

06/12/16

Les Echos – press clipping

Entreprises et Collectivités : Spécial Île-de-France

75 - La Samaritaine's giant construction site

By Marion Kindermans  
mkindermans@lesechos.fr

*Environment // The gigantic construction site restructuring the famous Parisian store will generate 110,000 m<sup>3</sup> of waste, with 35% of it removed by river*

**The statistic :**

60 fewer lorries per week, thanks to river transport

La Samaritaine (LVMH group, also owner of "Les Echos") cannot afford to make any mistakes at this stage. It's a question of image, as the waste management of this huge 36-month project - started just over a year ago to transform the celebrated Parisian department store into an unprecedented combination of social housing, luxury hotel, offices, creche and shopping centre covering 70,000 m<sup>2</sup> - must be faultless. A minimum of 110,000 m<sup>3</sup> of rubble is anticipated, and so what could be more logical for general contractor Vinci Construction and the City of Paris than to use river transport, via the Seine located at the foot of the construction site?

The priority above all is not only to limit pollution from this enormous site on the Rue de Rivoli, in the heart of the city, but also to erase from the collective memory the legal wrangling and huge controversy caused by the project.

**Transit location at Ivry-sur-Seine**

Unfortunately, the river transport solution was less simple than originally anticipated. The initial idea was to install a platform on the banks of the Seine, just in front of the site, on the other side of the Pont Neuf, which would allow the waste to be emptied directly into a barge, meaning transport would have been 100% by river. However, it was too technical, too expensive and, above all, required myriad municipal and administrative authorisations, so the solution was quickly abandoned. "We had to use another quay in the Paris region to move the rubble to be recycled," explains Erwan Le Meur, deputy general manager of Paprec, the company in charge of waste recycling. The decision was taken to use the transit area at Ivry-sur-Seine belonging to builders' merchant Raboni, a long-time partner of Paprec,

The waste is first sorted on La Samaritaine's construction site. When work started, 14,000 m<sup>2</sup> of ordinary industrial waste - scrap metal, wood, cardboard, plastic, etc. – plus a quantity of rubble, was transported by barge. This volume of scrap being carried will increase enormously during the project, until it represents "45% of the total volume in the second phase. It will be full steam ahead for a year from summer 2017," stated the Paprec manager.

### **Environmental impact**

Lorries thus first take the waste by road for 6.2 km to Ivry-sur-Seine, and it's then transported via the Seine for the remaining 38 km to Paprec's waste recycling plant in Gennevilliers. Instead of travelling 22.4 km by road, Paprec's barge - which can hold 300 tons of waste - goes to Gennevilliers once a week (with more frequent trips anticipated towards the end of the construction schedule).

Financially, Vinci are coming around to the solution. "In the case of the four central Parisian *arrondissements*, transportation by river is working out to be as economical as by road, especially taking into account the traffic in the city centre," assures Erwan Le Meur. Hazardous waste (such as asbestos, lead, resin cartridges, etc) is processed in specific locations.

Naturally the operators are highlighting the environmental impact of the measure - even though a large part of the transportation will still be carried out by road. By the end of the project, 35% of waste, rubble and scrap will have sailed down the Seine, which - according to Paprec's calculations – means 60 less lorries on the road and five times less CO<sub>2</sub> emitted per week. Moving forward, the original goal of recycling 75% of waste should be exceeded, with the company assuring a "95% recycling rate" for this first chapter of the construction site.