



Association des Villes  
pour la Propreté Urbaine

**Association of Cities for Urban  
Cleanliness**

**Presentation**

## Summary

Initiated by the town of Versailles, AVPU was created by several local governments in the aftermath of meetings concerning urban cleanliness. The legal statues were registered in December 2010 at the prefecture of the department Yvelines.

AVPU came into existence in the year of 2010.

The meetings of the communities are always constituted of elected representatives and territorial agents. This diversity permits a global approach to urban cleanliness.

According to its statues, AVPU is chaired by an elected representative, a territorial agent holds the post of vice-president.

AVPU welcomes towns of all sizes, groups of local authorities, associations or federations.

AVPU is financially independent and functions so far on contributions only.

The administrative council of AVPU is the following :

- president : Magali Ordas, deputy Major of Versailles
- vice-president : Christine Rident, territorial agent, city of Rennes
- treasurer : Jean Granet, territorial agent, town of Charleville-Mézières
- secretary : Martine Caradec, elected representative, town of Asnières

Elected representatives:

- Serge Fleurence, city of Montpellier
- Pierre-Paul Léonelli, greater city counsel, Nice, Côte d'Azur
- Jaques tapin, town of Niort
- Vincent Maho-Duhanmel, city of Rennes
- Mary-Claude Boutin, town of Saint-Germain en Laye

Territorial Agents:

- Elise Rousselot, town of Auxerre
- Bernard Devau, city of Montpellier
- David Suder, greater city counsel, Nice, Côte d'Azur
- Christian Farcy, town of Niort
- Vincent Bruno, town of Versailles

## AVPU's Objectives

The overall purpose of AVPU's objectives is to improve the environmental cleanliness in towns for the general interest and to further a favourable perception of its progress in the public eye.

The association encourages local governments to measure in the most accurate way their actions concerning urban cleanliness, namely in using the grid "Objective Indicators in Urban Cleanliness" (OIC).

AVPU fosters the exchange of experiences between communities, to further an improvement in local policies.

It drafts recommendations and actions to enhance efficiency in the field.

It federates joint initiatives, to promote environmental cleanliness.

AVPU is the only independent body to :

- define, publish, modify and promote the grid Indicators of Objective Indicators in Urban Cleanliness (OIC) ;
- validate the results of the grid ;
- assemble and analyse the results of the grid forwarded by members ;
- establish the average, the median and other statistic rendering of the results ;
- render an account of these results to each member, in relation to the statistics recommended by the association.

The association pledges to full confidentiality in the treatment of the data concerning members.

Each member of the association remains free to communicate his results and the ensuing analysis rendered by the association.

## Why adhere to AVPU?

### **Commitment**

Adhering to AVPU shows the local government's willingness to measure and submit to analysis, its level of urban cleanliness. The monitoring is a strong indicator demonstrating the desire in engaging progress.

### **Assessment**

Adhering to AVPU guarantees, in the most objective manner, the means and the evaluation concerning the degree of cleanliness in the public space. The monitoring by the grid is a common measure to all members and validated by AVPU. AVPU analyses the generated findings of each community, so that the grid OIC will become the tool of progress for each member.

### **Positioning**

AVPU collects the data submitted by members (established by the grid) and produces an analysis of the results, permitting each community to engage its own evaluations and to compare with those of the other members. Naturally the results remain confidential, only the community concerned may decide its publication.

### **Communication**

Adhering to AVPU shows a political drive to encourage improvement concerning urban cleanliness. Membership enables each community to use specific supports to publicise their commitment. Each community is encouraged to communicate about its progress.

### **Sharing**

Members of AVPU have the possibility of continually exchanging their practises during the meetings of the "Club AVPU", with the help of the documentation published by AVPU and through the website. The AVPU Forum allows each member to express an issue, which can be shared with the assembly of members who in return may reply.

### **Progressing**

Adhering to AVPU gives access to the projects undertaken by members within the context of the "Club AVPU". The club's aim is to elaborate and recommend measures and guidelines for members, in order to favour the application of validated and tested mechanisms.

## **Objective Indicators of in Urban Cleanliness (OIC)**

The grid OIC permits to register the quantitative state in the defiling of public space.

### **It enables to measure the different contributing elements :**

- papers, wrappings and newspapers
- glass and glass shards
- cigarette butts
- dog faeces
- illegal waste deposits on public fares
- grass
- leaves
- tagging
- posters, billboards and stickers
- sticky wastes.

### **The grid permits to register results while distinguishing between the various typologies of the environment :**

- commercial areas
- area encompassing stations
- area around town halls
- area of housing communities
- residential areas
- areas encompassing schools
- parks and public gardens
- areas encompassing sports and entertainment facilities.

### **The grid becomes a tool for internal surveys :**

- progressively it helps to measure the evolution of the level of environmental cleanliness and therefore monitor its progress or its deterioration ;
- it establishes a hierarchy concerning the sites, i.e. the ones obtaining positive results and those which will have to be improved ;
- it permits establishing comparative seasonal readings.

## The AVPU Club

The AVPU Club assembles its voluntary members in working groups on one specific theme concerning urban cleanliness. This working group will officiate for one year and pursue the objective to elaborate recommendations and proposals for a plan of action.

These sessions enable, presuming the consolidated experience of the participants and the observation of other exemplary experiences, the development for members of readily reproducible methods.

### **The topics addressed will concern :**

- bulky wastes ;
- litter caused by Farmer Markets ;
- dog faeces ;
- household rubbish bags, left besides official timetables ;
- left over phyto-sanitary products used for urban cleanliness ;
- and so forth.

### **The methodological themes :**

- participation of residents ;
- the mode of cooperation between the agencies intervening in the public space (urban maintenance, green space maintenance, municipal police,...) ;
- the pertinence of the mediation team or the green brigades ;
- and so forth.

### **2012, AVPU Club worked on two major themes :**

- problems caused by cigarette butts in public spaces ;
- problems caused by litter left after Farmer Markets.

### **2013, AVPU will deal with the following themes :**

- professions involved with littering and the valorisation of agents.
- professional risks encountered while dealing with litter.

## The services rendered by AVPU to its members

AVPU defines, circulates, improves and promotes the grid IOC.

AVPU collects and analysis the grids received from its members on a quarterly basis.

AVPU establishes quarterly statistics based on all the grids being forwarded by its members.

AVPU will give an account of the results to each member regarding the statistic analysis of the whole set of grids.

AVPU animates the AVPU Club, synergises the tasks, identifies remarkable experiences, elaborates recommendations and defines action plans, publishes for member use a summary of the notes taken at various meetings.

AVPU hosts the website of the association.

AVPU organises and conducts yearly seminars open to non-members.

AVPU instructs representatives of member communities in how to use the grid IOC.

AVPU promotes member towns within the media by publishing a annual press kit and punctual announcements to enhance the perception of member communities.

AVPU diagnoses beyond its members in France, but also in other countries, innovative approaches which might benefit actions of its members.

AVPU will propose consolidated communication measures for all members (billboard campaign, day of environmental cleanliness) and the participation in institutional events (Congress of Mayors).



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## Economical functioning of AVPU

AVPU is a non-profit association under the French law of 1901. Member contribution assures the funding.

### **Membership fees vary according to the size of the communities.**

- 100 € for the communities of less than 5,000 inhabitants.
- 500 € for the communities of 5001 to 20,000 inhabitants.
- 900 € for the communities of 20,001 to 50,000 inhabitants.
- 1,200 € for the communities of 50,001 to 100,000 inhabitants.
- 1,600 € for the communities of 100,001 to 250,000 inhabitants.
- 2,000 € for the communities above 250,001 inhabitants.
- 2,000 € for professional federations and associations.





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## Subscription Form

Town, agglomeration, association, federation :

.....

wishes to adhere to AVPU with the population of :

.....

Elected representative :

- Surname : .....

- Name : .....

- Delegation : .....

- Telephone number : .....

- E-mail : .....

Territorial representative

- Surname : .....

- Name : .....

- Delegation : .....

- Telephone number : .....

- E-mail : .....

The membership will be validated by the municipal council.  
Thank you for communicating your decisions as soon as possible.