LoginWaste, reverse waste logistics service intended for shops and small businesses in Nantes (France)

**KeyWords:**
IT-technologies and solutions (for management and administration); ICT (e.g. routing, guidance), transport optimisation; Business to business (B2B) solutions, cooperation; Communication between businesses and authorities; Transport management, fleet management

The principle behind LoginWaste is that it is a service complementary to those offered by the local authority for the collection of household waste. It consists of collecting and recycling, from shops and small businesses in Nantes, packing materials which take up space in store rooms, by having them taken away by transport companies that already deliver in the city. Indeed, it is delivery trucks that travel back empty from delivery rounds that are used to transport this waste.

This new service allows small quantities of waste to be collected and recycled using the best-placed resources and allows transport companies to optimise their delivery rounds. LoginWaste provides a win-win service: the shop gets rid of its waste when it wants to and the transport company gets more out of its rounds by developing a complementary activity. It all reduces the load on the city and helps towards looking after the environment.

The average area of a shop in Nantes is 60 sq. m., which explains why dealing with packing is a problem for many of them. Dealing with packing for city-centre shopkeepers, in particular, is a problem during times of peak activity and for large producers of waste (clothing stores, small supermarkets). The city of Nantes wanted to put an end to the negative image caused by cartons piling up on pavements outside the doors of shops and small businesses. The local authority was also looking for solutions to reduce traffic flows in the area and to reduce waste.

Ultimately, the solution was to allow delivery companies working in the city to make money from the space freed up in their trucks as they went about their rounds by collecting waste packing. Veolia Recycling and Waste Recovery recovers packing at the end of the round in its Carquefou sorting centre, dedicated to businesses.

This is not simply an experiment with packing, conducted by a waste management business, but a more far-reaching project which takes into consideration the issues faced by the city and the quality of public areas, in particular.

On the one hand, although shopkeepers in Nantes city centre can count on public services with a bi-weekly collection of cartons, in particular, in other areas they may be inconvenienced by the waste which their business generates. On the other hand, the maximum load factor for an urban round is 65% on the outward journey and only 15% on the return.

Ideal utilisation of infrastructure; Competitive logistics and transport system; Increased amenity value; Increased efficiency/productivity of logistics processes; Image, Limited climate change; Reduced emissions, Fight against waste, improvement in the management of the return of waste and the load factor of delivery vehicles in the city.
The shop that wishes to get rid of clean bundled packing (not bulk) - cartons, paper, stretch films, plastic coat hangers, wooden pallets - contacts Veolia Recycling and Waste Recovery via a website developed by Cinatis, giving the relevant details: requested collection date, quantity, type of waste. For the moment, only clean, dry packing is involved (cartons, papers, stretch films, plastic coat hangers and wooden pallets), sorted and packed (in bundles, for example). From the information provided, the software identifies the LoginWaste member delivery company most appropriate for collecting the waste during its rounds.

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The service is therefore provided by vehicles already working in the city: delivery trucks travelling back empty from their rounds are used to transport this waste. If an order is placed before 10:00 a.m., collection can take place that afternoon. Materials collected are then taken to the delivery companies' branches where they are collected by Veolia Re-cycling and Waste Recovery which sorts and recycles them.
Price is a limiting factor. In fact, customers consider that waste collection is a public service, for which they already pay taxes. That is why Véolia Recycling and Waste Recovery will select shops and offer them the service free for two years. There is no subsidy available at this time to cover partial or full operating costs.

Road/ delivery van (The transport company Deret mainly uses electric vehicles.)

Actors:
- Veolia Recycling and Waste Recovery, waste management professional and market leader in the collection of household waste
- Nantes Métropole community of communes
- The transport companies Transeco, Deret and the wholesale drinks distributor ABN (Atlantique Boissons Nantes)
- The Plein Centre shop owner associations (360 Nantes city-centre businesses) and UNACOD (federation of 51 shop-owner associations in various areas of Nantes)
- The Nantes Saint-Nazaire CCI
- ADEME (Agence de l'environnement et de la maîtrise de l'énergie), via a subsidy granted at the start for setting up the web platform

More information:

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