



# ANNUAL REPORT 2024

GROUP

CITEO

TOGETHER,  
LET'S MAKE THINGS  
HAPPEN

## 1

## OVERVIEW



Three questions for Antoine Fiévet and Jean Hornain	03
Group overview	04
3R strategies and levers	05
The Citeo Group at the heart of the circular economy ecosystem	06
2024 highlights	07
2024 key figures	09
The Citeo Group, a committed company focused on impact	11
Training future generations of eco-citizens	14
Increasing the appeal of green habits and getting the public on board	15
Challenges facing the Group in 2025	16

NAVIGATE WITH  
JUST ONE CLICK!



**This is an interactive annual report** – just click on items on this contents page to access the relevant articles.

For further reading, **scan the QR codes or click** on the accompanying text to access extra content!

## 2

DRIVING ACTION  
ON PACKAGING REDUCTION

Reducing packaging: priorities & solutions	18
Supporting companies to reduce packaging	19
Collaborative initiatives encouraging collective innovation	20
Focus on a call for proposals on reduction	21
Initiatives on reduction	22
Outcomes of the call for proposals on reduction	23

## 3

## DEVELOPING REUSE SOLUTIONS



2024: a landmark year	25
Developing reuse solutions for food products in food superstores	26
Supporting the development of reuse	28
Reuse solutions for businesses (VSEs/SMEs, etc.)	30
Improving reuse through R&D	31
Initiatives on reuse	32
Let's reuse again and again	33
Boosting professional engagement through communications campaigns	34

## 4

## IMPROVING PACKAGING RECYCLING



30 years of progress on separate waste collection	36
Gathering data to assess packaging and paper collection performance	38
Supporting local authorities to improve performance	39
Improving recycling through R&D!	40
Tackling litter	41
Paris 2024 Olympics	42
Tackling litter ' <i>on ne lâche rien !</i> ' [keep it up!]	44
Focus on overseas authorities	45
Regional campaign/Mayotte	46
Creating operational waste management service packages	47
Speeding up management of the emerging stream	48
Developing new recycling streams	49
National recycling campaign	50
Raising public awareness of the 3Rs	51

## 5

## APPENDICES

52

## Three questions for Antoine Fiévet and Jean Hornain



**Antoine Fiévet:**  
Chairman of Citeo

**Jean Hornain:**  
CEO of Citeo and Adelphe

### What are your thoughts on Citeo's performance and outlook?

**Antoine Fiévet:** We must commend all stakeholders' proactive approach in this challenging economic climate. Given the current context, **Citeo's commitment to supporting their transition to more sustainable practices is all the more vital.** It's also the reason we've decided to harness our expertise to become involved in new EPR schemes, namely those for professional packaging through Citeo Pro and single-use sanitary textiles through Citeo Care & Hygiene.

**Jean Hornain:** Our **Reduce, Reuse, Recycle** strategy is being applied to ensure that less material is used for as long as possible before being fully recycled, thus driving progress on the path towards a fully circular economy.

In terms of efforts to speed up packaging reduction, we have, on one hand, stepped up support for companies' individual initiatives and, on the other, launched sector-specific initiatives in 2024 aimed at the implementation of replicable high-impact solutions. On the reuse side of things, our aim is to upscale. Since 2023, we have supported over 370 projects and collectively devised a pooled reuse loop, which is being trialled in four regions in 2025 for food products. To improve recycling performance, we are supporting local authorities with developing out-of-home sorting, so that waste collection can be adapted to cater for more mobile lifestyles. At the same time, we're rolling out new recycling streams, thanks largely to our three secondary sorting centres, with a fourth due to be added by the end of 2026. Finally, our communications campaigns have achieved large-scale resonance among the public, raising awareness of responsible habits.

### Have these measures had a significant effect on meeting our targets?

**A.F.:** Despite all these measures, **our results are still not in step with the roadmap for targets set, particularly for the packaging and paper scheme.** To raise our performance in line with expectations, we need to use levers that we know to have critical impact.

**J.H.:** We have clearly identified these levers, which will supplement those currently used. Let's consider a few

examples. By implementing deposit return schemes for reuse and recycling, we could dramatically increase the collection rate for beverage packaging. As for pay-as-you-throw schemes, whose highly positive impact on recycling rates is well known, these can only be rolled out at scale if the regulatory framework is simplified.

### Does the solution lie in changing the extended producer responsibility scheme?

**A.F.:** Yes, we think so. The EPR scheme is an incredible tool for boosting commitment and economic and environmental performance. However, **it needs to be made more efficient** and cost-effective. In the past five years, the costs the scheme has had to cover have doubled without a similar increase in performance. This is no longer sustainable.

**J.H.:** In particular, the roles and responsibilities of scheme stakeholders need to be clarified in order to **shift from an approach focused on resources to one focused on results.** Radical change is needed to move away from the current status quo and improve the scheme's environmental and economic performance. Such change must also be supported at European level to help harmonise EPR schemes and build a competitive European circular economy serving our economic and environmental sovereignty.

## Group Overview

### CITEO HOUSEHOLD PACKAGING AND PAPER

Citeo is a producer responsibility organisation approved for the extended producer responsibility scheme for household packaging and graphic paper, and was granted mission-led business status in 2020. Producers or retailers are financially and operationally liable for the management of their packaging waste, which encompasses reduction, separate waste collection, sorting and recovery including recycling. As a non-profit producer responsibility organisation, Citeo is funded by companies to reduce the environmental impact of household packaging and graphic paper through reduction, reuse and recycling.

### PURPOSE

**"To tackle the environmental crisis and speed up the changes that are vitally needed, the company seeks to encourage and support economic stakeholders and citizens with efforts to adapt production, retail and consumer practices to protect our planet, its resources, biodiversity and the climate."**

### CITEO PRO INDUSTRIAL & COMMERCIAL PACKAGING

Citeo Pro is the professional packaging subsidiary of Citeo and Adelphe. On 15 March 2024, it was granted a 6-year approval for the food service packaging extended producer responsibility (EPR) scheme. It operates within the waste management ecosystem for food service packaging, working in synergy with existing schemes. Its role is to facilitate, fund and support the management of food service packaging.

### adelphe

Adelphe is a Citeo subsidiary producer responsibility organisation whose mission is to reduce the environmental impact of household packaging and graphic paper with expertise on the wine and spirits, and health sectors.



**Coline Lafon**  
Talent and Organisation Director

Our producer responsibility organisation has changed since its inception, and continues to evolve, broaden its horizons and reinvent itself to meet current and future environmental challenges. From our origins as experts in the recycling of household packaging, we have become providers of comprehensive solutions focused on three levers: reduction, reuse and recycling. We have evolved from coordinators to actors, playing a catalytic, sometimes operational role in accelerating impact. This change has been facilitated by our strong presence, with a head office in Paris and teams in the various regions close to the action in the field, and a network united behind a shared goal. Together, we have built values to guide us through this transformation:

- ⇒ **Looking ahead** to chart the future and build a more sustainable society.
- ⇒ **A collective approach**, since the challenges we face are inherently shared ones.
- ⇒ **Knowledge transfer**, since sharing our expertise enhances collective intelligence.
- ⇒ **Commitment**, from each and every one of us, allowing Citeo to progress in its mission.
- ⇒ **Solutions**, reflecting our ability to devise and adjust measures on the 3Rs. More than just words, these values are embodied on a daily basis in the actions of our teams.

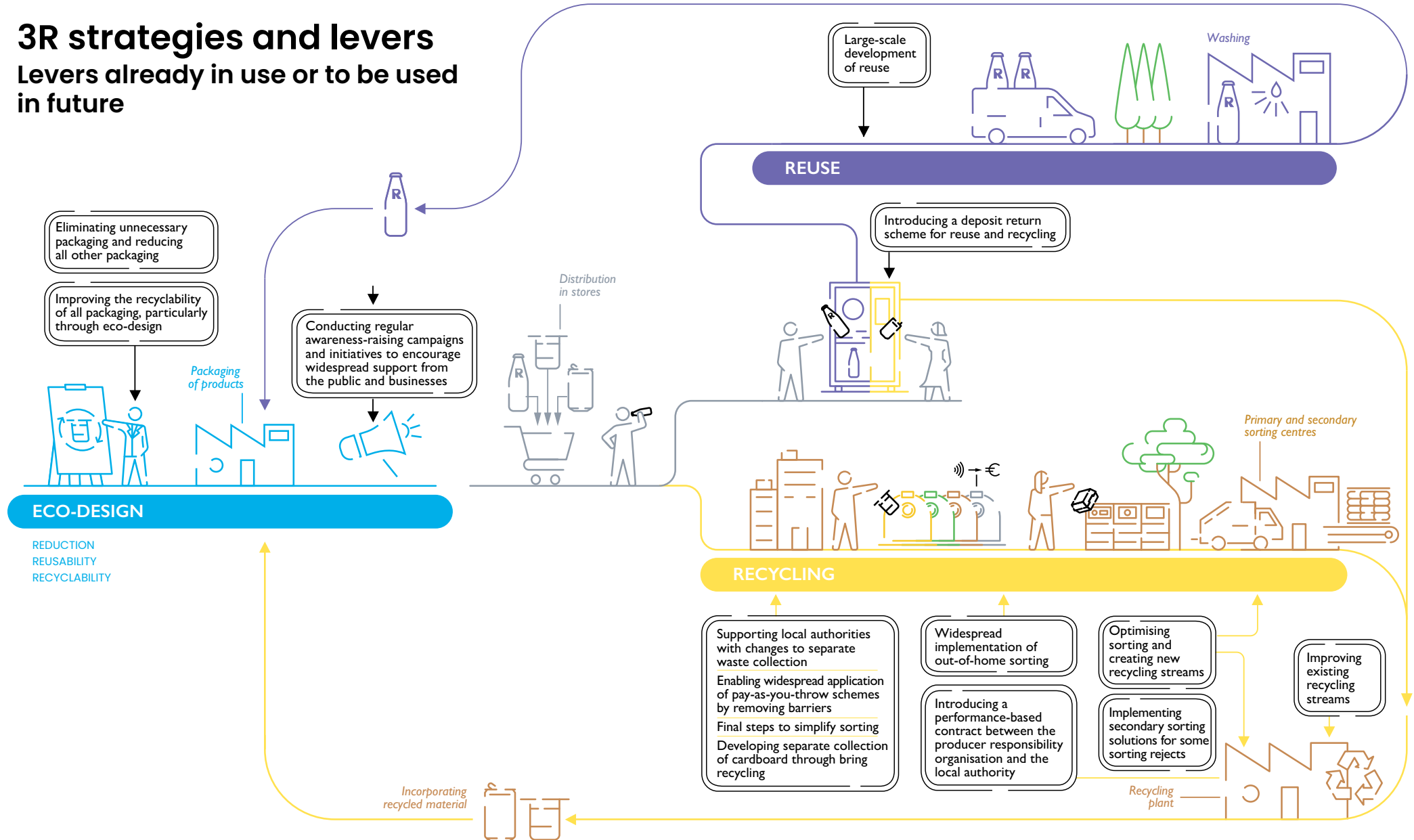
### CITEO CARE & HYGIENE

Citeo Care & Hygiene was set up in June 2024 and is applying for approval for the single-use sanitary textiles EPR scheme, which is due to be issued in 2025.



# 3R strategies and levers

## Levers already in use or to be used in future



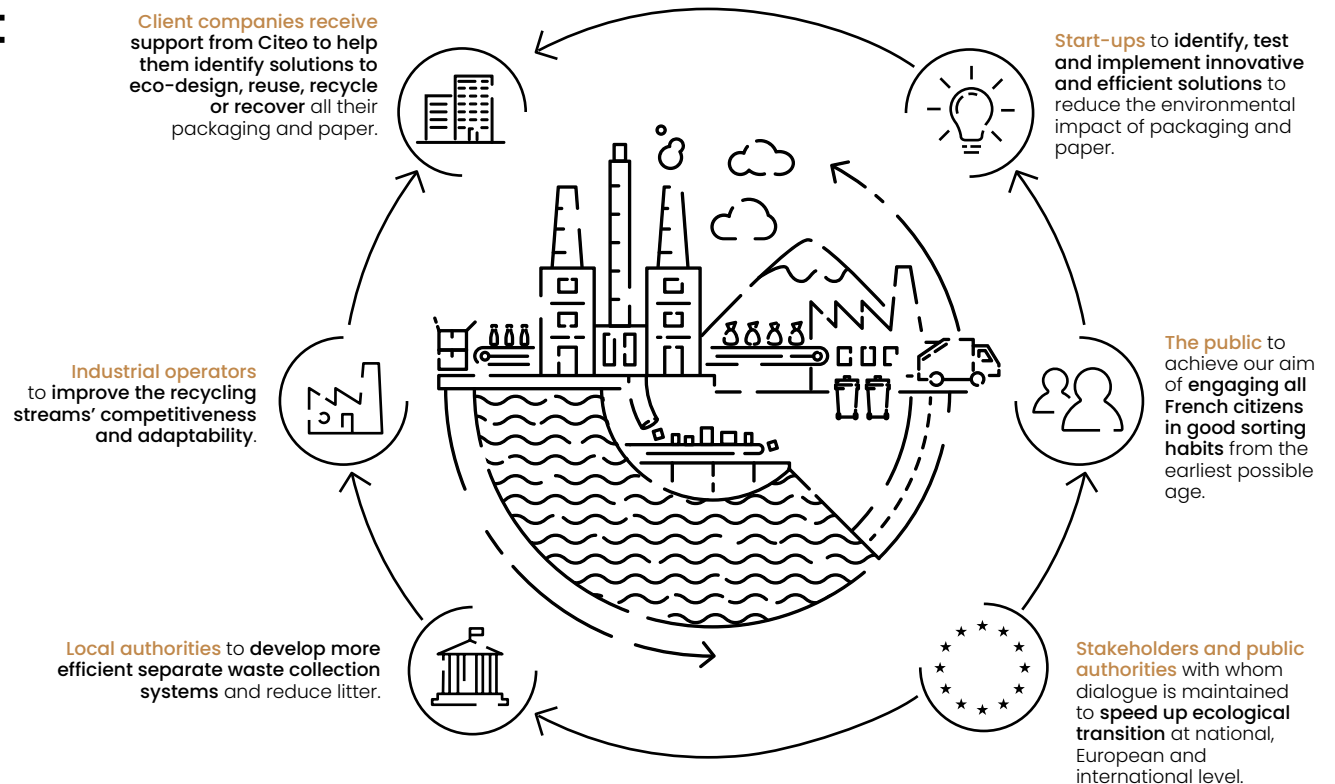
# The Citeo Group at the heart of the circular economy ecosystem

## TAKING COLLECTIVE ACTION TO MAKE A DIFFERENCE

The Citeo Group ecosystem is a dense network of public, private and non-profit stakeholders involved in efforts to transition to a circular economy. Citeo acts on behalf of over **98,000 partner client** (producers of household packaging and graphic paper). It also cooperates with **645 local authorities** responsible for waste collection; sorting, recycling and recovery operators; and **over 680 food service professionals**. The French public authorities (i.e.: ministries, ADEME, local authorities) play a key role in the regulation and coordination of environmental policies. Citeo also draws on partnerships with NGOs, research institutes, start-ups and producer responsibility organisations (including its subsidiaries Adelphe and Citeo Pro) **to encourage innovation and sustainable solutions**. Awareness-raising campaigns and participatory initiatives are also conducted to encourage **engagement among the public** as key sorting contributors. Finally, at European level, the company works within professional networks and EU institutions to plan for regulatory changes and harmonise best practices.



FULL DETAILS  
OF STAKEHOLDER  
COMMITTEES



## GOVERNANCE

⇒ Citeo's governance model is rigorous, transparent and independent, ensuring that the public interest is upheld and its responsibilities as a producer responsibility organisation are met. **Our clients are represented on four boards:** industry; trade, retail and distance selling; paper mills and publishers; services.



FIND OUT  
WHO IS ON THE  
BOARD OF DIRECTORS



**Two further boards include** members of the packaging streams and representatives of other stakeholders.

**Antoine Fiévet is Chairman of the Citeo Board of Directors.**

## 2024 highlights



### REDUCTION

#### Morning session on reduction:

On 4 December 2024, over 250 people took part in this first event of its kind presenting the roadmap, findings on consumer perceptions, and work carried out to support the transition. The 2025 call for proposals on reduction was officially announced.

**Upscaling of the system for reporting overpackaging:** this allows consumers to report packaging that they consider excessive through a dedicated platform. In 2024, Citeo experts forwarded over 578 reports (compared to 120 reports in 2023) to the relevant companies.



### REUSE

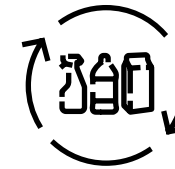
**The 'EncoRE plus de réemploi' (even more reuse) call for proposals,** open to all Citeo Pro clients, provided €242,000 in funding for 8 initiatives: 7 in corporate/ institutional catering and 1 in the wine and spirits sector.

**The ReUse project:** was launched in May 2023 to organise and develop reuse of food packaging sold in food superstores in France.

**R-Cœur packaging:** In November 2024, an initial batch of 600,000 1L bottles for fresh products (milk) was placed on the market through Le Fourgon (home delivery service) with further orders to follow in 2025.

**'ReUse Day':** 2 days were organised in 2024 with projects presented to over 700 participants.

**Public engagement:** The first national campaign on reuse was run, paving the way for the pilot in 2025. In total, over 80% of the population was exposed to public awareness-raising campaigns on reuse.



### RECYCLING

**Support for local authorities:** €91 M was spent on 367 calls for proposals to support the local authorities, with 17 M residents covered by one project (1 in 4 French people).

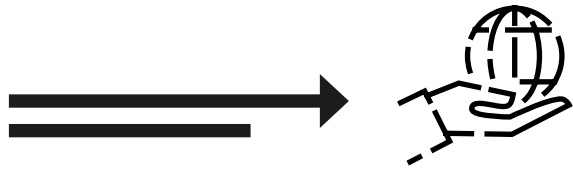
#### Secondary sorting strengthened up:

In 2024, Citeo took over operational management of more than 150,000 tonnes of plastic packaging from the local authorities, 82,000 tonnes of which underwent secondary sorting at 2 dedicated centres.

#### New recycling streams:

Partnerships were strengthened in 2024, with 6 mechanical recycling plants and 4 chemical recycling plants.

**Work on standardising** recyclability at European level and continuation of improvement projects with our clients.



## OVERSEAS TERRITORIES

### Extension of sorting instructions (ESI):

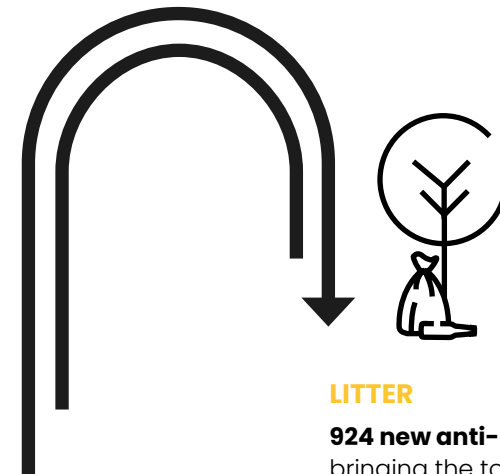
All overseas authorities are now working towards full roll-out of the ESI by 2026.



## OLYMPIC GAMES

Close collaboration with the Paris 2024 organisers to put the 3Rs at the heart of the Olympic Games

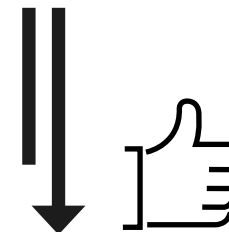
- **Reuse:** fountains for beverages and yoghurt, 4 million fewer packaging items used;
- **Recycling:** temporary and permanent out-of-home sorting equipment on sites and in surrounding areas;
- **Packaging eco-design guide:** for Paris 2024 licensees – a guide outlining sustainability criteria applied in the Paris 2024 purchasing strategy.



## LITTER

**924 new anti-littering agreements,** bringing the total number of agreements signed with the local authorities to 1,441, covering 38% of the French population.

**First public campaign** on tackling litter, marking a key step in Citeo's commitment to preserving biodiversity, an integral part of its remit.



## PROMOTING EPR

**Continuous presence at all negotiation rounds of the Global Plastic Pollution Treaty** and strong presence and involvement in the fourth and fifth intergovernmental negotiating committees (INC-4 and INC-5) (Canada in April and South Korea in December 2024).





## Key figures for 2024 – household packaging and graphic paper scheme

### PARTNER CLIENTS AND TONNAGES



98,015  
partner clients

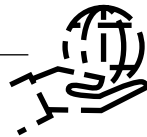
98%  
packaging market share

€1.3 BN  
supporting the scheme

5.5 M  
tonnes of household  
packaging placed on  
the market

0.9 M  
tonnes of graphic paper  
placed on the market

### IMPACT



#### HOUSEHOLD PACKAGING

2.4 M

tonnes of CO<sub>2</sub>-eq avoided

The equivalent of 8,400 Paris–New York  
return flights

18%  
recycled material  
incorporation rate  
for plastic

65%  
percentage of plastics  
with a recycling stream

#### GRAPHIC PAPER

15.4

billions of litres of water saved, equivalent to  
5,124 Olympic-size swimming pools

### SUPPORT FOR RECYCLING



69%  
of household packaging  
recycled, amounting to 3.9 MT

69%  
of graphic paper recycled,  
amounting to 0.8 MT

38%  
of France covered by plans  
to combat litter

645  
contracts with  
local authorities and  
3 territories covered  
by a service contract



(part of French Guiana, Mayotte  
and Saint-Pierre-et-Miquelon)  
under which access to packaging  
and paper sorting is provided for  
100% of France's population.

€994 M  
funding for collection  
and sorting

€260 M  
other measures for the scheme  
(reuse, awareness-raising,  
litter, etc.)



## Key figures for 2024 – professional packaging scheme

### PARTNER CLIENTS AND TONNAGES

**CITEO PRO**  
INDUSTRIAL & COMMERCIAL  
PACKAGING

684  
partner  
clients

99,200  
tonnes of professional  
packaging placed on the market

€4.6 M  
total  
contributions



### THE CITEO GROUP

474

EMPLOYEES  
INCL. 90 OUTSIDE PARIS



5

SITES AT THE  
HEART OF THE  
REGIONS



# The Citeo Group, a committed company focused on impact

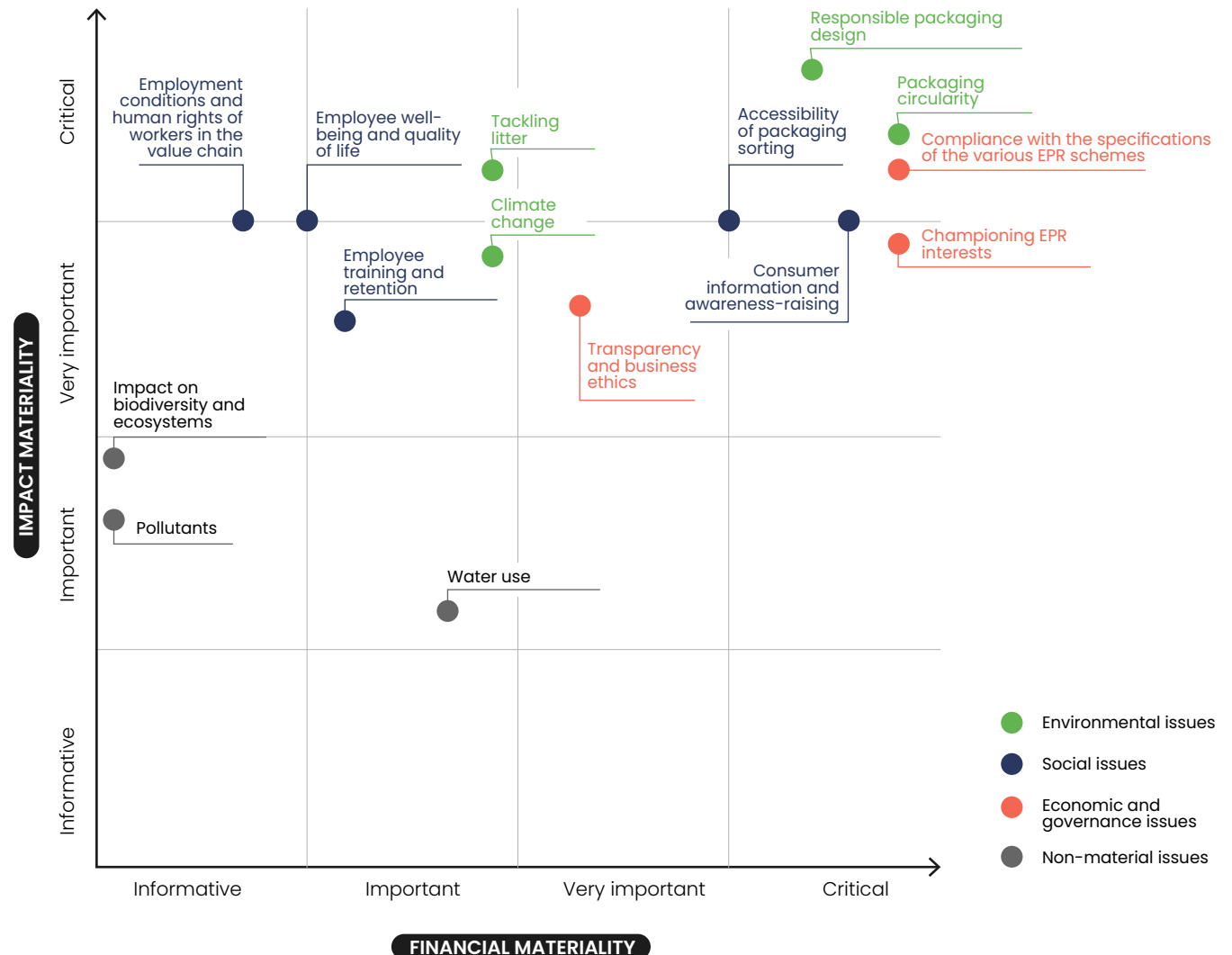
## In 2024, Citeo conducted a double materiality assessment of its ESG issues.

The scope for assessing the group's issues was tailored to its operations as a producer responsibility organisation, with a distinction made between direct activities (services to clients, awareness-raising, public affairs, etc.), managed activities (overseas service contracts, emerging stream, etc.) and activities funded by Citeo (sorting, collection, recycling, etc.).

### Work carried out for the double materiality assessment drew on:

- ⇒ **the Group's expertise** on the assessment of ESG issues and their impact;
- ⇒ **the expertise of an external consultancy**, ensuring that a robust methodology was applied;
- ⇒ **engagement with** its internal and external stakeholders (employees, producers, local authorities, waste processing operators, reuse operators, NGOs, public bodies, etc.).

**This assessment revealed 12 sustainability macro-issues.**





# The Citeo Group, a committed company focused on impact

The Citeo Group is committed to exceeding the requirements set out in the specifications through high-impact measures drawing on all its expertise and partners to speed up the transition to a circular economy.

**FOCUS**  
**ON KEY MEASURES**  
**IN 2024**  
linked to  
sustainability  
macro-issues

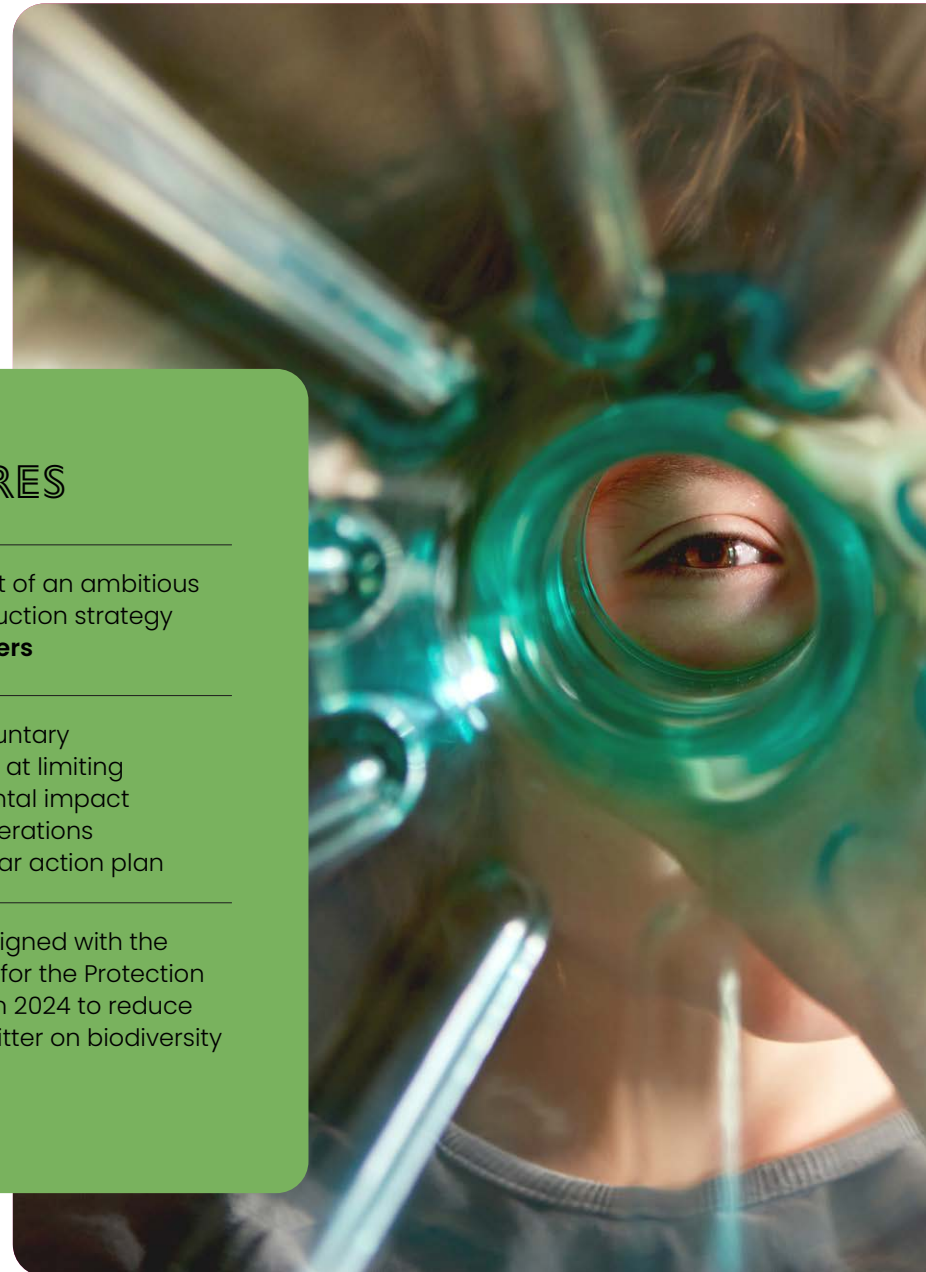


## ENVIRONMENTAL ISSUES

- ⇒ Responsible packaging design (reduction, innovation)
- ⇒ Packaging circularity (recycling, secondary sorting, reuse)
- ⇒ Tackling litter
- ⇒ Climate change

## 2024 KEY MEASURES

- ⇒ Development of an ambitious packaging reduction strategy based on **5 levers**
- ⇒ **FRET21**: a voluntary scheme aimed at limiting the environmental impact of transport operations through a 3-year action plan
- ⇒ Partnership signed with the French League for the Protection of Birds (**LPO**) in 2024 to reduce pressure from litter on biodiversity





# The Citeo Group, a committed company focused on impact

## SOCIAL AND SOCIETAL ISSUES

- ⇒ Employee well-being and quality of life
- ⇒ Employee training and retention
- ⇒ Consumer information and awareness-raising
- ⇒ Conditions and human rights of workers in the value chain
- ⇒ Impact on affected communities

## KEY ACTIONS IN 2024



⇒ 3-point rise in the group's Egapro index score, increasing its rating under this professional gender equality indicator to **87 points** in 2024

⇒ **Over €400,000 in non-profit sector partnerships** to boost awareness-raising: World Cleanup Day, Pavillon bleu, Gestes Propres, Match For Green, Unis-Cité

⇒ Upscaling of awareness-raising and educational initiatives aimed at **young people**



## ECONOMIC AND GOVERNANCE ISSUES

- ⇒ Compliance with the specifications of the various EPR schemes
- ⇒ Transparency and business ethics
- ⇒ Championing EPR interests

## 2024 KEY MEASURES

⇒ Championing EPR within the future Plastics Treaty through the Producer Responsibility Coalition (involving 50 producer responsibility organisations) and participating in the fourth and fifth intergovernmental negotiating committees (INC-4 and INC-5)



### ACTION DAY

In July 2024, Citeo held its fourth Action Day. This involved 146 participants, 14 beneficiary organisations and 997 hours of voluntary work in total. The Action Day will be held again in 2025!

# Training future generations of eco-citizens



Reduction, reuse and sorting can be taught from a very early age. Citeo has joined forces with non-profit organisations and key figures in young people's everyday lives to increase its reach within the 6-18 age group. In 2024, awareness-raising activities were carried out with over 9 million young people.

## FUN RESOURCES FOR YOUNGER CHILDREN

### NEW CITEO EDUCATIONAL PROGRAMMES

- ⇒ 3 new Eco Junior magazines: **15,000 classes** signed up, reaching **420,000 children**
- ⇒ 'Merci Mercredi' seasonal booklets: downloaded over **12,000 times**



## PARTNERSHIP



### MEETING ENVIRONMENTAL CHALLENGES WITH PUPILS

The organisation Ma Petite Planète offers a three-week game in schools involving environmental challenges. Citeo is a partner in the March and November editions, in which it shares its expertise, as well as in two challenges on waste sorting to raise awareness of the initiative and get more school pupils involved throughout France.

*Latest edition of the challenge: March 2024*

- ⇒ **41,860 sorting challenges** completed
- ⇒ **114,600 challenges** completed in the 'Waste' category
- ⇒ **82,280 participants** (3,721 classes)

## PARTNERSHIP



### SORTING AND SUSTAINABLE DEVELOPMENT PROJECTS IN SCHOOLS

To foster healthy competition and set up practical projects in the regions:

- ⇒ **3,985 Eco-Ecole partner schools** in 2024
- ⇒ **84,340 children** involved in a project on waste
- ⇒ **622,230 children** working on sustainable development projects



## PARTNERSHIP



### LEARNING TO PROTECT OUR OCEANS

Awareness-raising educational tour from 13/06 to 02/07/2024:

- ⇒ **4,400 people involved**, including 980 school pupils
- ⇒ **20,000 people reached** through social media

## KEY DATA

**420,000**  
school pupils reached with 15,000 classes subscribing to Eco Junior

**1.3 MILLION**  
young people reached through educational programmes and partnerships for teachers

**9.4 MILLION**  
young people reached through stealth initiatives in the entertainment sector

# Increasing the appeal of green habits and getting the public on board

What can be done to ensure that practices relating to the 3Rs of reduction, reuse and recycling become second nature and are even viewed as desirable habits? Given increasing levels of 'eco-fatigue' among the French public, Citeo has adopted inspiring and familiar messaging, moving away from prescriptive language playing on people's guilt. The approach taken is one of positive coaching! The aim: to guide all French people on the path to the 3Rs.

The 3Rs are a new concept for the French. Citeo's campaigns have previously focused on educating them on sorting their waste in everyday situations.

## *On ne lâche rien [Keep it up!]*

In 2024, Citeo launched 4 new campaigns to increase French public engagement with all these issues: a campaign on sorting and another on litter using the strapline *On ne lâche rien* [Keep it up!]; an awareness-raising programme on reuse practices to explain bulk, refills and reusable packaging to French people for the first time, entitled 'Réemployons encore et encore' [Let's reuse again and again]; and last but not least, the Mamie Nourri [Granny Nourri] campaign specific to Réunion Island. These programmes reached over 75% of the French population. What's more, they had a positive impact on 70% of respondents, who stated a desire to adopt good habits after viewing the adverts.

## Positive and supportive coaching

While Citeo's public interest messaging is ambitious in terms of its content and powerful in terms of its presentation, a stance of supportive, motivational, informative coaching is consistently adopted to show that steps associated with the 3Rs are within everyone's reach.

## The 3Rs, 365 days a year

Citeo also draws on other intermediaries in its efforts to reach 68 million French people including younger members of society. Influencers, local authorities and educational intermediaries are all called on to help establish and normalise green habits in French people's everyday routines. Over a million young people have been reached through educational programmes developed for teachers. Citeo also increased its social media presence in 2024 through numerous partnerships and a packed editorial schedule. Citeo will maintain its momentum in 2025 based on this transparent and educational approach.



## KEY DATA

Public awareness and engagement boosted in 2024!

**4 TO 5**  
annual advertising campaigns  
(compared to just one previously)

**1 MILLION**  
young people reached through  
educational programmes

**75%**  
of the population reached

**750,000**  
downloads of the Sorting Guide app

**OVER 70%**  
of French people stated a desire  
to improve their habits (sorting,  
purchasing products in reusable  
packaging, etc.) after viewing  
the campaigns

**56**  
partnerships with influencers and  
28 million impressions providing  
maximum reach

# Challenges facing the Citeo Group in 2025

The Citeo Group intends to pursue its commitment to reduced and 100% circular packaging and paper through its consistent goal of using minimal material for as long as possible and recycling all of it.

This approach is aimed at preserving natural resources, limiting CO<sub>2</sub> emissions and protecting biodiversity.

## CITEO HOUSEHOLD PACKAGING AND PAPER

To support its efforts, Citeo plans to continue its development based on the following priorities:

- ⇒ Consolidating its leadership with clients and local authorities, so it can continue to take effective action in the sector.
- ⇒ Making its public and corporate communications more educational, simpler and more accessible.
- ⇒ Increasing stakeholder involvement to help transform the sector.

In 2025, priorities will be based around 3R levers:

- ⇒ Producing plans for 3 flagship sectors for packaging reduction.
- ⇒ Rolling out the ReUse project in 4 regions.
- ⇒ Increasing plastic recyclability to 65-75% and successfully launching the polystyrene stream.

## CITEO CARE & HYGIENE

⇒ Securing **approval** for 1 July 2025.

⇒ Setting up the necessary **human and technical structure** to meet our obligations once approval is awarded.

⇒ Issuing our **first communications** by the end of the year.

## CITEO PRO INDUSTRIAL & COMMERCIAL PACKAGING

Citeo Pro has set itself the following operational priorities for 2025:

- ⇒ **Rolling out EPR operations for food service packaging in a cost-effective manner**
- ⇒ **Preparing business development for the professional packaging EPR scheme:**
  - Prospecting target sectors.
  - Developing partnerships with other producer responsibility organisations.
  - Enhancing Citeo Pro's visibility and reputation.
- ⇒ **Contributing to a practical and efficient professional packaging EPR model:**
  - Developing a 3R-based vision of professional packaging combined with financial modelling.
  - Extending the consultation with key stakeholders, and particularly operators.
  - Coordinating stances taken in consultation with professional organisations.



## adelphe

Adelphe has set itself **3 operational priorities building on work initiated in 2024:**

- ⇒ **Developing** its scope by involving small and medium-sized enterprises in the EPR scheme.
- ⇒ **Simplifying** EPR-related procedures for its clients without compromising on impact.
- ⇒ **Increasing** its persuasive power within its ecosystem and creating a positive movement around EPR.



## 2

**DRIVING ACTION  
ON PACKAGING  
REDUCTION**

Citeo is driving action to limit overpackaging by supporting eco-design initiatives and educating stakeholders on more sustainable use of resources right from the design phase.



# Reducing packaging: priorities and solutions



Potential savings of  
**500,000**  
 tonnes of packaging  
 Period: 5 years (long term)

The past 15 years have seen volumes of household packaging increase by 20% as a result of our changing lifestyles, with e-commerce, home deliveries and consumption on the go. The quantity of cardboard in particular has risen by 8% per year. Given this trend, it is no longer sufficient to optimise packaging.

Although the weight of items such as water bottles has been reduced by 40% in the past 25 years, this approach is now reaching its limits.

New levers are currently being used to meet regulatory and environmental targets:

## 1. Reducing multi-pack packaging.

Promotional packs are under particular scrutiny. Waste can be reduced at source by replacing this packaging (plastic or cardboard) with electronic offers using shelf stoppers or discounts awarded automatically at checkouts.

## 2. Promoting large formats.

By selling toothpaste in 140 ml rather than 70 ml tubes, less packaging can be used in relation to product quantity. This can be an appropriate lever for certain products, provided, of course, that it doesn't lead to product wastage.

## 3. Opting for flexible packaging.

These items, used as refills or single-use packaging, are gaining ground. They are currently used for products such as minced meat and toothpaste. Flexible PE packaging is already recyclable, while a stream for PP is due to be set up by 2025.

## 4. Streamlining packaging.

Stripping packaging down to its essential role of protection, preservation, transport and information.

Eliminating an unnecessary element can have a significant impact, as demonstrated when Maille removed its Tire-Croq handling devices, saving 222 tonnes of plastic.

## 5. Changing the product to lighten the packaging.

Solid or dilutable product formats, including solid shampoos and toothpaste tablets, represent a major shift in practices. Lower volumes mean less packaging. Care must be taken with this innovative approach to ensure that the manufacturing process does not generate any other environmental impact.



ACCESS THE EXTENDED FEATURE  
 ON PACKAGING REDUCTION  
 BY SCANNING THIS CODE

## FOCUS ON REGULATIONS



Reduction is the main lever for reducing the environmental impact of packaging, and various regulations set out clear targets:

**15% reduction in packaging by 2030** compared to 2010 (stipulated in the French Environmental Code)

**20% reduction in single-use plastic packaging** by the end of 2025 under the AGECL Law

**50% reduction in the production of single-use plastic bottles** by 2030 compared to 2018

**80% reduction in CO<sub>2</sub> emissions** by 2050 under the Paris Agreement

# Supporting companies to reduce packaging

## MORNING SESSION ON REDUCTION

On 4 December, Citeo and Adelphe invited over 250 participants to an event to present its roadmap, findings on consumer perceptions and work on reduction, marking the culmination of ambitious efforts to structure packaging reduction around five groundbreaking levers. This included reports from Fauchon and Monin on their projects to reduce packaging for biscuits and cordial bottles. The session ended with the announcement of a new call for proposals on reduction in 2025.



ACCESS A REPLAY OF THE MORNING SESSION

## FAUCHON PARIS

### FEEDBACK FROM THE CALL FOR PROPOSALS ON REDUCTION

Fauchon, a global brand selling French luxury foods since 1886, sought to redesign existing packaging for some of its biscuit ranges, which consisted of a cardboard box and a PVC tray. Most of the packaging used for its high-end products is thick,

includes empty space, and consists of several units to convey a premium-quality image. The aim of the project was to redesign the packaging for F biscuits, a flagship product for the brand, to reduce the quantity of material used, while improving its recyclability, particularly by eliminating packaging elements made of PVC, a resin for which no recycling stream is currently available.



Following a life cycle analysis, teams at Fauchon worked closely with Citeo experts to devise new packaging.

## FOCUS ON ECO-DESIGN

Eco-design is a key strategic lever for Citeo in its efforts to reduce the environmental impact of packaging and paper. Its purpose is to factor in sustainability criteria right from the design phase by optimising materials, facilitating recycling and reducing virgin resource use. In 2024, over 1,500 companies received support from Citeo with their eco-design projects, resulting in 20,000 fewer tonnes of materials placed on the market. However, there are still numerous challenges

to be faced in terms of technical constraints, the cost of innovation and disparities between recycling streams, which continue to impede the roll-out of best practices. Citeo continues to implement measures for training, financial incentives and collaborative research to overcome these barriers and encourage all stakeholders to progress towards more circular models.



FURTHER DETAILS ON ECO-DESIGN



# Collaborative initiatives encouraging collective innovation

A desire to reduce packaging is all well and good. However, technical and strategic challenges must also be met, which is where Citeo and its partners come in. Citeo's teams support partner clients with their eco-design initiatives, particularly through regular calls for proposals. These efforts culminate in the co-development of more pared-down packaging solutions that do not compromise on quality or convenience.

In 2024, a dozen research and development projects were conducted, notably including:

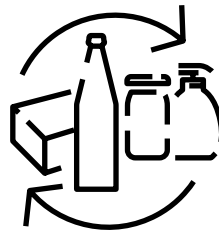
- An inventory and assessment of alternatives to single-use plastic packaging
- Initial steps towards a method for identifying unnecessary packaging
- Optimising packaging by reducing empty space, eliminating multi-pack beverage packaging and reducing the weight of iconic packaging
- Reducing the weight of wine bottles
- Analysing consumer perceptions of packaging reduction

Understanding consumer perceptions, expectations and habits is a key driver of innovation.

This has prompted Citeo's teams to conduct quantitative and qualitative surveys in partnership with specialist institutes to gain insights on consumer attitudes to the 3Rs. This helps pull the right levers to provide an optimal response to needs that consumers have expressed. The results of the 2024 'Consumer perceptions of reduced packaging in France' study are now available.



SCAN HERE TO ACCESS  
THE CONSUMER  
PERCEPTIONS STUDY



## REDUCTION PILOTS

Following interviews with our clients, we have joined forces with designers to conduct pilots aimed at exploring new avenues for reduction, identifying potential barriers, adjusting solutions and assessing the feasibility of upscaling.

**For example, a study conducted with a chocolate maker demonstrated that the weight of a box of chocolates could be reduced by 41%, from 180.5g to 106g.**



FOR FURTHER DETAILS, ACCESS THE ARTICLE  
ON INNOVATIVE AND EFFECTIVE ECO-DESIGN INITIATIVES  
THROUGH CITEO REDUCTION PILOTS





## Focus on a call for proposals on reduction



### Call for proposals on reducing the weight of PDO-specific/collective bottles

In October 2024, Adelphe issued a call for proposals to encourage and support wine PDO associations to work on reducing the weight of their PDO-specific glass bottles. These are the 'signature' bottles used by the various French wine PDOs and are included in PDO specifications for winemakers.

Reducing the weight of PDO-specific bottles will affect all winemakers and result in an overall/collective reduction in the associated tonnage.

An initial contract has been signed with the TAVEL PDO association in the Rhône Valley, which will see it cooperate with Adelphe on producing a lighter bottle. The aim is to reduce each bottle by 130g. The association represents around 40 producers, with 2 million bottles

placed on the market each year. It is hoped that this new bottle, which has been reduced from 550g to 420g, will be available in the spring of 2025, enabling 260 fewer tonnes of glass to be used every year. Reduction proposals have also been selected for four other wine sector stakeholders: the Champagne Committee and three PDO associations (Côtes de Provence, Grès de Montpellier and Picpoul de Pinet).



FULL DETAILS ON REDUCING  
THE WEIGHT OF PDO-SPECIFIC  
BOTTLES

## THE GLASS GUIDE

A TOOL DESIGNED TO HELP COMPANIES  
AND SUPPLIERS



ACCESS THE  
GLASS GUIDE

This guide, developed by Adelphe and Citeo in collaboration with the French Federation of Glass Industries and the French Trade Association for Mechanical Glassworks, is a ready-to-use educational tool covering the composition, life cycle, design, reuse and recycling of glass.

It outlines practical solutions helping companies to reduce, reuse and facilitate the recyclability of glass by avoiding disruptive elements.

It provides easy-to-use, topic-specific fact sheets covering all aspects of eco-design for glass packaging: dyes, labels, sleeves, and PE and PP finishes and decorations, which will soon have their own streams, representing over 80,000 tonnes of packaging!

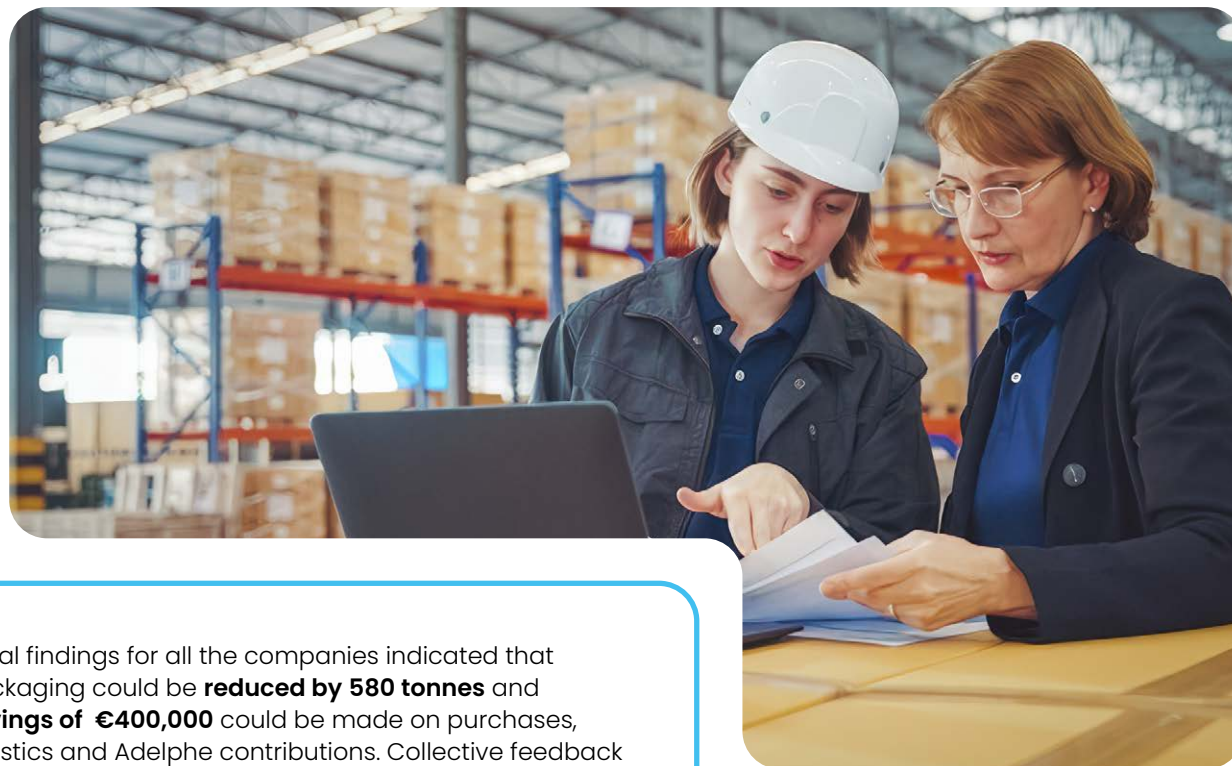
# Initiatives on reduction



## ON-SITE ASSESSMENTS

Adelphé works with professional organisations to conduct assessments at its members' sites to identify possible reduction-at-source and eco-design measures for packaging. A report listing recommendations and estimated potential savings is then presented to all members of the federation to share best practices. Two on-site assessment campaigns have been completed:

- **In the wine sector**, in partnership with Inter Oc, the Pays d'Oc Wine Board (Languedoc-Roussillon region). Five companies provided access to their sites so that their primary, secondary and tertiary packaging could be assessed and practical steps for reduction could be recommended.
- **In the health sector**, in partnership with SNITEM, involving three companies that place medical devices on the market.



Initial findings for all the companies indicated that packaging could be **reduced by 580 tonnes** and **savings of €400,000** could be made on purchases, logistics and Adelphé contributions. Collective feedback sessions for members of partner federations are planned, so that other companies are able to benefit from sector-specific best practices identified.



**SCAN HERE**  
FOR DETAILS OF  
ADELPHE ON-SITE  
ASSESSMENTS



# Outcomes of the call for proposals on reduction



**How can the impact of e-commerce packaging be reduced given that there is such a wide range of products/containers?**

A 100% cardboard insert that can be adapted to different bottle shapes has been designed, tested and implemented. It has led to a reduction in material for whole packages (box + insert) and offers a 100% recyclable solution. The new packaging is also viewed by consumers as higher quality, thus improving brand image. Depending on the number of bottles per package, the reduction in weight is between 16% and 43%, the reduction in volume between 23% and 37%, and all environmental impacts have been reduced according to the indicators tested.

## Weight of the glass bottle reduced and tube removed for the 1738 Accord Royal range

A major redesign was needed in order to reduce the weight of the bottle, while also respecting brand and market conventions (challenges faced in terms of shapes, engraving, etc.). A first 75cl bottle reduced by around 25% is



in its final testing phase. A second 70cl bottle, significantly reduced by 200 g, will be tested in early 2025. Despite negative or more tempered consumer feedback, the tube will also be eliminated, as the company is determined to make a clean break with its previous packaging.



## Reduction in the weight of two iconic 70 cl glass bottle formats representing 60% of tonnage produced annually

Difficulties emerged during the project (which is still in progress). Not only did the significant change of weight mean that the bottle needed to be redesigned, but also technical and marketing barriers slowed down the final decision. As things stand, the company is currently validating test moulds for the 11% lighter 'Monin' bottle. Discussions concerning the second bottle are ongoing. Despite the delay, the project has had a positive impact on moves to lighten all formats associated with the two products.



## Objectif Climat: reducing the wine sector's carbon footprint

This project is aimed at supporting the decarbonisation of the wine and spirits sector, particularly with regard to packaging (30-40% of carbon emissions) through the Winepilot tool jointly developed by Adelphe and FoodPilot.

Roll-out of the Winepilot tool among members of the Bourgogne Wine Board (BIVB) began in 2024.

Two further partnerships are in the process of being signed with the Bordeaux Wine Bureau (CIVB) and the Loire Valley Wine Board (InterLoire).



**FULL DETAILS OF THE OBJECTIF CLIMAT INITIATIVE**



## 3

**DEVELOPING  
REUSE  
SOLUTIONS**

Given the environmental issues faced, Citeo is speeding up the development of reuse solutions by supporting pilot schemes and building a lasting and operational circular economy.







## 2024: a landmark year for the roll-out of household packaging reuse in France



### 2024 has seen significant progress in developing household packaging (HP) reuse nationwide

For the first time, a consolidated rate has been published by the Observatory of Reuse and Repurposing. This puts the percentage of reused household packaging at **1.10%**. This milestone reflects increasing engagement from economic stakeholders such as brands, retailers, professional federations and logistics operators, who are all actively involved in the transition.

Within this framework, the national 'ReUse' project provides a key operational lever for the large-scale roll-out of a system organised around a stock of around 2 billion fully developed reusable packaging items.

The long-term success of this movement depends on several key factors: improved dissemination of regulatory obligations, increased funding for infrastructure, an ability to learn from experience, and support for best practices.

Moreover, the consolidation of reuse data is vital for coordinating efforts to meet French and European targets.

Finally, Citeo and Adelphe initiatives, including calls for proposals funded by '5% of contributions earmarked for reuse', support the emergence of practical solutions. Priority has been given to developing standardised ranges, identifying and rolling out suitable operational solutions, defining sector-specific roadmaps for developing reuse (for beverages, and delivered and takeaway food packaging) and sharing technical expertise.



**FIND OUT MORE ABOUT**  
THE DEVELOPMENT  
OF REUSE

### FOCUS ON REGULATIONS



The French Anti-Waste Law for a Circular Economy (AGEC Law) requires all producers to use **10% reused packaging by 2027**.

In 2023, large companies with a turnover of over €50 M were already subject to a target of **5%**.

**By 2025, single-use plastic packaging must be reduced by 20%, 50% of which must be through reuse.**

Ultimately, France is aiming to **eliminate this packaging by 2040**.

These targets apply to primary, secondary and tertiary packaging and significantly affect the food, food service and retail sectors.



# Developing reuse solutions for food products in food superstores



LAUNCH  
OF THE *ReUse*  
INITIATIVE



## AN UNPRECEDENTED TRIAL IN 4 FRENCH REGIONS

Faced with the environmental emergency and new legal requirements, Citeo has embarked on an ambitious process of developing an industrial reuse system for food packaging. The *ReUse* initiative, launched in 2023, seeks to scale up reuse as a mass-market solution running alongside recycling to meet public expectations and regulatory requirements. The move from isolated projects to a coordinated nationwide system represents a major challenge.

To meet this, Citeo has set up an unprecedented support scheme, jointly developed with over 200 stakeholders, including brands, retailers, deposit return operators, regional authorities, logistics operators, washing operators, etc. The aim is to meet the target of 10% reused packaging by 2027 by removing technical, economic and behavioural barriers. There are several key strands to the initiative: standardising containers and operations, making the reuse loop more reliable, optimising the cost of the system to provide a genuine alternative to single-use packaging,

and conducting large-scale consumer awareness-raising campaigns on reuse practices.

The operational phase is due to go live in 2025 with four pilot regions representing a full range of consumer settings.

This full-scale test will enable economic, logistical and regulatory models to be validated prior to national roll-out scheduled for 2026.

By 2027, we will have contributed to placing over 50 M packaging items on the market through the *ReUse* Activation pilot\*.



**WATCH THE VIDEO**  
ON THE 7 STAGES  
OF THE REUSE LOOP



**“Reuse solutions are offered in addition to single-use packaging and need to be increasingly integrated into our everyday lives. It makes sense to pool our expertise, identify potential synergies and jointly develop an economically and ecologically balanced model that encourages consumer uptake!”**

**Caroline Missika,**  
Public Affairs, Communications and CSR Director at Heineken France



## ⇒ *ReUse* Days – building the system together!

*ReUse* Days, organised by Citeo and Adelphe, are key events helping us develop a nationwide food packaging reuse system. Manufacturers, retailers and institutions come together to develop standardised, pooled and sustainable solutions meeting targets set out in the AGEC Law. The *ReUse* community includes over 400 people. These events represent a key step towards an operational, shared circular economy.



**ACCESS ALL**  
THE SUMMARIES OF *REUSE* DAYS

# 600,000

R-Cœur bottles  
manufactured in 2024,  
with up to **30 million**  
to follow in 2025

\* Projected figure at the end of 2024.



## **LAUNCH OF THE ReUse INITIATIVE**

A structured methodology, including consultation, technical qualification, design, eco-design and production, is being applied to the development of standard packaging ranges over the 2024–2029 period. Several formats are being made available from 2024–2025. Work on developing standard packaging is being coordinated among producer responsibility organisations through OCAPEM, the coordinating body approved for household packaging.

In 2024, closed loops were used to ensure the reliability of standard packaging and steps were taken with manufacturers to speed up its development, which streamlined the supply process so that two items are now already available (a 1L jar for fresh products and a 75cl beer bottle). Additional testing is under way to ensure the durability of future items, particularly in projects relating to standardised plastic packaging.

### THE FOLLOWING STEPS LEADING TO THE SUPPLY OF A STANDARD PACKAGING RANGE ARE SCHEDULED FOR THE 2024–2029 PERIOD

1

#### Project launch (consultation)

Consultation sessions with key stakeholders to define needs and packaging projects



UNDETERMINED PERIOD

2

#### Essential requirements

Conducting tests to qualify product/material pairings over several reuse loops

3

#### Design

Conducting market research assisted by packaging experts to identify existing solutions and specific factors in packaging projects due to be launched



12 MONTHS\*

4

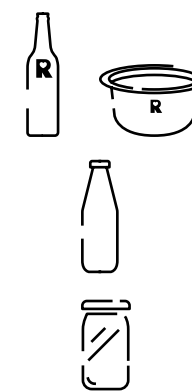
#### Eco-design study

Conducting a study to hone the design, identify the target weight and produce technical drawings of items

5

#### Development

Coordinating the development of new packaging items with packaging manufacturers and material suppliers



5 TO 9 MONTHS\*

6

#### Supply

Paving the way for the supply of standard packaging by coordinating all ecosystem stakeholders



\* Before supply.



# Supporting the development of reuse

## Calls for proposals to support our clients, solution providers and professional federations

To encourage stakeholders to conduct projects and develop reuse, Citeo allocates a substantial portion of its turnover, through the 'EncoRE plus de réemploi' (even more reuse) call for proposals, to fund projects run by:

⇒ its clients (individually or in consortia) to **stimulate the development of products supplied in reusable packaging** through studies, trials and investment aimed at upscaling

⇒ reuse solution providers to fund R&D projects **encouraging the emergence of innovative solutions**

⇒ professional federations for studies **feeding into sector-specific roadmaps** coordinated by Citeo

This funding, essential to the roll-out of reuse, may be combined with technical support from Citeo teams for projects enabling the development of reuse at national level.

50-70% of eligible project expenses may be funded, regardless of maturity, reuse type or business sector, with an upper limit of €2.5 M per project.

**As of 2024**, funding is beginning to be targeted in anticipation of the four-region Activation trial for the food sector in food superstores (the 'ReUse' initiative). Details are provided overleaf.



**FIND OUT MORE** ABOUT THE WINNERS OF THE 2024 CALL FOR PROPOSALS



⇒ **In 2023, Citeo funded 144 projects** with €35 million allocated to support the development of reuse.

⇒ **In 2024, Citeo funded 228 projects** with a budget of €49.9 M!







## **LAUNCH OF THE ReUse INITIATIVE**

In preparation for the operational phase starting in 2025, Citeo has played a coordinating role within the ecosystem in 2024 to ensure that various steps to prepare the ground are properly interlinked.

### Infrastructure supply:

⇒ A call for proposals on producing and operating packaging return equipment in stores (RVM and ACR)\* and a call for expressions of interest to identify the number of stores and associated packaging return equipment items.

⇒ A call for expressions of interest (CFI)\* to estimate projected volumes of food packaging per format. The first R-Cœur packaging was produced according to these projections. Items were provided for industrial testing by producers on their filling lines.

⇒ A call for proposals on washing to help ensure that washing centres used for this roll-out are compliant.

### Selecting an operator to run the loop:

Call for expressions of interest in the role of service provider acting as a central operator coordinating and operating the reuse loop for the system.

### Signposting for consumers:

Proposal of a graphic standard for the ReUse initiative and creation of in-store advertising for roll-out.

### Preparation of the system for managing deposit return flows:

Study by the deposit return clearing house: operating conditions and methods.

\* **Call for expressions of interest (CFI):** A detection and exploration tool used by Citeo to identify stakeholders, solutions or innovative ideas with a view to potentially launching a call for proposals or support programme.

• **RVM:** reverse vending machine

• **ACR (actual circularity rate):** An indicator developed to provide a concrete measurement of the percentage of reused or repurposed packaging.



## WORKING TOWARDS AN OPTIMISED NATIONWIDE SYSTEM

(FIGURES FOR A MATURE SYSTEM)

**Reusable packaging**  
**2 BILLION**

**Breakdown of reusable packaging**  
**67%** standard packaging items

**Reverse vending machines**  
**7,000**

**Manual return equipment items**  
**18,000**

**Return rate for reusable packaging**  
**80=85%** due to high  
consumer engagement



# Reuse solutions for businesses (VSEs/SMEs, etc.)

**Citeo Pro's aim:** to encourage the development of reuse solutions and speed up food service operators' transition to reuse.



## THIS WORK IS GUIDED BY TWO CONSULTATION BODIES

- ⇒ **The technical committee for reuse**  
*Compulsory committee*
- ⇒ **Working groups on commercial/institutional catering**  
*Voluntary committees*

## OUR WORK IS FOCUSED ON 4 ADDITIONAL LEVERS:

1

**FINANCIAL SUPPORT FOR THE COLLECTION** of reusable packaging for reuse operators.

2

**FINANCIAL SUPPORT WITH DEVELOPING REUSE SOLUTIONS** for Citeo Pro clients.

3

**DEVELOPING STANDARD RANGES** of reusable packaging.

4

**AWARENESS-RAISING** with food service professionals to help them transition to reuse.

**SABINE HALTEBOURG**  
DIRECTOR OF OPERATIONS,  
CITEO PRO



The HoReCo (cafés, hotels and restaurants) sector generates over a million tonnes of single-use packaging waste every year in France. Solutions to improve the management of this packaging therefore urgently need to be developed.

### That's our mission at Citeo Pro.

Our strategy for achieving this goal? Reduce, reuse and recycle!

Looking specifically at reuse, the regulations impose a target of **10% reused packaging placed on the market annually by 2027 (which can only be good news!)**. This is a major challenge for a sector already faced with multiple pressures. Thankfully, numerous levers can be pulled to achieve this goal. Citeo Pro's approval for the food service packaging extended producer responsibility scheme issued in March 2024 comes with an **annual budget** (5% of eco-contributions received every year) **earmarked for developing reuse solutions to meet this challenge**. This can be used to develop reusable packaging ranges, support infrastructure set-up or roll out a full service offering.



FIND OUT MORE



# Improving reuse through R&D

To enable widespread adoption of reuse, packaging must be standardised, durable, compatible with different uses, and tested in real-world conditions. Since 2021, Citeo has carried out extensive R&D work to help achieve this goal.

In 2024, the following validation protocol was applied to four models (two bottles and two jars):

1. Conformity of production (glass testing)
2. Standardised industrial washing cycles (x 20)
3. Testing on filling lines (with several manufacturers)
4. Comparison between initial and used prototypes

## The results

– **The bottles** (a 1L bottle for fresh products and a 75cl beer bottle) were validated as reusable containers, and the glass manufacturing partners O-I and Verallia have already produced the first units.

– **The jars** (450ml, 720ml) are still undergoing testing aimed at improving the reliability of the washing stage.

This work forms part of efforts to develop a range of 'R-cœur' standard packaging designed to provide quick access to technically and environmentally validated reusable models that can be pooled.



ACCESS THE ARTICLE: R-CŒUR STANDARD  
PACKAGING HELPING PICK UP THE PACE OF REUSE



## LABELS: A MAJOR CROSS-DISCIPLINARY ISSUE

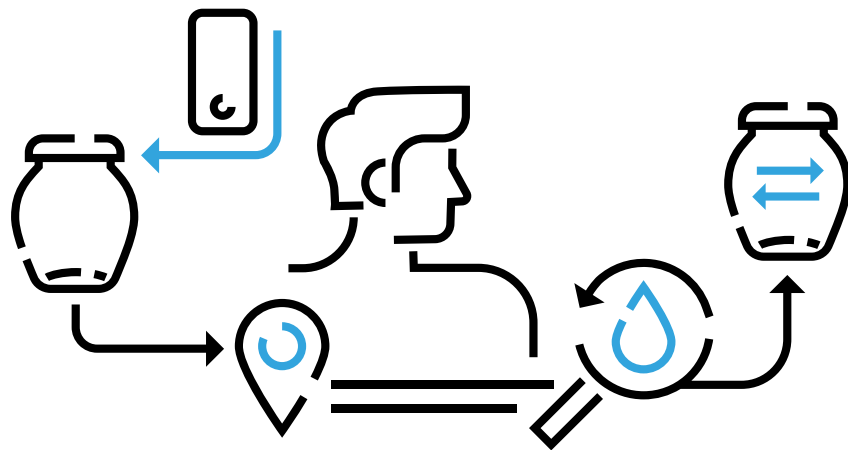
Their adhesion, removal and compatibility with washers are critical to the success of reuse systems. Technical recommendations are due to be issued soon!



## Initiatives on reuse

⇒ **Le Paris du Réemploi** is an experimental initiative launched in 2024 to develop a reuse scheme for containers used in the takeaway and delivered food sector. An in-depth assessment of the sector, co-development workshops and an action plan for 2025-2026 form the basis of this project led by Citeo in partnership with the City of Paris and the Bulk & Reuse Network. Despite regulatory and operational barriers, this initiative is being driven forward by a strong collective commitment and institutional support, enabling the emergence of practical solutions.

⇒ The **Technical Committee for Reuse** brings together all stakeholders in the scheme. At the three sessions held in 2024, work was organised around reuse roadmaps, the development of standard packaging and funding conditions. In 2025, discussions are set to continue around support for collection, communications, and forward studies to step up the sector-specific approach.



### Millésime competition

In 2024, Adelphe made a few changes to the format of the Millésime competition. Two new reuse and innovation categories were added, applications were opened up to packaging manufacturers and start-ups, and Margot Ducancel (@rougeauxlevres) was appointed as ambassador to boost the competition's visibility.

The five winners selected by members of the jury and online participants were Champagne Telmont and EthicDrinks for eco-design, Maison Ventenac and Domaine Le Pech d'André for reuse and Oc'Consigne for innovation, while Joyons won the 'Coup de Cœur' award (Reuse). The event provides a perfect opportunity to share best practices with professionals and the public. It received extensive press coverage (in the specialist and regional daily press).



### The 2024 'EncoRE plus de réemploi' call for proposals for professionals

This CFP published in July 2024 and open to all Citeo Pro clients provided **8 projects** with **€242,000** of funding in total: 7 in corporate/institutional catering and 1 industrial project in the wine and spirits sector. Funded projects showed both strong environmental credentials and good performance potential, addressing areas such as investment support (reusable packaging stock, washing chamber, infrastructure), improvements in traceability methods, and a comparative study of the environmental impact of different distribution systems.

**The four winning project leaders were:** Restoria (4 projects), Syrec (2 projects), Angers Loire Restauration (1 project), Pernod Ricard (1 project).





## National reuse campaign

# Let's reuse again and again

In its new national campaign, Citeo set out to familiarise French people with the three main packaging reuse families: bulk, refills and reusable packaging. The ads were broadcast just a few months before the launch of the *ReUse* project, presenting reuse as something anyone can do. This campaign marks a key step in public awareness and uptake of this future everyday habit!

### CONTEXT

While packaging reuse is being developed throughout France, it is only currently adopted by a minority of the French population.

### REQUIREMENT

To teach people about reuse and prepare the ground for the large-scale launch of reusable packaging.

### CONCEPT

To provide a tangible, visual and clear overview of reuse, showing in positive and practical terms how it can – and is already – becoming part of people's lives through bulk or refill systems.

### COMMUNICATION MEDIUM

#### ⇒ 2 films for TV

- A rich digital ecosystem with versions tailored to social media platforms (YouTube, Instagram, Facebook, TikTok, Snapchat, Twitch, Vinted, leboncoin, Météo-France).
- A partnership with Konbini to boost the campaign's reach through content providing concrete examples of the three reuse systems and their impact.

**Launch 17 November**

**MAJOR INTEREST IN THE CAMPAIGN\***

Over **80%** of French people aged over 18 were reached (2 films aired on TV for 3 weeks with 50% prime-time broadcasts)

**90%** stated that the ad made them want to reuse their packaging

**92%** stated that they liked the ad (TV standard: 79%, +13pts)

**56%** talked to other people about the topic or shared the campaign on social media

**2024 budget: €5.8 M**

\* Post-test carried out with 2,000 people – Verian on behalf of Citeo – January 2025.



## 2024 awareness-raising campaign

# Boosting engagement among professionals through communications campaigns



Roll-out of the first awareness-raising campaign in late 2024.

A 100% digital campaign on key websites for the sector (Le Chef, Néo Restauration, Au Cœur du CHR, Industrie Hôtelière) to raise awareness of recycling and reuse among professionals within the sector, accompanied by a practical kit to improve stakeholders' understanding of the issue and improve their sorting habits in the kitchen.

In parallel to this, a partnership was forged with GHR (the second biggest professional federation for the HoReCa sector) in late 2024 to disseminate our awareness-raising campaigns by relaying our messaging to the GHR's accounts.

There are plans to upscale this partnership in 2025.





# 4

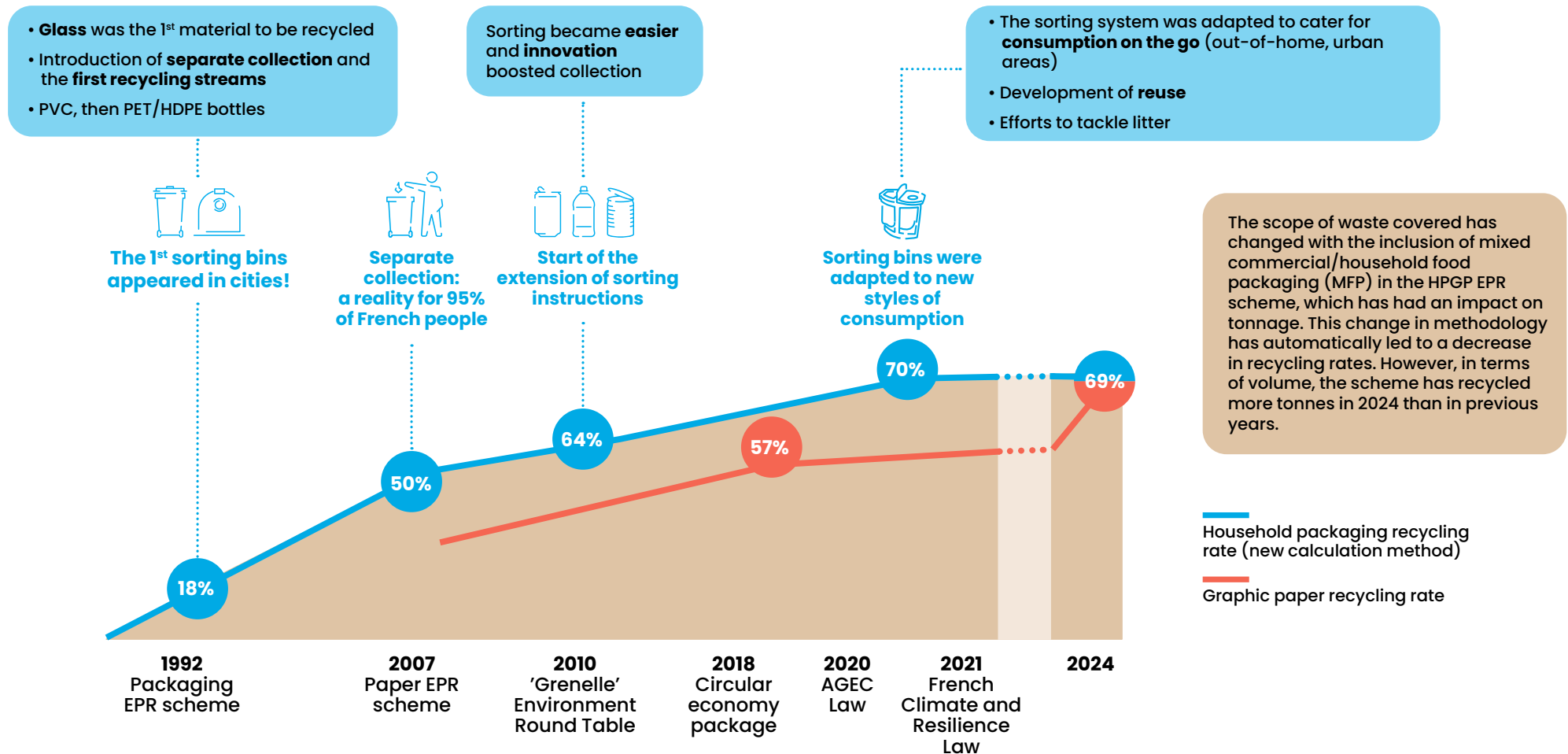
## IMPROVING PACKAGING RECYCLING

Citeo is investing in innovation, supporting the extension of sorting instructions and facilitating the incorporation of recycled materials with a view to achieving ambitious rates by 2030.



# 30 years of progress on separate collection

First pioneered by the Urban Community of Dunkirk in 1989, separate collection of all packaging and paper has now been extended nationwide. The percentage of the population covered has risen from virtually 0% in 1992 to 100% in 2024.



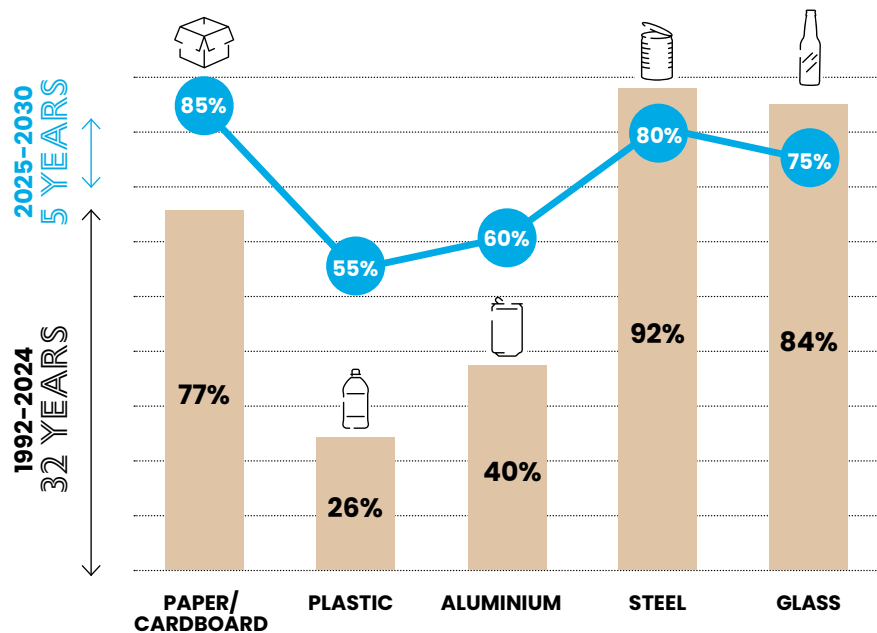


## FOCUS ON REGULATIONS



### 30 years of progress on separate collection

#### EUROPEAN RECYCLING TARGETS FOR 2030 BY MATERIAL



## 3.9 M

tonnes of household  
packaging collected  
for recycling in 2024

## 0.8 M

tonnes of graphic  
paper recycled  
in 2024

## ANNE-SOPHIE LOUVEL

CITEO DIRECTOR OF  
OPERATIONS AND REGIONS



In over 30 years, the collection, sorting and recycling system for packaging and paper has developed significantly in France. Between the introduction of the first separate collections and the extension of sorting instructions to include 98% of the French population, progress has been considerable. Thanks to local authorities' commitment and Citeo's support, collection and recycling performance is constantly on the rise, driven by simplified sorting procedures and improvements to schemes. While the recycling rate for packaging is currently 69%, major challenges remain. In the lead up to 2030, we need to step up our efforts to boost performance. This means applying pay-as-you-throw schemes across the board, developing out-of-home collection, improving sorting quality and organising new streams, particularly for plastics.



**FIND OUT MORE**  
ABOUT LEVERS FOR 2030

# Gathering data to assess packaging and paper collection performance for the whole of France through a large-scale RHW identification campaign\*

In 2024, Citeo conducted an ambitious identification campaign aimed at improving knowledge of waste collected throughout France. The identification methodology was drawn up in consultation with ADEME and validated by the French Directorate for Risk Prevention (DGPR). This rigorous methodology, based on AFNOR standards, ensured the accuracy of the data gathered, while also limiting the number of measurements required.

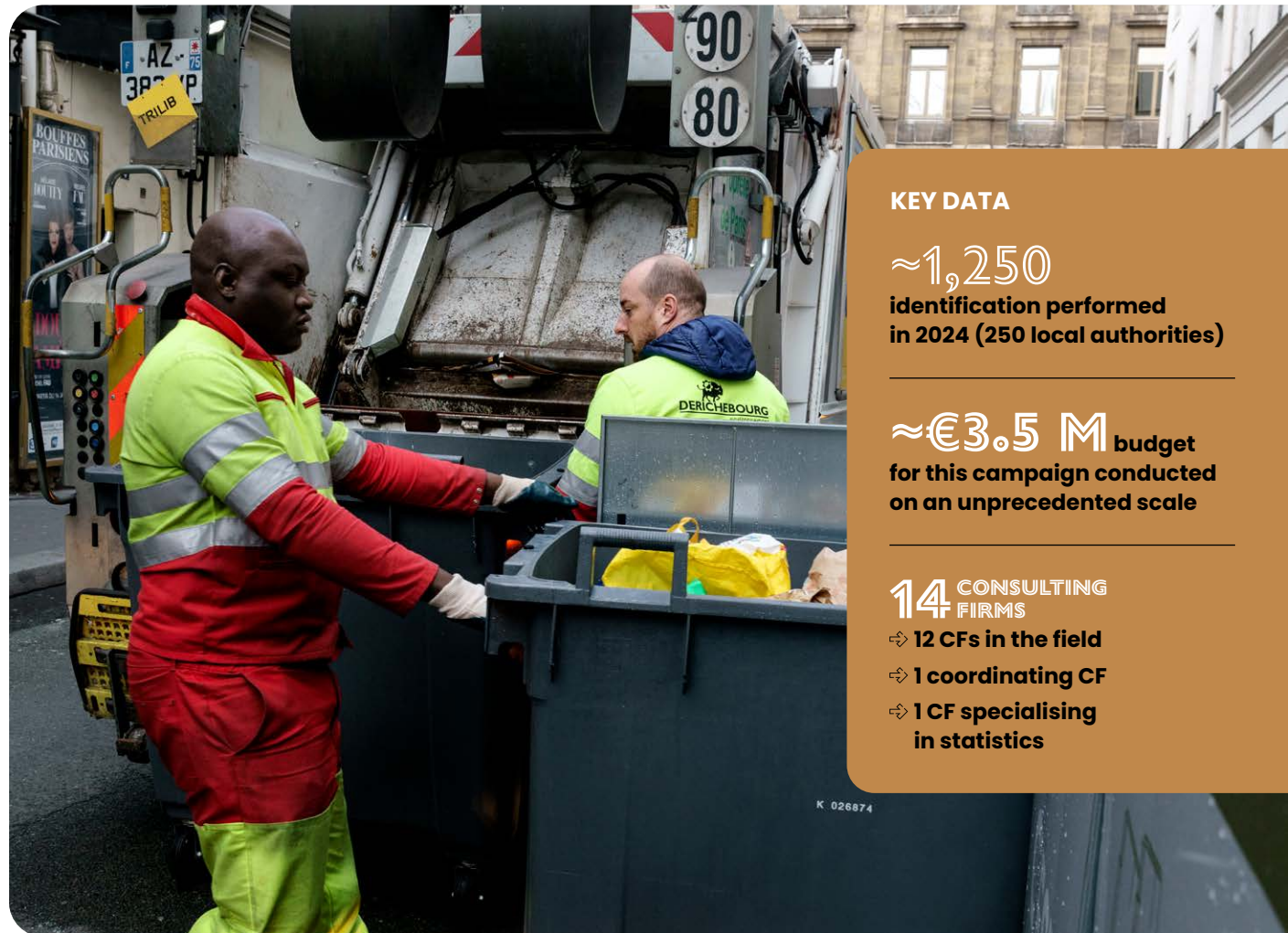
During the campaign, 12 consultancy firms carried out the fieldwork, with a specialist statistics consultancy and coordinating consultancy also involved, all for a total budget of €3.5 million for 2024.

This work should enable the collection of vital data to evaluate local authorities' sorting performance and identify levers for improvement.

In addition to the 1,250 field measurements taken, statistical modelling will also be used to refine the results and factor in seasonal variations.

The results of this campaign (2024-2025) will provide the basis for future performance-based contracts, enabling more targeted work to be carried out with regions in which improvements are needed.

We would like to thank all the local authorities and partners involved for their active participation and support with this unprecedented process.



## KEY DATA

≈1,250  
identification performed  
in 2024 (250 local authorities)

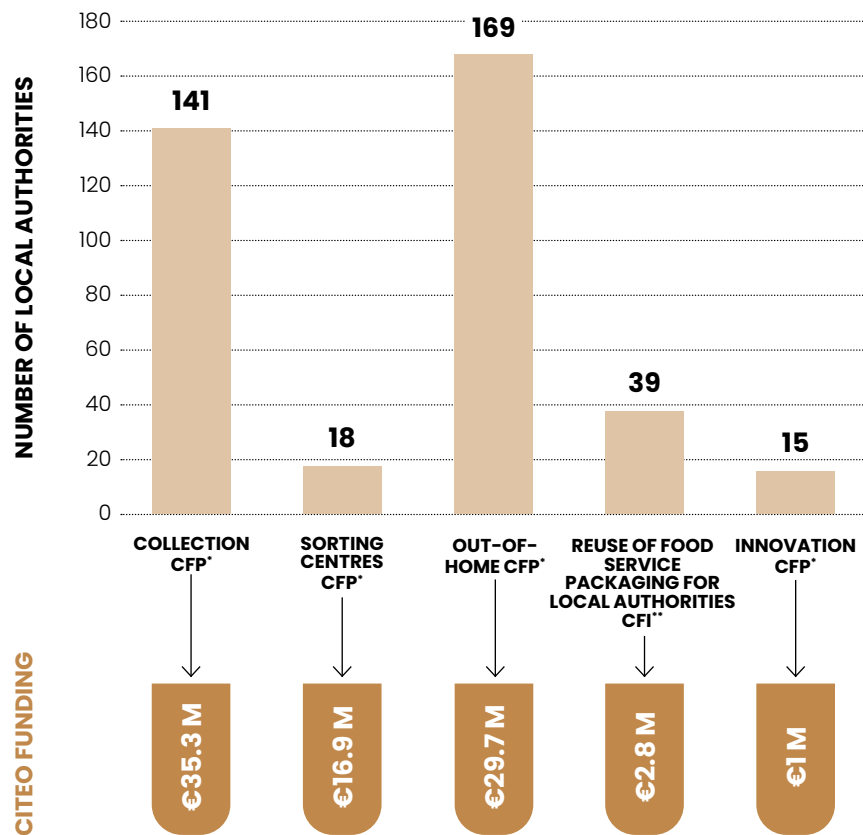
≈€3.5 M budget  
for this campaign conducted  
on an unprecedented scale

14 CONSULTING  
FIRMS  
⇒ 12 CFs in the field  
⇒ 1 coordinating CF  
⇒ 1 CF specialising  
in statistics

\* RHW: residual household waste.

# Supporting local authorities to improve performance

## RECYCLING AND LOCAL AUTHORITIES' PERFORMANCE



In December 2024, an unprecedented cohort of local authorities won calls for proposals on improving sorting and recycling performance. 367 local authorities were selected, representing 17 million French people and 25% of the national territory. The selected projects included those submitted by:

- ⇒ 141 local authorities to develop collection
- ⇒ 169 local authorities to set up out-of-home sorting (public areas, buildings open to the public) with 40,000 dedicated items of equipment
- ⇒ 18 modernised sorting centres
- ⇒ 32 local authorities involved in developing reuse, particularly for food takeaways and deliveries.

This means that 1 in 4 French people will be directly affected by at least one of these projects and over 81,000 additional tonnes of waste will be covered by collection, out-of-home and sorting projects (equating to a 2-point recycling rate rise).



FIND OUT MORE ABOUT CIRCULAR  
ECONOMY INITIATIVES IN THE REGIONS

\* Call for proposals (CFP): A structured funding scheme through which Citeo selects proposals meeting specific objectives for reduction, reuse or recycling based on a competitive tendering process.

\*\* Call for expressions of interest (CFI): A detection and exploration tool used by Citeo to identify stakeholders, solutions or innovative ideas with a view to potentially launching a call for proposals or support programme.



# Improving recycling through R&D!

**In 2024, work continued on new streams with stakeholders selected for the 2022 call for proposals. Streams for PS and single-layer PET trays have been operational since early 2025, and the stream for PP films is due to go live in the second half of 2025.**

In 2024, a call for proposals was issued with the following aims:

- to improve recycling yield and quality
- to develop long-term and value-added market channels by facilitating reintegration into packaging and use in contact with food
- to reduce the environmental impact of recycling by limiting the use of resources

After the applications deadline, Citeo selected 9 proposals, some of which aimed to improve existing streams, material circularity and reintegration into packaging.

These proposals included:

**CIRCULAIT-PE (2023 winner)**, by Valorplast: development of an HDPE mechanical recycling solution so that milk bottles contain at least 30% recycled material and can potentially be recycled back to food contact grade.

**Purali (2024 winner)**, with the Barbier, IPC and SFE Process consortium: the goal of this project is to incorporate more recycled PE into flexible and rigid packaging. By extracting the impurities from recycled PE using supercritical CO<sub>2</sub>, frozen food bags, multi-pack film and cosmetic refill packaging could be given a more sustainable second life.



**SCAN HERE** FOR DETAILS OF THE 2024 RECYCLING CALL FOR PROPOSALS



**COMMENT**  
**JULIETTE BEAULIEU,**  
**RECYCLING DEVELOPMENT**  
**DIRECTOR**

Reducing the environmental impact of packaging and paper is a key Citeo mission. France and Europe have ambitious goals for recycling and the integration of recycled materials. That is why we need to continue developing innovations and technologies that will contribute to optimising the recovery of household packaging waste.

Citeo supports projects that address three main goals: increasing recycling rates, improving the quality of market channels and reducing the environmental impact of processes. These goals are enshrined in European regulations and the French national low-carbon strategy. It is therefore our role to encourage innovation and help stakeholders in the various streams to meet them.



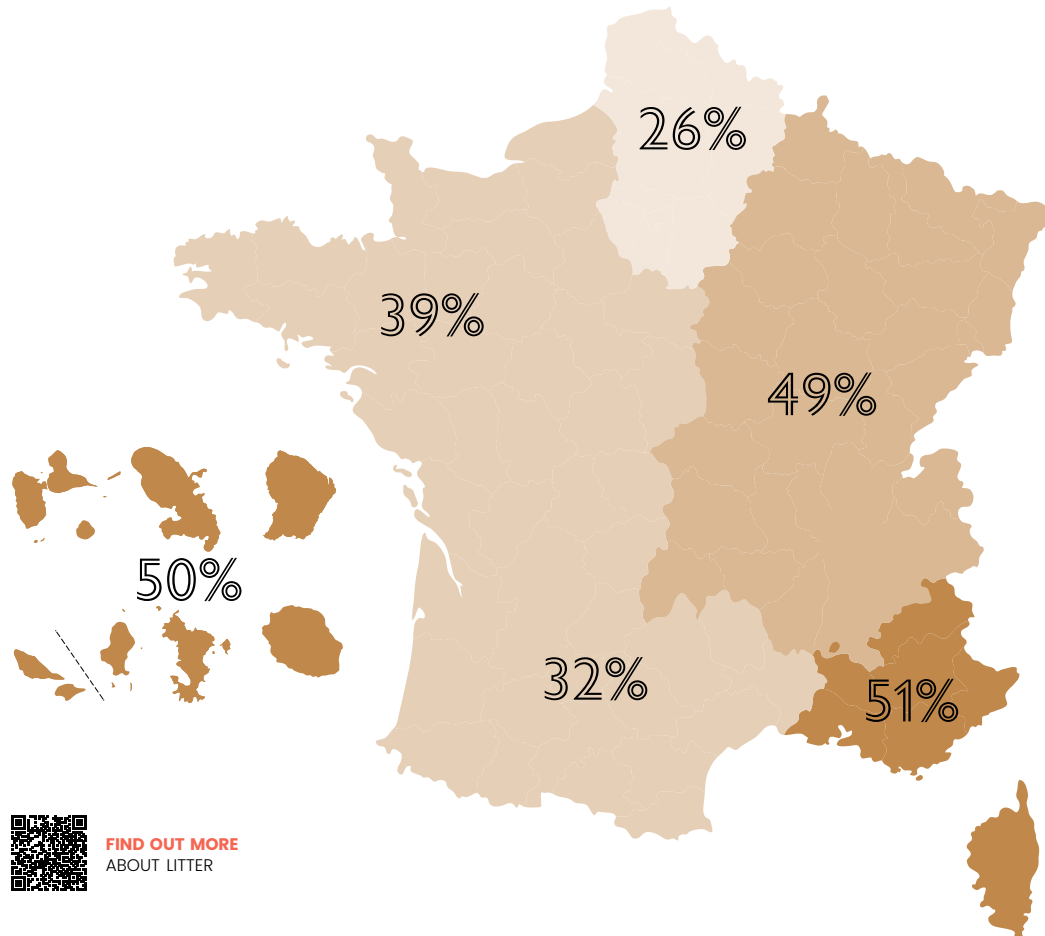
## SNAPSHOT

### CREATING NEW RECYCLING STREAMS

Citeo is investing in projects to make multilayer packaging recyclable and ensure that it is recycled in new streams. Thanks to innovative technology, PE and PP films will soon have their own streams processing over 80,000 tonnes of packaging!

# Tackling litter

LITTER COVERAGE\* (AS AT 31/12/2024)



FIND OUT MORE  
ABOUT LITTER

\* % of the population covered by a scheme to combat litter.



In 2024, Citeo stepped up its commitment to tackling litter by signing **924 new agreements (bringing the total number of signed agreements to 1,441)**. These initiatives cover **25.9 million inhabitants**, which is **38% of the French population** (including the overseas territories).

Citeo has allocated **€85 million** in financial support to this area (which represents a 55% increase compared to the €53 million invested in 2023). A study of household packaging litter in mainland France revealed that **1%** (based on numbers of items) of packaging placed on the market every year is either intentionally or accidentally dropped as litter

in urban areas. This equates to 6.4 million packaging items dropped as litter every day. Although some of this packaging is picked up by street cleaning operatives, everyone has a role to play, including companies, local authorities and the public.

To raise public awareness of this issue, Citeo launched **its first nationwide communications campaign on tackling litter** in 2024, marking a key step in its commitment to biodiversity in addition to its communications campaigns on sorting. The slogan 'keep it up' has never been more relevant – let's keep on tackling litter!

# Paris 2024 Olympics: sorting anywhere and anytime!

**For three years, Citeo worked closely with the organising committee of the Paris 2024 Olympic and Paralympic Games, and numerous local authorities to enable sorting 'anywhere and anytime'.**


## WIDESPREAD INSTALLATION OF FACILITIES

The Paris 2024 Olympics provided a stage for some truly extraordinary achievements, not least of which were efforts to sort packaging and paper at sporting venues and fan zones. Over the summer of 2024, spectators, visitors and even athletes were able to sort their packaging and paper at hundreds of sporting venues and fan zones. 23,500 sorting bins displaying Citeo sorting rules were installed for the Paris 2024 Olympics, as well as numerous facilities in streets, railway stations, metro stations, airports and even tourist accommodation, which were put in place with the local authorities. In a whole host of local authorities, including Paris, Nantes Métropole, Bordeaux Métropole, Métropole Aix-Marseille, Versailles Grand Parc and Plaine Commune, the Paris Olympics proved an extraordinary

accelerator for permanently ingraining sorting in out-of-home locations and sporting facilities in French public habits.

Paris 2024 also provided an opportunity to supply eco-designed packaging at food and drink outlets and fan zones and conduct reuse trials with Citeo client companies who were also partners of the Paris 2024 Olympics.

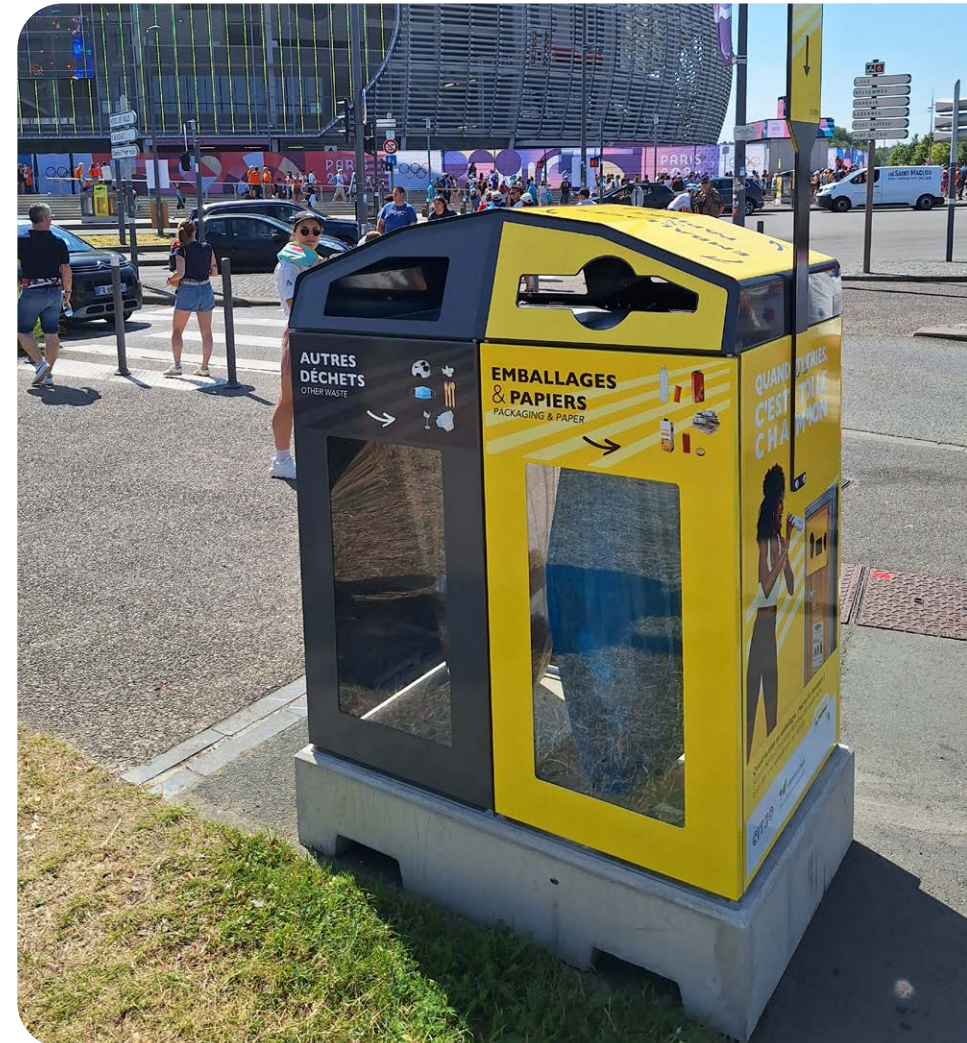
Thanks to all the joint initiatives taken by Citeo with Olympic ecosystem stakeholders and local authorities, the Paris 2024 Olympics has left a legacy of more sustainable practices in terms of eco-design, reuse and sorting.



**The Paris 2024 Olympic Games dramatically accelerated progress on permanently ingraining out-of-home sorting habits.**



**WATCH THE VIDEO**





# Paris 2024 Olympics: widespread installation of sorting facilities

## CITEO/COMPANIES

A guide encouraging packaging reuse.



## CITEO/LOCAL AUTHORITIES

- ⇒ 3 years of trials in the field
- ⇒ A labelling kit tailored to consumption on the go and a best practice guide



## CITEO/PARIS 2024

A guide providing organisers with ready-to-use operational solutions.

- ⇒ Citeo sorting instructions displayed on 23,500 sorting bins designed by the Paris 2024 organisers
- ⇒ A higher density of sorting facilities on the Olympic torch route (32 dates) and at numerous events

## CITEO/AIRBNB

A special Olympics guide to eco-friendly practices circulated among Airbnb hosts to help them make their guests feel welcome, while also educating them on sorting.

The Paris 2024 Olympics have left a legacy of more sustainable practices in terms of eco-design, reuse and sorting.





## National litter campaign

# Tackling litter: 'on ne lâche rien' [keep it up]!

In 2024, a new campaign was launched in the 'On ne lâche rien!' series, urging the French public to adopt good habits to prevent litter by picking up, keeping, sorting or disposing of their waste. The humorous and fun ads also show that litter isn't always caused by antisocial behaviour. This campaign has reached 80% of the French population!

### CONTEXT

1% of household packaging placed on the market every year in mainland France is either intentionally or accidentally dropped as litter. This amounts to 6.4 million packaging items littering streets or green spaces per year.

### REQUIREMENT

Encouraging people to keep their waste, so they can sort/dispose of it or pick it up if they've dropped it.

### CONCEPT

Focusing on situations that everyone can relate to: a wrapper blown away by the wind, a can stubbornly refusing to land in the bin... These are all

instances where we might feel tempted to give up. However, at the critical moment, characters give themselves a pep talk and do the right thing, prompted by a little voice in their head...

### 4 PACKAGING ITEMS FEATURED

A packet of tissues, chocolate bar, can and water bottle (only on billboards).



## PERFORMANCE of media campaigns in 2024

**80%** of the French population exposed to the TV ads and 49% to ads in the regional press

**15.6 M** ads viewed on the web

**887 K** videos viewed on social media

**OVER 710 K** contacts with print and digital displays

**90%** of people who read the campaign stated a desire to be more careful about avoiding litter (2024 post-test)

## FOCUS OVERSEAS AUTHORITIES

Citeo continued to meet its commitments alongside overseas authorities to develop solutions tailored to specific local requirements.

⇒ **Extension of sorting instructions (ESI):** All overseas authorities are now implementing temporary solutions pending full roll-out of the ESI in 2026. Assessments on modernising facilities have been carried out, including costings, with work scheduled for 2025.



BALE PRESS IN MAYOTTE



MACHINE IN MARTINIQUE

⇒ **Water crisis in Mayotte:** The government handed out free bottles of water in response to the water shortage on the island. In order to meet recycling requirements for these bottles, Citeo set up a transfer centre with a storage area and bale press. This facility has been used to bale and export **150 tonnes (6 million units)** of plastic bottles for recycling. Since the island was hit by Cyclone Chido, this site has helped mitigate issues at other processing plants in the wake of the disaster.

⇒ **Reward machines in Martinique:** Through a partnership with local producers and retailers, 6 reward machines were installed in addition to yellow bins to encourage people to return their plastic bottles and cans in a bid to improve collection and recycling performance.



## Regional campaign/Mayotte

# 'Protect your island by sorting your plastic bottles'

How do you engage with citizens to tackle plastic pollution in the midst of a major crisis? In Mayotte, Citeo ran a large-scale reward scheme during the 2023–2024 water crisis to collect plastic bottles handed out to residents by the government. With over 900,000 water bottles collected, the campaign proved a success.

### CONTEXT

In early 2023, Mayotte was hit by an unprecedented period of drought, leading to a water shortage between October 2023 and February 2024. The government stepped in to distribute 37 million litres of water free of charge. Given the huge volumes involved, the issue of collecting and recycling plastic bottles quickly arose in the midst of a health crisis and Ramadan.

### REQUIREMENT

Collecting thousands of empty plastic bottles from the government aid scheme and forwarding them for recycling through a network of 24 collection points.

### CONCEPT

Organising a competition to encourage residents to sort these bottles, with 25 coupons worth €150–300 for items (food shopping, small electrical appliances and homeware) suitable for Ramadan offered as prizes.

### PERIOD

18 March to 13 April 2024.

### COMMUNICATION MEDIUM

⇒ A sorting caravan: which toured the island for a month to remind residents to take their empty bottles to collection points, with support from staff from local charity Nayma.

⇒ A TV, radio and online campaign aimed at widespread dissemination of campaign details and encouraging Mayotte residents to take part by bringing their empty bottles to one of 24 collection points.

### A SUCCESSFUL CAMPAIGN

**900,000**  
plastic bottles collected,  
equating to  
**27** tonnes of plastic bottles

**3,216** participants

**25** Mayotte residents won  
coupons following a prize draw



# Creating operational waste management service packages

## NON-SPPGD\* OUT-OF-HOME TONNAGE

In 2024, Citeo conducted a survey with Deloitte and Take a waste to quantify out-of-home tonnage requiring collection that falls outside the scope covered by the local authorities and collections from locations under the EPR scheme for food service packaging. The preliminary results, which are currently being checked to ensure their reliability, show **80,000 tonnes** of household packaging and graphic paper per year nationwide spread across over **10,000 locations** and waste holders (managers of out-of-home consumption sites). Based on this data and past trials, Citeo has begun the operational roll-out of a special scheme for managing out-of-home waste not covered by the SPPGD (the French public service for waste prevention and management). This scheme is aimed at collecting, sorting, recycling and tracking packaging and graphic paper waste generated by out-of-home consumption, and not handled by the local authorities: from cinemas, service stations, etc.

**Citeo launched its out-of-home waste management solution in late 2024** in the French départements of Rhône and Gironde. It is due to be upscaled in 2025 and 2026, enabling 100% coverage of territory allocated to Citeo in accordance with the 3-year action plan put forward and approved by the French government.



**FURTHER DETAILS OF QUITRI,**  
OUR TOOLBOX FOR  
OUT-OF-HOME WASTE

## MANAGEMENT OF SORTING REJECTS

In 2024, Citeo put together a management package for sorting rejects, which is available to any local authority requesting it. Under this scheme, any household packaging and graphic paper (HPGP) included in these rejects is taken on free of charge.

This share of HPGP is determined based on field measurements taken in sorting centres in 2023 and validated with ADEME. It may be updated annually in consultation with ADEME.

This operational management scheme is specifically intended for local authorities experiencing difficulties with waste end destinations or management.

### To be eligible, a local authority must:

- ⇒ have a contract with Citeo;
- ⇒ be covered by the extension of sorting instructions;
- ⇒ be a client of a sorting centre that:
  - is already an emerging stream producer (or is committed to becoming one by 2026)
  - is a high-performing facility as defined by the order of 20 February 2023.

Local authorities accessing the waste management service are disqualified from support for energy recovery from rejects.



\* SPPGD: public service for waste prevention and management



# Speeding up management of the emerging stream

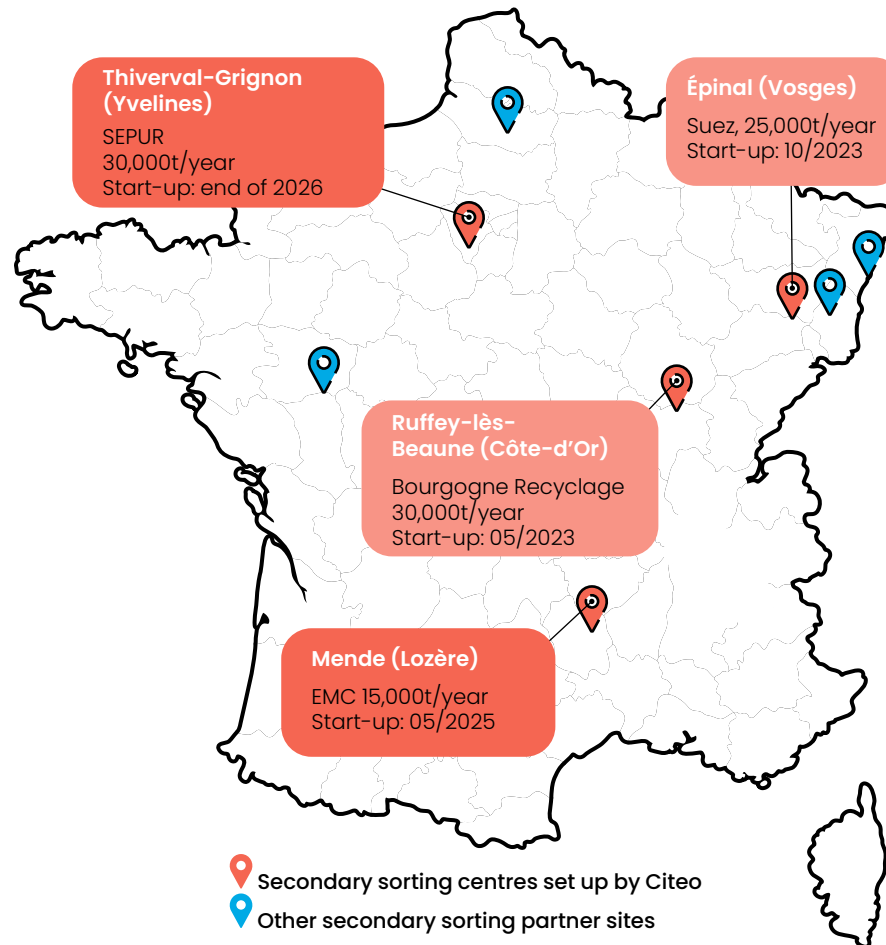
The emerging stream was set up in 2019 to extract, consolidate and transport multilayer plastic packaging (coloured, opaque PET, trays, PS, etc.) generated by simplified sorting to secondary sorting centres to provide material of a high standard that can be used by recyclers and encourage R&D innovation within the recycling streams.

In 2024, Citeo took over management of **150,000 tonnes** of packaging from the local authorities, of which **80,000 tonnes** underwent secondary sorting mainly performed at the two dedicated centres currently in operation (a third is in the process of being set up).

Over **120,000 tonnes** were furthermore sent for recycling, thus helping optimise recovery streams.

In line with its commitment to reduce its carbon footprint, Citeo also signed the **FRET21 charter**. This initiative seeks to limit the environmental impact of transport operations through a 3-year action plan

## FROM SECONDARY SORTING CENTRES TO RECYCLING STREAMS



### KEY DATA

**80 KT**  
tonnes generated by  
secondary sorting in 2024

**4**  
secondary sorting centres:  
2 operational in 2024, a 3<sup>rd</sup>  
in 2025 and a 4<sup>th</sup> in 2026

**€50 M**  
invested by Citeo in the  
4 secondary sorting centres



VIDEO PRESENTING CITEO FOR THE  
OPENING OF THE ÉPINAL SORTING  
CENTRE

# Ensuring the development of new recycling streams with the main aim of increasing the plastic recycling rate

Partnerships were scaled up in 2024, with 6 mechanical recycling plants and 4 chemical recycling plants.

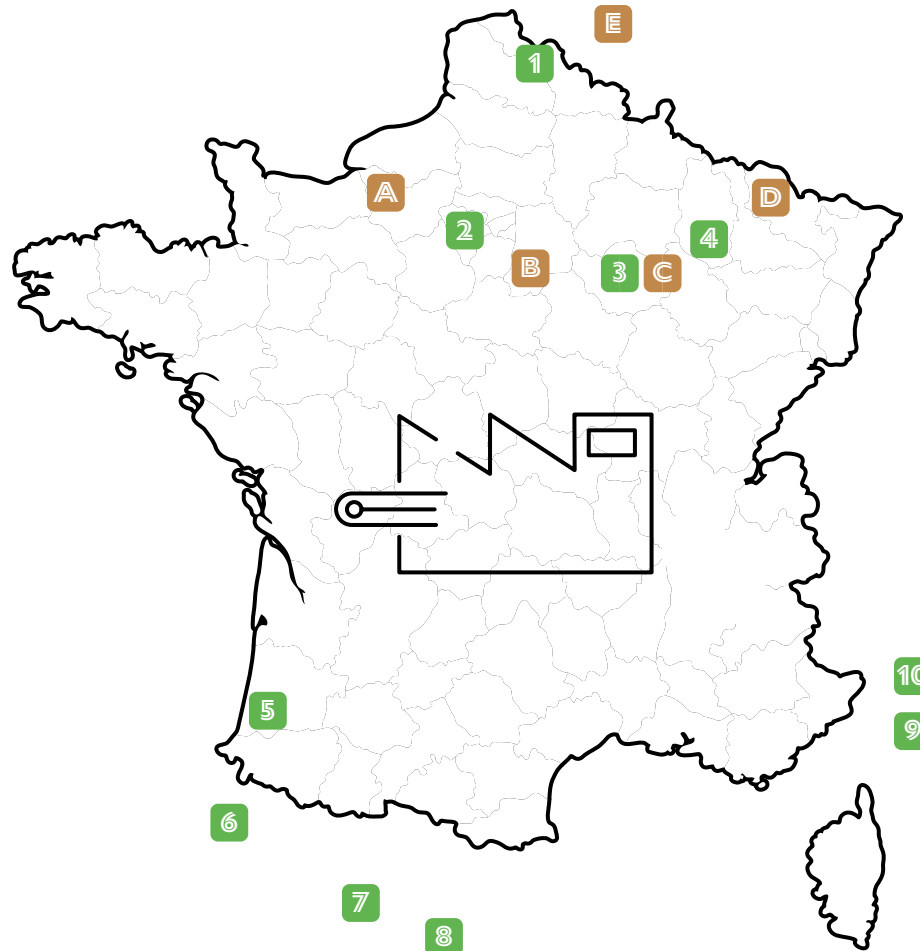
⇒ **For coloured PET**, 'bottle-to-bottle' material circularity is in place.

⇒ **For opaque PET**, significant progress has led the development of a bottle-to-bottle stream for the milk sector.

⇒ **The French recycling stream for pots/jars and trays is being developed.** Some types of trays (single-layer trays) are already recycled in mechanical recycling plants. In addition, once chemical recycling is operational (2027-2028), it will provide a solution for other types of trays.

⇒ **The PS stream:** In 2024, some PS was recycled mechanically at the Eslava Plásticos plant in Spain. The rest was sent to the plant in Indaver. Here, the material was prepared as feedstock for the pyrolysis process due to start up in 2025, which will allow closed-loop PS recycling (whereby a yoghurt pot will be recycled as a yoghurt pot).

## FROM SECONDARY SORTING CENTRES TO RECYCLING STREAMS



### MECHANICAL RECYCLING SITES

- 1 • **Lesquin (Nord)** Nord Pal Plast  
Opaque and coloured PET (project)
- 2 • **Lima (Yvelines)** FPR  
Opaque and coloured PET  
PET pots/jars and trays
- 3 • **Châlons (Marne)** Machaon  
Flexible PE/PP items
- 4 • **Verdun (Meuse)** Wellman  
PET pots/jars and trays
- 5 • **Bayonne (Pyrénées-Atlantiques)** Suez  
Coloured PET
- 6 • **(Spain)** Eslava – PS
- 7 • **(Spain)** Sulayr  
PET pots/jars and trays
- 8 • **(Spain)** Génépol – PE/PP films
- 9 • **(Italy)** Dentis  
Opaque and coloured PET
- 10 • **(Italy)** AMP  
PET trays

### CHEMICAL RECYCLING SITES UNDER CONSTRUCTION OR PLANNED

- A • **Port-Jérôme-sur-Seine (Seine-Maritime)** Eastman – PET pots/jars and trays
- B • **Grandpuits (Seine-et-Marne)** TotalEnergies Paprec  
Flexible PE/PP items
- C • **Châlons (Marne)** Machaon  
Flexible PE/PP items
- D • **Longlaville (Meurthe-et-Moselle)** Carbios  
PET pots/jars and trays
- E • **Antwerp (Belgium)** Indaver  
PS, flexible PE/PP items

## National recycling campaign

# *On ne lâche rien* – addressing 'overlooked' packaging

In France, sorting of two packaging types – bag-in-boxes for wine and pharmaceutical packaging – remains inadequate, despite these items being common household purchases. Citeo and Adelphe therefore put together a joint communications campaign to raise public awareness of the need to sort this overlooked packaging.

### CONTEXT

In France, bag-in-boxes account for over 40% of the volume of wine sold. However, relatively few people realise that the packaging elements need to be separated, then sorted. As for pharmaceutical packaging, a large majority of which is recyclable, many people are unaware of the applicable sorting rule ("all packaging can be sorted") or incorrectly believe that it is collected from pharmacies.

### CONCEPT

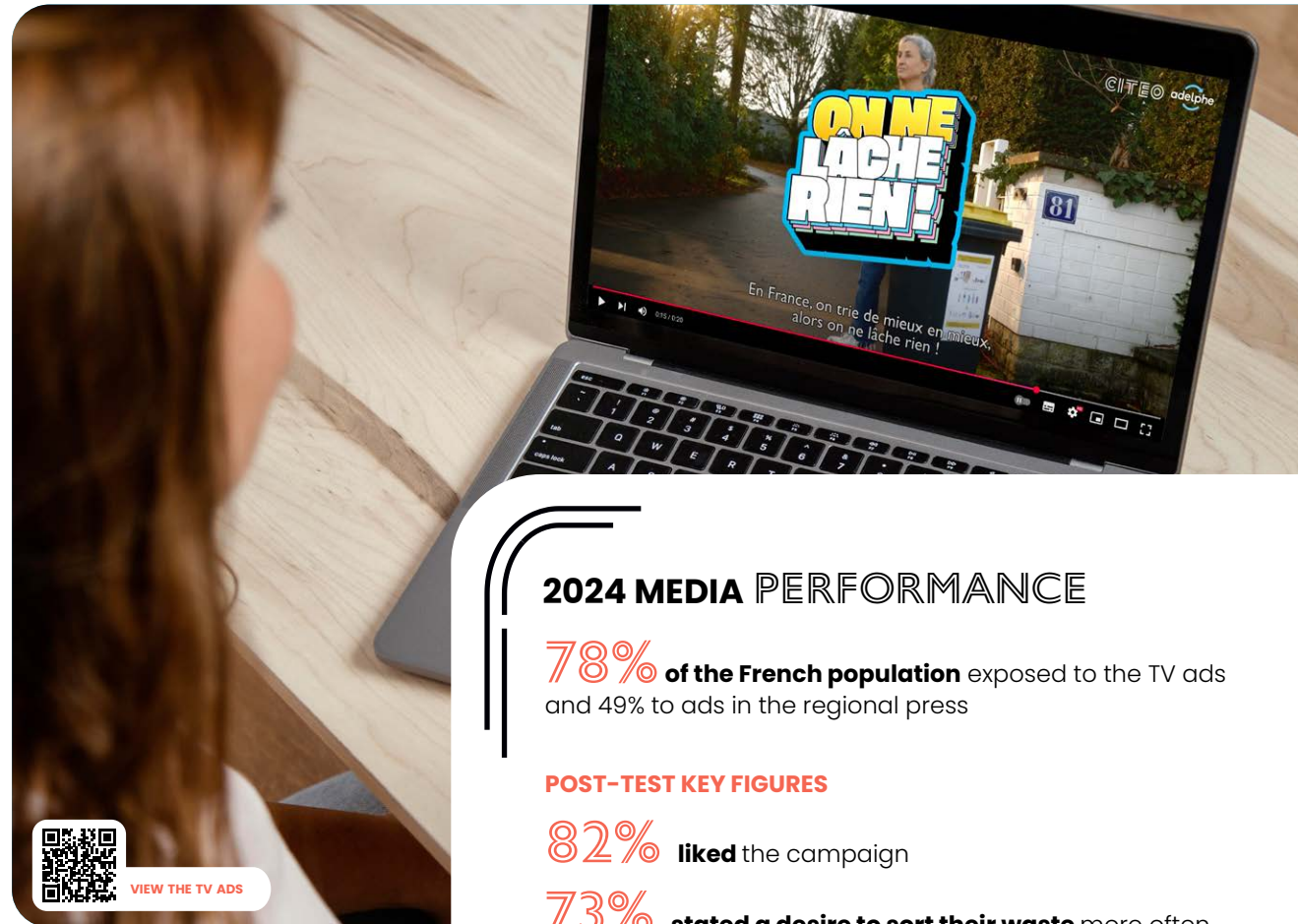
The new campaign picks up the slogan '*On ne lâche rien*' [Keep it up!] launched in late 2023, this time featuring a pair of sports commentators who adopt an encouraging and motivating tone as 'sorting coaches'. This provides a memorable way of promoting good habits.

### PERIOD

February and March 2024

### 360 COMMUNICATION APPROACH

⇒ Ads broadcast on television, online, in cinemas and on social media, with messaging also relayed in the printed press. Formats were tailored to the various channels with a TV and online ad about glass cough syrup bottles, a cinema ad about wine bag-in-boxes, videos streamed outside pharmacies in partnership with Cyclamed and content in the daily and weekly regional press.



⇒ The campaign also had a positive impact on other good causes through a partnership with Goodeed. Each time the campaign was viewed, a donation was made to charitable projects through Ticket for Change and Comme les Autres.

## 2024 MEDIA PERFORMANCE

**78%** of the French population exposed to the TV ads and 49% to ads in the regional press

### POST-TEST KEY FIGURES

**82%** liked the campaign

**73%** stated a desire to sort their waste more often

**57%** learned something new

### AWARD

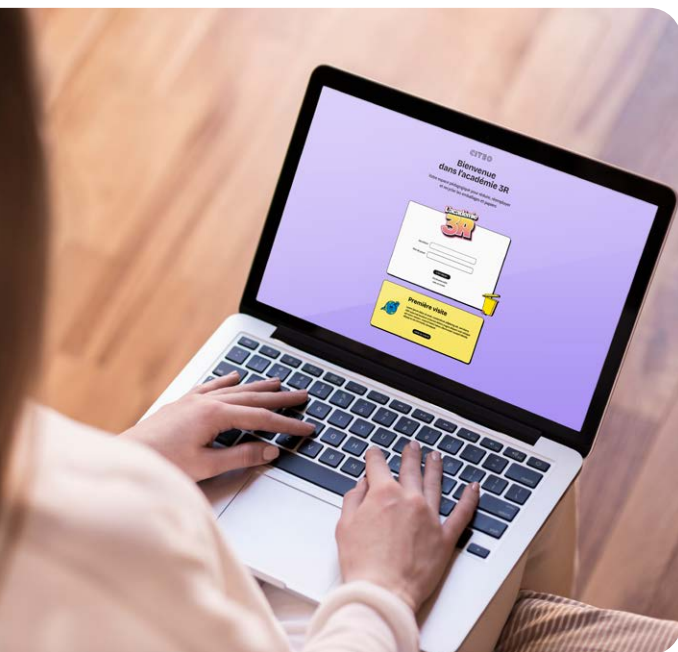
**'Coup de cœur' award at the Festival de la Communication Santé**



## Public awareness-raising of the 3Rs

# A new generation of sorting ambassadors

In a changing waste management and circular economy landscape, Citeo has developed its network of sorting ambassadors to create a new generation of 3R ambassadors able to advise the public on steps to reduce, reuse and recycle their packaging.

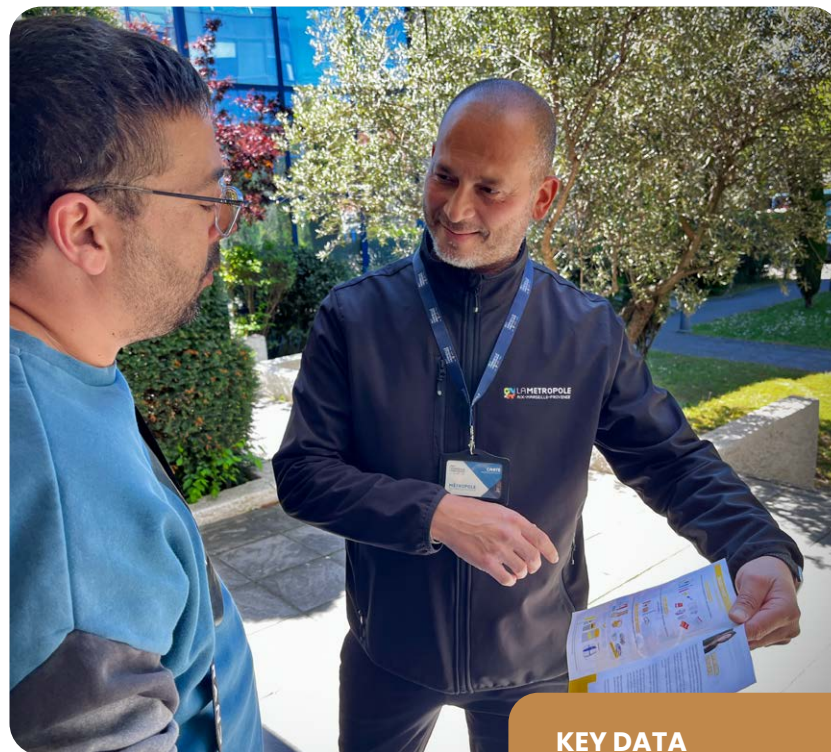


Around **3,400 sorting ambassadors** are currently deployed in the field every day to inform, educate and support households, particularly when changes are made locally to sorting rules.

In 2024, **some 300 ambassadors received training through a combination of e-learning and in-person sessions**, with modules on engaging communication, adapting to specific regional requirements, and updating regulatory knowledge.

With a view to broadening their remit, Citeo has redesigned the training programme based on a more hybrid approach, with in-person courses to help participants develop new skills and an overhaul of the [campusdutri.fr](http://www.campusdutri.fr) platform to incorporate modules specific to the 3Rs. Enhanced educational resources will also be made available to sorting ambassadors, so that they can provide residents with optimal support with changing their habits to adopt reuse and recycling practices.

These changes form part of an approach based on forward planning



and adaptation in line with Citeo's coordinating missions for the household packaging and graphic paper EPR scheme. The new training platform will be launched in 2025.



GO TO  
<http://www.campusdutri.fr>

### KEY DATA

# 172

**sorting ambassadors took part in e-learning courses**

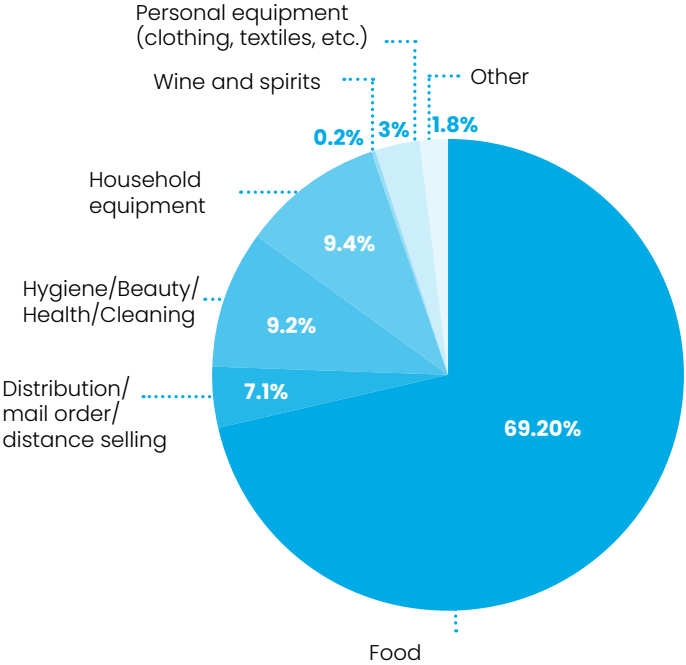
# 124

**sorting ambassadors in 43 local authorities attended in-person courses**

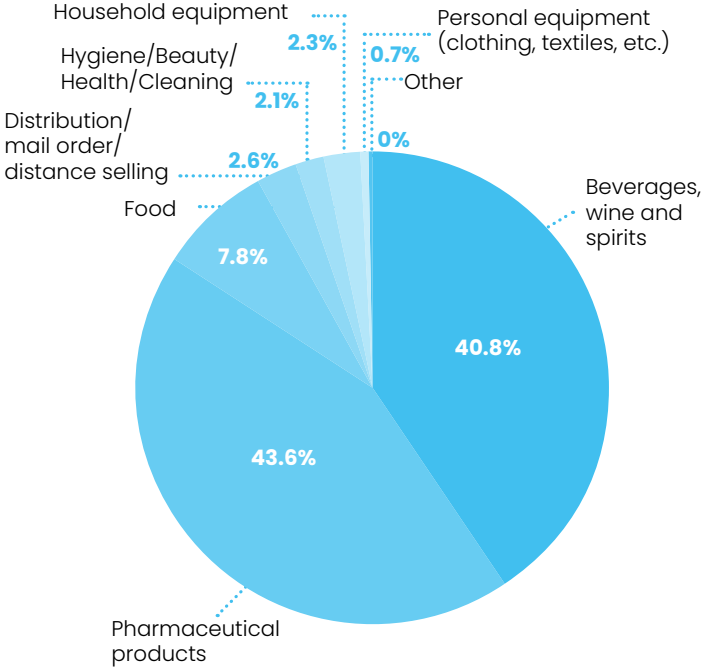


# Breakdown of contributions by industry sector

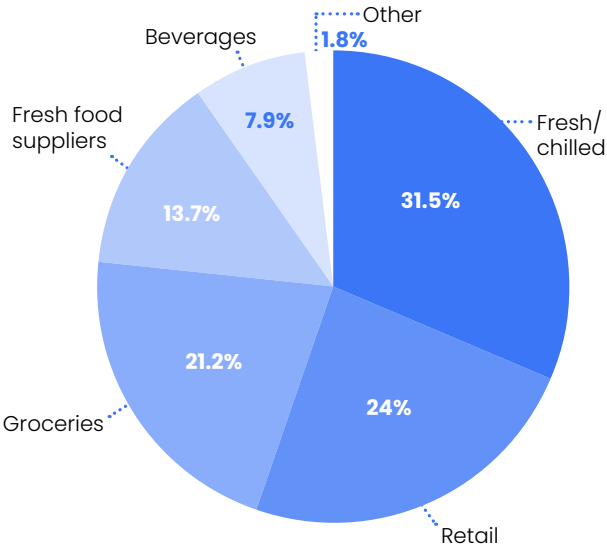
**CITEO HOUSEHOLD PACKAGING**  
Breakdown of contributions by industry sector



**ADELPHI HOUSEHOLD PACKAGING**  
Breakdown of contributions by industry sector

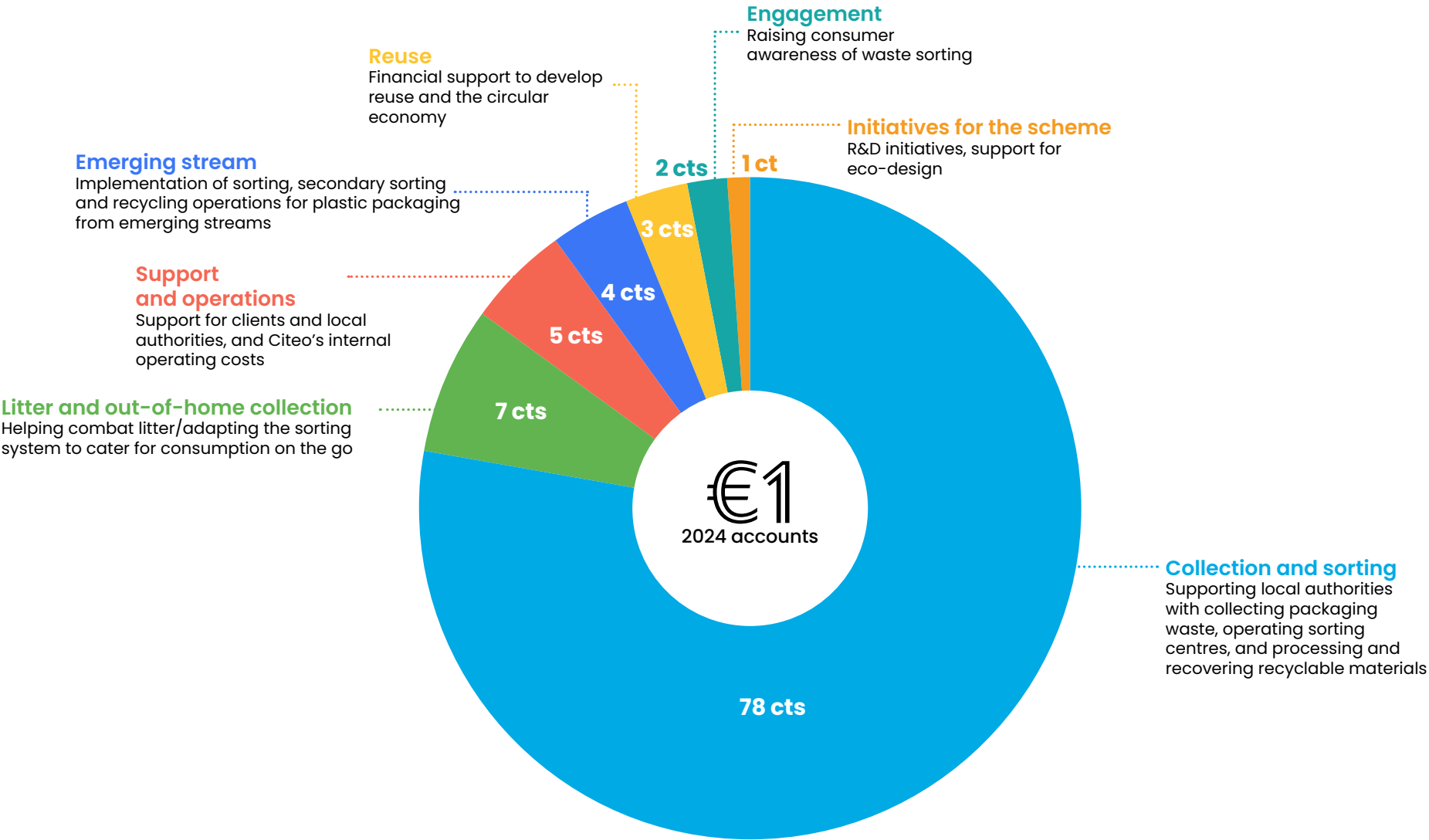


**CITEO PRO**  
Breakdown of contributions by industry sector





# Chart for household packaging and graphic paper based on the 2024 accounts



# Contributing tonnage, tonnes recycled and recycling rate for the household and graphic paper packaging scheme

## HOUSEHOLD PACKAGING

Contributing tonnage by stream (kt)	2024*	Tonnes recycled by stream	2024*	Recycling rate	2024*
Steel	234	Steel	216	Steel	92%
Aluminium	107	Aluminium	43	Aluminium	40%
Paper/cardboard	1,419	Paper/cardboard	1,098	Paper/cardboard	77%
Plastics	1,233	Plastics	326	Plastics	26%
Glass	2,536	Glass	2,133	Glass	84%
<b>Total</b>	<b>5,529</b>		<b>3,816</b>		<b>69%</b>

## GRAPHIC PAPER

Graphic Paper	942	Graphic Paper	827	Graphic Paper	69%**
<b>Total</b>	<b>942</b>		<b>827</b>		<b>69%**</b>

\* Estimated tonnages by stream in 2024.  
 \*\* Tonnage of paper managed by the SPPGD (public service for waste prevention and management) – ADEME estimate.  
 Please note: The above table includes rounded figures.



All paper can be sorted and recycled, including this document.

GROUP



[www.citeo.com](http://www.citeo.com)

Published by Citeo | Design/production: beairdeas | Printing: Handiprint, a sheltered company | Photos: Getty | February 2025 | This document is the property of Citeo. It is provided for information purposes only and does not constitute legal advice or recommendations. While every effort has been made to ensure that the information contained in this document is correct and up-to-date, Citeo accepts no liability for any errors or omissions. Citeo does not guarantee the continuity or completeness of the information contained in this document, particularly with regard to changes and regulatory interpretations in force, the state of the art and the EPR systems for household packaging and graphic paper. As such, the holder remains solely liable for use of this document.