



12 a 14 de dezembro de 2023

5.º ENCONTRO NACIONAL DE
LIMPEZA URBANA
& URBAN CLEANING EXPO

AUTÓDROMO DO ESTORIL, ESTORIL | CASCAIS

LIMPEZA URBANA AO SERVIÇO DAS PESSOAS E DOS TERRITÓRIOS



LIMPEZA URBANA
Parceria para Cidades
+ Inteligentes e Sustentáveis

CASCAIS



AVPU-France Towards the organization of the European Trophies in 2025

AVPU

2010: creation of the AVPU



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Magali Ordas, deputy mayor
in charge of environment

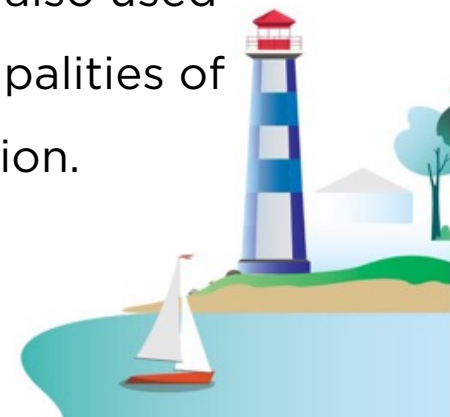


AVPU

The idea : create a common methodology to assess the urban cleanliness



Actually, more than 100 cities use the objective cleanliness indicator methodology. This methodology is also used by the 19 municipalities of the Brussels region.



“Eco-clean city” Label

in 2016, the AVPU created the “eco-clean city” label. This label is available in 5 stars:



“Eco-clean city” Label

1st star: the city uses the methodology of evaluation



“Eco-clean city” Label

2nd star: the city implements a strategic plan according to the results of the evaluations



“Eco-clean city” Label

3rd star: the city must show that its cleanliness actions are part of a logic of sustainable development



“Eco-clean city” Label

4th star: the city must show how it organizes citizen participation to improve cleanliness



“Eco-clean city” Label

Finally the 5th star: the city must present its strategic plan for each issue by combining actions in terms of:

- equipment and process
- communication
- Awareness and prevention
- mediation on public space
- Verbalization

an audit is organized to check if the results are good



European Conferences

Since 2013, AVPU organizes European Conferences.



In 2013, different organizations from Northern Europe were invited



European Conferences

The biannual European conferences



In 2015, German cities were invited.



European Conferences

The biannual European conferences



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In 2017, Portuguese and Spanish cities were invited :

For Portugal:

- city of Cascais
- city of Porto
- city of Lisbon

For Spain

- Paisaje Limpio
- city of Hospitalet de Llobregat
- city of Oviedo



European Conferences

The biannual European conferences



In 2019, it was not a country that was invited but different European cities and organizations:

- City of Berlin,
- City of Milan,
- City of Zurich,
- BeWapp,
- ZeroWaste Europe,
- World Clean Up Day



European Conferences

The biannual European conferences



In 2021, at the end of covid, the guests are AVPU member cities but outside France with:

- City of Brussels
- City of Namur
- City of Geneva
- City of Basel
- City of Luxembourg



European Conferences

The biannual European conferences



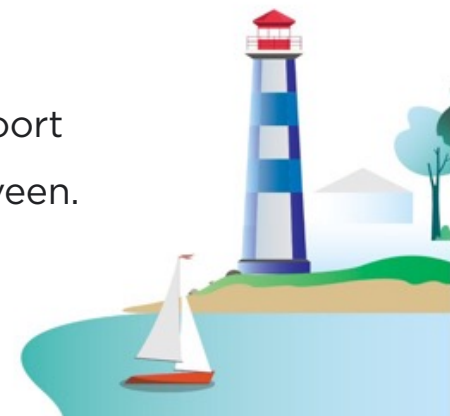
This year in 2023, the conference took place on December 1st in Metz with Dutch and Swedish cities.

From Sweden:

- Keep Sweeden Tidy Foundation,
- City of Stockholm
- City of Gävle

From Holland:

- City of Amersfoort
- City of Heerenveen.



European Conferences



What will happen in 2025?

Who will be invited?



European Conferences



2025 will be the first
European Trophies



Trophies



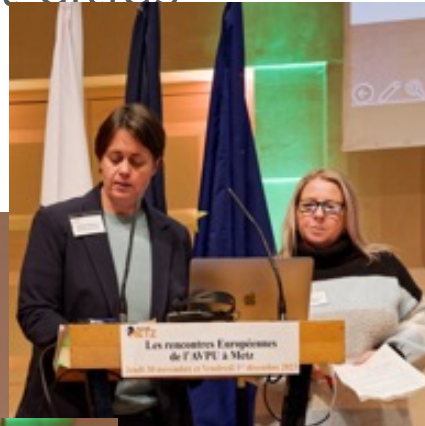
we are used to
organize
National
Trophies every
year since 2016



Trophies

This year, 24 trophies in different categories were presented by 22

nt cities



Trophies

The categories are:

- equipment and process
- sustainable development
- communication
- Awareness and prevention
- management
- participatory actions

Each city has only 7 minutes to present its action

Participants vote for the 3 best Trophies and receive the AVPU « Grand Prix »



Trophies



the 1st « Grand Prix » was awarded to the city of Brussels.

The second « Grand Prix » is won jointly by the city of Chartres and the city of Metz.

The 3rd « Grand Prix » goes to the metropolis of Lyon.



Trophies

Ready for the 2025 trophies?

- Portugal
- Spain
- Great Britain
- Nederland
- Sweeden
- Belgium
- France
- And more...



Trophies



Thank you for listening!

Hervé Guillaume

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Limpeza urbana ao serviço das pessoas e dos territórios



CASCAIS
Tudo começa nas pessoas