

# Together, let's give a new life to our products

**Gaultier MASSIP**

**Ecodesign Project Manager**



Eco-Emballages  
and Ecofolio are now Citeo



A background diagram illustrating the French EPR scheme. It features a central circular flow with a milk carton icon in the middle, surrounded by a dashed blue line. To the top left, a hand icon is shown dropping a carton into a recycling bin. To the top right, a factory icon is shown. Dotted lines connect these elements to the central flow. A solid red curved line also passes through the diagram.

# Citeo

## The French EPR scheme for household packaging & graphic paper

## What we do Financial & operational activities



21 000

clients (France)



< 1 bn€

Turnover (France)



70%

Recycling rate  
(Household packaging)

# CITEO



A private company



FMCG and retailers as shareholders

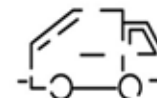


300 employees



Under French government  
Approval for French EPR activities

### Citeo Services:



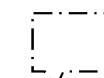
**organise collection**, sorting and recycling for improved performance at a better price (100 bn packaging on the French market each year)



**manage research** programmes to develop eco-design and move Industrial processes forward (R&D and innovation).



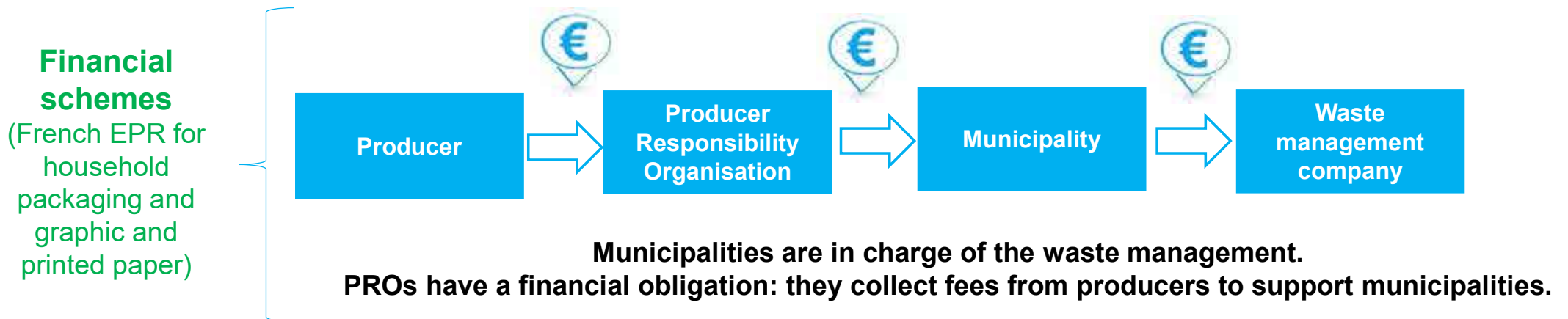
**inform** and raise public awareness of sorting used packaging and paper.



**advise** for packaging ecodesign, circular solutions, way to organize consortium to set up new circular systems in France and globally (DRS? Reuse? EPR?...)



## Citeo, a financial scheme (operational responsibility fully with local authorities)

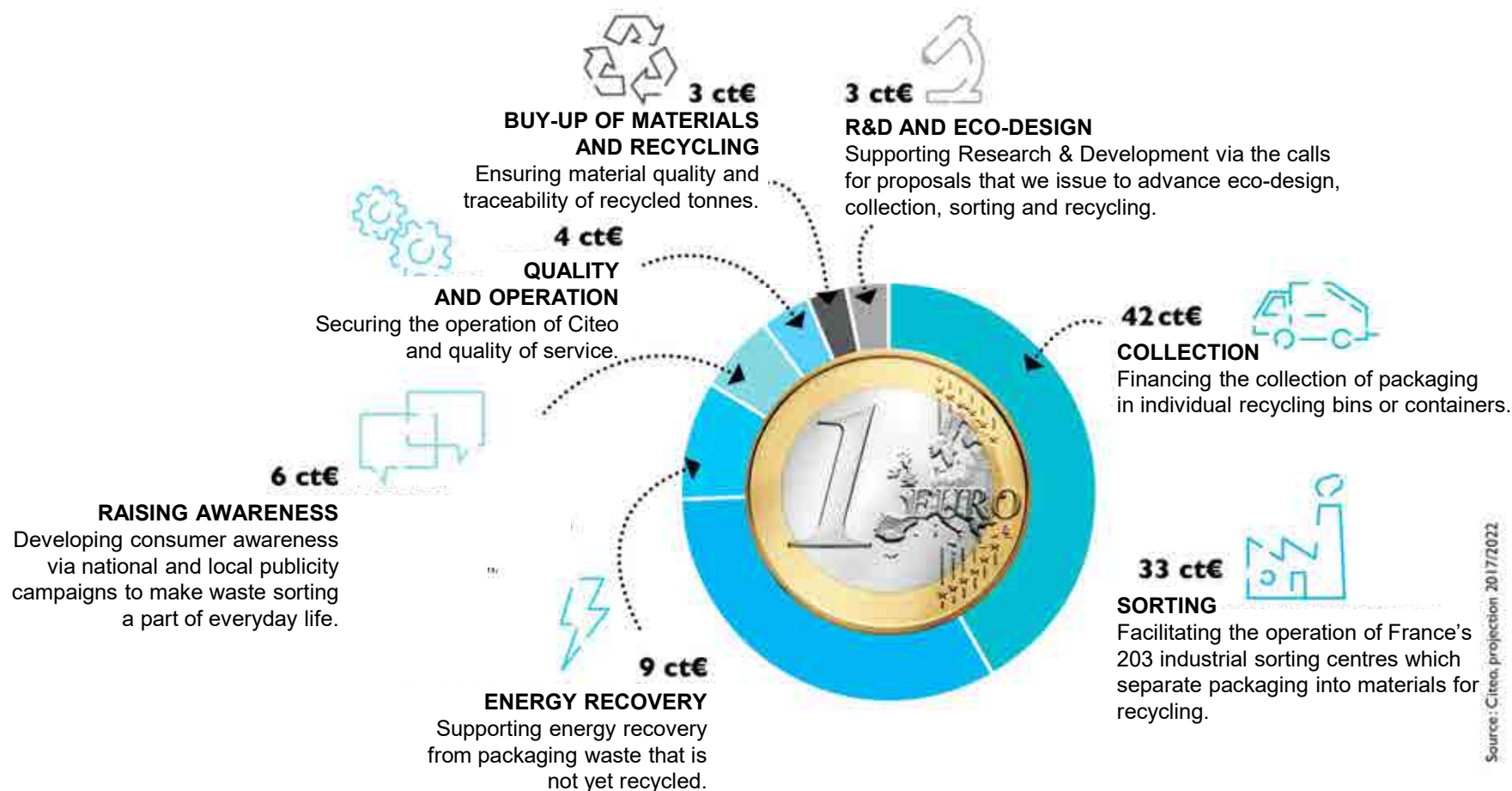


### EPR for household packaging in France: a shared responsibility scheme

**1992:** decision to set up EPR for household packaging taking into account the **exclusive competency of municipalities for household waste**

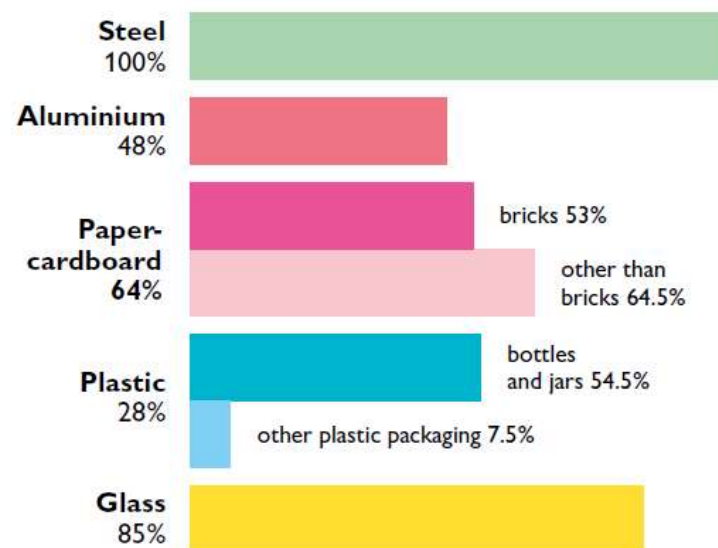
- ✓ Decision was made to use the municipal collection circuit (no creation of an additional circuit);
- ✓ **Municipalities retained the right to decide upon the organisation** of the selective collection on their territory **while producers of packed products financed the extra costs induced.**

# Thanks to the contribution of our clients, we finance the recycling of their packaging

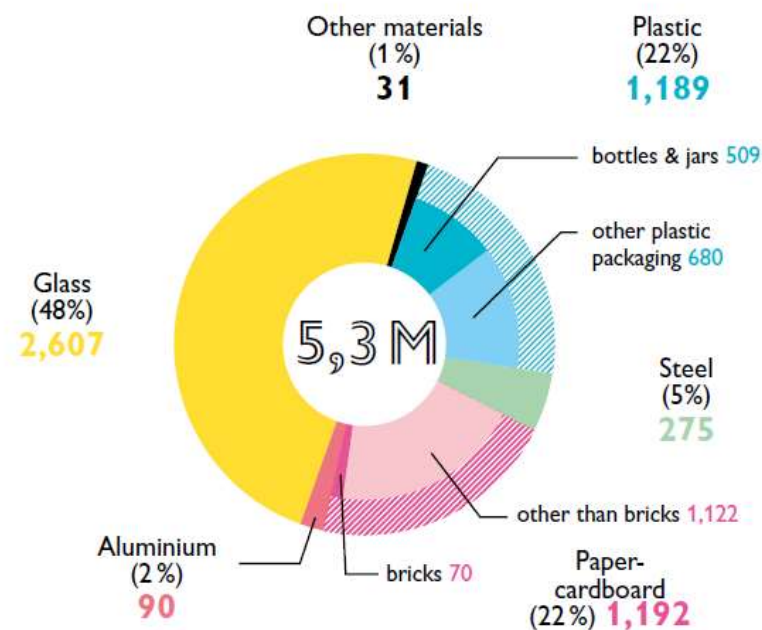


## Sorting & recycling of household packaging in France (2020 figures)

Recycling rate



Distribution of packaging that contributes to the financing of the sector



M = million, B = billion.  
Rounded figures. Detailed figures in the Citeo / Adelphe 2020 Activity Report, available on citeo.com.



# we focus our actions on two essential levers



cities



plastic





# Improve collection in cities



Densifying collection points,  
especially for glass



Communicating  
with citizens



Innovating with  
our clients



# Raising consumers awareness : targeting specific social groups



# Double

## the recycling rate for plastics



Extending sorting instructions  
for all plastic packaging by the end of 2022



Creating a positive drive effect  
on all materials



Modernising  
sorting centres

**+ spill-over effect on other materials**

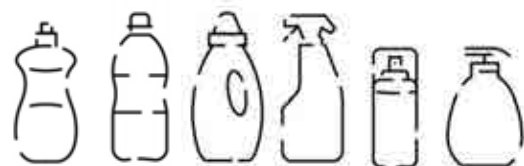


# Moving on for 100% plastic packaging in the collection bin by 2022/23 with modernisation of sorting centers



## Before extension

Only bottles



## After extension

Bottles + all other plastic packaging



Phase 1  
**2012 - 2014**  
**3.7 M**  
citizens



Phase 2  
**2015 - 2016**  
**15.6 M**  
citizens



Phase 3  
**2017 - ongoing**  
**66 M**  
citizens



# Create good conditions for the investment into new preparation and recycling units development

## Selection of the most relevant recycling technologies and securing supplies

To achieve the recycling targets set by law, Citeo is launching a call for tenders for the recycling of tonnes of plastic packaging. These plastic packaging waste will come from the development stream and the simplified sorting of transitional solutions

### Concerned streams:

- Colored and opaque PET Bottles & Flasks
- White opaque PET Bottles & Flasks
- Clear MonoPET and PET/PE Trays & Pots
- PS Trays & Pots Pots
- LDPE, HDPE and PP films



August 22: publication of selected offers

## Eco-modulation of the fees : France was the first country to introduce a bonus/malus system (in 2011)

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➔ The eco-modulation system was set up to encourage producers to avoid the presence of disruptors, or even to gain in circularity by integrating recycled material and/or by encouraging sorting.

### **3 levels of progressive malus**

to encourage the elimination of non-recyclable or recycling-disrupting packaging



### **3 cumulative bonuses**

to encourage the eco-design of packaging and raise awareness of the act of sorting

## Eco-modulation of the fees : experience in France

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France was the first country to introduce a bonus/malus system (in 2011). Non exhaustive list:

### For bottles

- PVC, aluminum and silicon elements in PET bottles
- Opaque PET bottles with more than 4% mineral content
- PVC bottles

**Malus 100%**

**Malus 100%**

**Malus 100%**

### For plastic packaging

- Integration of post consumer recycled content

**Bonus up to 60%**

### Other bonus

- Weight reduction (iso material) :
- Message on packaging about sorting (awareness raising)

**Bonus 8% (first year)**

**Bonus 4%**




## Focus on PCR Bonus

DISPOSITIONS LOI AGEC - Arrêté du 25 décembre 2020

**SYNTHÈSE DES PRIMES ET PRIMES SUPPLÉMENTAIRES POUR  
INTÉGRATION DE MATIÈRES PLASTIQUES RECYCLÉES  
POST-CONSUMMATION**

Type de résine plastique recyclée	Montant de la prime en € par kg de matière plastique issue du recyclage d'emballages incorporée	Montant de la prime supplémentaire en € par kg de matière plastique issue du recyclage d'emballages ménagers incorporée
Polyéthylène téréphtalate (PET)	0,05	0,35*
Polyéthylène basse densité (PEBD)	0,40	0,15
Polyéthylène haute densité (PEHD)	0,45	
Polypropylène (PP)	0,45	
Polystyrène (PS), y compris polystyrène expansé (PSE)	0,55	

\* La prime supplémentaire est applicable aux emballages rigides type « barquettes et pots » qui incorporent de la matière plastique recyclée en PET issue exclusivement du recyclage des emballages ménagers rigides type « barquettes et pots ».



- Only post consumer recycled content
- Traceability documents required
- Mass Balance/credit method (ISCC+ and others...) certified material not eligible
- Engage brandowners

# Recent legislation sets high targets for packaging within a limited timeframe and a plastics challenge



- ✓ **Achieve recycling rates by material** (and new calculation methods)



- ✓ **Aim for 100% recycled plastic by 2025:** packaging and non-packaging



- ✓ **Reach a collection rate for recycling plastic beverage bottles:** 77% in 2025 and 90% in 2029



- ✓ **Achieve a recycled content rate** of 25% on PET beverage bottles 2025 and 30% on beverage bottles in 2030.



- ✓ **Reduce :**
  - ✓ 50% of plastic beverage bottles by 2030
  - ✓ 20% of single-use plastic packaging by 2025
  - ✓ 100% of single-use plastic packaging by 2040



- ✓ **Reuse:** reach 5% of reused packaging placed on the market in France by 2023 and 10% by 2027



- ✓ **Ban:** ban of PS in 2025 if not recyclable

Citeo x ISCC+ TC | June 2022



	Recycling rate 2020 in France	European target 2025	European target 2030
Steel	100%	70%	80%
Aluminium	48%	50%	60%
Paper-cardboard bricks	53 %	75%	85%
Paper-cardboard other than bricks	64.5 %	/	/
Plastic	28%	50%	55%
Incl bottles & jars	54.5 %	77%	90%
Glass	85%	75%	75%
<b>Total</b>	<b>70%</b>	<b>65%</b>	<b>70%</b>

# THANK YOU



Donnons ensemble une  
nouvelle vie à nos produits.

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