



## Didier Herouin

54 years old  
Day By Day grocery  
store manager  
Brest, France

“ The day we have to pay individually for our waste, I think that mentalities will change. ”

## The wake-up call

« 20 years ago, when I started working, I passed in front of a landfill. It was October, and yet I saw trees covered in white, which was strange because there was no snow.

As I approached, I realized that it was plastic bags coming from the dump, which, blown away, would cling to the branches of the trees. It was impressive, and somewhat sinister. »

Since then, Didier lives by the credo:

« the least polluting waste is waste that is not produced ».

After discovering recycling, the family began to look for a place where they could shop with less packaging. This place did not exist yet.

In 2013 the Day By Day franchise was born, and with it, Didier's desire to open his store too. He seized this chance to give Brest a place where it is possible to shop in bulk, but also to raise the awareness of curious passersby.

« Some clients tell me that this is not their problem. I tell them it is. You may not see the 7th continent, but you eat the fish that swim in it! »

Plastic's fantastic!  
Durable, malleable, cheap,  
**plastic is now found everywhere.**

BECOME  
**RESPONSEABLE!**  
WITH US

We are all part of the solution

In France, the government **banned single-use plastic bags** (2016 at check out counters, 2017 for others).

NGOs put **pressure on decision-makers and raise public awareness.**

**Consumers are pushing businesses and the industry** to adopt less harmful methods or ingredients.

In 2014, UNEP\* estimated that marine **plastic pollution costs us \$ 13 billion per year**: plastics need to be picked up, treated, and they can even harm tourism activity in a coastal area.



Blown away by the wind, transported by drainpipes, sewers, rivers and watersheds, **80 % of rubbish in the sea was littered on land, and 75 % of the waste found at sea is made of plastic.**

Marine flora and fauna are strongly affected: plastic impacts their diet, can trap animals, or carry a harmful species across the ocean. **94% of North Sea birds have plastic in their stomachs.**

\* UNEP United Nations Environment Program

A surprising plastic-free display!

Bulk products avoid producing additional plastic waste, and here, the products do not contain any plastic components either.



## Microplastics and the Ocean



Small pieces of plastic of less than 5 mm in diameter are invading the ocean. Some are produced directly at this small size as raw material, and others that are even smaller are hidden in our hygiene products and cosmetics. But 70 % of these microplastics come from larger plastic waste, that deteriorates under the effects of the sun, salt and swell.