

# 10 proposals for the circular economy

February 2022

CITEO

Donnons ensemble une nouvelle vie à nos produits.

©



# Extended Producer Responsibility

Thirty years ago, the local authorities and consumer companies that founded Citeo and Adelphe organised themselves to implement the principle of **Extended Producer Responsibility**.

This model commits marketers of packaged products and graphic papers to finance or organise the end-of-life management of packaging and papers. This mission has now been extended to include support for stakeholders to help combat litter.

**EPR has allowed us to reduce the impact of packaging and paper on the planet, and to make sorting and recycling a part of our daily lives.** It has also focused on local activities by promoting the development of a decentralised and sustainable industrial sorting and recycling facility.

The logo for CITEO, consisting of the letters C, I, T, E, O in a stylized, outlined font.

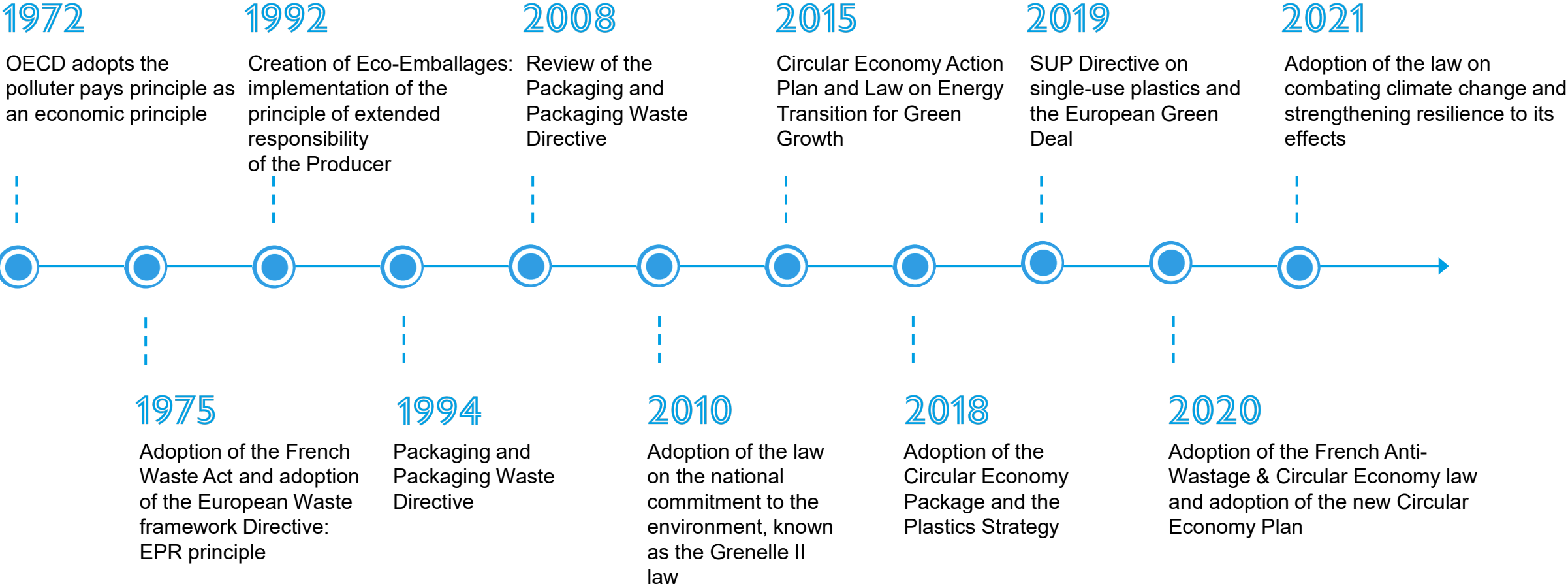
Donnons ensemble une nouvelle vie à nos produits.

Citeo was created in 2017 from the merger of two companies approved under the Extended Producer Responsibility (EPR) scheme for household packaging (Eco-Emballages created in 1992) and graphic paper (Ecofolio created in 2007).

The logo for Adelphe, featuring the word 'adelphe' in a lowercase, sans-serif font. Above the letters 'p' and 'h' is a blue circular arrow icon. To the right of the word is the tagline 'Vos emballages ont un avenir' in a smaller, blue font.

Adelphe, a subsidiary of Citeo, provides special support to companies in the wine, spirits and pharmaceutical sectors to meet their specific technical and regulatory requirements. Adelphe is licensed to operate in the household packaging sector.

# From EPR to the French AGECE Law (Anti-Wastage & Circular Economy): a rise in environmental and regulatory issues





*"Citeo wishes to participate in the public debate by sharing the expertise, thoughts and convictions of its teams. "*

**Antoine Fiévet**  
Chairman of Citeo



*"We want to encourage and support economic stakeholders to produce, distribute and consume in a way that preserves our planet, its resources, biodiversity and the climate. This is our raison d'être! "*

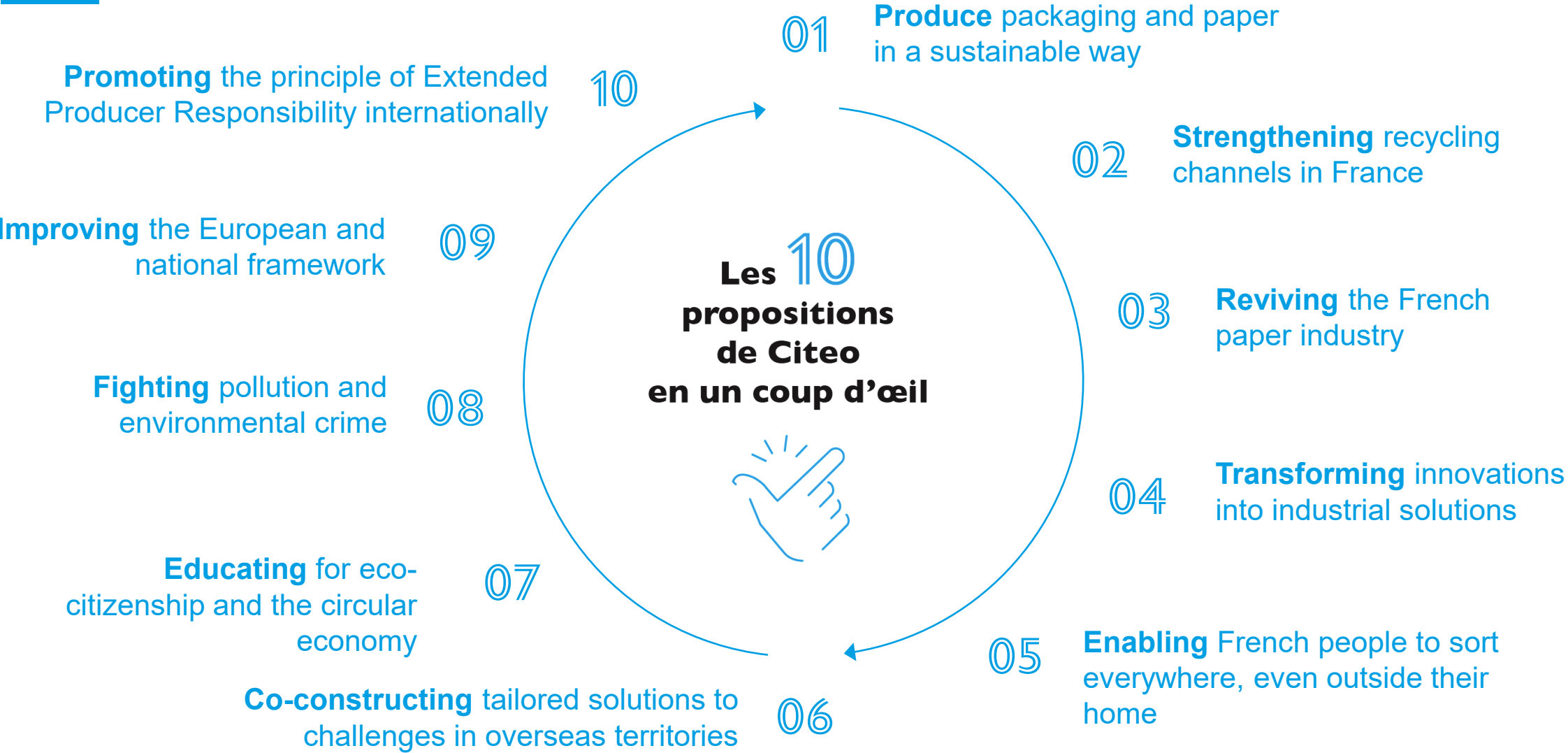
**Jean Hornain**  
Managing Director of Citeo

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# Our proposals for the circular economy



# The 10 Citeo proposals overview



# 1. Produce packaging and paper in a sustainable way



72 %

Of French people consider that recycling is the main environmental impact of a package\* (no. 1)

## OUR PROPOSALS

- Systematise eco-design: reduction and incorporation of recycled material
- Accelerate the process of food contact suitability
- Encourage research to develop large-scale reuse
- Creating public support for adapting production lines

*\*Shopper 2020 study, Citeo and Action Plus.*



## 2. Strengthening recycling channels in France

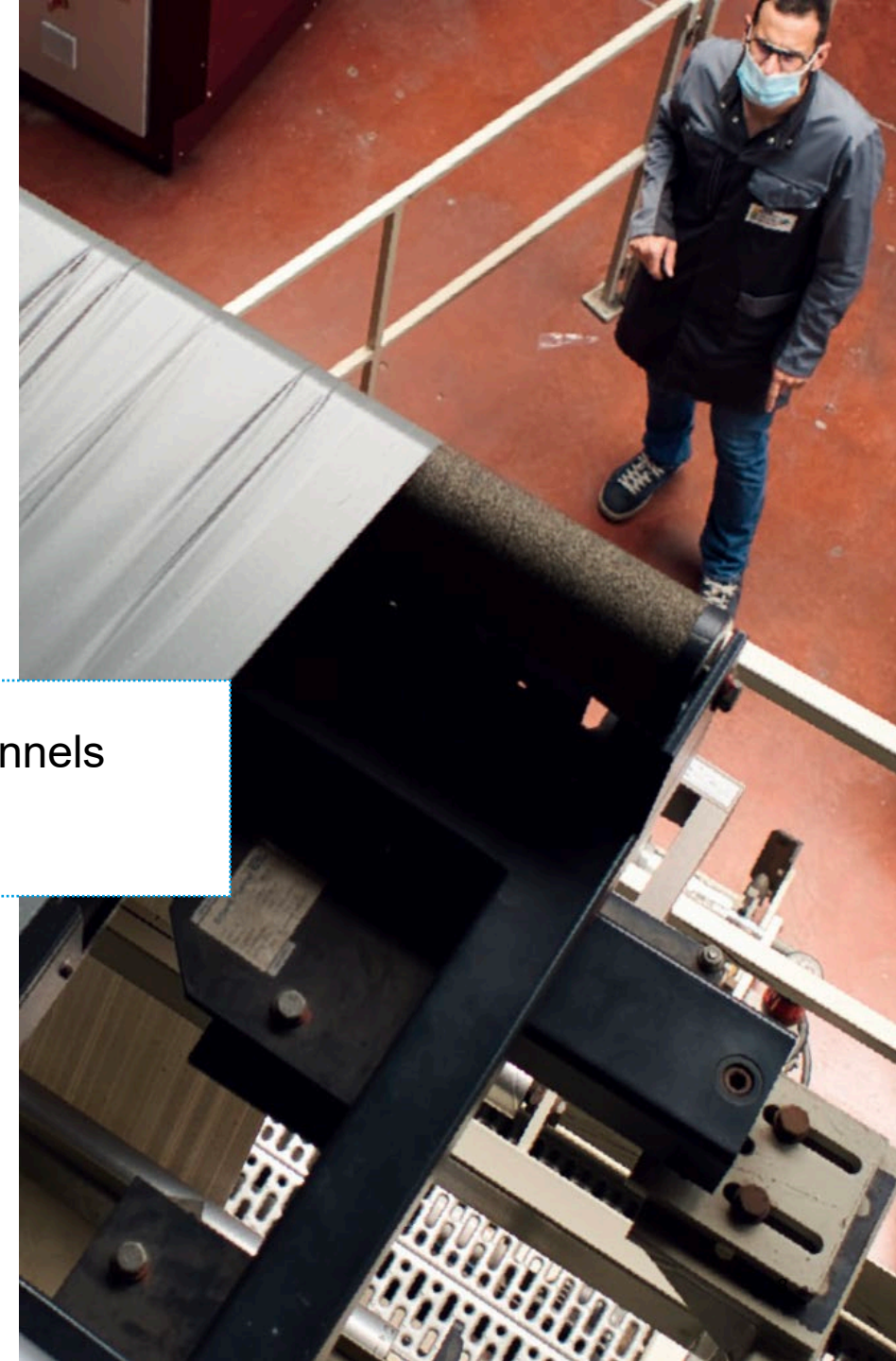
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3,7  
million tonnes  
of household packaging  
were recycled in 2020

### OUR PROPOSALS

- To massify flows and strengthen the management of recycling channels
- To relocate industrial activities that use packaging





### 3. Reviving the French paper industry

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The marketing of newspapers and paper, office and administrative documents is declining annually by about

5 %

#### OUR PROPOSALS

- Developing new uses for paper
- Supporting printers in dealing with the decline in the market and supporting the conversion of paper mills
- Carry out comparative studies on environmental balance sheets for paper and digital media



## 4. Transforming innovations into industrial solutions

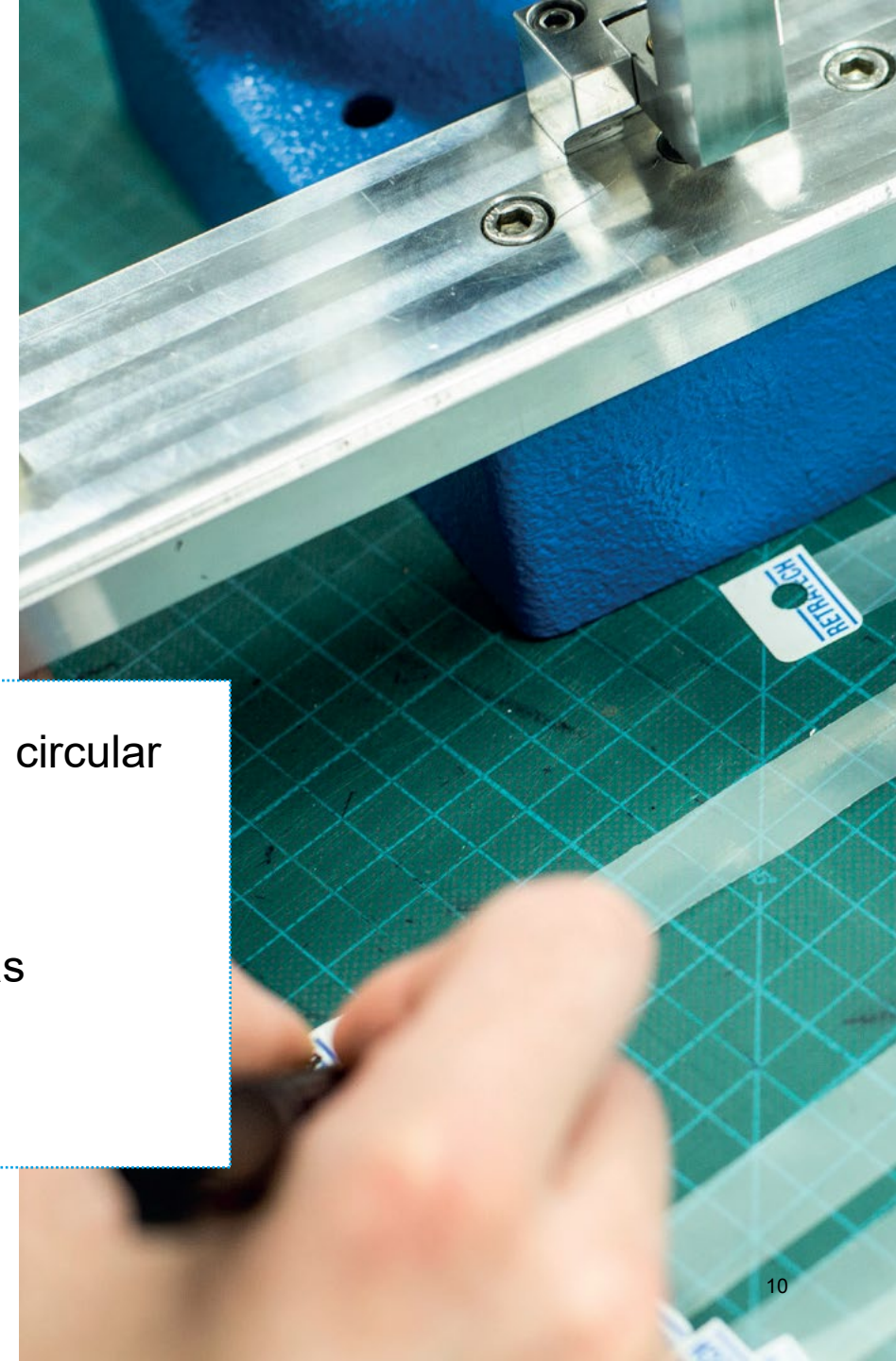


### 2<sup>E</sup> RANG

A Study ranks France second in the world of European countries whose innovations and technologies have been patented in the field of plastics and bioplastics recycling between 2010 and 2019.

#### OUR PROPOSALS

- Directing research and development support programmes towards circular economy projects
- Supporting French industrial technical centres
- Encourage the development of new recycling technologies, such as chemical recycling and pyrolysis
- Designing a data policy



## 5. Enabling their French to sort everywhere, even outside the home

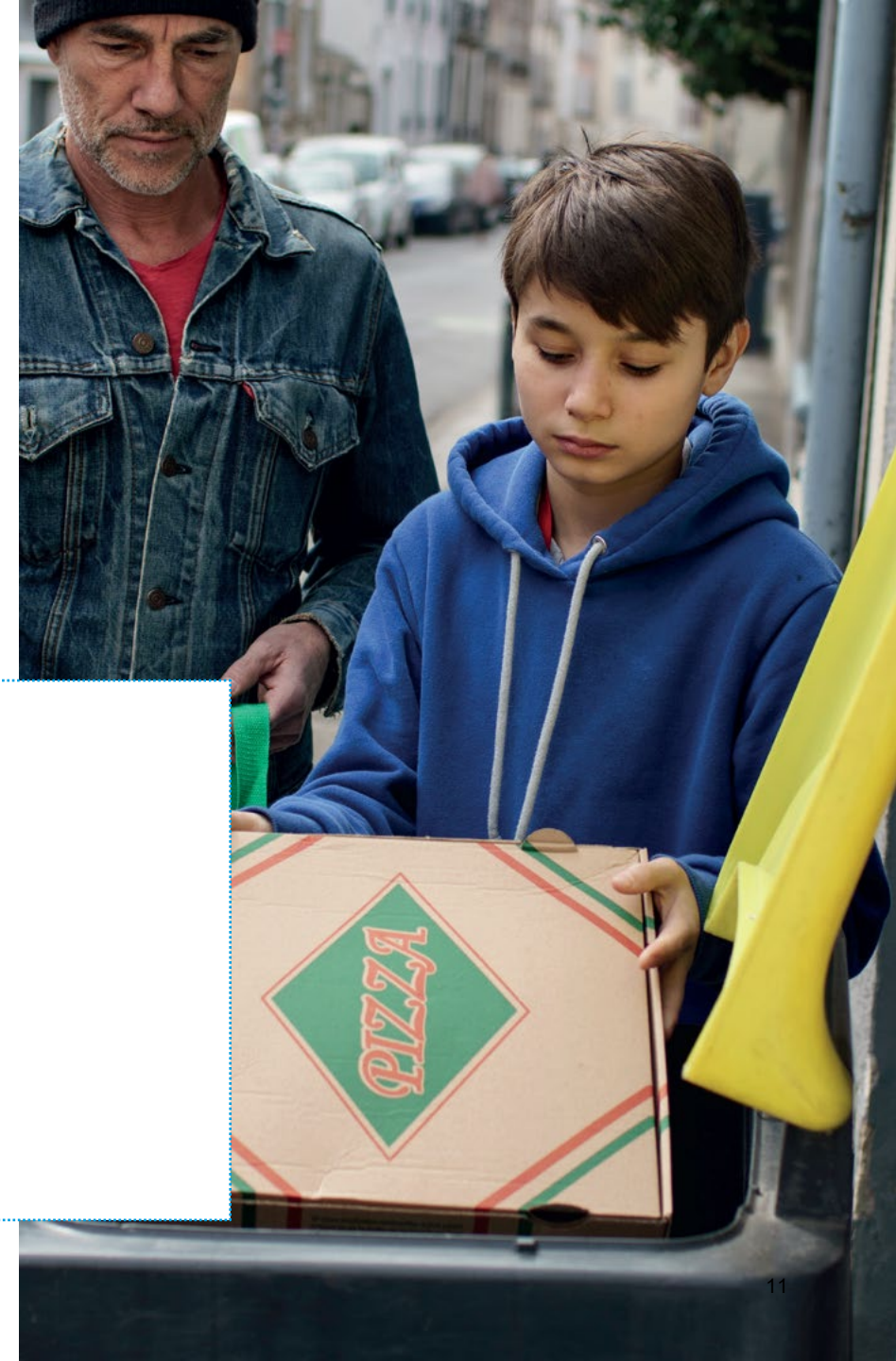


86 %

of respondents place sorting and recycling at the top of the list of effective action levers for the environment

### OUR PROPOSALS

- Harmonise sorting rules and bin colours
- Deploying sorting in areas where nomadic consumption is high
- Allowing sorting in public places
- Ensuring sorting at major international events
- Sorting within companies
- Setting an example for the country



## 6. Co-constructing tailored solutions to challenges in overseas territories

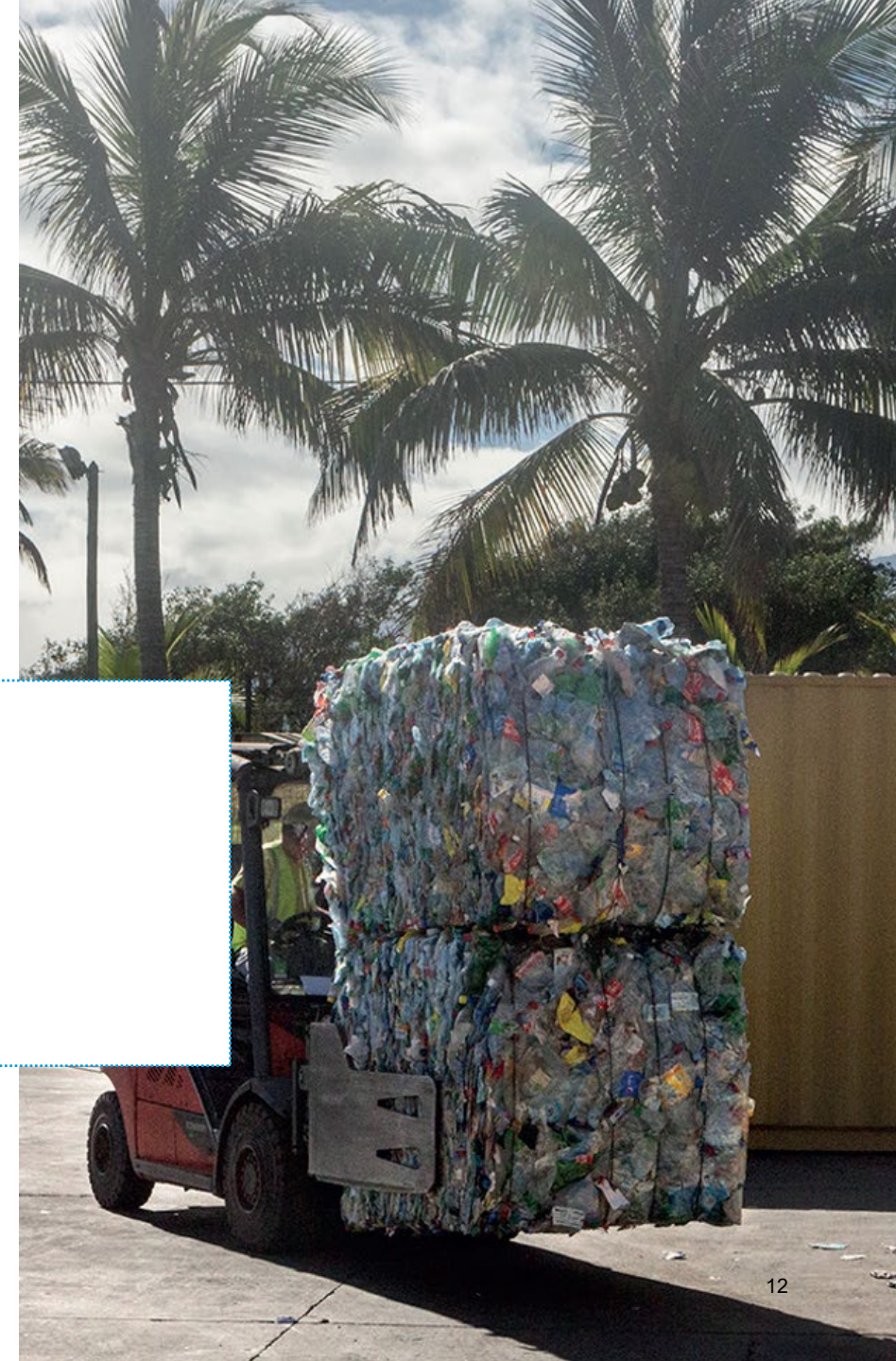


± DE 60 %

increasing in the recycling rate in the French overseas territories since 2010.

### OUR PROPOSALS

- Prioritise local valorisation
- Generalise deposit for recycling
- Allow energy recovery for certain packaging and paper
- Creating value chains in the territory



## 7. Educating for eco-citizenship and the circular economy



8 000

jobs would be created  
through the development  
of the circular economy

### OUR PROPOSALS

- Introduce an environmental patent
- To place the ecological transition at the heart of all higher education courses
- To create specialised training courses that are 100% focused on the circular economy
- To include the circular economy in the education system of state schools



## 8. Fighting pollution and environmental crime - 1/2



= DE 3 %

Litter accounts for less than 3% of the 7 million tonnes of packaging and paper put on the market in France each year.

### OUR PROPOSALS

- Launch a baseline study to determine the extent of this type of pollution and to better control it
- Acting on prevention: educating and acting on eco-design
- Strengthening the regulation of waste leakage in the supply chain
- Encouraging cooperation of all local stakeholders
- Making sanctions more effective
- Linking fines to mandatory waste collection



## 8. Fighting pollution and environmental crime - 2/2



20 %

This is the share of illicit trafficking in the total of waste shipments within the European Union in 2011

### OUR PROPOSALS

- Banning the export of plastic waste from the EU
- Create a list of harmonised investigation tools at European level
- Increasing the number of environmental police, environmental justice and customs officers
- Create an Environmental Defender on the model of the Human Rights Defender



## 9. Improving the European and national framework



2

laws in France to regulate  
the transition to the circular  
economy

### OUR PROPOSALS

- Integrating virgin materials into the Carbon Border Adjustment Mechanism (CBAM)
- Developing a green and circular taxonomy
- Removing the obstacles to the deployment of incentive-based pricing
- Directing the proceeds of the TGAP to environmental expenditure
- Encouraging investment *via* the excess depreciation scheme
- Mobilising the lever of public procurement in favour of the circular economy



# 10. Promoting the principle of Extended Producer Responsibility internationally

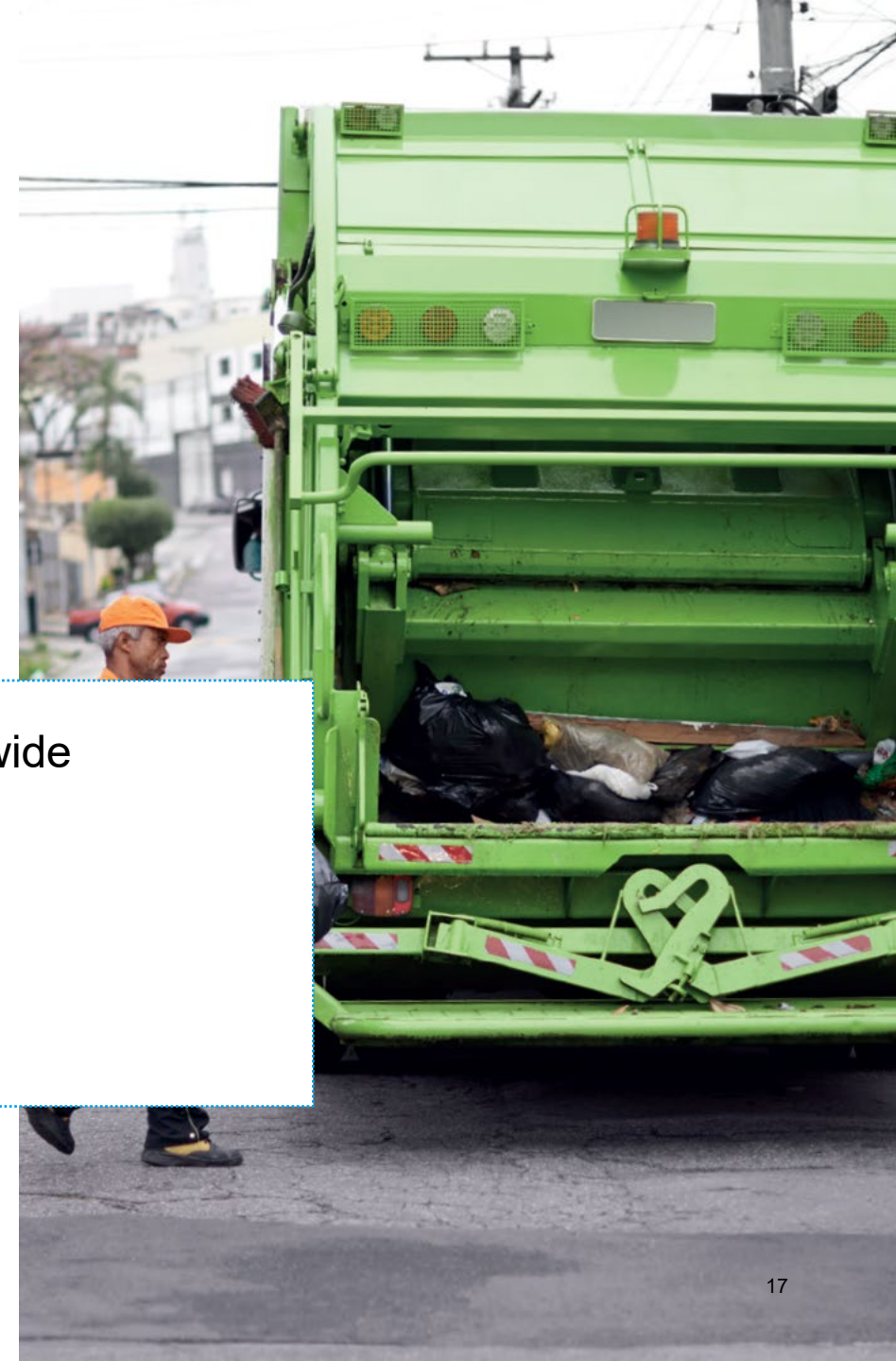


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Rivers are estimated to be responsible for 88-95% of global plastic waste dumping in the oceans

## OUR PROPOSALS

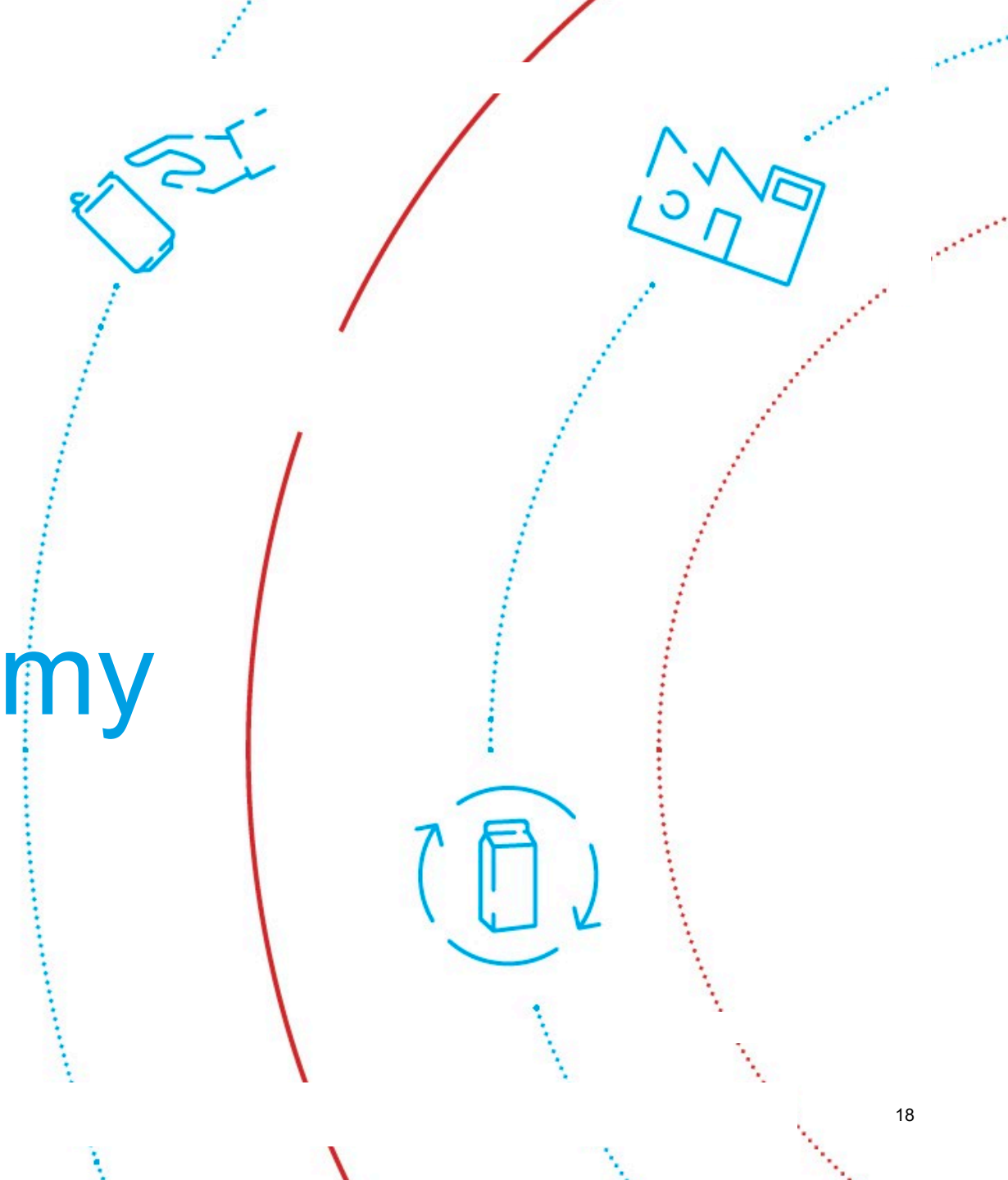
- Integrating the EPR model as a tool to fight plastic pollution worldwide
- Mobilising development aid for waste collection and recovery
- Bringing about European harmonisation



# 2

## The Circular economy success stories

Some examples of the  
the many actions  
in our territories



# The Circular Economy's success stories



## AUVERGNE-RHÔNE-ALPES

### RECYCLING - *Barbier Group*

The Barbier Group, a leading manufacturer of polyethylene films for agriculture, industry and commerce, has developed the Recyplast® 50 range. The products in this range (film, heat-shrink conduits and sleeves, film base and pallet roofs) guarantee a 50% incorporation rate of post-consumer recycled raw material.



## BOURGOGNE-FRANCHE-COMTÉ

### INCENTIVE-BASED PRICING - *Grand Besançon Métropole*

In order to develop incentive-based pricing, specific infrastructure developed in collaboration with the French building authorities and the French company Astech has been installed in the streets of Besançon. It has resulted in a 50% reduction in the average amount of household waste per capita.



## BRITAIN

### ECODESIGN - *Le Courrier de l'Ouest*

The Ouest-France factory in Rennes has acquired a routing machine that allows newspapers to be wrapped in paper! This innovation allows the group to break free from the traditional plastic film used for its publications such as the Courrier de l'Ouest.

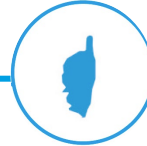
# The Circular Economy's success stories



## CENTRE-VAL DE LOIRE

### ECODESIGN - *The Crudettes*

For one of their salad ranges, Crudettes launches the first bag made of 95% paper. This new packaging can be recycled in the paper industry, while maintaining a similar level of preservation to the plastic bag.



## CORSICA

### MOBILISATION/OUT OF HOME COLLECTION

*Syndicat de valorisation des déchets de la Corse / University of Corsica*

How to get the students of the University of Corsica to sort out their waste?

Syvadec is implementing 3 key actions:

1. Installing harmonised sorting equipment outdoors campuses for all types of waste (packaging, paper, bio-waste, rubbish.)
2. Implement appropriate information on sorting rules.
3. To propose a multi-year educational programme on the circular economy, to mobilise students and University staff over the long term.

# The Circular Economy's success stories



## GUYANA

### **SORTING CENTER - *The Communities of West Guyana communes***

A platform for refining household packaging was inaugurated in 2021 in Saint-Laurent du Maroni. It is used to sort glass and metal packaging and plastic bottles.



## GRAND EST

### **INNOVATION - *Norske Skog***

The Norske Skog Golbey paper mill plans to convert one of its two paper machines to produce 550,000 tonnes of 100% recycled paper and cardboard starting in 2023. To this end, the Norwegian group has announced a 250 million investment.



## GADELOUPE

### **Litter - *Clean my island***

*Clean my island* is a very popular association founded in 2019 in Guadeloupe. It mainly organises operations to collect litter and to raise awareness through workshops in schools.

# The Circular Economy's success stories



## MARTINIQUE

### REUSE/RECYCLING - *EIT972*

The association Entreprises et Environnement, in partnership with ADEME, has been supporting the Industrial and Territorial Ecology approach in Martinique for two years. It offers a network of companies to exchange services and resources to promote the circular economy: recycling used pallets to make furniture, pooling transport or storage equipment, collecting bio-waste for cattle feed or recycling plastic film into bin bags.



## HAUTS-DE-FRANCE

### INNOVATION - *Cozie*

Cozie offers organic and zero waste cosmetics, *via* a system of refillable bottles and bulk. Once the product has been consumed, the customer returns the bottle to the point of sale to be washed and reused.



## ILE-DE-FRANCE

### REUSE - *Uzaje*

The start-up Uzaje wants to limit the use of packaging by developing industrial solutions for reuse. Their goal? To deploy on a large scale-up an ecological and economically viable alternative to single-use containers.

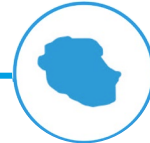
# The Circular Economy's success stories



## NOUVELLE-AQUITAINE

### COLLECTION - *La Rochelle/JCDecaux*

For six months, the City of La Rochelle has been hosting Urban Recycling Points in its streets: innovative sorting equipment for on-the-go consumption. This experiment will make it possible to measure the quantities of packaging and paper sorted, the quality of sorting and user behaviour.



## THE

### REUSE - *Brasseries de Bourbon*

This brewery based in Reunion Island has developed a device that allows 40 million glass bottles to be reused every year. In Reunion Island, the company is supported by companies specialising in collection.



## MAYOTTE

### COLLECTION - *LVD Environment*

Within the framework of the AMI Collecte Innovante et Solidaire, in partnership with ADEME and Citeo, the LVD Environnement association proposes waste collection solutions in doukas (small mini-markets), some of which are affiliated to Carrefour. Launched in June 2021, this project gives residents a bonus for every plastic bottle they collect.

# The Circular Economy's success stories



## NORMANDY

### REUSE - *Hipli*

Big Innovation Prize of the Circular Challenge 2020. This start-up has developed a package for e-commerce, designed to be reused 100 times with turnkey logistics; more than a package, it is a service in its own right.



## OCCITANIA

### RECYCLING - *CIVL/Verallia*

In Occitania, the Conseil interprofessionnel des vins AOC du Languedoc (CIVL) and Verallia, one of France's leading suppliers of glass packaging, have developed the "Languedoc Ecova", an eco-designed bottle. The development of eco-designed bottles by Verallia has made it possible to avoid the emission of approximately 10,000 tonnes of CO<sub>2</sub> in 2017.



## LOIRE VALLEY

### SORTING CENTER - *Trivalis*

Inaugurated in 2016, "VENDEE TRI", the sorting centre of the Trivalis syndicate, has enabled the Vendée to extend the sorting instructions and to make this territory a pioneer in the circular economy.



## PROVENCE-ALPES-CÔTE D'AZUR

### RECYCLING - *Pellenc ST*

Intelligent and connected sorting equipment for the waste processing and recycling industry. The company has launched a major project including the construction of an innovation centre, a new production centre and a test centre. The entire project (scheduled for completion in 2023) represents an investment of over €10 million.



# Annex

## Sorting and recycling Key figures 2020



# Sorting and recycling - Key figures 2020 - Household packaging

## Sorting gesture

**51,5 KG**

of packaging sorted per inhabitant and per year on average of which:

**18.2 KG** of paper and cardboard, steel, aluminium and plastic packaging and **33.3 KG** of glass packaging

**89 %**\*

of French people sort their packaging, of which **51%** do so systematically

**35 M**

French people can sort all their packaging and paper thanks to the simplification of the sorting process (as of January 1st, 2021)

Target for 2022:

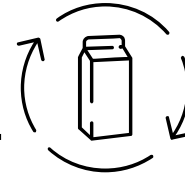
**100 %**

of French people in the next few years.

## Recycling performance

**68 %**  
rate  
recycling

or  
**3,7 M**  
tonnes of recycled  
household packaging



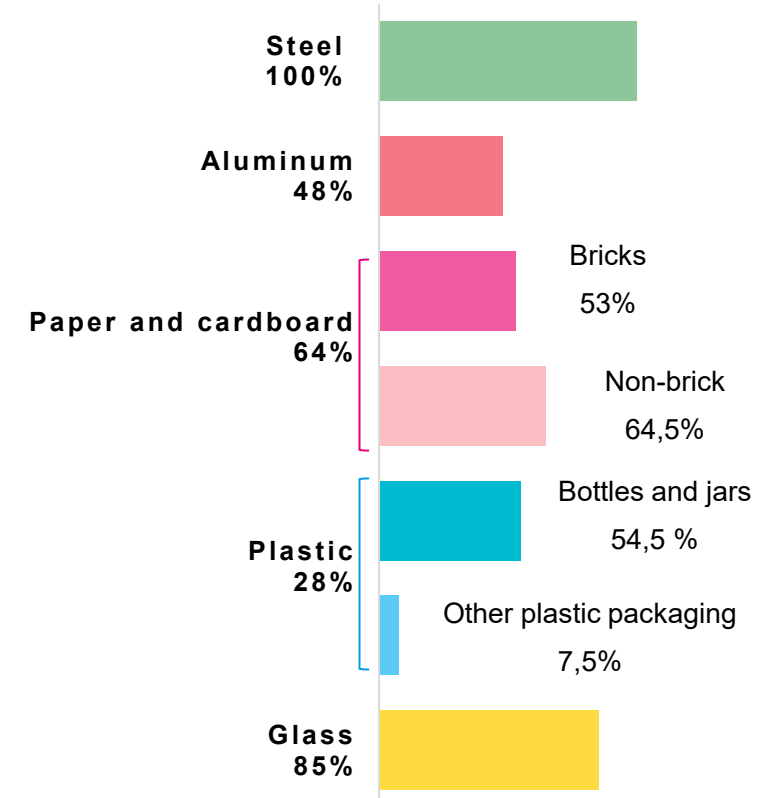
## Environmental benefits

**1,6 M**  
tonnes of CO<sub>2</sub>  
avoided thanks  
to the recycling  
of packaging

or  
**800 000**  
fewer cars on the  
road



## Recycling rate by material (in %)



# Sorting and recycling - Key figures 2020 - Graphic papers

## Sorting gesture

**18 KG**  
of paper sorted  
per inhabitant per year on  
average \*

**87 %**  
of French people sort  
paper, which

**41 %**  
Of them do so  
systematically



## Recycling performance

**60,5 %** \*\*  
rate  
recycling

or  
**1,2 M**  
of tonnes of  
recycled paper



## Environmental benefits

**22 MD**  
of litres of water  
saved through paper  
recycling

or  
the equivalent of  
**7 600**  
olympic pools





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