

# PORT OF MARSEILLE FOS:

## WASTE CLUSTER, FOR A GREENER AND SMARTER PORT OF CALL

Following an open innovation challenge aimed at shifting from waste management to resource recovery,

the Port of Marseille Fos is committed to developing the 'Waste Cluster' project.

Join a new system that considers your waste as a resource and defines all the 'phygital' (physical and digital) means for recovery flows adapted to each type of waste.

The Port of Marseille-Fos and Ecosens Synchronicity, experts in waste management and 'rudology' (garbology), are bringing together all the relevant players to jointly define the relevant mechanism(s) for a new system in which each type of waste finds the best way to reach a greener and less costly destination.

Join us,

**We need your waste...  
and you're going to love what we do with it!**

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# THE WASTE CLUSTER PROJECT:

## MAKING WASTE COLLECTION MORE ATTRACTIVE

By leveraging data and pragmatic collective intelligence.

### ECOSENS SYNCHRONICITY A VERY CONCRETE APPROACH

- Get everyone on the right track with key figures
- Transform these figures into a clear dashboard
- Share a clear map of flows for each waste stream opportunity
- Promote dialogue between stakeholders
- Open up concrete options before collections
- Learn, learn and learn again, from one stakeholder to another

### AN ITERATIVE APPROACH TO CONTINUOUS IMPROVEMENT

Compare forecasts with reality:

- adjust thresholds,
- gradually improve tools,
- strengthen data

### THE CLUSTER SPIRIT

Bring together:

- stakeholders,
- currently scattered data,
- clear visualization & decisional tools.

Then:

- analyze,
- share,
- discuss,

and encourage the creation of a community around a common vision.

### GPMM WASTE CLUSTER:

shared data for fairer and more equitable decisions.

