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Environmental initiatives addressing plastic pollution

Structure : PLASTIC RECYCLING

Marseille | Provence-Alpes-Côte d'Azur

SINCE 2019, RECYCLE PLASTIQUE HAS BEEN WORKING WITH BUSINESSES AND LOCAL GOVERNMENTS TO COMBAT PLASTIC POLLUTION

Recycle Plastique is an organization founded in Marseille that works every day to create a cleaner planet by raising awareness, providing training, and supporting as many people as possible in **businesses, local governments, and institutions**.

We take concrete actions to support local businesses committed to environmental issues or CSR initiatives.
Our mission: to bring together groups and teams around an issue that is essential for the future of the planet: plastic waste management.

OUR MISSIONS

BUSINESS

Give meaning to your CSR (Corporate Social Responsibility) efforts through concrete environmental actions: team building, employee training, partnerships, corporate philanthropy, or plastic waste sorting. Customized programs to bring corporate teams together, engage employees, and measure impact.

Schools / Communities
Raise awareness among younger generations about environmental issues through fun, hands-on activities tailored to the school setting.

Individuals
: Community cleanup events organized monthly on the beaches and in the parks of Marseille—free, friendly, and open to everyone ages 6 and up. And throughout the year, follow our large-scale projects to take the cause even further.

Beyond local and daily actions, Recycle Plastique undertakes a major project every year, designed to make a lasting impression, engage the media, and give a broader voice to the environmental cause.

The Mont Blanc Project: Waste at the Summit of Europe
From June 25 to 29, 2022, Recycle Plastique's Team Kong completed the full ascent of Mont Blanc—without any prior mountaineering experience—to document the waste found along the entire route, all the way to Europe's highest peak at 4,808 meters. What we found: broken mountaineering gear, rope ends, single-use plastics, aluminum cans, cigarette butts, plastic bottles, and discarded clothing items. A chilling inventory, at an altitude that's just as daunting.

Recycle Plastique is the first environmental organization in France and Marseille to have carried out such a project. A sporting, human, and scientific feat

Every week, the Recycle Plastique team visits public and private schools in the Bouches-du-Rhône region three times a week, from preschool through higher education. This community-focused project primarily targets municipalities that typically do not have access to this type of awareness-raising initiative, such as Cabriès-Calas and Peypin. Our mission: to educate young people ages 5 to 25—free of charge—about the impact of litter

The Huveaune River is a major waterway that, unfortunately, carries a great deal of waste toward the Marseille coastline. Launched between May and September 2026, the *“Plastique à Marée”* project is conducting a detailed analysis of this waterway to understand the origin of the waste, its movement, and its accumulation, with the goal of proposing sustainable prevention solutions. A scientific methodology at 4 key stations**:** From the headwaters to the mouth, the organization is combing through 4 strategic areas

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