



Association des Villes
pour la Propreté Urbaine



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A few words about AVPU



the city hall of Versailles

In 2010, about twenty cities decided to create together a common methodology to measure the cleanliness of the public spaces



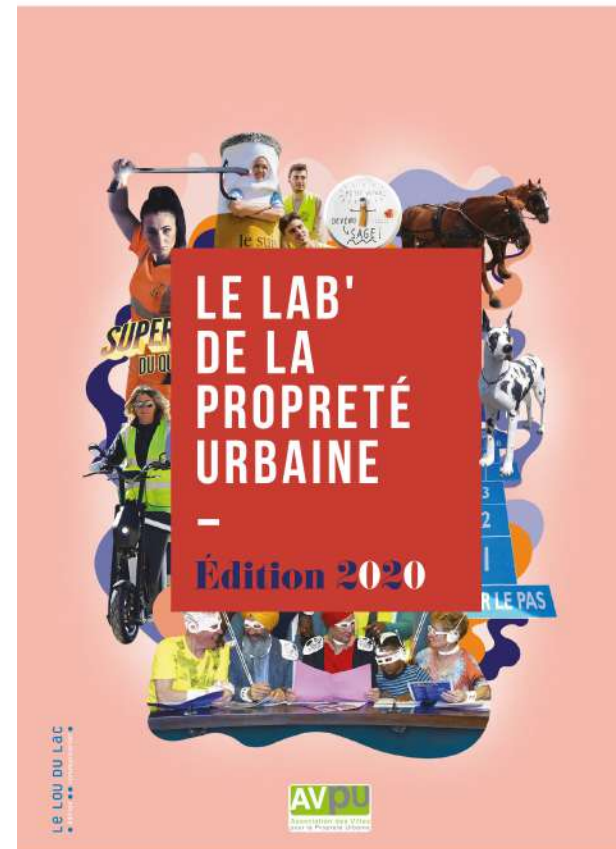
More than 200 cities are currently members and the network extends with Belgian, Swiss and Luxembourgish cities

Every spring AVPU awards the label
« Ville Eco-propre »



Every fall, AVPU rewards cities that
presented interesting and repeatable
initiatives with « Les Trophées de la
Propreté Urbaine »

All the trophies are published in a good practice guide: « Le Lab' de la propreté urbaine »



Two editions of « Le Lab' de la propreté urbaine » have already been published in 2018 & 2020. We are preparing the 2022 edition.

The trophies are organised by themes:

- Equipment
- Sustainable development
- Communication
- Awareness
- Mediation
- Management
- Participatory action research



The nudges, or more generally, the binding communication is used to bring solutions for urban cleanliness issues

Definition of « nudge »:

« A nudge, as we will use the term, is any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives. To count as a mere nudge, the intervention must be easy and cheap to avoid. »

Thaler et Sunstein, 2008

The nudge is used to encourage public space users to change their behaviours

Understanding of public space users' behaviour

The different perceptions of public space:

- A shared and appropriate space
 - In a shared and appropriate space, the user is sensitive to the behaviours of the others and to a social standard
- A controlled space which is subject to rules
 - In a controlled space, the user is more sensitive in terms of respecting the injunctions or prohibitions: they are subject to the authority
- A permissive place (without constraint)
 - It is a space of individual freedom without considering the collective interest. It can become an unlegislated area (where the rules are less shared and not applied)

A city can influence users' behaviour by acting on the message

- The challenge is to show that the rules are necessary for the collective interest
 - **At best:** switch from a permissive space to a shared space
 - **At least:** switch from a permissive space to a controlled space

Switch from a permissive space to a shared and appropriate one:

- Revegetation permit (city of Paris)
- Tree bases sponsorship (city of Alfortville)
- Development of vegetable street gardens (Les Incroyables Comestibles)

A signage which works as a nudge :

- The signage gives to see the public space appropriation

Switch from a permissive space to a shared and appropriate space: *Revegetation permit (city of Paris)*



Switch from a permissive space to a shared and appropriate space: *Tree bases sponsorship (city of Alfortville)*



Switch from a permissive space to a shared and appropriate space: Development of vegetable street gardens (*Les Incroyables Comestibles*)



LES INCROYABLES COMESTIBLES
L'abondance, le fruit du partage



Switch from a permissive space to a controlled space:

« Control » does not necessarily mean « security cameras »

- **Remind the presence of equipments**
- **equipments with a message to communicate on its function**
- **Improve the equipment visibility**
- **In-situ communication which encourages the right behaviours**
- **Report bad behaviours**

Switch from a permissive space to a controlled space:

- Remind the presence of equipments – city of Saint-Brieuc



Switch from a permissive space to a controlled space:

- Remind the presence of equipments – city of Paris



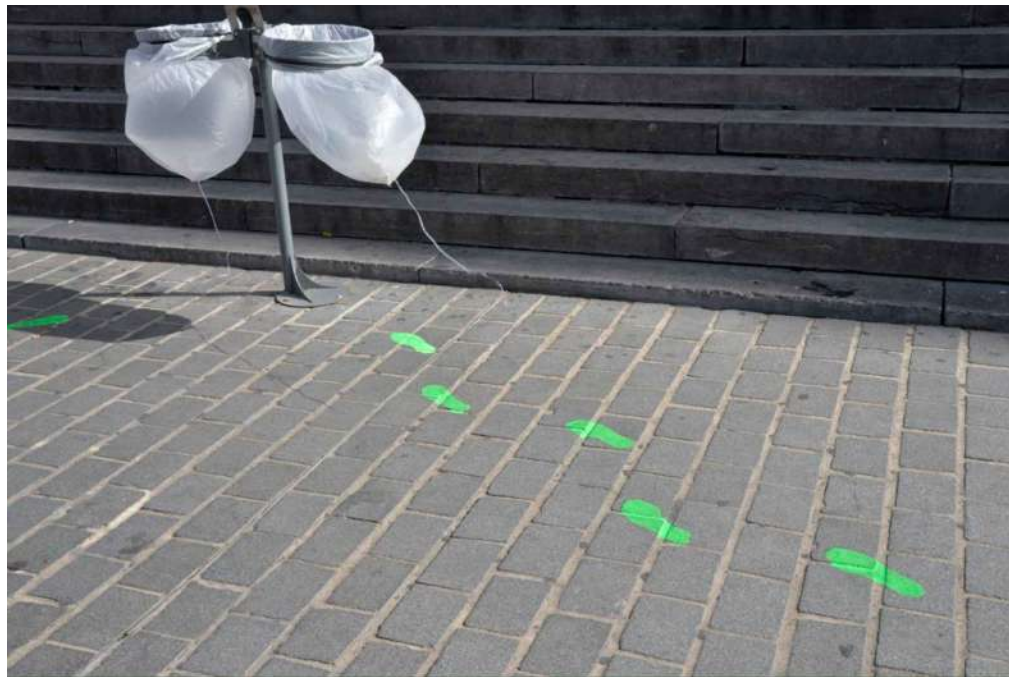
Switch from a permissive space to a controlled space:

- Remind the presence of equipments – city of Lille



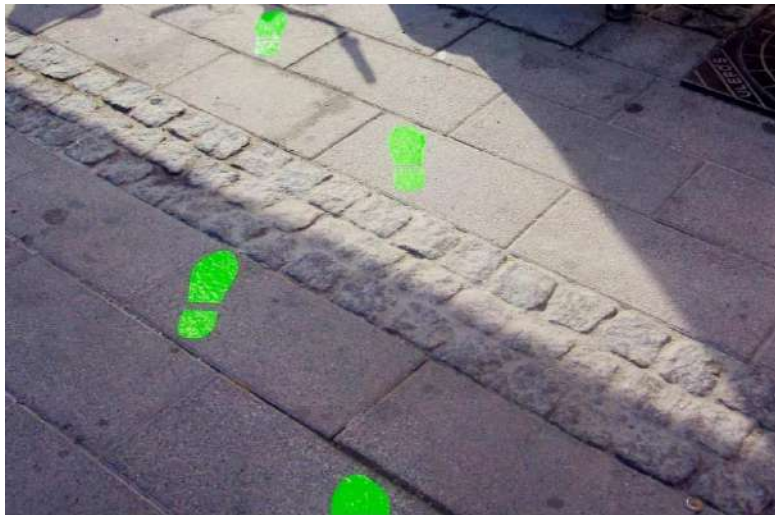
Switch from a permissive space to a controlled space:

- Remind the presence of equipments– city of Lille



Switch from a permissive space to a controlled space:

- Remind the presence of equipments



Copenhagen: 46% fewer candy wrappers thrown on the ground



Amsterdam : 51% fewer of urine traces

Switch from a permissive space to a controlled space:

- Remind the presence of equipments
 - by cladding the ground to enhance a voluntary disposal point
 - *Plastic Omnium (became Sulo)*



Switch from a permissive space to a controlled space:

- equipments with a message to communicate on its function



Switch from a permissive space to a controlled space:

- Improve the equipment visibility – city of Paris



Switch from a permissive space to a controlled space:

- Improve the equipment visibility – city of Annemasse



Switch from a permissive space to a controlled space:

- Improve the equipment visibility – city of Metz



Switch from a permissive space to a controlled space:

- In-situ communication which encourages the right behaviours



Switch from a permissive space to a controlled space:

- In-situ communication which encourages the right behaviours – city of Genève (Switzerland)



Switch from a permissive space to a controlled space:

- Report bad behaviours



Switch from a permissive space to a controlled space:

- Report bad behaviours – city of Saint-Brieuc



Thank you for listening

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