

# Preserving BIODIVERSITY, a commitment at the core of Citeo's raison d'être



CITEO

Together, let's bring new life  
to our packaging

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# Preserving biodiversity, a COMMITMENT at the core of Citeo's raison d'être

The COVID-19 pandemic has once again reminded us of the threats that biodiversity degradation posed to humanity, and the urgent need to mobilise society as a whole to deal with the ecological crisis.

2021 is an important year for climate and biodiversity, with the convergence of international environmental conventions. I hope that the adoption of a new global framework for biodiversity will be a decisive step towards a real turning point that takes into account not only challenges in relation to carbon but also all the pressure on biodiversity.

Citeo, which is a pioneer in Corporate Environmental Responsibility and the circular economy, has put the protection of biodiversity at the core of its new raison d'être.

We are thus asserting our belief that as major stakeholders in innovation, companies play a crucial role to deal with this challenge, and they need to be in close cooperation with territories.

**Jean Hornain**  
Citeo's  
Chief Executive



Confronted with the need to accelerate collective action to preserve the planet and the environment, Citeo has become a company with a mission and has placed the preservation of biodiversity at the core of its raison d'être:

*To respond to ecological emergencies and accelerate required changes, Citeo wants to engage and support economic stakeholders to produce, distribute and consume while protecting our planet, its resources, biodiversity and the climate.*



*"Biodiversity affects us, because everything we do as a company or as a citizen depends on it. We can also all take action to preserve resources, areas and habitats that support biodiversity. The circular economy is a powerful lever as it deals with resources, waste and pollution at the same time. As a company with a mission and a key stakeholder in the circular economy, Citeo clearly has a role to play in involving companies, local authorities and citizens to face the biodiversity challenge together."*

**Emmanuel Delannoy**  
Biodiversity Expert

## What is biodiversity?

Biodiversity is the contraction of "biological diversity" and refers to the totality of living organisms on Earth as well as the ecosystems in which they live. This includes the interactions between species with their environments and the diversity of their genes. Humans are an integral part of it and we often refer to it as the "living tissue of the planet".

# Biodiversity: URGENT action is needed

Our societies rely on healthy ecosystems for their livelihoods, social organisation and economic activities.

However, human activity is threatening an unprecedented number of species with global extinction, which is estimated at 1 million by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES).

## THE 5 MAJOR THREATS

human activities pose on biodiversity:



Changes in land and sea use (such as agricultural expansion and urbanisation)



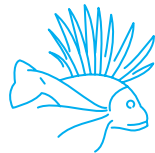
Over-exploitation of resources (for harvesting, logging, hunting and fishing)



Climate change



Pollution (especially marine plastic pollution, which has increased tenfold since 1980)



Invasive alien species (animal and plant species whose establishment threatens already disturbed or degraded ecosystems)

## WHAT ARE THE IMPACTS

of human activity on biodiversity?

The net rate of **forest loss** is of **50%** since the 1990s (excluding those managed for timber or agriculture).

About **60 billion tonnes of renewable** and non-renewable resources are **extracted** each year worldwide, an increase of almost 100% since 1980 (for energy supply, consumption, agriculture, etc.).

The world's human population has **increased by 105%**

(from 3.7 to 7.6 billion) since 1970.

According to the IPBES, to this day, **75% of the terrestrial environment** and **66% of the marine environment** are "severely altered" by human activities.

Up to **1 million species are under threat of extinction**, many of them in the coming decades. According to the IUCN\* red list, France is the 6<sup>th</sup> country with the highest number of threatened species.

\* International Union for Conservation of Nature.

## International and national targets

International framework

⇒ Adopt a **post-2020 global framework for biodiversity** to address the "nature emergency" and secure the living conditions on the planet.

European strategy

⇒ **Halt biodiversity loss and the degradation of ecosystem services** in the European Union (EU).  
⇒ Strengthen the EU's contribution for **the preservation and restoration of biodiversity**.

National plan and biodiversity law

⇒ Build national and territorial strategies to **reduce to zero the biodiversity net loss**, preserve and restore ecosystems and their functioning  
⇒ **Transform the most impactful economic sectors** and mobilise society as a whole to make this change.

# ECOSYSTEMS: essential services to human life

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**Ecosystem services are the many services that nature provides to society that makes human life possible on earth.**

**These services are essential to economic activities and the jobs that go with it.**

It is estimated that in France, **80% of jobs depend directly or indirectly on biodiversity** (particularly in agriculture, forestry, fishing, pharmaceuticals, cosmetics, construction and other related industries).

However, economic activities are at the root of the strong pressures on biodiversity, that are jeopardising ecosystems capacity to provide these services on which society depends.

By identifying their impact and dependency relationships with biodiversity, economic stakeholders can act to avoid these impacts or reduce their footprint and ensure ecosystems health.

## ECOSYSTEMS PROVIDE:

- 1 Provisioning services** which are the material benefits provided by ecosystems (provision of water, food, and other raw materials)
- 2 Regulating services** which are services that regulate natural phenomena: regulation of air and water quality, flood and disease control, crop pollination, soil erosion control, etc.
- 3 Supporting services** which create the basic conditions for life on earth and are necessary for the production of all other ecosystem services: provision of living spaces for plants and animals, soil formation, breathable air, etc.
- 4 Cultural services** which correspond to the non-material benefits provided by ecosystems (such as well-being, spiritual or recreational aspects, heritage...)

# Citeo's INTERDEPENDENCE with ecosystem services

As being part of the service industry, Citeo's main impacts and dependencies on biodiversity are indirect, i.e. they are primarily in the value chain with which it interacts: packaging producers, distributors, local authorities, waste prevention and management operators, etc.

To better support its stakeholders in their efforts to preserve biodiversity, **Citeo has identified, with a simplified version of the ESA\* method, the dependence and impact relationships between the activities of the packaging and paper value chain and the services provided by ecosystems.**

\*The Ecosystem Services Assessment (ESA) is the international benchmark tool developed by the World Resources Institute, the World Business Council for Sustainable Development and the Meridian Institute to demonstrate the relationship between business model and company performance and the health of natural ecosystems. This method makes it possible to identify the relationships between the company's impacts and dependencies on biodiversity and the risks and opportunities associated with it.

Thus, the main findings of the ESA are as follows:



⇒ Packaging and graph paper industries are highly dependent on the supply of materials and fresh water for the production of packaging and paper; the processing of materials, recycling and re-use.



⇒ The extraction and processing of raw materials for packaging and paper production as well as recycling; pollution from litter; and the land use of packaging and paper production plants, sorting and recycling centres are responsible of the main impacts of the sectors on ecosystem services.



⇒ By promoting eco-design, re-use, collection, sorting and recycling, the circular economy offers a significant potential for reducing the packaging and paper sectors environmental impact (reduction at source, sustainable supply of materials, waste prevention, reduction of greenhouse gas emissions, etc.).

# The POSITIVE impact of the circular economy on biodiversity

At the core of Citeo's activities, the circular economy makes it possible to reduce the impact of packaging and paper on the environment at the various stages of their life cycle. This model of production and consumption has many environmental benefits that contribute to the preservation of biodiversity: saving natural resources, reducing greenhouse gas emissions, fighting against pollution coming from littering, etc. By integrating biodiversity at the core of its raison d'être, Citeo is taking charge of the circular economy's levers to speed up the collective effort and to preserve it in a better way.

## Ecodesign & re-use

Our natural resources are becoming increasingly scarce: sustainable production has become essential. Although it is not new, the eco-design of packaging and paper is becoming a key answer to deal with the challenges of biodiversity. Citeo helps companies to rethink the manufacture of their packaging and paper by eliminating unnecessary packaging, reducing the quantity of raw materials used, figuring out the recyclability of packaging and paper, integrating recycled materials. Citeo also supports the deployment of re-use systems in industries and territories.

## Recycling

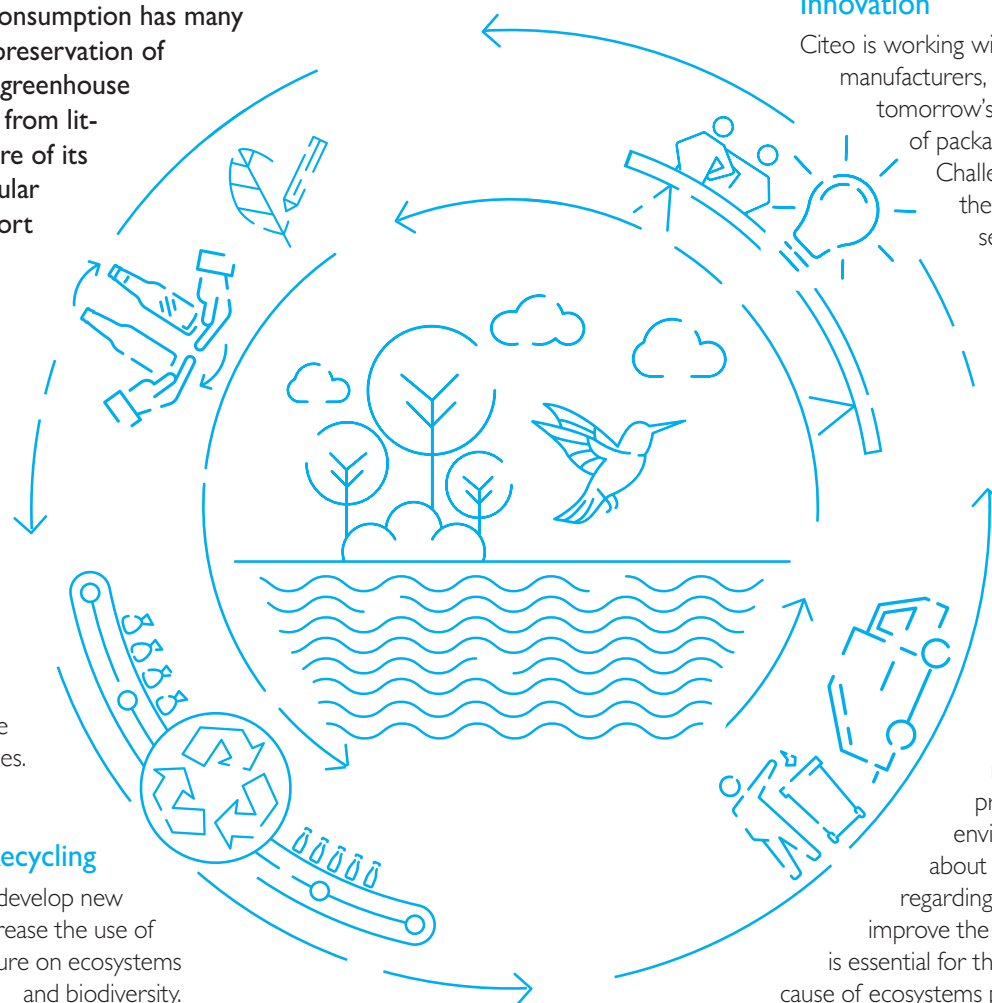
Citeo works with marketers and recyclers to develop new outlets and new ways of recycling and to increase the use of recycled materials, thus helping to limit the pressure on ecosystems and biodiversity.

## Innovation

Citeo is working with companies, local authorities, operators, manufacturers, associations, designers and entrepreneurs to develop tomorrow's solutions to reduce the environmental impact of packaging and paper, in particular through the Circular Challenge Citeo. It is the first accelerator dedicated to the circular economy that is including biodiversity in the selection criteria for the innovations that Citeo identifies, finances and supports.

## Collection and citizen engagement

Citizens have the power to sort their packaging and paper to contribute to the circular economy and preserve natural resources. With its awareness-raising, simplification of sorting and engagement programmes, Citeo informs consumers about the environmental benefits of sorting and recycling, and about the best practices to adopt in order to make progress regarding eco-citizenship. In addition, Citeo works daily to improve the performance of packaging and paper collection, which is essential for the recycling and prevention of litter, which is a major cause of ecosystems pollution.





# Citeo's COMMITMENTS for biodiversity

In order to mobilise its entire ecosystem and promote common solutions for the preservation of biodiversity, Citeo has outlined its roadmap around four commitments:



**Supporting companies in improving their environmental performance**

⇒ “We want to identify the levers for reducing the environmental footprint of packaging and paper by integrating biodiversity and to co-construct, with the stakeholders (companies and local authorities), management and support tools for decision-making.”

**Antoine Robichon,**  
Citeo's Deputy General Director

In 2021, Citeo has launched a study to develop reliable and relevant indicators that will complement existing life cycle analysis indicators by taking into account the specific challenges of biodiversity, in the context of integrating them into Citeo's tools.



**Supporting territories on structural commitments for biodiversity**

Citeo has been committed for several years to the development of sorting in areas open to the public in order to improve collection and recycling performance. In addition, in 2021, Citeo has launched a consultation with local authorities, a characterisation study regarding litter in the French Overseas Territories, as well as a call for expressions of interest to reduce waste leakage in the environment.



**Putting biodiversity at the core of the engagement and information tools for citizens**

⇒ “We are fully committed to improve knowledge on the relationships between eco-citizenship, waste reduction and biodiversity preservation. Citizen engagement through education and information allows new eco-citizen behaviours to take root, by integrating all the dimensions of the environmental emergency, including the preservation of living beings.”

**Séverine Lèbre-Badré,**  
Director of Communication,  
Engagement and CSR at Citeo

In partnership with the WWF, Citeo has developed an educational programme on the preservation of living organisms, « Protéger la biodiversité marine, ça s'apprend » (about how to protect marine biodiversity), and supports the participatory science programmes « Zéro déchet sauvage » (about how to reduce litter) and « Plages vivantes » (about beaches protection), run by the French National Museum of Natural History.



**Promote, at national, European and international levels, the integration of biodiversity conservation issues in policies and projects related to the circular economy**

⇒ “We want to work with all stakeholders to share developing knowledge in order to improve the consideration of the circular economy and biodiversity impacts in government decision-making, beyond only resource and CO<sub>2</sub> impacts.”

**Nicolas Furet,**  
Secretary-General of Citeo

In relation to its raison d'être, Citeo works to take into account climate and biodiversity issues in all its interactions with public authorities, environmental associations and manufacturers.





All papers can be sorted and recycled, including this document!



Together, let's bring new life to our packaging

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