

[Press release](#)

CYCLEVIA, THE PRODUCER RESPONSIBILITY ORGANIZATION, INITIATES ITS FIRST TRIAL IN THE FREE COLLECTION OF WASTE OILS IN GUADELOUPE, IN PARTNERSHIP WITH A FRENCH WEST INDIES COMPANY IN THE AUTOMOTIVE SECTOR.

Rueil-Malmaison, 9 October 2023 – Since its authority approval 18 months ago, CYCLEVIA, the producer responsibility organization for the oils and lubricants industry, has been carrying out its mission throughout France, paying particular attention to the French overseas territories given the local particularities and the problematic situations often observed here. As from 16 October, CYCLEVIA will initiate a first trial in free collection for private individuals in Guadeloupe.

An area that is suitable for trials

In 2022 nearly 1,500 tonnes of waste oils were collected in Guadeloupe, i.e. 75% of the new oils placed onto the market. This very high percentage greatly exceeds the national average (35%), highlighting how well the scheme is organised in the islands and the engagement of its stakeholders. However, possible improvements were identified during the succession of visits and meetings carried out by CYCLEVIA. It's therefore here, in this "suitable" area, **that the producer responsibility organization has decided to initiate a first waste oil collection trial, designed to be duplicated and adjusted in the near future to other territories and other circumstances.**

6 new self-deposit collection points to boost the collection network.

As from 16 October 2023 and for a 6-month period CYCLEVIA will provide **6 new waste oil collection banks** in Guadeloupe. These collection banks, specifically designed for this operation, will be installed in car parks belonging to the Midas La Jaille, le Gosier, Sainte-Rose, Basse-Terre shops/workshops and the Norauto Jarry and Les Abymes shops/workshops. **Access to these facilities will be unrestricted and free of charge.**

Even if the results for professional waste oil collection (garages, factories, etc.) are good, this can be vastly improved for private individuals: micro amounts - often only a few litres - whose distribution is scattered and that can potentially cause pollution. Under these conditions, the islands' 14 waste municipal recycling facilities are essential but unfortunately prove to be insufficient. These new self-deposit collection points have therefore been added to the **public system and provide a boost to the collection network to encourage the collection of those last few litres of waste oil in the islands.** This should also contribute towards tackling the problem of unlawful dumping, which is harmful to both the environment and the health of Guadeloupe's population.

A comprehensive trial.

The trial would not be complete if the decision to also **collect and treat the containers deposited during oil collection** operations had not been taken. For the producer responsibility organization, this was a logical choice and may seem to be an obvious one too to the eyes of consumers, who consider the oil and the container that holds it as inseparable, but which, in legal terms is not the case. This is why CYCLEVIA recently submitted a request to the public authorities to combine its (EPR) obligations by integrating content and container.

Throughout the trial, the oils and containers will be collected by an approved collection operator and then transported to secure sorting sites and transfer stations. This waste will be ultimately exported to the French mainland to be recycled and recovered as energy.

Two key stakeholders join forces.

CYCLEVIA, who carries out its mission nationwide, needed a local partner that had direct contact with private individuals holding waste oil, that was locally well established, was interested in the greater good and was attentive to environmental issues. It was therefore totally natural for the producer responsibility organization to join forces with Barbotteau, a historic stakeholder in the French West Indies automotive sector. The Group has a particularly attractive large retail network that is well known to the public and able to successfully carry out the trial. Following a feasibility study, 4 Midas sites and 2 Norauto sites were selected to open their doors to collection.

An operation for private individuals and “informal garages”.

Collection is designed for private individuals who carry out their own oil changes for their vehicles or equipment and who usually go to municipal recycling facilities or who are looking for a solution that is closer to where they live. It is also designed for those who have waste oil cans or damaged new oil cans at home - sometimes forgotten about in the garage - because solutions to dispose of them correctly do not exist.

However, through this operation CYCLEVIA also aims at reaching out to “informal garages”, hybrid holders of waste oils, void of a legal status, and who are simultaneously professionals and private individuals and who, if they do not go to a municipal recycling facility, often improvise because of the lack of secure facilities or managed and free collection methods. This, of course, carries risks for the environment.

A new collection trial that can be duplicated and developed.

It is clear that the producer responsibility organization’s intention is to attempt a first “trial” by providing a new bespoke collection solution for this waste oil and for Guadeloupe. Depending on the results obtained and what CYCLEVIA has learnt, the intention is **to duplicate and to adjust the operation for other overseas “départements” (French counties) or regions who have the same needs**, such as Mayotte, where the absence of municipal recycling facilities should quickly be offset by offering alternative solutions.

Resources commensurate with the challenge.

Initiated and entirely funded by CYCLEVIA, this operation is the result of work integrating numerous private local stakeholders into its process - in the first instance the Barbotteau Group, as well as Midas and Norauto, SARP Caraïbes, Métallerie Antilles Conseils, SPI Antilles, Nuage Communication, C2D Consulting, and public stakeholders - the DREAL and ADEME in Guadeloupe.

A communication campaign accounting for nearly half of the trial’s overall investment is running throughout the operation. It delivers a simple and educational message on the risks, on best practice and on the sector’s circularity. The operation’s elements: TV, WEB, radio ad, site, social networks, poster, flyer, PLV.

“In the Overseas territories, the situation is often problematic in terms of waste and our role in providing assistance becomes vital. These territories are a priority for our producer responsibility organization. All different, they are in some ways very inspiring and today constitute a laboratory for our ideas and initiatives. If collecting waste oil from professionals is globally effective, a lot remains to be done to collect waste oil from private individuals. This is what we are trying to do with this very first trial right now in Guadeloupe. The mission is complex because it nearly always concerns very scattered micro-amounts, that can potentially cause pollution. This is not only a challenge for our industry, but also for our environment and our health.” André ZAFFIRO, Managing Director, CYCLEVIA.

**L'huile de vidange,
ça fait tache!**

CE DÉCHET EST DANGEREUX.
COLLECTONS-LE ! RECYCLONS-LE !

COLLECTE GRATUITE
dans l'une de vos 14 déchèteries
et jusqu'au 15 avril 2024 dans vos magasins

mīDAS
La Jaille - Le Gosier
Sainte-Rose - Basse-Terre

Norauto
Jarry - Les Abymes

Adresses de collecte à retrouver sur cyclevia.com

UNE INITIATIVE DE
CYCLEVIA
L'éco-organisme de la filière
des huiles et des lubrifiants.

CYCLEVIA, 100% responsable - 100% éco-citoyen

ABOUT CYCLEVIA

Resulting from the French AGEC Law in 2020, CYCLEVIA is the producer responsibility organization for the oils and lubricants industry. It meets the Extended Producer Responsibility (EPR) principle. A private non-profit making company, CYCLEVIA currently has 250 members, all lubricant producers and supports, through eco-fees paid by its members, the treatment and collection of waste oils in France, and more widely encourages the development of an environmentally and socially responsible industry.

Press Contact: SHADOW Communication

Aurélie Vinzent - Rachel Aline Diot

+ 06 (0)58 66 80 49 - 0777923565

aurelievinzent@shadowcommunication.fr - rachelalinediot@shadowcommunication.fr