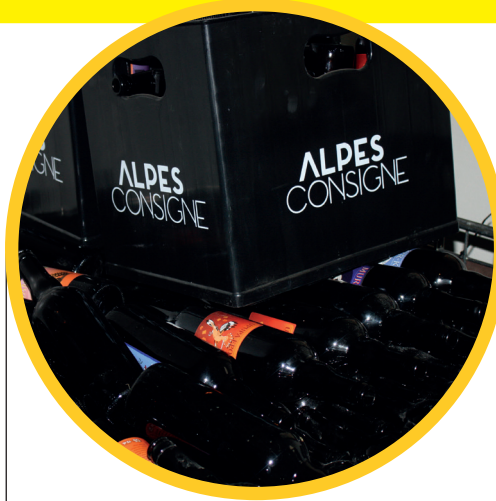


DEVELOP SYNERGIES BETWEEN ACTORS

ENCOURAGE NEW SOLUTIONS



- \* Reusable food and drink containers for restaurants: 75 partner restaurants in 2021 and 40,000 disposable containers saved from landfill across 4 departments,
- \* Cleaning and logistics of containers to replace disposable packaging with reusable containers,
- \* Home delivery of meals trialled in the city of Grenoble,
- \* Cooperation with Réseau Consigne (French returnable packaging association).



ALPES  
CONSIGNE

- \* Development of the chain for reusable glass containers (bottles and jars),
- \* Support for shops and producers who want to offer their customers reused, zero-waste, products,
- \* Cooperation with Réseau Consigne (French returnable packaging association).

27,500 bottles have been reused to date

la Bocale

- \* An eco-friendly, community-based association that produces food products led by la Conserverie du carreau,
- \* Use of otherwise wasted food products (unsold items, scraps and waste from farming etc.),
- \* Healthy and good quality meals cooked and presented in jars,
- \* A back-to-work scheme.



grenoblealpesmetropole.fr | 0 800 500 027

Soutenu par



GRENOBLEALPES  
MÉTROPOLE



# Grenoble Alpes Metropole involved in the European Union Circular Economy Action Plan

GRENOBLE ALPES MÉTROPOLE'S CIRCULAR ECONOMY ACTION PLAN FOCUSES ON KEY PRODUCT VALUE CHAINS IDENTIFIED IN THE EU CIRCULAR ECONOMY ACTION PLAN:

- ✓ Electronics and ICT
- ✓ Packaging
- ✓ Plastics
- ✓ Textiles
- ✓ Construction and buildings
- ✓ Food, water and nutrients



## Application to EU Horizon Europe Circular Economy Calls

- ✓ **Circular cities and regions initiative's: circular systemic solution** (CL6-2021-CircBio-01-01) in 2021: **ICE PEAC** project (Integrated Circular Economy aPproach in the Alpine ECosystem) with Grenoble's demonstrator on "reuse and repair of sports and leisure articles" in partnership with FABRICANOVA and other local stakeholders
- ✓ **Integrated solutions for circularity in buildings and the construction sector** (HORIZON-CL6-2022-CircBio-02-02-two-stage): work in progress
- ✓ Others to follow in 2023 ... and beyond



**Application to the Horizon Europe Cities Mission: ambition to be one of the "100 climate neutral and smart cities by/for citizens in 2030"**



**And tomorrow: circular economy projects in INTERREG Alpine Space, LIFE, Urban Innovative Actions and other programs ...**



## ERDF for Circular Economy

- ✓ Within the Auvergne-Rhône-Alpes Regional Operational Program
- ✓ Just Transition Fund: Grenoble metropolitan region among the 10 eligible French territories



# A GROUP OF LOCAL AND COMMITTED ACTORS



## FABRICA NOVA

### 2019

- Federation of actors representing the value chain within the reuse sector [collection, sorting, repair & sale].

### 2020

- Creation of the SCIC [Community Interest Cooperative] FABRICANOVA with an aim of social utility and open to members from across the sector. Democratic governance: one member = one vote.

### 2021

- Acquisition by Grenoble Alpes Métropole of a site dedicated to the circular economy.



### REACH THE GOALS OF THE REUSE AND REPAIR MASTER PLAN

Goals :

- 30% reuse rate for the waste collected
- 65% recovery rate for materials



### CREATE LONG-TERM INCLUSIVE JOBS IN THE LOCAL AREA

Fight against exclusion from the job market

Development of shared training in the sector of the circular economy



### SUPPORT THE SCALING UP OF ACTIVITIES OF THE CIRCULAR ECONOMY IN THE AREA

Harness the combined expertise of stakeholders

Pool technical and human resources

# SCALING UP WITH AN INDUSTRIAL FACILITY

Users disposal point [Voluntary drop-off point]

Professional service for the collection of objects for reuse

Professional service for the collection of large waste items

Specific chain flows: EPR [WEEE, furniture, new EPR], others

PLATFORM FOR LARGE SCALE REUSE



Reuse

PLATFORM FOR SORTING AND DISMANTLING



DEDICATED SPACES FOR REPAIR, REUSE AND UP CYCLING



RÉGIE DE QUARTIERS

- ✓ EPR Chains
- ✓ Material recovery
- ✓ Energy recovery
- ✓ Disposal

INDUSTRIAL HALL

Atelier de réparation d'électroménager [1250 m<sup>2</sup>]

Ateliers de production économie circulaire [400 m<sup>2</sup>]

Plateforme de massification réemploi [500 m<sup>2</sup>]

Plateforme de sur-tri & démantèlement [700 m<sup>2</sup>]

Parties communes & locaux sociaux

**4 500 m<sup>2</sup>** dedicated to activities of the Circular Economy

**30%** Reuse goal for the platfor

**100** The number of employees working in the facility



# FABRICA NOVA

## FROM COLLECTION... TO RESALE



### Collection

Fabricanova is a major actor in waste collection:

- ✓ presents every Saturday at a participating waste disposal centre at the "Donation zones" to collect any waste that can be reused,
- ✓ offers a "rendez-vous" service for the collection of large waste items,
- ✓ manages the voluntary drop-off point on the Pôle R site.



### Resale

Fabricanova développe d'autres modes de commercialisation pour la vente des objets traités (magasins éphémères ou évènements).



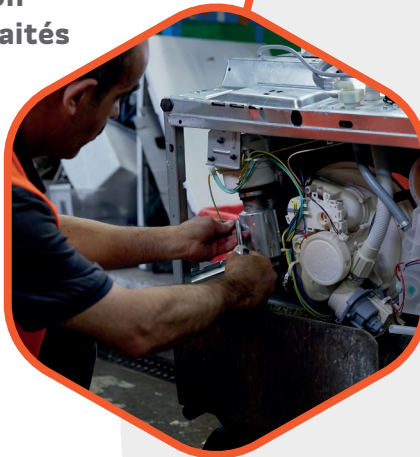
### Training and Integration

Fabricanova offers training and new jobs in the circular economy for people in professional integration schemes.



### Sorting and dismantling

The platforms for the sorting and reuse redirect objects to local chains.



### Reuse, repair or upcycle

The Fabricanova site offers a space for repairing objects, on both a permanent and occasional basis.

Objects will then be resold to reuse retail points.

Soutenu par

