



**ORSO**  
**VOYAGE**

# Project for a New Concept of Local Economy

Local Production of Household Hygiene Products for French Households

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## 1. Introduction

Identified Problem:

In France, households rely on supermarkets and industrial brands for their hygiene products, such as laundry detergents, soaps, and dishwashing products. These products are often:

- Expensive,
- Contain chemicals that are potentially harmful to health and the environment,
- Generate significant amounts of plastic waste.

However, France possesses all the resources and expertise necessary to produce these products locally in a way that is more sustainable and environmentally friendly.

Proposed Solution:

The project aims to create a new economic concept for the production of homemade hygiene products that are environmentally friendly and sourced from local resources. This initiative would not only:

- Strengthen human connections and social fabric within communities,
- Support the solidarity economy,

But also offer unwavering support for the growth of local currencies, which already exist but struggle to gain widespread adoption, while:

- Reducing the ecological footprint,
- Promoting a more responsible and sustainable form of consumption.

## 2. Market Challenges and Opportunities

Dependence on Industrial Brands:

In France, most household cleaning and hygiene products come from large foreign industries with unsustainable, heavy packaging. These industrial products:

- Reinforce consumer dependence on large brands and supermarkets,
- Generate a significant ecological footprint due to complex industrial supply chains

and long-distance transport.

Growing Demand for Eco-Friendly Products:

An increasing number of French people are aware of the dangers of chemical-based products for health and the environment. Many actively seek natural and sustainable alternatives.

Trend Toward Local Consumption:

There is a strong underlying shift toward local consumption and self-sufficiency within communities, with preferences leaning toward artisanal and locally produced products. However,

industrial practices continue to disconnect consumers from local initiatives, weakening social ties.

Local production can bridge these gaps by:

- Strengthening community fabric,
- Facilitating exchanges between neighbors.

Valuing Local Skills:

Local populations (e.g., elderly individuals, unemployed people, stay-at-home parents) possess time and skills that are currently underutilized. These skills can be leveraged for this type of local production initiative.

### **3. Solution and Economic Model**

Local Production:

Workshops will be established in every city, town, and commune in France to produce high-quality hygiene products (e.g., soap, laundry detergent, dishwashing liquids) using local, natural, and sustainable resources. These workshops will:

- Comply with European and French hygiene production standards,
- Guarantee products that are safe, eco-friendly, and aligned with quality standards,
- Strengthen social connections and the local economy.

Cooperative Model:

A detailed framework has been established to guide this process. Local manufacturers, living within the same community, will be selected based on strict criteria. The communes will appoint their producers according to these guidelines. The workshops will operate in collaboration with residents, municipalities, and local associations, with the goal of establishing a circular and solidarity-based economy. Profits generated will be directly reinvested into the community.

Simple and Affordable Production:

The production process is both straightforward and inexpensive, allowing many people—particularly those working from home—to actively participate. Products will be made according to a precise framework and adhere to European standards and sanitary legislation, guaranteeing quality and user safety. Participants will benefit financially while ensuring product safety.

Local Distribution:

Residents will be informed of this new consumption model by their local government and can choose between continuing to buy products at supermarkets or supporting the designated local producer, who will manufacture these products under the shared framework. This approach:

- Localizes production and consumption,
- Establishes early economic autonomy within the commune,
- Reinforces community bonds.

### **4. Economic and Social Impact**

1. Job Creation:

- Opportunities for unemployed individuals, stay-at-home parents, and retirees,
- Training programs to teach local populations how to manufacture hygiene products.

2. Development of the Local Economy:

- Increased use of local currencies already present in many communes but struggling to gain traction,
- The creation of local production hubs within communes to stimulate these currencies' adoption and growth.

3. Empowering Local Skills:

- Inclusion of elderly individuals and those distant from the labor market strengthens intergenerational solidarity.

4. Improved Quality of Life:

- Access to healthier products without harmful chemicals,
- Enhanced well-being for consumers,
- Strengthened community bonds through collaborative efforts.

## 5. Environmental Impact

The implementation of this local production model has a significant positive impact on the environment:

### 1. Reduction of Plastic Waste:

- By prioritizing reusable containers and offering products in bulk, this project significantly reduces the amount of plastic waste generated.
- This approach also minimizes dependency on disposable packaging, contributing to the fight against plastic pollution.

### 2. Reduction of CO<sub>2</sub> Emissions:

- Locally manufactured and distributed products travel shorter distances, reducing greenhouse gas emissions associated with long-distance transportation.
- This initiative supports proximity-based consumption, lowering the overall carbon footprint.

### 3. Use of Natural Products:

- Products manufactured through this initiative will be made using simple, natural, and non-toxic ingredients.
- By eliminating harmful chemicals typically found in industrial products, this model not only preserves the environment but also protects consumers' health.
- The local manufacturing process ensures strict control over ingredient quality, reinforcing the eco-responsible nature of this approach.

## 6. Implementation Strategy

This project aims to invigorate local economies and strengthen community bonds. It is designed to receive enthusiastic support from communes.

### 1. Pilot Phase:

The project will launch in selected pilot communes in close collaboration with municipalities and local associations. Initial production workshops will be established, accompanied by training programs for future producers. This phase will allow the model to be refined while serving as an inspiring example for other communities.

### 2. Networking:

A national network of local producers will be established, promoting resource sharing, skill exchanges, and best practices across regions. This structure ensures efficiency and the sustainability of the project on a national scale.

### 3. Online Sales Platform:

A dedicated online platform will be created to market these products nationwide, with a strong emphasis on local deliveries. This site will play a central role in broadening access to the products while maintaining a minimal ecological footprint.

### 4. Partnerships with Local Authorities and Associations:

The project's success will also rely on strong partnerships with environmental associations, municipalities, and local businesses. These collaborations will encourage public buy-in and provide essential logistical and financial support, amplifying the social and environmental impact of the initiative.

### 5. Usage Fee for the Concept:

Communes interested in adopting this model will pay a reasonable fee to ORSO VOYAGE, the project initiator. In return, they will receive access to the concept, guidance for implementation, and necessary resources to ensure smooth operation.

#### 6. Licensing:

ORSO VOYAGE will issue numbered licenses to each participating commune, allowing them to deploy the concept in their area. These licenses ensure adherence to quality standards and best practices for the production of local hygiene products.

## 7. Concept Details

#### 1. Production Standards:

- Hygiene products will be manufactured in compliance with European and French legislation using locally sourced, natural materials.
- Proven and simple production methods will be used to create soaps, laundry detergents, dishwashing liquids, and more.
- Emphasis will be placed on using reusable or bulk containers to minimize plastic waste.

#### 2. Training and Support:

- Training programs will equip local producers (unemployed individuals, retirees, stay-at-home parents, etc.) with the skills to manufacture products, manage small businesses, and comply with health standards.
- Continuous technical support will ensure the consistent quality of the products.

#### 3. Licensing System:

- ORSO VOYAGE will provide numbered licenses to each commune, granting them access to the concept under strict criteria of quality and compliance.
- This licensing system guarantees access to a sustainable brand and economic model.

#### 4. Production Infrastructure:

- Workshops will be established within local community structures (e.g., associations, cooperatives, municipal buildings).
- These workshops will be equipped with simple, cost-effective tools to ensure efficient, environmentally friendly local production.

#### 5. Distribution System:

- Products will be distributed locally through markets, cooperative grocery stores, and short supply chains.
- An online platform will facilitate orders and short-distance deliveries, promoting local economies while minimizing ecological impacts.

#### 6. Integration of Local Currency and Solidarity Economy:

- The use of local currency will be encouraged for purchasing these products, contributing to the circular and solidarity economy in the communes.
- This project will serve as a catalyst for the growth of struggling local currencies.

#### 7. Logistical and Marketing Support:

- ORSO VOYAGE will assist in establishing networks of producers and points of sale.
- Marketing materials and communication resources will be provided to promote the products and educate consumers about the ecological and social benefits of the project.

#### 8. Partnerships with Local Associations and Authorities:

- Partnerships will be formed with municipalities, environmental associations, and social economy actors to ensure logistical and financial support while enhancing the project's social and environmental impact.

#### 9. Quality Control and Traceability:

- A quality control system will be implemented to ensure compliance with sanitary standards.
- Full traceability will be maintained throughout the production and distribution process.

#### 10. Reusable Container Collection System:

- Collection points will be set up within communes to facilitate the return of reusable containers.
- This system will significantly reduce packaging waste and encourage responsible consumption.

#### 11. Dedicated Website:

- A website will accompany the project, providing information on production organization, ingredient procurement, and idea exchanges.
- It will also act as a platform for producers and consumers to share innovations and ensure transparency.

#### 12. Benefits for Communes:

- Reduced plastic waste due to reusable containers.
- A share of the revenue from locally produced products will be reinvested in municipal projects.
- Enhanced autonomy in local production and consumption.
- Improved quality of life for residents and strengthened community ties.

## 8. Financing

#### 1. Initial Funding:

The project requires essential support from the French government and the Ministry of Ecological Transition. Local, regional, and European grants for solidarity and sustainable development will also be sought. Additionally, crowdfunding campaigns will enable citizens to get directly involved from the start.

#### 2. Product Sales:

Revenue from product sales will finance the establishment of additional workshops in the same commune and support similar initiatives. This approach will enable gradual expansion while maintaining local autonomy.

#### 3. Cooperative Model:

The project is based on a cooperative model, with profits redistributed within the community. This ensures both sustainability and alignment with values of solidarity and local development.

### Conclusion

The local production of hygiene products for French households offers a unique opportunity to:

- Strengthen the local economy,
- Foster a more sustainable and environmentally conscious consumption model.

This initiative addresses growing demand for eco-friendly products while delivering significant economic and social benefits to local communities.

Collaboration with public authorities is crucial for the success and scalability of this initiative. Support from the State and the Ministry of Ecological Transition will be key to its implementation and expansion on a national scale.

If adopted broadly, this project could establish France as a global model of sustainable and local development.