

## **Motivations and Obstacles in the Implementation of Public Policies Encouraging the Sorting of Organic Waste: The Case of a Metropolis of 400,000 Citizens**

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**Abstract :** In the face of new regulations related to waste management, it has become essential to understand the organizational process that accompanies this change. Through an experiment on the sorting of food waste in the community of Grand Reims, this research explores the acceptability, behavior, and tools needed to manage the change. Our position within a private company, SUEZ, a key player in the waste management sector, has allowed us to set up a driven team with concerned public organizations. The research was conducted through a theoretical study combined with semi-structured interviews. This qualitative method allowed us to conduct exchanges with users to assess the motivations and obstacles linked to the sorting of bio-waste. The results revealed the action levers necessary for the project's sustainability. Making the sorting gestures accessible and simplified makes it possible to target all populations. Playful communication adapted to each type of persona allows the user and stakeholders to be placed at the heart of the strategy. These recommendations are spotlighted thanks to the combination of theoretical and operational contributions, with the aim of facilitating the new public management and inducing the notion of performance while providing an example of added value.

**Keywords :** bio-waste, CSR approach, stakeholders, users, perception

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