10 proposals for the circular economy

February 2022
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.

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).

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 AGEC Law (Anti-Wastage & Circular Economy): a rise in environmental and regulatory issues

1972
OECD adopts the polluter pays principle as an economic principle

1992
Creation of Eco-Emballages: implementation of the principle of extended responsibility of the Producer

2008
Review of the Packaging and Packaging Waste Directive

2015
Circular Economy Action Plan and Law on Energy Transition for Green Growth

2019
SUP Directive on single-use plastics and the European Green Deal

2021
Adoption of the law on combating climate change and strengthening resilience to its effects

1975
Adoption of the French Waste Act and adoption of the European Waste framework Directive: EPR principle

1994
Packaging and Packaging Waste Directive

2010
Adoption of the law on the national commitment to the environment, known as the Grenelle II law

2018
Adoption of the Circular Economy Package and the Plastics Strategy

2020
Adoption of the French Anti-Wastage & Circular Economy law and adoption of the new Circular Economy Plan
"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

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

Antoine Fiévet
Chairman of Citeo
Our proposals for the circular economy
The 10 Citeo proposals overview

01 Produce packaging and paper in a sustainable way

02 Strengthening recycling channels in France

03 Reviving the French paper industry

04 Transforming innovations into industrial solutions

05 Enabling French people to sort everywhere, even outside their home

06 Co-constructing tailored solutions to challenges in overseas territories

07 Educating for eco-citizenship and the circular economy

08 Fighting pollution and environmental crime

09 Improving the European and national framework

Promoting the principle of Extended Producer Responsibility internationally
1. Produce packaging and paper in a sustainable way

**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

*72% of French people consider that recycling is the main environmental impact of a package* (no. 1)

*Shopper 2020 study, Citeo and Action Plus.*
2. Strengthening recycling channels in France

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

3.7 million tonnes of household packaging were recycled in 2020
3. Reviving the French paper industry

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

2E 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

**OUR PROPOSALS**

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

* DE 60 %

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

**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

Rivers are estimated to be responsible for 88-95% of global plastic waste dumping in the oceans.
The Circular economy success stories
Some examples of the many actions in our territories

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The Circular Economy's success stories

**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.

**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.

**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

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.

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

**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.

**GUADALOUPE**

**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

**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.

**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.

**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.

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The Circular Economy's success stories

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.

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.

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

**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.

**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.

**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 CO2 in 2017.

**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 CO₂ avoided thanks to the recycling of packaging

or 800,000 fewer cars on the road

**Recycling rate by material (in %)**

- Steel 100%
- Aluminum 48%
- Paper and cardboard 64%
- Plastic 28%
- Glass 85%
- Bricks 53%
- Non-brick 64.5%
- Bottles and jars 54.5%
- Other plastic packaging 7.5%
**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 of 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